

Seminar on Agriculture Market – Setting New Development Agenda

“Shift agriculture policy focus-price centric to development centric”: Dr. Ramesh Chand

“Shift agriculture policy focus-price centric to development centric” commented Dr. Ramesh Chand, Deputy Director General (Agriculture Education) Indian Council of Agricultural Research in his keynote address at the seminar on “Agriculture Market – Setting New Development Agenda”.

The unique seminar on agriculture was jointly organised by Federation of Indian Chambers of Commerce & Industry (FICCI) and Centre for Public Policy Research (CPPR) supported by National Bank for Agriculture and Rural Development (NABARD). Dr. Chand also explained about various important factors affecting agriculture market in India and worldwide, changes in marketing trends in agriculture, the role of Centre- State in fixing the Minimum Support Price, APMC Act and opportunities in agri market in the changed economic context of the country. “Time has come when we should look to agriculture differently. We should not merely take produce from producers to end users; but also focus to promote welfare of producers and consumers”, he added.

In the opening address Mr. N.Ramesh, General Manager, NABARD remarked that regarding agriculture market Government of India is implementing various schemes through NABARD. He also emphasised the support provided by NABARD to encourage entrepreneurships in agriculture in the state.

The session also highlighted ‘Various Modern Concepts in Agriculture’, the ‘Success Stories of Entrepreneurs and

Corporates who have excelled in Agriculture Sector' and also analysed the challenges ahead so as to motivate more entrepreneurs and corporates to venture into agriculture as an alternative source of investment'.

Mr. Philipgi T Kanatt (Director, Tellusgreen, Centre for Sustainable Living, Cochin) and Mr. Alex Thomas (Founder/Managing Director, TIERA Foods India Private Ltd., Cochin), Mr. David Mookan, (past chairman, FICCI Kerala State Council), Mr. Rahul V Kumar (Associate Research Consultant, Centre for Public Policy Research) and Mr.Savio Mathew (Head, FICCI Kerala State Council) also spoke. Agriculturalists from numerous sectors, entrepreneurs, organic farmers, botanists, academicians from various parts of the state attended the session.