

Press Release- Invest UP (Infrastructure & Industrial Dev. Dept., U.P.)

Day 2 of CII AgroTech Krishi Bharat 2024 highlights farmers' empowerment through financial access and modern mechanisation

Innovation and Sustainability: SugarTech Sessions at CII AgroTech Krishi Bharat 2024 explore emerging technologies and bioenergy opportunities

CII AgroTech 2024: Transforming Agriculture with Technology, Finance, and Global Market Access

Lucknow, November 16:

At the day-2 of the CII - AgroTech - Krishi Bharat 2024 event, a highly engaging session was held on - Facilitating Easy Access To Credit And Insurance For Farmers, focusing on how these crucial tools can empower the agricultural community.

The session featured prominent speakers, beginning with Mr. D.T. Dekatey, DGM at NABARD, who spoke about NABARD's direct connection with farmers. He highlighted the important role NABARD plays in linking farmers to financial services, ensuring they have access to necessary credit and insurance options.

Mr. Manish Asthana, Chief Manager at Punjab and Sindh Bank, continued the discussion by shedding light on the numerous government schemes designed to enhance farmer awareness. He elaborated on how farmers can benefit from using the Kisan Credit Card (KCC), outlining its advantages, including easier access to credit, reduced interest rates, and greater financial flexibility.

The session then shifted its focus to the importance of farm mechanization in improving agricultural efficiency. The speakers discussed how adopting modern machinery could significantly boost productivity, reduce labor costs, and optimize the overall farming process.

Other distinguished delegates, including Mr. Awanesh Kalik from Agri Finance Corporation Ltd, Ms. Gurpreet Kaur from SBI, and Dr. Uma Shankar Singh from the Department of Agriculture, provided valuable insights on the government's initiatives, such as the Kisan Samman Nidhi and crop insurance programs.

Overall, the session highlighted the importance of financial literacy, credit access, and mechanization in strengthening the agricultural sector. It provided farmers with the tools and knowledge needed to leverage available government schemes and banking services for long-term success.

Another session organized by CII Sugartech was divided into two parts, with the first part focusing on- Maximizing Productivity and Sustainability in Sugarcane Cultivation: Innovations and Best Practices.

The panel featured distinguished speakers, including Mr. Roshan Lal Tamak, Conference Chairman and Executive Director & CEO of Sugar Business at DCM Shriram Ltd, Shri VK Shukla, Additional Cane Commissioner from the Government of Uttar Pradesh, Dr. Rasappa Viswanathan, Director of the Indian Institute of Sugarcane Research, and Mr. Karamyog Singh, DGM at Mahindra & Mahindra.

Dr. Rasappa Viswanathan emphasized the importance of mechanization in agriculture, particularly in Uttar Pradesh. He said, "Mechanization is the future of agriculture, and it's essential for increasing efficiency and sustainability in sugarcane cultivation." He highlighted that adopting advanced machinery not only reduces labor costs but also significantly boosts productivity, making it an essential step toward modernizing farming practices in the region.

Additional Cane Commissioner Mr VK Shukla spoke about the fundamental challenges in farming and the importance of addressing them with technology. He noted, "To increase productivity, every farmer must understand the value of quality seeds and the role of technology in agriculture." He also introduced the Panchamitra Umbrella Scheme, a comprehensive initiative by the Government of Uttar Pradesh that brings together multiple agricultural programs to support farmers with modern tools, technology, and knowledge for improving crop management and overall productivity.

Mr. Karamyog Singh discussed the role of AI in sugarcane cultivation and explained how AI is optimizing productivity through innovative techniques such as 'harvesting based on recovery potential' and 'estimating sugar content of each farm' as well as improving mill operations by estimating crop yield, assisting in better planning for input procurement, labor distribution, and determining the optimal duration for mill operations.

The second part of the session at CII Sugartech focused on- Exploring Diversification Strategies in SugarTech: Expanding Beyond Traditional Sugar Production and Unlocking Bioenergy Potential. The panel featured experts, including Mr. RK Gangwar, Managing Director of Mawana Sugars Ltd, Mr. Vivek Verma, Managing Director of Spray Engineering Devices Ltd, Mr. Digvijay Singh, Senior Manager at ISGEC Heavy Engineering Ltd, Mr. Vipin Malhotra, Senior General Manager at Green Power International, and Shri Anupam Shukla, IAS, Director at UPNEDA.

Mr. Vivek Verma addressed the need for a more sustainable approach to sugar production. He highlighted how burning less biomass could be a key solution in reducing environmental impact while maintaining sugar production efficiency. His insights pointed toward energy-saving measures and the need for more resource-efficient methods in the industry.

Mr. Digvijay Singh discussed the emerging technologies in sugar plants, showcasing how new innovations are transforming the sugar manufacturing process. He pointed out the potential of integrating advanced technologies, like automation and AI, in optimizing plant operations, improving energy efficiency, and reducing operational costs.

The session emphasized the crucial role of technology and AI in the future growth of sugarcane cultivation. Experts explained how these tools could enhance productivity, optimize farming practices, and improve the management of sugar mills. Looking ahead, they projected that over the next 15-20 years, sugarcane cultivation would experience significant advancements through the use of these innovations.

The discussion also focused the importance of good agricultural practices (GAP) in ensuring healthy, sustainable crop production. Sugar mills play a critical role in this process by supporting farmers and helping them adopt best practices. The panelists noted that seeds technology is as important as agricultural practices in driving better yields and improving the overall quality of sugarcane.

Additionally, the session addressed the need to manage and reduce waste products like bagasse and biogas. Panelists suggested that through technological advancements, these by-products could be used more effectively, such as converting them into bioenergy or other useful products, contributing to both environmental sustainability and energy efficiency in the sugar industry.

Overall, the session provided a comprehensive overview of how technology, innovation, and best practices can help shape the future of the sugarcane industry, making it more sustainable, efficient, and aligned with global energy goals.

The final session on Day 2 of the event focused on Enhancing Food Processing for Value Addition and Boosting Export Potential: Leveraging Local Resources for Global Markets. The session aimed to explore how improving food processing can add value to agricultural products and expand export opportunities, while utilizing local resources to access global markets.

The session featured a distinguished panel of experts, including R P Ram, Anil Pareek, Navneet Moni, Akash Goenka, B L Meena, Additional Chief Secretary, Horticulture and Food Processing, Sachin Sharma, Sachin Sahni, Abhishek Kumar, and Bhanu Pratap Singh.

The discussion focused on collaboration between industries, government, and innovation sectors to strengthen agriculture in the state. The delegates emphasized the role of agriculture in driving the economy and supporting farmers. They discussed how value-added food processing could lead to increased exports, create jobs, and contribute to the agricultural economy.

The panel also highlighted how local agricultural resources can be transformed into high-quality products for international markets. They stressed the importance of innovation and technology

in food processing to meet global standards and increase demand for Indian agricultural products.

In conclusion, the session emphasized that through collaboration and modernization, the agriculture sector can greatly contribute to the state's economic growth and improve the livelihoods of farmers.