

Agriculture output can be increased by ~INR 68,000 Cr by using Plasticulture applications – FICCI-TSMG report

National Conference on Potential of Plasticulture in India held at FICCI in New Delhi

NEW DELHI, 13 May 2016: A National Conference on potential of Plasticulture in India on the theme “Role of Plasticulture in Next generation Agriculture” was inaugurated by **Shri Hukmdev Narayan Yadav, Chairman, Parliamentary Standing Committee on Agriculture & Farmers Welfare** here today. He also released Knowledge and Strategy Paper prepared by FICCI and Tata Strategic Management Group (TSMG), a leading & largest Indian owned management consulting firm.

The report “**Unleashing the potential of Plasticulture – Need of the hour**” highlights the importance of adopting various Plasticulture methods and how it will play a critical role in order to bring further prosperity to the Indian agricultural sector. TSMG estimated that the agriculture output can be increased by ~INR 68,000 Cr by using Plasticulture applications in all pre and post-harvest requirements.

The Conference was jointly organized by FICCI and Department of Chemicals and Petrochemicals, Government of India, Department of Agriculture Cooperation & Farmers Welfare, Govt. of India, National Committee on Plasticulture Applications in Horticulture of Ministry of Agriculture, Govt. of India. TSMG is the Knowledge & Strategy Partner of this conference.

Shri Hukmdev Narayan Yadav, Chairman, Parliamentary Standing Committee on Agriculture & Farmers Welfare in his inaugural address, discussed the potential of plastics in agriculture and business opportunities present in the sector. He highlighted the benefits of Plasticulture in farming methods and post harvesting techniques and truly believes that Indian plastics industry should promote sustainable development by investing in technologies that protects environment and stimulates growth while balancing economic needs and financial constraints.

Shri Sanjeev Chopra, Additional Chief Secretary & Principal Secretary - Agriculture, Government of West Bengal referred to applications of plastics in agriculture and has the potential to transform Indian agriculture to bring in the "Second Green Revolution" if tapped to its maximum potential.

Shri Avinash Joshi, Joint Secretary (Petrochemicals), Department of Chemicals & Petrochemicals, Government of India while detailing the positive role being played by the Indian plastics industry, as also various steps being taken by the Govt. to facilitate the growth of the sector, advised for focus to sustainable growth. The industry would need to set targets for bringing in efficient technologies and for this the industry must invest more in R&D.

Shri Shakil P. Ahmed, Joint Secretary, Department of Agriculture, Cooperation & Farmers Welfare, Government of India in his address focused on the significant progress in the adoption of Plasticulture techniques in the last decade. He also discussed about the greater use of plastic in agriculture can also help to a great extent to achieve up to fifty percent of the intended targets in Agriculture.

Shri Krish Iyengar, Executive Director, National Committee on Plasticulture Applications in Agriculture & Horticulture (NCPAH) also pointed to the huge unrealized potential of further growth of plastic industry, as indicated by the present very low per capita consumption level in the country.

Shri Sujoy Choudhury, General Manager (Petrochemicals) Marketing, IOCL discussed about how the plasticulture is going to play a dominant role in horticulture development of the country. This is of special significance in view of the decision of Government of India to double the horticulture production in the country in the

next five years. Hence the role of plasticulture applications - micro irrigation, and mulching on one hand and protected cover cultivation on the other is going to be very critical in the coming years.

Mr. Manish Panchal, Senior Practice Head - Chemical & Energy, Tata Strategic Management Group, said, “The increasing population is raising concerns on the food security in India thereby putting a pressure on the agricultural sector to increase the production levels with limited resources by improving efficiencies and reducing wastages. Government should make the micro irrigation mandatory for all those crops which are water guzzling crops”

Shri Vinay Mathur, Deputy Secretary General, FICCI pointed out the dwindling quality and the availability of water resources and importance of adopting Plasticulture for ensuring sustainability of the agricultural practice. He added that the Report on **“Unleashing the potential of Plasticulture – Need of the hour”**, jointly undertaken by FICCI and TSMG highlights the approach required by the key stakeholders including the government and the regulatory bodies to be able to harness the plastics opportunities in agriculture and provide a much needed thrust to a second green revolution

Representatives from the Government of India (Department of Chemicals and Petrochemicals and Department of Agriculture & Cooperation), the State Government, private industry players along with large number of farmers who are important beneficiaries of plasticulture, were present in this conference.

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