

# Experts talk on challenges in cane cultivation & allied inds

**Lucknow:** The second day of the 'AgroTech India-Krishi Bharat 2024' conference was dedicated to advancing the sugar sector.

The event, hosted by Confederation of Indian Industry (CII), brought together global and national industry leaders, policymakers and technology innovators to showcase cutting-edge advancements while fostering dialogue and collaboration on challenges in sugarcane cultivation and allied industries.

Managing director of UP Cooperative Sugar Factories Federation Ltd, Kumar Vineet stressed the importance of innovation and collaboration. "The industry focus should be on making Uttar Pradesh a \$1 trillion economy by sharing best practices and IT technologies among farmers while also emphasising ecological conservation."

Conference chairman Roshan Lal Tamak discussed the evolving role of the sugar industry. TNN