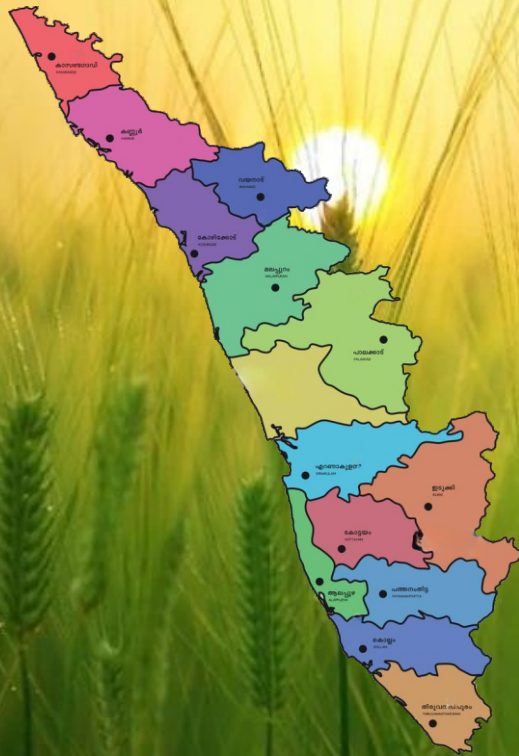


SUSTAINABLE AGRI & FOOD PROCESSING GROWTH SUMMIT & EXPO 2025

**Unlocking the Agri & Food Processing Business
Potential for the State of Kerala**

17th & 18th January 2025

Kerala Agricultural University, Vellanikkara, Thrissur, Kerala



The Associated Chamber of Commerce and Industry of India

OVERVIEW

Agriculture is the backbone of Indian Economy. About 65% of Indian population depends directly on agriculture and it accounts for around 22% of GDP. Agriculture derives its importance from the fact that it has vital supply and demand links with the manufacturing sector.

Government of Kerala aims to improve the welfare of farmers, increase agricultural sector productivity, and help Kerala achieve self-sufficiency in food, nutrition, and safety. coconut is the most important crop in the State with over 7.81 lakh hectare under it. It accounts for the largest share in the Gross Cropped Area followed by rubber and paddy. Kerala has the largest area under the crop in the country, but in terms of production it comes third. Kerala has a predominance of perennial and plantation crops, such as coconut, rubber, tea, coffee, cashew, pepper, and spices. Food crops, such as rice, tapioca, and pulses, make up only 9.35% of the total cropped area. Kerala produces 34% of India's pepper, 70% of its natural rubber, and is also a major producer of cashew, ginger, tapioca, and jackfruit.

Kerala has secured the third position in the ranking of micro-food processing units in the country. 2,548 industrial units have been started in Kerala under the PMFME scheme within one year in the food processing sector, surpassing the target given by the Central Government. Kerala contributes significantly to India's agricultural output, accounting for 97% of India's pepper, 70% of cocoa, and substantial shares in coffee, cashew, coconut, and seafood processing.

The state's fertile land and diverse crops create a canvas of opportunities for value addition, with coconut reigning supreme as the most significant cash crop. Cultivated across 7.81 lakh hectares, coconut production in Kerala reaches an impressive 5384 million nuts.

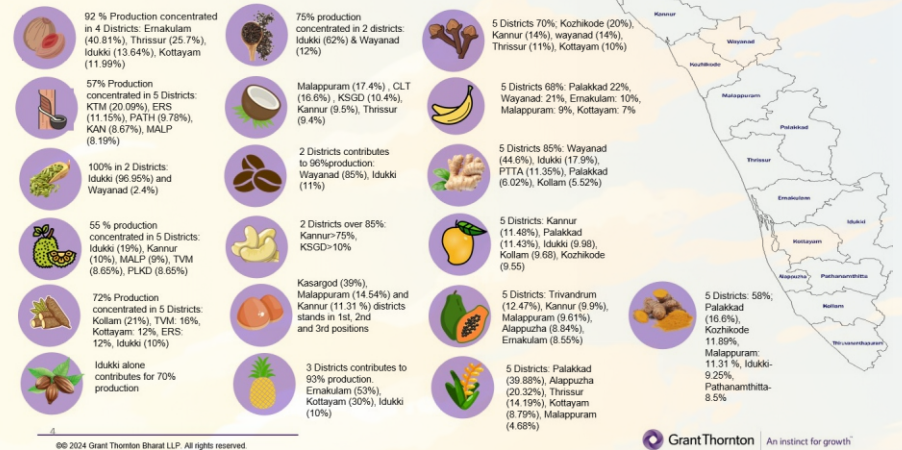
The potential for value addition in the form of packed tender coconut water, virgin coconut oil, desiccated coconut powder, jaggery, chips, jelly, vinegar, and more opens avenues for innovation and market expansion. The diverse horticultural produce in Kerala, including fruits like Banana, Pineapple, Papaya, Assam Lemon, Orange, Guava, Litchi, Jackfruit, and Mango, along with vegetables, potatoes, tuber crops, and mushrooms, offers a vast array of raw materials for packed and ready-to-eat processing. This presents an exciting opportunity to harness the bounty of nature into convenient and delectable offerings for consumers.

The adoption of AI in the food and beverage market had a valuation of 3.07 billion USD in 2020, with expectations to skyrocket to 29.94 billion USD by 2026, reflecting an impressive Compound Annual Growth Rate (CAGR) of over 45.77%.

KERA World Bank - To promote the resilience and commercialization of Kerala's food and agriculture sector.

The project envisions to transform agri supply and value chains to empower Farmer Producer Organizations (FPOs), MSMEs, and Agribusiness players to strengthen market infrastructure and promote climate resilient agriculture

Important crop cluster analysis in Kerala



practices to revive natural ecosystems and to develop climate resilience. The envisioned outcomes include a thriving local economy with increased land and labour profitability, adoption of climate-smart agriculture, reduced GHG emissions, enhanced agricultural service delivery, and expanded green employment opportunities

KABCO Interventions - Public-private partnership model to upgrade the standard of living of Kerala's farmers.

KABCO ensures that farmers receive fair and prompt compensation, removing uncertainty in their earning cycle. It will identify domestic and international markets where Kerala's agro products can be exported to. KABCO will work as a uniform agency for branding of products sourced from farmers in the state under the brand of KeralaAgro. KABCO coordinates with Farmer Producers Organizations, Farmers' Groups and Agricultural Cooperative Societies, so as to get them a fair remuneration for their crops. KABCO enable farmers to derive the most value without going through mediators. KABCO promotes Kerala's indigenous agri-products across geographies.

"NAWO-DHAN" - New Agriculture Wealth Opportunities Driving Horticulture and Agribusiness Network:

Vegetable and fruit farming has emerged as one of India's fastest growing and most profitable sectors, driven by rising demand for fresh and frozen produce both domestically and internationally. In Kerala, a unique initiative called "NAWO-DHAN," implemented by the Department of Agriculture (DoA) through the Special Purpose Vehicle (SPV) Kerala Agro Business Company "KABCO", aims to harness the potential of vacant, fallow, and underutilized land for hi-tech commercial farming. This program would promote advanced agricultural production practices including horticulture, protected cultivation, precision farming, hi-tech intercropping, hydroponics, apiculture, etc. By capitalizing on these unutilized land resources, NAWO-DHAN will aim to boost production levels, add value, generate employment, foster self-reliance, create valuable export opportunities and drive focused sector growth resulting in a major boost to the Kerala's economy.

KATHIR-Kerala Agriculture Technology Hub and Information Repository:

The Kathir App, developed by the Department of Agriculture and Farmers Welfare, Government of Kerala, is a

innovative & comprehensive platform designed to support farmers, agripreneurs, youth, FPOs, and other agricultural stakeholders in Kerala. It would provide real-time weather updates for planning the agricultural operations effectively, pest and disease alerts, and agro advisories, along with expert advice on soil testing and nutrient status. The app would also offer information on schemes and subsidies, a plant doctor feature for pest management, market price updates, and personalized assistance through Krishi Bhavan. Additionally, it would include support for organic certification, informations on Package of Practices (PoP)/Good Agricultural Practices (GAP) of various crops, value-added product training, digital marketing and other related advisories, all aimed at improving farm management practices and fostering growth in Kerala's agricultural sector.

In line with Government of Kerala vision to make to make agriculture a sustainable and viable vocation that supports livelihoods by achieving self-sufficiency in food production. The Associated Chambers of Commerce and

Industry of India (ASSOCHAM) is planning to conduct a pivotal event during January 2025. The event aims to bring together key stakeholders from the government, food processing industry, farmers, FPO, agriculture scientists, academia, and other sectors to deliberate on the strategic vision, investment opportunities, and collaborative efforts necessary to unlock the full potential of the State of Kerala.

Titled the "**Sustainable Agri & Food Processing Growth Summit & Expo 2025**" this two-day event will feature insightful panel discussions, interactive workshops, and an exhibition highlighting the latest innovations and opportunities within Agriculture and Food processing sector. The event is designed to catalyse collaboration, attract investments, and enhance value addition across the agro-industrial value chain, thereby contributing significantly to the State Sustainable Growth and Economic Development. ASSOCHAM is Host, KABCO is Co-Host & Granton Thornton as Knowledge Partner for the program.

OBJECTIVES

- ❖ **Discussion Panels on Regional Development:** Engage experts in panel discussions focusing on regional development, infrastructure planning, and sectoral linkages.
- ❖ **B2B Meets:** Facilitate targeted B2B meetings to connect food processing MSMEs with potential buyers, investors, and supply chain partners.
- ❖ **Workshops on Industry Best Practices:** Conduct workshops on various pressing topics to equip businesses with the knowledge needed for business success in the sector.
- ❖ **Government-Private Stakeholder Interactions:** Enable strategic dialogues between government officials and private sector stakeholders to discuss policy frameworks, incentives, and collaborative opportunities.
- ❖ **Exhibitions to Showcase Innovations:** Organize exhibitions to display the latest advancements in food processing technologies, value-added products, and sustainable practices.
- ❖ **Networking Sessions:** Provide opportunities for participants to network and build partnerships across sectors, enhancing the collaborative ecosystem
- ❖ **Investor Pitch Sessions:** Host sessions where MSMEs can pitch their business ideas to potential investors and explore funding opportunities.

EVENT HIGHLIGHTS



Buyer Seller Meets (B2B)



DPR Clinic



B2C Exhibition



Seminars & Workshops



Networking Receptions



Poster Presentation & Interaction for Students

TARGET AUDIENCE

- ❖ Farmers (small, medium, and large), FPOs, and FPCs
- ❖ Agri-entrepreneurs and agro-food manufacturers
- ❖ Agricultural Scientists and Researchers
- ❖ Policymakers and Government Officials
- ❖ Representatives from Agricultural Input Companies, Machinery Manufacturers, and Financial Institutions
- ❖ Students and Academics with a focus on Agriculture and Food Processing

SPONSORSHIP/ PARTNERSHIP ENTITLEMENT

Event Partner (Exclusive): Rs. 10 Lakhs + GST

- ❖ Exclusive Slot to deliver Special Address during Inaugural Session
- ❖ Panel Speaker Slot in the Panel Discussion
- ❖ Additional Partnership benefits for ASSOCHAM with Government of Kerala is conducting Agri Event at Kochi during November or December 2024, (Date and Topic to be finalized)
- ❖ Logo in all online and offline collaterals
- ❖ Circulation of Bytes of Head of Organization in Social Media Post
- ❖ Logo on Backdrop and all other promotional materials
- ❖ One Advertisement in Newspaper
- ❖ Logo on Lanyard
- ❖ Logo on Delegate Kits
- ❖ Playing Video of Agri Initiatives during conference
- ❖ One Page Advertisement in Knowledge Report
- ❖ Inserts of Organization Brochure in delegates kits
- ❖ 2 x 2 stall

Gold Partner: Rs. 6.5 Lakhs + GST

- ❖ Panel Speaker Slot in a Panel Discussion
- ❖ Additional Partnership benefits for ASSOCHAM with Government of Kerala is conducting Agri Event at Kochi during November or December 2024
- ❖ Logo in all online and offline collaterals
- ❖ Circulation of Bytes of the Head of Organization in Social Media Post
- ❖ Logo on Backdrop and all other promotional materials
- ❖ One Advertisement in Newspaper
- ❖ Playing Video of Agri Initiatives during the program
- ❖ One Pager Advertisement in Knowledge Report
- ❖ Inserts of Organization Brochure in Delegates kits
- ❖ 2 x 2 stall

Silver/Associate Partner: Rs. 3 Lakhs + GST

- ❖ Additional Partnership benefits for ASSOCHAM with Government of Kerala is conducting Agri Event at Kochi during November or December 2024
- ❖ Logo in all online and offline collaterals
- ❖ Circulation of Bytes of Head of Organization in the Social Media Post
- ❖ Logo on Thank you Banner/Standee at venue
- ❖ One Advertisement in Newspaper
- ❖ Playing of Video of Agri Initiatives during the program
- ❖ Inserts of Organization Brochure in Delegates kits
- ❖ 2 x 2 stall

For Exhibitors: Rs. 1 Lakhs + GST

- ❖ Logo in all the online and offline collaterals
- ❖ One Advertisement in Newspaper
- ❖ Inserts of Organization Brochure in the Delegates kits
- ❖ 2 x 2 stall

Exhibitor Registration Link

<https://forms.office.com/r/ZbTeV1GNcT>

Conference Registration Link

<https://forms.office.com/r/7rW2kCgjn0>

For Inquiries & Registrations, Please Contact:

Ms. Padma
99003 38776
padma.b@assochem.com

Ms. Nanditha
90364 61650
nanditha.op@assochem.com

Ms. Tarina Basu
9611226411
tarina.basu@assochem.com

THE ASSOCIATED CHAMBER OF COMMERCE & INDUSTRY OF INDIA (ASSOCHAM)

Southern Regional Headquarters:

#613, 6th Floor Barton Centre, 84 M G Road, Bengaluru 560 001. Tel: 080 41132467/41134838