ROAD SHOW

Organics & Millets International Trade Fair 2019
The Second Roadshow of International Trade Fair-2019 on 24 November 2018 at The O Hotel, Pune, Maharashtra.

Dignitaries:

- Shri Sachindra Pratap Singh, IAS Commissioner of Agriculture, Govt of Maharashtra.
- Smt. C N Nandini Kumari, Managing Director, KAPPEC, Karnataka
- Mr. Rohitashwa Gakhar, Director Operations, ICCOA (International Competence Centre for Organic Agriculture) Bengaluru.
- Ms. Samadhi Shelar, Farmer Federation, Maharashtra
- Maharashtra Agricultural Competitiveness Project (MACP) team Person

The Department of Agriculture, Government of Karnataka is organizing the International Trade Fair- Organics and Millets 2019” in association with KAPPEC and ICCOA Knowledge Partner). The event is scheduled to be held at Bangalore Palace, Bengaluru from 18th to 20th of January 2019. This is contemplated in the background of experience of a very successful International Trade Fair Organics & Millets hosted during January 2018 at Banglore Palace Bengaluru.

The event started with welcome speech by Mr. Rohitashwa Gakhar, Director Operations, ICCOA. Many renowned Retailer/ Exporters/ Marketers/ Policy Makers attended the programme.
The Welcome Address was delivered by the Department of Agriculture and KAPPEC Followed by Opening address by

_Smt. C N Nandini Kumari, Managing Director, KAPPEC, Karnataka._

Briefed about the value of Millets and growth of millets value in Karnataka in recent decades and are beneficial for marginal farmers as it could be grown in very unfavourable drought conditions. It is considered to be the future crop as it is drought tolerant, relatively low in cost production and low maintenance etc. Millets could be a great addition to the chart of super foods globally and India could play a vital role in contributing its major production share to the world super foods sector.

The much sought after Organics and Millets International Trade Fair 2019, organized by the Government of Karnataka’s Department of Agriculture, will be held from 18th to 20th January 2019. During the Roadshow in Pune, Shri. Jagadeesha K G, IAS, Commissioner of Agriculture, Department of Agriculture, Government of Karnataka. said that the flagship event will revolve around the theme: K-Source, celebrating the State of Karnataka as the source for Next Gen Smart Foods and Introducing Millet’s Maga and Magalu the concept for the new Generation. The Organics and Millets International Trade Fair 2019 will comprise of three aspects namely exhibition, conference and food court. The event, which is mainly for farmers, buyers, sellers and
exporters of organic produces and millets, will have the participation of over 250 exhibitors occupying an exhibition space of 10,000 square meters including stalls from other states, countries, Farmer Producer Organizations (FPOs) and several farmer federations from Karnataka.

Unfolding Of Millet Maga & Magalu Dignitaries On Dias

The meet was further addressed by:

Ms. Samadhi Shelar on Giving directions to Organic & Millet movement

Spoke on “Annadata – Citizens Movement for Safe Food” is a citizen-driven, expert-guided, voluntary movement formed with a mission to create Awareness about Safe food and make it available to all. ‘Anna’ – means food which needs to be safe, nourishing and healthy. ‘Data’- means the giver whose intention and practices need to be pure; like producing nourishing food that is safe for entire Bio-diversity. (Water, Air, soil, Micro-organisms).

Falling health is common in all walks of society. Food is as responsible for it as much as stress and pollution. Food is expected to nourish, but our diets have falling levels of nutrition. Whatever little available nutrition is also poisoned by chemicals. Safe Food is utmost necessary to escape this erosion of nutritive values of our everyday food. Food in every form is the result of farming. Farming is in the grip of the doctrine of the Green Revolution which advocates cultivation of hybrid seeds that have far less nutritive values than the traditional. Hybrid crops are susceptible to infections that warrant use of chemical pesticides. The residues of these deadly chemicals reach our bodies
affecting human health in many ways. The awareness of safe food is vital to put an halt to this, and to ensure the building up of a healthy nation. Such a safe food will be raised from crops taken on local natural seeds, in their natural seasonal cycles without external chemical interventions to unnaturally engineer or boost yield.

Foods in all forms can be tested in laboratories. But testing food for research is one thing, doing that in everyday life, quite another. It can be expensive and unrealistic. Organic certifications are offered by labs but they are for supply-chains taking food across wider distances. The most recommended means of ascertaining that your food is safe, is KYF – know your farmer. Consider to visit their farms.

Supply-chains are equally important and it is desirable to build one-to-one relationship with your supplier of organic food. In addition to a connect with the farmer and the supply-chain, consumers should use their sensory perception.

The Meet was chaired by Shri. Jagadeesha K G, IAS, Commissioner of Agriculture, Department of Agriculture, Government of Karnataka.

Addressed the gathering and spoke about the initiatives of the Government of Karnataka to improve the conditions of the Indian farmers and increase area under Organics and millets. Main points of his address were as follows

Karnataka’s first of its kind International Trade Fair – Organics & Millets 2018 was organized from 19-21 January 2018. The second edition of the Organics and Millets International Trade Fair 2019 will be the largest congregation of India’s Organic and Millets community. Through this event, we want to emphasise our positioning of Karnataka as the Organics and Millets Capital of India. These roadshows are made to create awareness about the event and encourage participation. We will also be conducting key district level melas across the State to attract visitors and participation. We have also conducted roadshows abroad to rope in foreign delegations, buyers, food processers, bloggers and journalists. The Trade fair has brought in a new era in the field of organic foods and millets across a wide spectrum of stakeholders. We hope that more people turn to organics and millets as part of their daily food intake and take advantage of its health benefits.

Favourable climate and a diverse production base offer immense opportunities for the State. Our farmers have combined indigenous and innovative methods to pioneer the organics and millet agriculture movement. Organic agriculture sector in the State is gaining momentum with markets experiencing double digit growth year-on-year, while millets have emerged on the scene as the new nutrient cereal. The Organics and Millets International Trade Fair 2019, which will address all aspects of the value chain, from farm to shelf, provides the perfect launch pad to position the State of Karnataka as
not only a source for Next Gen smart foods and businesses, but also a source of Next Gen Customers, Next Gen markets and a source of new opportunities.

The Trade fair opened a new era in the field of organic foods and millets across a wide spectrum of people. The initiative emerged as the largest congregation of India’s Organic community and mooted Karnataka as the Millet Capital of India. For the first time GOK instituted Jaivik India awards and were given out to the meritorious recipients from different states.

The fair generated business/orders potentials worth Rs.107 crore for organic and Millet farmers.

More than 225 B2B, F2B, meetings were held where in MOUs signed for the total quantity of 13218 MTs of organic and millet products worth Rs.107 crores.

The long term commitments for the next three years are also estimated at Rs.340 crores.

The three day trade fair witnessed around 2 lakh visitors including farmers, students, scientists, businessmen and general public.

International delegates from 6 countries viz. USA, Japan, South Korea, China, Germany and Netherlands were participated in trade fair.

Business of around Rs.4.5 crores generated across various counters during the three days fair.

Shri. Sachindra Pratap Singh, IAS Commissioner of Agriculture, Govt of Maharashtra.

Addressed on Maharashtra perspective towards Organics and millets and The Maharashtra government has decided to set up a mission for promoting organic agriculture in the State. The mission will also help create a value chain for distributing organic farm products. the mission will be implemented in farmer suicide-prone districts of Buldhana, Akola, Washim, Amravati, Yavatmal and Wardha. The mission will focus on low-cost technology for enhancing from income, create a system for recycling of farm waste, create a marketplace for selling of organic farm products and explore export opportunities, the cultivation methods the farmers are using at the time of drought and Lack of water for agriculture. He also assured the participation of Maharashtra state in International Trade Fair-2019

Mr. Rohitashwa Gakhar, Director (Operations) ICCOA (International Competence Centre for Organic Agriculture.

Explained about the Participation at International Trade Fair – Organics & Millets 2019 stall rent and space booking formalities. Being a Knowledge partner for the event since decades for the Government of Karnataka.
There was interactive session after the address by dignitaries. Shri. Sachindra Pratap Singh, IAS Commissioner of Agriculture, Govt of Maharashtra. And Shri. Jagadeesha K G, IAS, Commissioner of Agriculture, Department of Agriculture, Government of Karnataka. Answered many questions raised by the Stakeholders and Federations, other dignitaries on the dais also answered questions related to them.

The programme ended with vote of thanks by Director of ICCOA Mr. Rohitashwa Gakhar. The program ended with lunch with Millet’s recipes.

News report on Roadshow Pune:
https://youtu.be/O5Shw36RgTE