MINISTRY OF
FOOD PROCESSING
INDUSTRIES
GOVERNMENT OF INDIA

WORLD FOOD INDIA

2024 19th to 22nd September

Processing for Prosperity

BHARAT MANDAPAM, NEW DELHI

A GLOBAL EVENT TO SHOWCASE CONNECT & COLLABORATE

POST SHOW REPORT

FICCI | INVEST INDIA

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01 WORLD FOOD INDIA: AT A GLANCE

Recognizing the potential of food processing to transform India into a global food hub, the Ministry of Food Processing Industries (MoFPI), Government of India, has implemented strategic measures to attract investments in various food processing sub-segments. These measures focus on strengthening backward linkages, enhancing food processing and value addition ecosystem, promoting research and development, expanding cold chain storage solutions, and supporting startups, logistics, and retail chains.

To promote India's rich food culture and facilitate investments in the country's diverse food processing sector, the Ministry of Food Processing Industries organized the first edition of World Food India (WFI) in 2017. This event was a tremendous success, attracting over 70,000 business delegates, 800 exhibitors, participation from 60 countries, 28 Indian states, and 50 global CEOs. More than 8,000 B2B and B2G meetings were held, creating valuable networking and business opportunities.

Despite the global challenges brought on by COVID-19, the food processing sector sustained its progress, continued to expand, and contributed significantly to the Indian economy.

Building on this momentum the Ministry of Food Processing Industries organized the second edition of World Food India from November 3 to 5, 2023, at Bharat Mandapam, New Delhi. This event was organized in conjunction with the International Year of Millets (IYoM) 2023, underscoring India's leadership in millet production and promoting sectoral growth.

The event was inaugurated by the Hon'ble Prime Minister of India, Shri Narendra Modi on November 3, 2023, at the Plenary Hall of Bharat Mandapam. The valedictory session of WFI 2023, which concluded on November 5, was graced by the esteemed presence of the Hon'ble President of India, Smt. Droupadi Murmu. The event was held across 49,174 square meters of exhibition space, including open spaces totaling 10,000 square meters with participation of 1208 exhibitors. The major highlights included participation from 9 Ministerial level delegations, 16 international high level delegations, 91 CXOs from over 70 leading companies, 715 international buyers from more than 90 countries and 218 domestic buyers participating in reverse buyer seller meetings. The event was one of the biggest congregations of government departments and dignitaries, global investors and business leaders of major global and domestic agri food companies in the country. In addition, technical sessions, ministerial meetings, and a high level industry roundtable interaction with Union Ministers were also held at Bharat Mandapam, adding an extra dimension to the program.

Preparatory Works for the Third Edition of World Food India

The Ministry engaged intensely with preparatory work prior to the event and on-boarded specialized agencies with domain expertise to help organize the event of such a large scale. FICCI was onboarded as the National Event Partner, and Invest India as Investment Facilitation & Knowledge Partner.

APEDA, MPEDA, and other commodity boards were onboarded to bring buyers to participate in the World Food India 2024. The ministry coordinated with Indian missions abroad to

gather the details of potential buyers in countries like Germany, the United Kingdom, Belgium, Thailand, Myanmar, Sri Lanka, Brunei, and the Dominican Republic etc. Extensive efforts were made throughout the year towards enlisting and onboarding all the related line ministries, states, and autonomous bodies as partners for the event.

With a view to recognizing the contribution of start-ups in sectoral progress through World Food India, a National-level Start-Up Grand Challenge 2.0 was organized with the support of Startup India and Invest India to encourage innovative & disruptive futuristic ideas in the Food Processing Sector.

A total of 40 technical sessions with 8 sessions of participating states & UTs, 10 sessions of Partner Ministries and Departments, 19 Thematic Sessions and 3 country sessions were planned during the event after extensive discussions with researchers, academia & Industry stakeholders. The following section covers the brief of the various activities held to promote the third edition of World Food India.

A. World food India 2024: Curtain Raiser

The Curtain Raiser Event for the third edition of World Food India was held on June 19, 2024 at the National Media Centre, New Delhi. Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, GoI along with Shri. Ravneet Singh, Hon'ble Minister of State for Food Processing Industries and Railways, GoI and Smt. Anita Praveen, Secretary, MoFPI inaugurated the official website and mobile application for World Food India 2024.

B. Industry Interactions Organized to Promote World Food India 2024:

To encourage broader participation from global investors, business leaders of prominent international and domestic companies, experts, and other key stakeholders, the Ministry worked diligently within a tight timeline of less than a year to prepare for the event, organizing a series of industry roundtables, domestic and international roadshows, and other initiatives.

Event Details :

1. Shri Chirag Paswan, Hon'ble Union Minister, Ministry of Food Processing Industries chaired an Industry Roundtable interaction with Agri and Food companies in Mumbai.
2. Shri Preet Pal Singh, Joint Secretary, MoFPI chaired a business roundtable with Indonesia's leading food processing companies at the Embassy Business Centre.
3. Smt Anita Praveen, Secretary, MoFPI chaired a Roundtable interaction with Agri and Food companies in Mumbai.

02 INAUGURAL SESSION OF WORLD FOOD INDIA 2024

The inaugural session of World Food India 2024 was a grand and inspiring event that set the stage for four days of insightful discussions and activities. The opening ceremony brought together an array of distinguished leaders from government, industry, and academia to officially launch the third edition of this prestigious event. The function included speeches from high-profile dignitaries, all showcasing their commitment to advancing the Indian food processing sector.

Shri Pralhad Joshi, Hon'ble Minister of Consumer Affairs, Food and Public Distribution and New and Renewable Energy, Govt. of India, along with Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, and Shri Ravneet Singh, Hon'ble Minister of State for Food Processing Industries and Railways, inaugurated the third edition of World Food India at Bharat Mandapam, New Delhi. Following the inauguration, the ministers toured the exhibition areas, where various innovations and initiatives in the food processing sector were showcased.

Hon'ble Prime Minister Shri Narendra Modi, in his message for World Food India 2024 said that it was a pleasure to learn about the organization of World Food India 2024. He conveyed greetings and best wishes to all the participants who have come from various parts of the world.

Hon'ble Prime Minister said that the participation of several nations showcases World Food India 2024 as a vibrant platform for the brightest minds from the global food industry, academia and research to make the most of increasing opportunities, share, and engage in a two-way learning from each other's experiences.

Hon'ble Prime Minister further stated that India has a vibrant and diverse food culture, and farmers are the backbone of the Indian food ecosystem. It is them who have ensured the creation of nutritious and delicious traditions of culinary excellence. We have been supporting their hard work with innovative policies and focused implementation, he said.

The Hon'ble Prime Minister in his message further said that in the modern era, through progressive agricultural practices, strong administrative frameworks and cutting-edge technologies, our effort is to ensure that India sets global benchmarks for innovation, sustainability, and safety in the food sector. He stated that during the last 10 years, we have introduced wide-ranging reforms to transform the food processing sector. Through multi-dimensional initiatives such as 100% FDI in food processing, Pradhan Mantri Kisan Sampada Yojana, Formalisation of Micro Food Processing Enterprises, and the Production Linked Incentive scheme for Food Processing Industries, we are creating a strong ecosystem of modern infrastructure, robust supply chains and employment generation across the country, he said.

Hon'ble Prime Minister said that an important part of our vision is to empower small enterprises. We want our MSMEs to flourish and become an integral part of the global value chain and at the same time, encourage women to become micro-entrepreneurs. He emphasized that, at such a juncture, World Food India is an ideal platform for us to work with the world through B2B interactions and exhibitions, reverse buyer-seller meets, and country, state and sector-specific sessions.

Addressing the gathering at World Food India 2024, Shri Pralhad Joshi, Hon'ble Minister of Consumer Affairs, Food and Public Distribution and New and Renewable Energy, Govt. of India welcomed global dignitaries and commended India's remarkable progress in food security, sustainability, and innovation. He stressed the government's commitment to ensuring the availability of good quality food for both domestic and global consumers, as part of the broader goal of achieving a hunger-free world. He emphasized ensuring welfare of farmers through initiatives aimed at boosting incomes, improving access to technology, and providing fair prices for their produce.

Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, emphasized that the third edition of World Food India marked a crucial milestone in India's journey towards becoming a global leader in food processing. He underscored the sector's pivotal role in driving exports, employment, and income for farmers. Shri Paswan also noted that the event is a testament to India's economic resilience and growth, with a strong emphasis on innovation, sustainability, and technology. He reiterated that global collaboration and investment are essential in shaping the future of the food industry, and positioning India as a key player in the global market while fostering economic growth and environmental stewardship.

Shri Ravneet Singh, Hon'ble Minister of State, for Food Processing Industries and Railways, echoed these sentiments, highlighting India's emergence as a global leader in the food processing sector. He focused on the government's commitment to sustainability, including efforts to reduce food waste, embrace renewable energy, and promote eco-friendly practices within the industry.

Key highlights of the inaugural session included the launch of food processing units at 67 locations, with investments totaling Rs. 5,135 crores under the PLISFPI and PMKSY schemes. Additionally, credit-linked support was disbursed to 25,000 beneficiaries for micro-projects worth Rs. 2,351 crores under the PMFME scheme, and Rs. 245 crores seed capital was sanctioned for 70,000 SHG members.

During the event, the winners of the Startup Grand Challenge 2.0 were also announced. This challenge aimed to promote innovation in areas such as waste management, efficient water use, and novel food processing technologies. The winners received both financial and incubation support, facilitated through NIFTEM-Kundli, to further develop their projects.

The inaugural event witnessed the participation of the Union Ministers, international ministerial-level delegations, and international high-level official delegations. Additionally, over 100 CXOs from domestic and global food processing companies were present, alongside approximately 3,500 attendees, including scheme beneficiaries, students, academia, exhibitors, and government officials.

International ministerial delegations from countries such as Djibouti, Liberia, Sierra Leone, Madagascar, Bhutan and Palestine attended the event, while official delegations from countries including USA, Sri Lanka, Lesotho, Kuwait, Guinea, Japan, Saudi Arabia, Mozambique, Burkina Faso and Australia were also present during the inaugural session.

Glimpses from Inaugural Session of World Food India 2024

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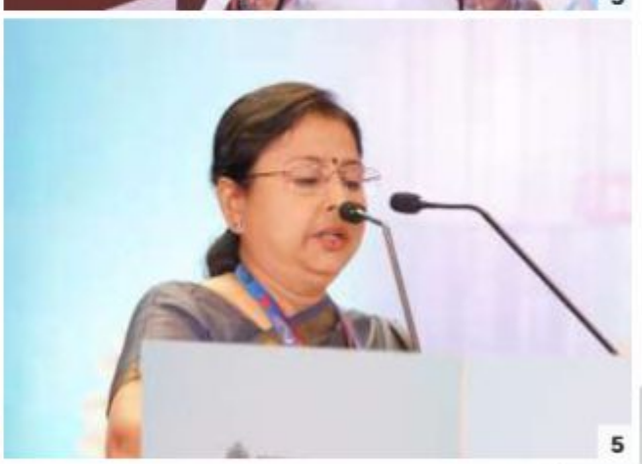
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1 *(L-R) Smt. Anita Praveen, Secretary, Ministry of Food Processing Industries; Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries; Shri Pralhad Venkatesh Joshi, Hon'ble Minister of Consumer Affairs, Food and Public Distribution and New and Renewable Energy; Shri Ravneet Singh, Hon'ble Minister of State for Food Processing Industries and Railways.; Shri Minhaj Alam, Additional Secretary, Ministry of Food Processing Industries.*

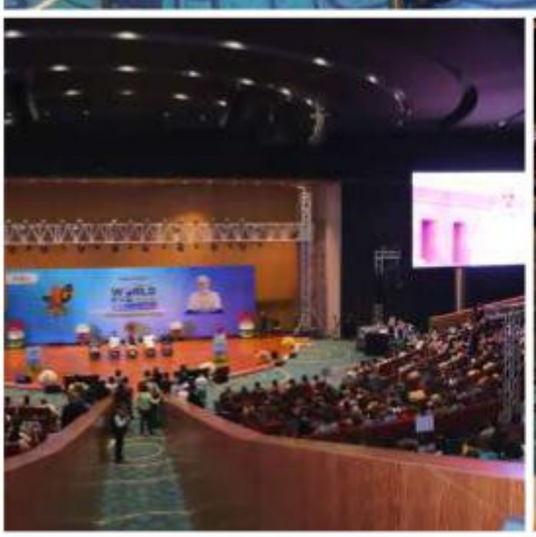
2 *Shri Pralhad Venkatesh Joshi, Hon'ble Minister of Consumer Affairs, Food and Public Distribution and New and Renewable Energy addressing the Inaugural Session of World Food India 2024*

3 *Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries addressing the Inaugural Session of World Food India 2024.*

4 *Shri Ravneet Singh, Hon'ble Minister of State for Food Processing Industries and Railways addressing the delegates at World Food India 2024*

5 *Smt. Anita Praveen, Secretary, Ministry of Food Processing Industries welcoming the delegates at World Food India 2024*

Glimpses from
Inaugural Session of World Food India 2024



03 CEO ROUNDTABLE INTERACTION

A high-level industry roundtable discussion was convened on 19th September 2024 at the Summit Hall, Bharat Mandapam, New Delhi. It was co-chaired by Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry, GoI and Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, GoI.

The roundtable was also attended by Secretaries and senior government officials from allied line ministries and departments (Ministry of Finance, Ministry of Agriculture & Farmers Welfare, FSSAI, Department of Promotion of Industry and Internal Trade, Department of Fisheries, Department of Commerce, Ministry of MSME) along with over 100 distinguished industry leaders including CEOs from Britannia, Coca-Cola, ITC, Mondelez, PepsiCo, Tetrapak, and Tata Consumer Products.

The primary objective of the High-Level CEO Roundtable was to facilitate a strategic dialogue between prominent industry leaders in the agri-food sector and senior government officials. This exclusive forum aimed to address pivotal industry challenges, including government subsidy frameworks, taxation structures, trade classifications, and regulatory complexities.

The session started with the felicitation of the guests by Shri Minhaj Alam, Additional Secretary, Ministry of Food Processing Industries, GoI, followed by the opening address of Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, GoI. In his opening address, Shri Chirag Paswan emphasized the significant potential of the food processing sector, expressing deep concern over the challenges it faces. He noted that, under the guidance of Hon'ble Prime Minister Shri Narendra Modi, there is reassurance regarding the sector's future.

The Hon'ble Minister addressed concerns related to negative portrayals of processed food products on social media, highlighting the importance of managing public perception. He underscored that the food processing sector is not only capable of shaping the future of the Indian economy but also brimming with endless opportunities for growth and innovation.

In his special address, Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry congratulated the Hon'ble Minister of Food Processing Industries and Hon'ble Minister of State for Food Processing Industries and Railways for their contributions to the development of food processing & allied sectors. He emphasized the need for collaboration and concerted efforts of stakeholders across the food & allied ecosystem. He mentioned ongoing discussions aimed at reducing logistics costs, particularly for exports, and improving facilitation in this area.

Quoting Hon'ble Prime Minister, he reiterated the grand ambition to make India the global food basket. He stressed the importance of quality being the guiding principle in the sector, with an aim for India to be recognized as a quality-conscious nation, both domestically and internationally. He urged that every consignment and order must meet top-quality international standards.

Furthermore, he proposed consolidating all exhibitions into one major event, envisioning the world's largest food fair next year as India asserts its position in the global market. He assured his commitment to contributing in any way possible and encouraged Shri Chirag Paswan to collaborate on this initiative.

On behalf of the Ministry of Food Processing Industries, Shri Ravneet Singh, Hon'ble Minister of State for Food Processing Industries and Railways, concluded the roundtable by expressing his gratitude to the esteemed dignitaries from various government ministries/ departments, state governments, industry leaders, and startup founders present

at the CEO Roundtable meeting. He appreciated the collaborative efforts of all government and industry stakeholders involved in WFI 2024 and reaffirmed the commitment to ensuring an even more successful next edition.

Key Dignitaries at CEO Roundtable Interaction:

- Chair - Shri Piyush Goyal, Hon'ble Minister of Commerce and Industry, GoI
- Co-Chair - Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, GoI
- Shri Ravneet Singh, Hon'ble Minister of State for Food Processing Industries and Railways, GoI
- Shri TG Bharath, Hon'ble Minister of Industries and Commerce, State Govt. of Andhra Pradesh
- Shri Raghaji Patel, Hon'ble Minister of Agriculture, State Govt. of Gujarat
- Smt. Anita Praveen, Secretary, Ministry of Food Processing Industries, GoI
- Shri Devesh Chaturvedi, Secretary, Department of Agriculture and Farmers' Welfare, GoI
- Shri Sanjay Malhotra, Secretary, Department of Revenue, GoI
- Shri G Kamala Vardhana Rao, CEO, FSSAI, GoI
- Shri Rajesh Agrawal, Additional Secretary Department of Commerce, GoI
- Dr. Anju Sharma, Additional Chief Secretary, State Govt. of Gujarat
- Shri Minhaj Alam, Addl. Secretary, Ministry of Food Processing Industries, GoI
- Shri Shyam Singh Negi, Sr. Economic Advisor, Ministry of Food Processing Industries, GoI
- Smt Simmi Chaudhary, EA, MSME, GoI
- Shri Preet Pal Singh, Joint Secretary, Ministry of Food Processing Industries, GoI
- Shri D. Praveen, Joint Secretary, Ministry of Food Processing Industries, GoI

Glimpses from CEOs Roundtable Interaction held on day 1 of World Food India 2024

Glimpses from CEOs Roundtable Interaction held on day 1 of World Food India 2024

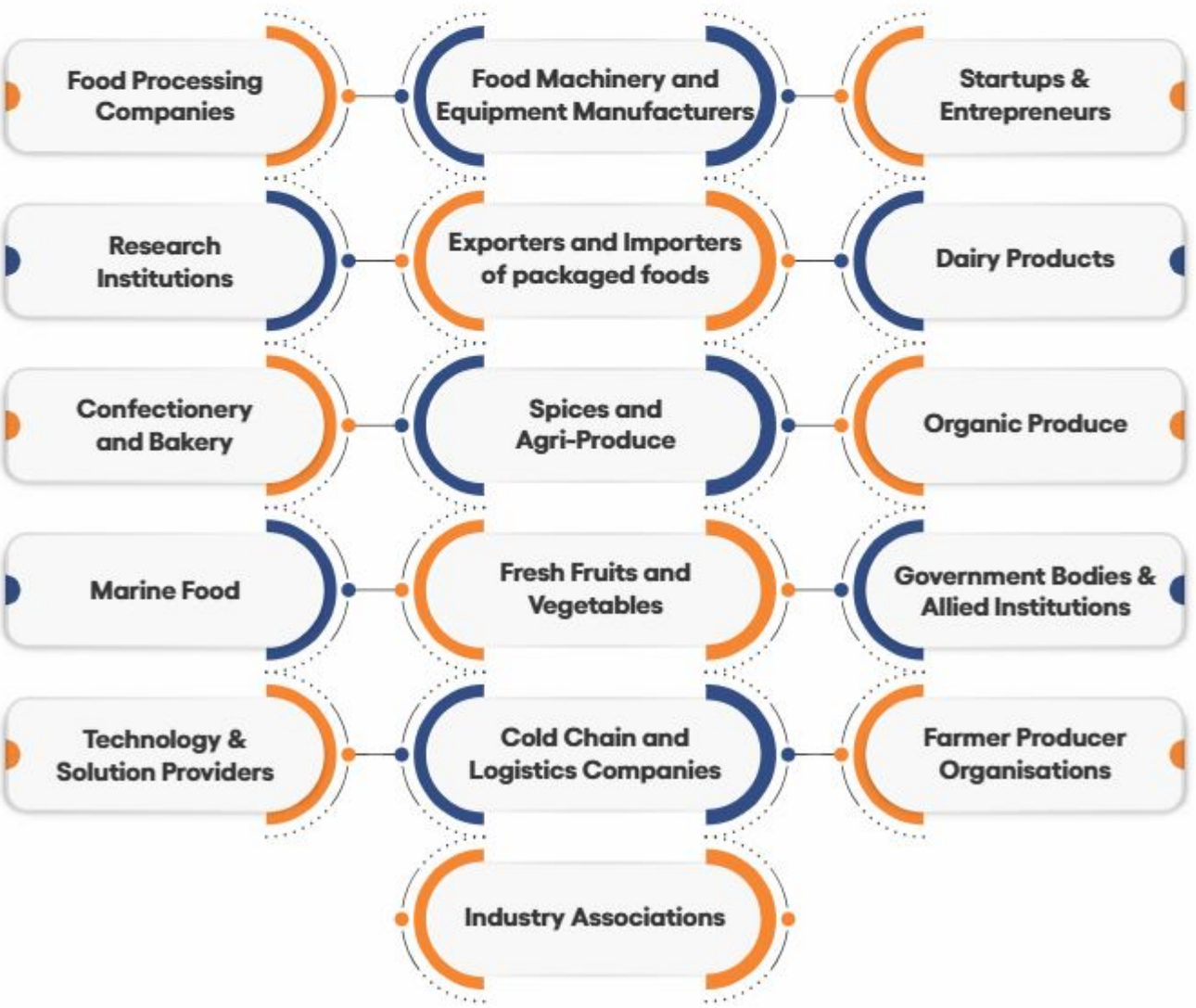
04 EXHIBITION

Spanning an expansive area of 70,000 square meters across multiple exhibition halls in Bharat Mandapam, the event provided a comprehensive platform for showcasing the latest advancements in the food processing and allied sectors.

The exhibition provided a platform for exhibitors to explore business opportunities, network, and build partnerships with Indian and international businesses, investors, and governments, to leverage India's massive food market and economic opportunities to grow their business.

The event featured a remarkable turnout of 1,557 domestic exhibitors and 20 country pavilions, along with participation from 26 Indian states in the exhibition. Additionally, 100 micro food processing enterprises from the PMFME Scheme were also present to showcase their respective products in Hall 14.

EXHIBITOR CATEGORIES



The event's global appeal was further reinforced by the display of 1,170 varieties of pickles and 112 unique ODOP products showcased in the MoFPI pavilion. Over the course of four days, the event attracted more than 85,000 visitors, compared to last year's attendance of 75,000.

The dedicated Ministry of Food Processing Industries 'Theme Pavilion' highlighted the Ministry's commitment to driving innovation in the food processing sector through key initiatives like PLIS, PMKSY, and PMFME, focusing on sustainable practices, including food irradiation and plant-based protein, while ensuring food safety from farm to table.

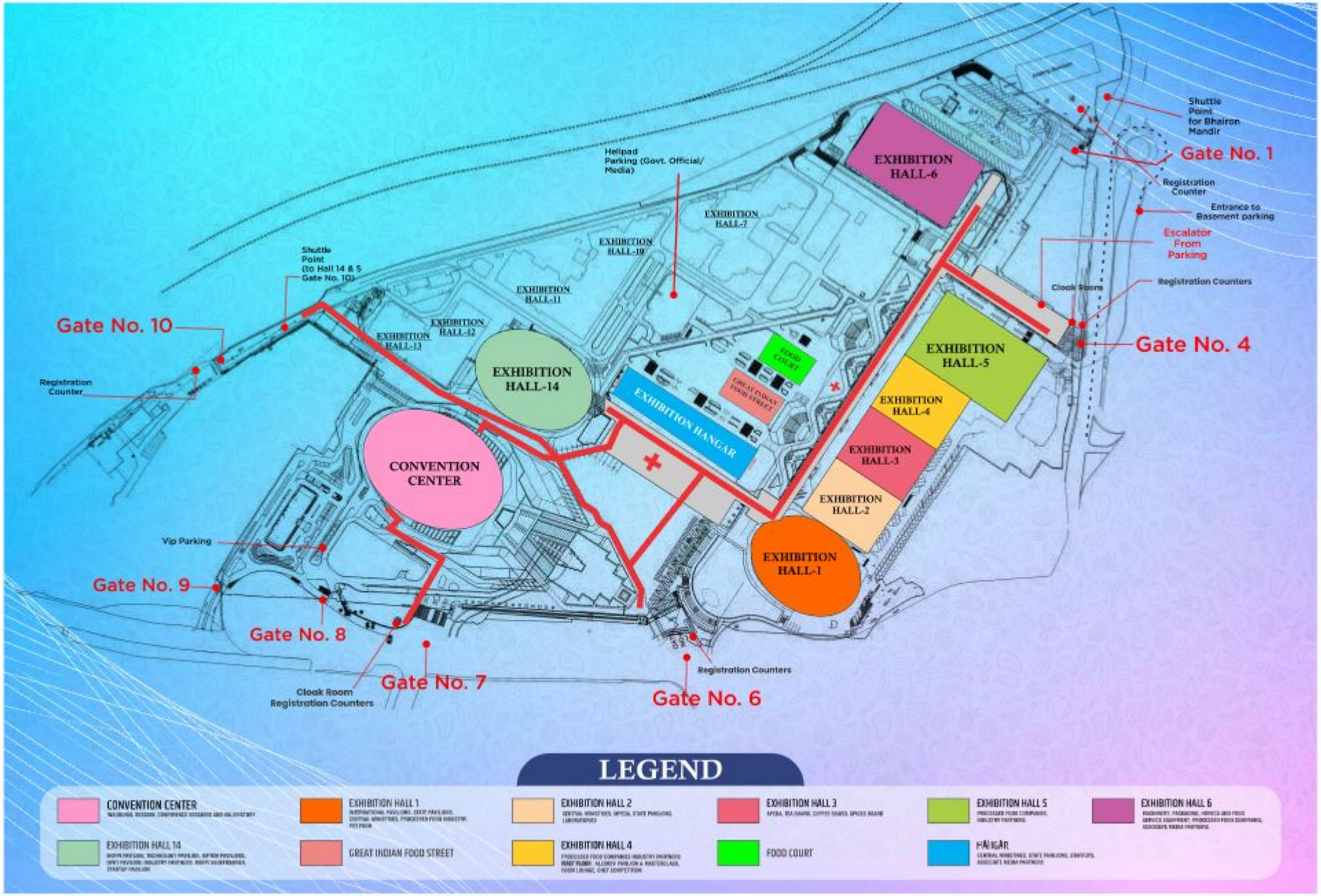
Among the event's key attractions was the Technology Pavilion, which showcased groundbreaking innovations in food processing, emphasizing enhanced efficiency, sustainability, and quality, with interactive displays on automation, food safety, and eco-friendly packaging solutions.

The event served as a major networking and business platform for government bodies, industry professionals, farmers, entrepreneurs, and other stakeholders to engage in discussions, establish partnerships, and explore investment opportunities in the agri-food sector.

Footfall in the Exhibition

The entry in the exhibition was made through an elaborate registration process on a dedicated portal. More than 45,000 visitors registered on the portal and visited the exhibition.

Further, a large number of Food Technology college students from Delhi-NCR region, government officers and common businessmen visited the exhibition. Such visitors were estimated to be 40,000, making the total footfall in the exhibition around 85,000.


Shuttle Point for Bhairon Mandir
Gate No. 1
Registration Counter
Entrance to Basement parking
Escalator From Parking
Cloak Rooms
Registration Counters
Gate No. 4
Helipad Parking (Govt. Official/ Media)
EXHIBITION HALL-6
EXHIBITION HALL-7
EXHIBITION HALL-10
EXHIBITION HALL-11
EXHIBITION HALL-12
EXHIBITION HALL-13
Shuttle Point (to Hall 14 & 5 Gate No. 10)
Gate No. 10
Registration Counter
EXHIBITION HALL-14
FOOD COURT
GREAT INDIAN FOOD STREET
EXHIBITION HANGAR
EXHIBITION HALL-5
EXHIBITION HALL-4
EXHIBITION HALL-3
EXHIBITION HALL-2
CONVENTION CENTER
Vip Parking
Gate No. 9
Gate No. 8
Gate No. 7
Cloak Room Registration Counters
EXHIBITION HALL-1
Registration Counters
Gate No. 6
LEGEND
CONVENTION CENTER
EXHIBITION HALL 1
EXHIBITION HALL 2
EXHIBITION HALL 3
EXHIBITION HALL 5
EXHIBITION HALL 6
EXHIBITION HALL 14
GREAT INDIAN FOOD STREET
EXHIBITION HALL 4
FOOD COURT
HANGAR

Technology Pavilion:

The Technology Pavilion at World Food India 2024 highlighted cutting-edge innovations in food processing, emphasizing efficiency, sustainability, and quality. It featured interactive exhibits on automation, advanced food safety systems, and eco-friendly packaging solutions. Some of the innovative technologies and concepts showcased in the pavilion included:

- Live demo of assessment of nutritional quality of various food products and ingredients.
- A detailed miniature model of a factory site, enhanced with TAB-controlled slot car racing.
- Showcase of innovative Cold Chain Monitoring systems leveraging cutting-edge IoT technology to ensure products remain within their required temperature ranges throughout transit.
- Demo model of Biomass Boiler which utilizes stable pallets as a renewable energy source in biomass boilers to generate steam used in manufacturing. By repurposing stable waste into high-quality pellets for biomass combustion, this technology aims to reduce environmental impact, promote circular economy principles, and foster a greener and more efficient manufacturing.
- Display of the life cycle of aluminium cans through an interactive projection wall.
- 3D Model of farm to fork, including farm, processing plant, biogas plant, and algae plant with the final product.
- Modified Atmospheric Packaging (MAP) using interactive screen.
- Smart packaging display with colour changing inks.
- Display of hydroponics through 3D model.

Glimpses of the
Hon'ble Ministers' Visit to the Exhibition Area

Glimpses of the
Hon'ble Ministers' Visit to the Exhibition Area (Contd.)

05 COUNTRY PARTICIPATION

World Food India 2024 attracted participation from 20 countries in the exhibition pavilion. The event's global appeal was further reinforced by the distinguished participation of Japan as the partner country while Iran and Vietnam as the focus countries. The event witnessed participation of ministerial delegations from six countries, official delegations from ten countries, pavilions from 20 countries, 2,390 foreign delegates and notable participation from 809 international buyers from 90 countries in the Reverse Buyer Seller Meet (RBSM).

Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, held ten G2G meetings. He held discussions with the ministers of Djibouti, Liberia, Sierra Leone, Madagascar, Bhutan, and Palestine, focusing on global partnerships in the food processing sector. He also engaged in talks with dignitaries from Lesotho, Sri Lanka, Kuwait and Australia.

809

INTERNATIONAL BUYERS FROM **90 COUNTRIES**

8100

B2B MEETINGS BETWEEN EXPORTERS AND IMPORTERS

2,390

FOREIGN DELEGATES

6

COUNTRIES FROM WHICH MINISTERIAL DELEGATION PARTICIPATED IN WFI 2024
Djibouti, Liberia, Bhutan, Madagascar, Sierra Leone, Palestine

10

COUNTRIES FROM WHICH OFFICIAL/GOVERNMENT DELEGATION PARTICIPATED IN WFI 2024
Sri Lanka, Lesotho, Kuwait, Guinea, USA, Japan, Saudi Arabia, Mozambique, Australia, Burkina Faso

20

EXHIBITING COUNTRIES IN WFI 2024
Japan, Iran, Vietnam, New Zealand, Myanmar, Taiwan, Germany, Chile, USA, Armenia, Argentina, Belarus, Greece, Egypt, UAE, France, Indonesia, Thailand, Australia, The Netherlands

Partner Country: Japan

EXHIBITION PARTICIPATION

There was a strong contingent of international participation in World Food India 2024, with Japan participating as the partner country with 300 sq.m. of exhibition space in Hall No. 1 of Bharat Mandapam.

A large number of leading food processing and allied sector companies participated in the Japan exhibition pavilion including Blue Ocean Foods Industry, Yokchabi Enterprises, JKS Enterprises, Taret Foods Pvt. Ltd., Akoi Agro Milling Associates, Chak-Hao Poireiton Organic Producer Co, Thayong Organic Producer Company Ltd., Oriental Organic Producer Company Ltd., Sangai Land Organic Farmer Producer Company Limited, Leimalen Foods, Indigenous Manipur Kalei, Andro Yu, Mao Beekeeping Cluster, Mangal Foods, Yakult Danone India Pvt Ltd and many more.

Partner Country Session: Japan

Theme: *Exploring Japan's Food Industry and Trade Opportunities with India*

The Japan Country Session at World Food India 2024 focused on enhancing Indo-Japanese collaboration in the food processing sector, emphasizing technology and innovation. Key industry leaders and government representatives gathered to discuss the synergies between the two nations in food production, processing, and technological advancement.

H.E. Mr. Hiroshi Suzuki, Ambassador of Japan, opened the session by highlighting Japan's commitment to improving food safety, quality, and sustainability. He emphasized that Japan's food industry, known for its use of fresh ingredients and advanced technologies, is well-positioned to meet India's growing demand for high-quality food products.

The Ambassador pointed out Japan's expertise in refrigeration, food processing, and logistics, aligning perfectly with India's need for enhanced preservation and processing methods. He encouraged attendees to explore partnerships with Japanese companies, many of which showcased their innovations at the event.

Smt. Anita Praveen, Secretary, Ministry of Food Processing Industries, Government of India, reiterated the importance of collaboration between India and Japan. She emphasized the necessity for value addition in India's agri-food processing sector and outlined government initiatives to promote foreign investments, including the various schemes of MoFPI. The Secretary highlighted how Japan's expertise in precision technology and sustainable practices could significantly enhance India's evolving food processing landscape.

Presentations from several Japanese companies showcased innovative approaches, including advancements in almond beverages and probiotic drinks. Companies also demonstrated cutting-edge technologies like ice battery systems for transportation, which maintain temperatures without electricity, thus addressing sustainability in food logistics.

In conclusion, the session highlighted the significant potential for Indo-Japanese collaboration in creating sustainable food systems. By leveraging Japan's advanced technology and India's vast agricultural base, both nations can enhance their food processing capabilities, paving the way for a robust partnership in the global food industry.

Focus Country: Iran

EXHIBITION PARTICIPATION

Iran participated as the Focus Country in World Food India 2024 event, with 200 sq. m. of exhibition space in Hall No. 1 of Bharat Mandapam. Some of the major companies from Iran in the pavilion were BS Food Co., ATP Group, Sabz Bahar Fars, Nakhl Dates Consortia, Alborz Chamber Of Commerce Industries and Mines, Pardis Date Export Group Co., Rasha Tejarat Novin Mad, Pishtaz Tejarat Gostar Aron, Sepid Tejarat Nikan Kavir, and Mehrab Pistachios.

Focus Country Session: Iran

Theme: *Exploring Iran's Food Industry and Trade Opportunities with India*

The Iran Country session during World Food India 2024 provided a comprehensive overview of the country's food industry, trade relations, and future collaboration opportunities, particularly with India. As Iran actively participates in global markets, this session highlighted its diversified food sector, which includes key production hubs and a strong export capacity. With a focus on strengthening trade ties with India, the session set the stage for meaningful discussions on potential partnerships and investments.

Iran's food industry is characterized by its self-sufficiency and leading position in various sectors, particularly in the Middle East's chocolate industry. The trade relations between Iran and India were emphasized, showcasing India's role as a significant partner, particularly in agriculture. Iran imports essential agricultural products and food processing machinery from India while exporting its agricultural goods, demonstrating a mutually beneficial relationship. The upcoming Iran Agro Food 2025 will serve as a crucial platform for showcasing Iran's agricultural advancements and facilitating networking opportunities, particularly through specialized exhibitions in confectionery and other food sectors.

The session underscored the importance of leveraging trade associations and participating in exhibitions to enhance collaboration between Iran and India. Attendees were encouraged to engage with local chambers of commerce, such as the Rice Association, to facilitate smoother market entry. The discussion revealed significant opportunities in Iran's food processing machinery and technology sectors, reinforcing the potential for expanded cooperation between the two nations. Overall, the session was instrumental in showcasing Iran as a valuable partner in the global food market, paving the way for future collaborations that benefit both countries.

Focus Country: Vietnam

EXHIBITION PARTICIPATION

Vietnam participated as a Focus country in the World Food India 2024 with 200 sq. m. of exhibition space in Hall No. 1 of Bharat Mandapam and also steered a session on theme "Vietnam: A Land of Agricultural Riches and Innovation - Unlocking Opportunities in Food Processing and Investment".

Focus Country Session: Vietnam
Theme: A Land of Agricultural Riches and Innovation - Unlocking Opportunities in Food Processing and Investment

The session highlighted Vietnam's potential in the agriculture and food processing sectors. Moderated by Mr. Dinh Vinh Cuong, Chairman of 365 Group, the session explored Vietnam's strategic importance at World Food India 2024, emphasizing innovation and sustainability in agriculture. The discussion underscored opportunities for investment and collaboration between India and Vietnam, particularly in areas like dragon fruit and coffee farming.

Mr. Bui Trung Thoung, Vietnam's Commercial Counsellor, focused on the country's growing presence in international markets, noting Vietnam's robust exports of rice, coffee, seafood, and spices to India. He emphasized Vietnam's role in global food security. Mr. Nguyen Khanh Luan, Founder of Dragon Distillery Corp, shared insights into Vietnam's spirits market, introducing the "Far East Rice Whiskey" and drawing parallels between Indian and Vietnamese consumption patterns. Meanwhile, Ms. Pham Thi Van, Sales Manager of Hong Sang Company, presented Vietnam's durian industry as a booming sector, with promising potential for expansion into the Indian market. Mr. Ravi Nandan Sinha, Director of Development at MSME Business Forum,

discussed Vietnam's impressive economic growth and the expanding trade relations with India, highlighting agricultural imports and the ease of doing business between the two countries.

The session concluded with a discussion on strengthening bilateral trade, especially in agricultural products and food processing. The speakers, including Mr. Dinh Vinh Cuong, emphasized the need for continued collaboration in value-added agriculture and investment-friendly policies. The panel encouraged Indian investors to explore opportunities in Vietnam's growing food processing sector and capitalize on the increasing cultural and tourism exchanges between the two nations. Key sectors such as whiskey production, durian exports, and dragon fruit farming were identified as areas ripe for future partnerships

06 REVERSE BUYER SELLER MEET

The Ministry of Food Processing Industries onboarded the Department of Commerce and all its associated Export Promotion bodies like APEDA, MPEDA, Tea Board, Coffee Board, Spices Board as well as Coconut Board of DoA&FW to organize a reverse buyer-seller meet as part of World Food India. The Ministry allotted Hall No 3 and part of Hall No 2 and Hall No. 4 exclusively to APEDA and other boards for organizing such meetings.

Exhibitions of potential agricultural and processed food products including marine, tea, coffee, and spices were also organized in these areas. More than 200 exhibitors from 28 States and UTs participated. Prominent exporters, food processing industries, Startups, Women entrepreneurs, FPOs and FPCs and corporate houses exhibited their produce. 21 women entrepreneurs, 15 FPOs and 10 start-ups along with other MSMEs and big export houses participated with APEDA in these areas.

809 international buyers visiting from more than 90 countries covering EU, USA, GCC, Africa, Southeast Asia and Australian region for participation in the WFI 2024 apart from 218 domestic buyers participated in RBSM meetings. The international buyers organized meetings at BSM lounge and the exhibitor's booth not only in hall no 3 but also visited other halls like hall no 1,2,4,5,6 and 14 for business meetings with the exhibitors. A mobile app was developed to facilitate importers and exporters scheduling the meetings as per their convenience. The facility of organizing RBSM was extended to all the exhibitors who participated in the WFI 2024. More than 18,000 business meetings were held between exporters and importers for four days event, as per the details given below:

Buyer Seller Meets & B2G meetings

Number of buyers	809	Number of B2B meetings	8100
Number of B2G meetings	184	RBSM	18,000+

Glimpses from Reverse Buyer Seller Meet








07 PARTICIPATION OF CENTRAL GOVERNMENT AND ASSOCIATE ORGANIZATIONS

The third edition of World Food India was held with the support of 10 Ministries/Departments of the Government of India and 8 Associated boards. Policymakers including 4 Ministers (Commerce and Industry, Consumer Affairs; Food and Public Distribution & Food Processing Industries), 3 secretaries to the government of India and several other senior officials from various ministries and departments participated in the various conference, state and allied sessions, and B2B meetings.

Participating Autonomous Bodies

- APEDA
- Coconut Development Board
- Coffee Board of India
- FSSAI
- MPEDA
- Nuts and Dry Fruits Council
- Spices Board of India
- Tea Board of India

MINISTRY OF AYUSH

Partner Ministry: Ministry of Ayush

EXHIBITION PARTICIPATION

The Ministry of Ayush participated as a Partner Ministry in World Food India 2024 with 294 sq. m. of exhibition space in the Hangar of Bharat Mandapam. Health benefits of Ayush, nutraceutical products and yoga were beautifully showcased in the pavilion.

Allied Session: Ministry of Ayush
Theme: Revolutionizing Nutrition: Ayush Food Innovations for a Sustainable World

The session served as a crucial platform for exploring the global potential of Ayurvedic practices and products, bringing together industry leaders, policymakers, and startups to discuss the progress of Ayush foods and nutraceuticals. Key topics included the advantages of Ayush products and strategies for market expansion. The dialogue focused on raising awareness about the benefits of Ayush foods and adapting traditional remedies to align with international preferences while preserving their therapeutic properties. Furthermore, the forum highlighted strategies for supporting Ayush startups, including fundraising, market access, and innovation. Important discussions also revolved around enhancing the global reach of Ayush nutrition by addressing regulatory challenges and seeking new market opportunities.

The health benefits of Ayush Aahar were emphasized, promoting holistic well-being through improved digestion, enhanced immunity, and balanced energy levels. The significance of quality and compliance was stressed, with an emphasis on certifications to foster consumer trust. Ultimately, tackling public misconceptions and improving acceptance through education and scientific validation was recognized as vital for the broader integration of Ayush foods in both domestic and international markets.

Dr. Radhe Krishan, Senior Media Advisor, Ministry of Ayush, moderated the session.

Dr. Tanuja Nesari, Director of AIIA, emphasized that Ayurveda's focus on preventive healthcare and holistic wellness holds great potential for global health. As chronic diseases has become increasingly prevalent worldwide, she noted that Ayurveda's emphasis on balance through diet, lifestyle, and natural remedies addresses illness at its roots, rather than merely treating symptoms. She highlighted the alignment between Ayurveda's principles and the global shift toward preventive healthcare, suggesting that incorporating Ayurveda into food systems could improve health outcomes, reduce chronic disease, and support a more holistic wellness model. Furthermore, she stressed that Ayurveda's integration of body, mind, and spirit promoted mental and emotional well-being alongside physical health—a comprehensive approach well-suited to addressing today's rise in stress and lifestyle-related illnesses.

Mr. Viral Tiwari, Co-Founder of Nuskha Kitchen, outlined that the Ayurveda Aahara Regulations categorized products into various groups. Category A encompassed items prepared according to Schedule A of the Food Safety and Standards Regulations. Category B included new recipes or ingredients based on Ayurvedic dietetic principles, integrating other botanicals. Within Category B, B1 referred to products in a modified or new format for consumption, B2 targeted products intended for health benefits or as adjuvants for conditions not specified in authoritative texts, and B3 described products fortified with added botanicals, as defined under nutraceutical regulations.

Mr. Ashish Dixit, Head of Regulatory Affairs at Dabur, highlighted that India has established a comprehensive regulatory framework to ensure food safety, primarily through the Food Safety and Standards Act, 2006. Additionally, FSSAI requires strict labeling for Ayurveda Aahara products to ensure transparency and consumer safety. Labels must display "AYURVEDA AAHAR" prominently beside the product or brand name and include the advisory, "ONLY FOR DIETARY USE." They must also feature a disclaimer noting that the product is not a substitute for a varied diet, and provide warnings about potential side effects, contraindications, and interactions with other substances. The cautionary message advises that the product is solely for oral consumption and should be kept out of children's reach.

Dr. Anupam Srivastava, Professor and Head of Department at NIA, explained that the World Health Organization (WHO) set a goal to promote balanced diets, encourage sustainable food practices, and achieve global food security by 2030. To support this, WHO introduced the "Global Strategy for Food Safety (2022-2030)," focusing on five key priorities to enhance the global food safety landscape. These priorities included strengthening national food control systems by improving regulatory frameworks, inspections, and enforcement, as well as establishing robust systems to detect, assess, and respond swiftly to food safety emergencies. Additionally, the strategy emphasizes improving the use of food chain information for data-driven risk assessments, enhancing risk management through scientifically informed decisions, and promoting food safety in trade by prioritizing it in domestic, regional, and international food exchanges to encourage stronger stakeholder collaboration.

Dr. Manish Pande, Director of QCI, highlighted that AYUSH products hold strong potential in global markets, especially in Asia, Europe, and North America, where there is a growing consumer preference for natural and holistic health solutions. He noted that building

strategic local partnerships could further expand AYUSH's market reach by utilizing established distribution networks, cultural insights, and consumer trust. Collaborating with local health practitioners and retailers was seen as a way to strengthen brand credibility and drive growth for AYUSH products.

Dr. Sonali Mohan, VP of R&D & BD (North) at Avesthagen, emphasized the importance of adapting traditional foods to meet modern dietary needs while addressing common health concerns like indigestion, low immunity, and fatigue. She highlighted how incorporating ginger, with its natural digestive enzymes, can aid digestion, while turmeric, known for its anti-inflammatory and antioxidant benefits, boosts immunity. Additionally, she noted that amla (Indian gooseberry), high in vitamin C, helps strengthen the immune system and combat fatigue. Dr. Mohan advocated for the integration of these scientifically supported foods into daily diets to enhance overall health, improve digestion, and support energy levels in today's fast-paced lifestyle.

Conclusion

The global rise in interest for Ayurveda and AYUSH products highlights an increased emphasis on preventive healthcare and holistic wellness. By endorsing natural remedies that target the fundamental causes of health issues like indigestion, diminished immunity, and fatigue. Ayurveda holds substantial potential to influence contemporary dietary practices. As consumers around the world seek sustainable and effective health solutions, the integration of Ayurvedic principles into daily nutrition presents considerable opportunities for individual health benefits and market expansion. The alignment of AYUSH products with the World Health Organization's objectives for food safety and balanced nutrition further enhances their prospects on the global stage. To extend Ayurveda's reach internationally, regulatory compliance and the establishment of local partnerships will be crucial. Through seizing these opportunities, the AYUSH sector is well-positioned to address global health concerns and to lead the movement towards a healthier, more sustainable future.

कृषि एवं किसान कल्याण मंत्रालय
MINISTRY OF AGRICULTURE AND FARMERS WELFARE

Partner Ministry: Ministry of Agriculture & Farmers Welfare

EXHIBITION PARTICIPATION

The Ministry of Agriculture and Farmers Welfare participated as a Partner Ministry in the World Food India 2024 with 708 sq. m. of exhibition space in Hall No. 1 of Bharat Mandapam. A total of 60 agri-startups were part of the Ministry's pavilion.

Allied Session: Ministry of Agriculture & Farmers Welfare
Theme: Post-Harvest Value Chain Development in Agriculture

The post-harvest value chain in agriculture plays a critical role in ensuring that agricultural produce reaches consumers in a safe, efficient, and sustainable manner. Post-harvest processes encompass all activities from the point of harvest to the final sale, including storage, transportation, processing, and marketing. Effective management and development of the post-harvest value chain can significantly reduce losses, improve food quality and safety, and enhance the overall profitability of agricultural enterprises.

The session was moderated by Dr. B Venkata Rao, Assistant Director, MANAGE, Hyderabad.

Dr. Dinesh Chauhan, CEO and Head of the Agribusiness and Innovation Platform (AIP) at ICRISAT, noted that global food losses were 14%, according to the FAO. He identified issues such as poor handling, insufficient processing facilities, weak market linkages, and inadequate infrastructure as key challenges. To address these, he emphasized strengthening farmer-market connections, implementing advanced technologies like AI, RFID, and blockchain, improving storage solutions, and establishing processing centers closer to production areas.

Mr. P.V.G.K. Murthy, Founder & Director, Ingrain Technologies, highlighted the significant role of private sector players in strengthening post-harvest linkages for smallholder farmers. He emphasized the moral responsibility to ensure farmers broke even and made a profit. Private companies assisted farmers in understanding production costs across seasons, optimizing operations, and introduced advanced technologies for storage, logistics, and quality control to enhance market access. Key

contributions included data collection and analysis to inform farmers' decisions on future crops, as well as grading systems based on moisture content and consumer acceptability to help farmers meet quality standards and achieve higher prices. Through these efforts, the private sector improved efficiency in the post-harvest value chain, strengthened market connections, and promoted sustainable income growth for smallholder farmers. Mr. Purushotham Rudraraju, Manager, Agribusiness Relations, ICRISAT, noted that promising post-harvest technologies have been transforming agriculture by reducing losses and improving quality. Innovations such as pre-harvest pesticide residue testing enhance food safety and market acceptance, while tools from Sickle Innovation facilitate the monitoring of maturity indices for fruits and vegetables, enabling optimal harvesting. Pre-cooling technologies extend shelf life by cooling produce immediately after harvest, and temperature control during transport preserves freshness. However, challenges persisted, as many farmers resist adopting these new technologies and often prioritize quantity over freshness, reducing market value. Addressing these barriers was essential to realizing the full potential of these technologies for improved post-harvest outcomes.

Dr. Nitin Goel, CEO, INFICOLD, explained that solar-powered cold storage offered a promising solution for small-scale farmers, especially in areas with limited electricity access. These systems extended the shelf life of perishable products, reduced losses, and enabled farmers to secure better prices. In locations lacking reliable power, the payback period could be as short as one year, depending on usage and cold storage needs. However, challenges remain. Lack of subsidies makes it difficult for small-scale farmers to afford the upfront costs, while limited awareness and adoption are barriers, as small farmers often hesitate due to cost concerns and insufficient government incentives. Goel suggested that increased subsidies and awareness could encourage wider adoption, boosting sustainability and incomes for smallholder farmers.

Mr. N Sai Krishna, CEO of NSFI, emphasized that capacity building and training were essential to reducing post-harvest losses across the supply chain, from pre-harvest to post-harvest stages. He highlighted the importance of the practical application of skills learned to ensure consistent implementation of best practices. Key strategies included mandating training for access to subsidies and loans, which encouraged broad participation, and linking assessments to improved business facilitation to provide farmers with actionable plans. Additionally, promoting the use of waste products was recommended to maximize resources and minimize losses. These approaches aimed to build a more efficient and resilient post-harvest system, benefiting farmers and the supply chain.

Conclusion

Strengthening the post-harvest value chain & creating on-farm processing facilities is crucial for improving food security and farmers' livelihoods. Through effective management, training, and the adoption of advanced technologies, stakeholders can significantly reduce losses and enhance the quality of agricultural products. Collaboration between private sectors and farmers, alongside strategic investments in infrastructure and capacity building, will create a more efficient, resilient system. This approach benefits farmers and ensures that consumers receive safe and high-quality produce.

MINISTRY OF
DEVELOPMENT OF
NORTH EASTERN REGION

Partner Ministry: Ministry of Development of North-Eastern Region (DoNER)

EXHIBITION PARTICIPATION

The Ministry of Development of North-Eastern Region (DoNER) participated as Partner Ministry in World Food India 2024 with 234 sq. m. and 84 sq. m. of exhibition space in Hall No. 2 and 4 (1st Floor) of Bharat Mandapam respectively. The rich culinary heritage of North Eastern region schemes of the Ministry and its beneficiaries were displayed in the pavilion.

Allied Session: Ministry of Development of North-Eastern Region Theme: Sustainable Agriculture for Livelihoods Promotion in the North Eastern Region of India

The session highlighted the region's immense potential in agriculture, along with the unique challenges it faces. Shri Rijit Sengupta, Chief Executive Officer, Centre for Responsible Business, emphasized the strengths of the Northeast, such as its organic products, abundant water, favourable climate, and numerous GI-tagged products. However, issues like landslides, poor connectivity, limited market penetration, and inadequate technology transfer continue to hinder agricultural growth. CSR funding was suggested as a potential solution for financially supporting small-scale farmers.

Commodore (Retd.) Rajiv Ashok, Managing Director, NERAMAC, discussed the importance of sustainable agriculture for livelihood promotion in the region, stressing the need for better market penetration and improved logistic services. He also highlighted the role of women's self-help groups in food processing, especially in the organic products sector.

Shri Angshuman Dey, Joint Secretary, Ministry of Development of the North Eastern Region, raised concerns about youth migration in search of jobs, leaving behind native businesses and agriculture. He emphasized the need to design more attractive schemes for young people. He also noted the impact of

climate-related challenges like landslides, which disrupt transportation and connectivity.

Smt. Alay Barah, Executive Director, ICCo India, emphasized the resilience of women in the region, despite their added burdens of household chores alongside farming and business. She advocated for women-focused schemes, such as drone assistance in farming, to save time and improve efficiency. She also pointed out the challenges women face in raising capital due to their small landholdings.

Smt. Dipanwita Chakraborty, Regional Director- Corporate Responsibility and Sustainable Development, Asia Pacific, Cargill, called for solutions tailored to the unique cultural and environmental conditions of the Northeast. She stressed the need to stop Jhum cultivation and provide customized agricultural solutions.

Shri Chanchal Kumar, Secretary, Ministry of DoNER & Secretary, North Eastern Council (NEC), Government of India, echoed the call for tailor-made government schemes and stressed the importance of addressing logistic challenges. He emphasized the need to shift focus from primary processing to secondary and tertiary processing in the region.

Conclusion

The speakers agreed that customized, women-centric schemes, improved connectivity, and enhanced secondary and tertiary processing are essential for sustainable agricultural development in the Northeast. Organic farming should also be promoted to leverage the region's natural strengths.

MINISTRY OF
RURAL
DEVELOPMENT

Partner Ministry: Ministry of Rural Development

EXHIBITION PARTICIPATION

The Ministry of Rural Development participated as a Partner Ministry in the World Food India 2024 exhibition withn 300 sq. M. of space in Hall No. 2 of Bharat Mandapam.

Allied Session: Ministry of Rural Development
Theme: Integrating Rural Women Producers in the Global Food Value Chains

Mr. Raminder Sing Rekhi-Retainer consultant, DAY NRLM, moderated the discussion.

Dr. Sangeeta Agrawal, Scientist F at the Office of the Principal Scientific Advisor to the Government of India, focused on promoting sustainability in livelihood systems through science and technology. She aimed to enhance the technology delivery mechanisms and emphasized that the livelihood program centered on generating income opportunities for communities.

Ms. Rinku Barman, from the Rinku Oyster Mushrooms Processing Center in Coochbehar, West Bengal, began her small-scale entrepreneurial journey with an initial investment of Rs. 5,000. She expanded her product line to include various food items such as mushrooms, pickles, and papads.

Mr. Subhrangshu Sanyal, highlighted the challenges in the consumption of products made by Self-Help Group (SHG) women, addressing the limited consumer reach of these products. He emphasized the need for modern approaches to social entrepreneurship, underscoring the importance of focusing on product, price, and place for effective marketing. Additionally, he stressed the role of innovation in making SHG products more competitive and appealing to a broader audience.

Smt. Bhagirathi MV's start-up, Ammu Foods in Palakkad, began by processing seasonal foods and bakery products. Over time, it successfully expanded its Nutrimix production capacity to 17,000 metric tonnes.

Ms. Rajeshwari SM, Director of Rural Livelihoods at the Ministry of Rural Development, emphasized the significant potential for generating livelihood opportunities within the farm sector. She highlighted the transformative impact of various initiatives, such as the PMFME Scheme, which supported agro-ecological practices, and livestock interventions, which created widespread benefits for women. Additionally, Agri-Nutri Gardens and Farmer Producer Organizations (FPOs) played a pivotal role in empowering women and enhancing rural livelihoods on a massive scale.

Mr. Rohitashwa Gakhar, Director of Operations at the International Competence Centre for Organic Agriculture (ICCOA), discussed the global organic farming landscape, noting its presence in 188 countries, with 75 countries implementing organic regulations and 76 countries using the Participatory Guarantee System (PGS). Organic farming comprised 2% of the world's agricultural land, and the U.S. held the largest market share valued at $65 billion USD. He explained organic certification, distinguishing between Third Party and PGS certifications. Key initiatives for promoting India's organic market included India Organic, Biofach India, Organics & Millets, state-level fairs, buyer-seller meets, direct selling and export programs, and the JVK/JAP model. In discussing business incubation, he highlighted the incubation processes under DAY-NRLM, and emphasized women-centric livelihood opportunities by reducing labor costs, such as with the Electronic Jacquard Handloom, a tool successfully used for grass-mat weaving in Pattamadai, Tamil Nadu.

Ms. Tulika Gogoi from Kamrup, Assam, began developing value-added products in 2019, utilizing traditional cooking methods with key ingredients to enhance local flavors and authenticity.

Mr. Shreyesh from Kerala NRO discussed India's progress in agriculture and rural development, highlighting the implementation of low-cost Integrated Farming Cluster (IFC) models. He emphasized that these models aimed to boost farmer productivity and income by integrating various agricultural activities with minimal costs. Additionally, he noted the models' potential to offer sustainable, scalable solutions that rural communities nationwide could adopt, fostering self-reliance and economic growth in the agricultural sector.

Mr. Naveen, COO of Kudumbashree, outlined Kerala's government-led initiatives under the State Poverty Eradication Mission. He described the Amrutham Nutrimix program, which supplies a nutritious take-home ration to Anganwadis free of charge, produced by 241 Kudumbashree-affiliated units, thereby boosting local production. This initiative has empowered 1,578 women entrepreneurs from Self Help Groups (SHGs). Additionally, he emphasized quality improvement measures, including oversight by the Kudumbashree District Mission, the Amrutham District Consortium, routine visits by Food Safety Officials, and regular sample testing to ensure high standards.

Conclusion

In summary, the initiatives highlighted by various leaders reflect a multi-faceted approach to promoting sustainable livelihoods across India. From leveraging science and technology to drive income opportunities and supporting small-scale entrepreneurship, to improving agricultural practices and expanding organic farming, each effort contributes to rural development and women's empowerment. Programs like the Amrutham Nutrimix, PMFME, and IFC models underscore the importance of local production, quality control, and innovative marketing strategies. Collectively, these efforts foster economic self-reliance, enhance community resilience, and create a stronger, more sustainable rural economy.

पशुपालन और डेयरी विभाग
DEPARTMENT OF
ANIMAL HUSBANDRY
AND DAIRYING

Partner Department: Department of Animal Husbandry & Dairying

EXHIBITION PARTICIPATION

The Department of Animal Husbandry and Dairying participated as a Partner Department in World Food India 2024 exhibition with 378 sq. m. of exhibition space in Hall No. 2 of Bharat Mandapam, showcasing benefits available to stakeholders through its schemes and success stories of the sector.

Allied Session: Department of Animal Husbandry & Dairying Theme: Entrepreneurship and Youth Development in the Livestock Sector

Ms. Varsha Joshi, Additional Secretary, Department of Animal Husbandry and Dairying moderated the session

Mr. Nirmal Choudhary, Director of Milkstation, discussed both the lucrative aspects and challenges of India's livestock sector. He highlighted India's advantages, including its large cattle population and status as one of the world's top milk producers. He also addressed industry hurdles related to financing, supply chain logistics, market penetration, and consumer mindset. Additionally, he reviewed various government schemes, such as the National Livestock Mission (NLM), PM Kisan Yojana, Integrated Tribal Development Agency (ITDA), and Kisan Credit Card (KCC), which aim to support and strengthen the livestock and dairy industries.

Dr. Arindam Mukhopadhyay, Manager of the Haringhata Meat Plant at West Bengal WBLDCL, provided insights on the corporation's rapid growth. WBLDCL saw revenue increase from ₹ 10 crore in 2009 to over ₹ 300 crore in 2024, making it one of West Bengal's fastest-growing organizations.

Haringhata expanded through various ventures, including meat franchise outlets, breeding farms, international exports, and the CLART International Research Centre. Dr. Mukhopadhyay emphasized the importance of implementing Good Manufacturing Practices (GMP) and Good Hygiene Practices (GHP), proper screening, stunning, and ensuring thorough exsanguination. He also highlighted Haringhata's efforts to support women's empowerment and discussed the export potential of Indian-breed meat.

Mr. Rahul Ganapathy, Founder of Atsuya Technologies, shared insights on his journey from a full-time job to entrepreneurship. He emphasized the role of IoT, data mining, and AI in optimizing production efficiency. He discussed the benefits of digitization, including the creation of a unified ecosystem, improved decision-making, and the development of sustainable farming systems. Additionally, he highlighted the importance of data analysis and AI/ML for enhancing traceability and detection capabilities.

Dr. Rajesh Sharma, Group Head (Animal Nutrition) at the National Dairy Development Board, discussed the entrepreneurial potential within the feed and fodder sector. He addressed challenges related to fodder availability and effective utilization, emphasizing the importance of preservation techniques like silage making. He also highlighted business models that focus on perennial crops such as Napier grass. The session covered innovative feed management solutions, including silage-based Total Mixed Rations (TMR), the establishment of microtraining centers for farmers, and the development of Fodder Producer Organizations (FPOs) to enhance local fodder production.

Dr. Lipi Sairiwal, Deputy Commissioner of the NLM Division within the Department of Animal Husbandry and Dairying (DAHD), highlighted the significance of various schemes and key initiatives, including the National Livestock Mission (NLM) and the Animal Husbandry Infrastructure Development Fund (AHIDF). She emphasized cooperative models, infrastructure development, public-private partnerships, and the role of awareness campaigns and outreach programs in advancing the livestock sector.

Conclusion

The discussions emphasized the significant opportunities and challenges within India's livestock sector. The speakers highlighted India's strong dairy production capacity, along with the need for innovative approaches in feed management, production optimization, and digital integration. By leveraging government support through schemes like the NLM and AHIDF, the industry can address key issues such as supply chain logistics, fodder preservation, and market penetration. Additionally, public-private partnerships, advanced manufacturing practices, and technology-driven farming solutions were identified as crucial to enhancing productivity, supporting entrepreneurship, and ensuring sustainable growth across the sector.

उद्योग संवर्धन और आंतरिक व्यापार विभाग
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE

Partner Department: Department for Promotion of Industry and Internal Trade (DPIIT)

EXHIBITION PARTICIPATION

The Department for Promotion of Industry and Internal Trade had a dedicated pavilion of 510 sq. m. at Hall no 14 of Bharat Mandapam for showcasing various initiatives of DPIIT like Make In India, Start-up India, One District One Product, National Single Window Systems, India Investment Grid and India Industrial Land Bank (IILB). The pavilion also had an Investors lounge where the MOU signing ceremony and the Government to Business (G2B) interactions including the one-on-one interactions of global and domestic investors took place.

Allied Session: Department for Promotion of Industry and Internal Trade (DPIIT)

Ms. Neha Nagpal, Assistant Vice President at Invest India, noted that India's startup ecosystem had grown significantly, becoming the third-largest in the world, with over 145,000 certified startups generating jobs across 56 industries. The government had implemented initiatives like the Startup India Hub, which served as a resource platform offering learning and development programs, tools, and networking opportunities. The hub boasted 741,000 registered users and 268,000 monthly active users, facilitating over 300,000 collaboration requests among startups. To support early-stage ventures, financial aid was provided through schemes like Seed Fund MAARU and BHASKAR, while the Credit Guarantee Scheme enabled access to credit via SEBI-registered Alternative Investment Funds (AIFs). Additionally, over 50 memoranda of understanding (MoUs) with corporates and academic institutions were set to be signed in collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT) to strengthen manufacturing startups in India.

Mr. Rishab Dwivedi, AVP at Invest India, highlighted the government's initiative to democratize e-commerce, which aimed to reduce digital monopolies and enhance supply chains for local retailers and smaller enterprises. This initiative sought to create an open digital ecosystem that leveled the playing field for small businesses. Additionally, he introduced a GIS-based repository of industrial land, encompassing over 780,000 hectares from more than 4,800 industrial parks across 35 states and Union Territories. This platform, integrated with the National Single Window System and PM Gati Shakti, provided investors with decision support tools and information on food processing parks to encourage investment.

Ms. Nandita Sharma, Category Lead-Social at ONDC, explained that the Open Network for Digital Commerce (ONDC) aimed to enhance interoperability and remove barriers for small players like artisans, social enterprises, and women entrepreneurs. The initiative had the potential to benefit 200 million artisans in India, 72% of whom were women, along with 211 GI-tagged products. ONDC tackled challenges such as limited online options for sellers, difficulties in setting terms for retailers, and discoverability issues. Key initiatives included piloting 'e-Commerce Correspondents' for GST enrollment and support in local languages, as well as establishing women-centric networks for onboarding. Training programs and AI-driven tools boosted digital market participation. Notably, the Mann Deshi Foundation integrated 76 self-help groups into ONDC, training them in Satara, Maharashtra, and facilitating over 1,200 orders, thereby promoting women's entrepreneurship.

Mr. Raj Kamal Sharma, Vice President of ONDC, emphasized the importance of understanding customer needs and the necessity for tailored programs to support micro, small, and medium enterprises. He noted that e-commerce growth in India was significantly driven by the widespread adoption of UPI and e-wallets, which made online shopping more accessible to a larger audience. Sharma highlighted the current state of startups in India, reiterating that prioritizing customer understanding was essential. He discussed how ONDC's integration with buyer and seller apps expanded opportunities for businesses to offer credit services, thereby enhancing user experience. The growth of e-commerce was further supported by increased internet access, with buyer and seller apps able to integrate with the ONDC network to provide wider credit service options to their existing user base.

Conclusion

In conclusion, the Indian startup ecosystem has witnessed remarkable growth, becoming a global leader with extensive government support through initiatives like the Startup India Hub, which enhances networking and collaboration among startups. The democratization of e-commerce, driven by efforts from Invest India and ONDC, has empowered small businesses and artisans, fostering greater accessibility and innovation. By integrating technology and financial services, these initiatives aim to create a more inclusive and vibrant entrepreneurial landscape, ultimately benefiting millions of participants and driving economic growth across the nation.

DEPARTMENT OF FISHERIES
GOVERNMENT OF INDIA

Partner Department: Department of Fisheries

EXHIBITION PARTICIPATION

The Department of Fisheries participated as Partner Department in World Food India 2024 with 312 sq. m. of exhibition space in hall no 2 of Bharat Mandapam. The benefits available to stakeholders through its schemes and success stories of the fisheries and marine sector were highlighted in the pavilion.

Allied Session: Department of Fisheries
Theme: Nutritional Security through Sustainable Fisheries and Aquaculture

Dr. L N Murthy, ARS, Chief Executive, National Fisheries Development Board, moderated the discussion. Dr. Murthy noted the vast diversity within Indian fisheries and emphasized the consumers' right to safe and healthy food. He discussed the challenges faced in the fish harvest sector and highlighted the need for effective management and policy interventions. His focus was on ensuring the sustainability of resources to support both the industry and consumer needs.

Shri Sagar Mehra, Joint Secretary (IF) of the DoF, emphasized that technology should be accessible to those supporting fisheries and aquaculture. He highlighted the importance of considering drone technology for fish transportation and advocated for increased processing of protein, omega-3 fatty acids, and micronutrients from fish. Additionally, he stressed the need for traceability and standardization of fish products to ensure quality and safety in the industry.

Dr. Mohan, Principal Scientist at ICAR-CIFT, discussed the implementation of satellite-assisted e-trading from sea, which enhanced supply chain management. He noted that AI-driven vessels could improve the efficiency and quality of fish at landing centers by implementing first-in-first-out mechanisms. Additionally, a conveyor-based fish transfer system was introduced to reduce handling issues, and AI technology was utilized for the segregation of disease-free fish.

Dr. K. Mohammed Koya of FDC, DoF, focused on strategic enhancements in the tuna value chain, highlighting that tuna is the most captured fish in the world. He emphasized the infusion of technologies aimed at the prevention of tuna depletion. Furthermore, he advocated for the adoption of catch documentation and traceability methods, as well as the use of digital marketing techniques to improve market outreach.

Shri Ankit Arora, Global Standard International (GSI) discussed the role of global traceability standards in the Indian fisheries sector, emphasizing the need to introduce traceability systems to enhance operational efficiency and product safety. He outlined that implementing traceability could significantly benefit aquaculture by ensuring quality control, improving market access, and increasing consumer trust. Furthermore, he highlighted the role of Global Standards International (GSI) in facilitating these traceability efforts, positioning it as a crucial player in the global traceability landscape for fisheries.

Dr. Joykrushna Jena, Deputy Director General, DoF, emphasized the importance of assuring nutritional security through the fisheries sector. He noted the need to increase both export and domestic demand for shrimps and highlighted the significance of improving species diversification, particularly for high-value species. Additionally, he focused on adopting non-conventional methods and new systems aimed at boosting fish production by 24 million metric tons by the year 2030.

Dr. Bijay Kumar Behera, CE, NFDB focused on several key areas for improvement within the fisheries sector. He highlighted the importance of genetic modifications and species diversification to enhance aquaculture productivity. Additionally, he advocated for the adoption of new technologies, such as nanotechnology and nutrigenomics, to advance fish farming practices. Dr. Behera also emphasized the potential of 3-D printing in aquaculture and called for the formulation of comprehensive marine policies. Furthermore, he underscored the necessity of implementing regulations on aquaculture engineering to ensure sustainable practices.

Conclusion

The discussion on the future of India's fisheries sector underscored the critical need for sustainable practices, technological advancements, and effective policy interventions. Speakers emphasized the importance of ensuring consumer access to safe and nutritious seafood while addressing challenges such as resource depletion and market inefficiencies. Initiatives like drone technology for transportation, AI-driven supply chain solutions, and enhanced traceability standards were highlighted as vital for improving industry operations. Overall, the collective insights aim to bolster the fisheries sector, ensuring it meets both domestic and international demands while supporting environmental sustainability.

Allied Session: Agricultural and Processed Food Products Export Development Authority (APEDA)

EXHIBITION PARTICIPATION

The Agricultural and Processed Food Products Export Development Authority (APEDA) participated as a Partner Autonomous Body in World Food India 2024 with 2176 sq. m. of exhibition space in hall no 3 and 809 sq.m. of space in hall no 4 for RBSM Lounge. A total of 140 companies across different categories like Fresh Fruits And Vegetables, Processed Fruits And Vegetables, Meat And Meat Products Honey Products, Rice, Nutritional Foods, Cereals, Organic, /Millets and Millet products, Sweet And Confectionary, Herbal and Medicinal Plant etc showcased their products and also engaged in Reverse Buyer Seller meeting with International and domestic buyers across four days of the event.

A sampling and tasting campaign of millet products, a Millet Gallery, a GI products Gallery, a Mascot, a Puzzle Game, a Thought Bubble, a Quiz competition on Agro and Food processing and free gifts and souvenirs for the winners etc. were organized during the four days to make the event more effective and meaningful.

Allied Session: APEDA
Theme 01: Unlocking Value Addition in India's Agri Exports – Leveraging Innovation & the Startup Ecosystem

Ms. Priyanka Uday, Associate Director at CRISIL, moderated the discussion highlighting that the country's organic farming area had increased 2.2 times over the past decade, making India the second-largest contributor globally, with organic producers accounting for 55% of the world's total organic food production. However, regulatory changes, particularly the U.S. withdrawal of organic recognition in 2021, resulted in production declines in key categories like sugar and oilseeds, despite a 30% increase in organic farming area. The demand dynamics revealed that North America and Europe held approximately 90% of the organic market, with the Indian domestic market growing at a rate of 21% post-pandemic, surpassing the global growth rate of 17%. This growth was attributed to a smaller market base and a rise in health consciousness, urbanization, and disposable incomes. As a result, 25% of organic sales were now online, and projections indicated that the Indian domestic organic market would reach INR 12,500 crore, with significant gains expected in processed food, fruits and vegetables.

Mr. Abhishek Dev, Chairman, APEDA, emphasized the organization's goal of increasing exports in India's agricultural and processed food sectors, particularly within the growing organic market, which was valued at $2 billion. This market presented significant opportunities due to rising global consumer demand for organic products. He highlighted the upcoming National Program for Organic Production (NPOP) Regulation 2024, which aimed to enhance operational ease and transparency in the sector. Additionally, APEDA was working to increase the number of certification bodies to lower certification costs and make organic certification more accessible. A notable announcement was the Memorandum of Understanding (MoU) with Lulu Group, which aimed to enhance the global market knowledge of Farmer Producer Organizations (FPOs). Furthermore, APEDA was launching a global organic export initiative in collaboration with the India Brand Equity Foundation (IBEF) to further boost India's organic export potential.

Mr. Vipul Mittal, Managing Director of National Cooperative Organics Ltd., focused on creating direct links between small-scale farmers and the organic consumer market to motivate producers to increase organic cultivation. This initiative aimed to enhance market access and visibility, supported by the Bharat Organic brand in partnership with NDDB, GC, Mother Dairy, and Amul. He emphasized the importance of traceability for building consumer trust, facilitated through certifications like NPOP and the TraceNet system, along with mandatory lab testing for authenticity, supported by 244 accredited labs. Additionally, he highlighted the need to improve accessibility for lower-income groups by addressing farmers' needs and encouraging them to grow more organic products. While there was existing demand for organic goods, ensuring the supply side met this demand required motivating farmers through adequate support and incentives.

Mr. Kapil Malviya, Business Head of Organic at ITC Ltd. Agri Business, emphasized the importance of building consumer awareness to support premium pricing for organic products, focusing on reliable certifications and quality-oriented packaging to build trust. Under his leadership, the company expanded

its organic product range, initially focusing on organic wheat atta, with plans to diversify into categories like basmati and non-basmati rice to meet the rising demand. ITC also prioritized processed food exports, particularly mango pulp, targeting Southern India for mango cultivation to enhance export capacity. Additionally, around 1,000 Farmer Producer Organizations (FPOs) were converted to organic, supporting farmers' transitions to organic practices. An app was developed to provide these farmers with guidance and best practices in organic farming.

Mr. Pankaj Agarwal, Managing Director of Treta Agro (P) Ltd., focused on enhancing the domestic and international reach of Indian organic produce. He emphasized building trust in Indian organic fruits and vegetables by prioritizing product quality, authenticity, sustainable branding, and packaging. To strengthen brand recognition, he worked on establishing strong relationships with key stakeholders, helping to promote Indian organic brands. He anticipated that India would emerge as a significant player in the global organic market.

Dr. Anil Jadhav, Regional Director of Ecocert India Pvt. Ltd., emphasized the need for skill development, advocating for training smallholding farmers in Integrated Crop Systems (ICS) to boost productivity and sustainability. He pointed out the significant manpower shortage in the organic industry, particularly in trading, processing, and ICS implementation, and highlighted the importance of attracting talent to agriculture and organic sectors. Dr. Jadhav also underscored the value of training NPOP teams in organic farming basics to enhance their support for farmers. Additionally, he suggested leveraging CSR funding to directly educate and train farmers, thereby addressing workforce shortages and promoting employment.

Vice President of Agro Business at Nature Bio Foods, Mr. Krishendhu Chattopadhya highlighted the significant opportunities in India's organic food market, both domestically and internationally. He remarked that while bulk exports had traditionally been the focus, there was a shift towards retail-packed products that could enhance market penetration. However, he emphasized that successful retail packaging required effective branding, clear communication, and the resolution of challenges such as supply chain management. By investing in these areas, Indian food exporters could tap into new markets and increase their global reach.

Conclusion

In conclusion, the discussions emphasized the dynamic growth and opportunities within India's organic market, driven by increasing consumer demand and a shift towards retail packaging. Stakeholders underscored the importance of effective branding, traceability, and accessibility for farmers to enhance market penetration and build consumer trust. Initiatives by organizations like APEDA and collaborations with private entities aim to streamline certification processes and boost exports, positioning India as a significant player in the global organic sector. The commitment to skill development and supporting smallholders further strengthens the foundation for sustainable growth in this thriving industry.

Allied Session: APEDA
Theme 02: Raising the Bar: Exploring Opportunities for Indian Alcoholic Beverages in Global Markets

The session was moderated by Dr. Tarun Bajaj, Director, APEDA. He highlighted that while alcoholic beverages are among the most traded goods globally, India contributes less than 1% to this market. Despite offering unique products such as gin and rum, India has yet to establish a strong international presence, partly due to social hesitancy in discussing alcohol consumption openly.

Shri Abhishek Dev, Chairman of APEDA, emphasized the goal of significantly increasing exports of Indian alcoholic beverages. Key strategies include launching global marketing campaigns to raise awareness and adapting production to meet international preferences, such as increasing the production of single malt whisky to align with higher global demand. While India currently exports heavily to Africa (40% of its beverage exports), expanding its reach to premium markets in the UK, USA, and Europe remains a priority. Additionally, Indian wine production should be aligned with global trends to enhance its appeal in these markets.

Shri Adarsh Singh, Excise Commissioner of Uttar Pradesh, emphasized the urgent need to boost exports of Indian alcoholic beverages to support India's goal of becoming the world's third-largest economy. He underscored that close collaboration between state and central governments is essential, as alcohol production falls under state jurisdiction, while exports are managed centrally.

Shri Sanjeev Vijh, Vice President of Corporate Affairs at Diageo India, noted that India's limited presence in the global alcohol export market (under 1%) is due to raw material shortages and dispersed production, which necessitates costly imports for premium beverage manufacturing—posing a challenge for new entrants. He emphasized that India's diverse ingredients and craftsmanship present significant potential, particularly for Indian craft beverages like gin. Vijh suggested a focus on premiumization by leveraging local expertise, unique ingredients, and advanced technology.

Ms. Shilpa Gupta, Head of Public Policy at Pernod Ricard India, highlighted the importance of sustaining and growing exports to established markets, such as Africa, while expanding beverage offerings to cater to diverse age groups. She emphasized that premium products appeal to mature consumers, while younger consumers seek novel options. Understanding these varied preferences and producing strategically aligned beverages could enhance India's export potential.

Ms. Sharon Grewal, Assistant General Manager of International Business at Piccadilly Agro Industries Ltd., highlighted that Indri single malt whiskey has gained global appreciation. However, regions like Eastern Europe and South America remain largely unexplored by Indian companies. She attributes this to challenges posed by distance and language barriers, which complicate efforts to identify local importers in these markets.

Shri Ashwin Rodrigues, President of the Wine Growers Association of India, noted that several wine production plants in India have closed due to low market acceptance, as Indian consumers favor whiskey over wine. He emphasized that wine offers health benefits and can yield good profits for farmers establishing vineyards. Rodrigues also advocated for government support in promoting wine tourism and highlighted that excessive regulation has contributed to challenges within India's wine industry.

Ms. Shubhi Mishra, Head of the Agriculture & Food and Drink Sector at UKIBC, emphasized that Indian brands like Indian Monk, Jamun, and Indri are gaining global recognition. She advocated for government support in providing platforms to showcase these brands, enabling international consumers to experience Indian alcoholic beverages, which would help boost demand. Additionally, she suggested that advertising and labeling should be done in a premium manner to attract consumers' attention.

Conclusion

It was suggested that regulations should be made more flexible to allow new players in the alcoholic beverage industry, encouraging startups and helping indigenous brands reach global markets to boost exports. Research is needed to ensure that raw materials are sourced locally, and more investors should support local brands. Additionally, labeling should be tailored to appeal to foreign markets. More interactions should be organized to identify challenges and find solutions for the industry.

Marine Products Export Development Authority (MPEDA)

EXHIBITION PARTICIPATION

The Marine Products Export Development Authority participated as a Partner Autonomous Body in World Food India 2024 with 456 sq. m. of exhibition space in hall no 2 of Bharat Mandapam. Over 35 leading seafood and marine exporters from Bhubaneswar, Chennai, Kochi, Kolkata, Mangalore, Mumbai, Porbandar, Tuticorin, Vijayawada and Vizag participated and showcased their products in the exhibition. The companies also engaged in Reverse Buyer Seller meetings with International and domestic buyers across four days of the event.

Allied Session: Marine Products Export Development Authority (MPEDA)
Theme: Seafood Quality Assurance & Value Addition

The session was moderated by Mr. Anil Kumar P, Joint Director (Marketing), MPEDA. Mr. Roy Stephens, Consumer Safety Officer at the USFDA, discussed seafood safety in the US, noting that 94% of seafood is imported, with shrimp being the most consumed, mainly from India, Ecuador, and Indonesia. He highlighted that foodborne diseases affect 48 million Americans annually, resulting in hospitalizations and fatalities. Stephens explained the cGMP (Current Good Manufacturing Practices) for sanitation under Seafood HACCP regulations, emphasizing hazard analysis for species-related (pathogens, parasites, natural toxins) and process-related hazards (bacterial contamination, allergens, metal/glass inclusion). He outlined eight key sanitation areas and mentioned seafood import alerts for India, including Import Alerts 16-35, 16-81, and 16-124, which relate to shrimp, salmonella, and unapproved drugs in aquaculture.

Mr. Manish Kumar, a Food Safety Specialist at The Acheson Group, discussed the Safe Food for Canadians Regulations (SFCR), which were implemented in 2019. These regulations consolidated 14 existing regulations into one, emphasizing preventive control, licensing, and traceability. He highlighted the adoption of a risk-based approach to food safety, along with improved import controls and strengthened traceability measures. Kumar identified the top three food safety violations in Canada as undeclared allergens, pathogens, and foreign material.

Ms. Natasha Mihani, a Food Safety Specialist at The Acheson Group, addressed common food safety hazards, including chemical (pesticides), physical (metal, hair), and biological (salmonella) risks. She discussed the reasons for import refusals, which included adulteration (salmonella, pesticides), misbranding, and unapproved colors. Mihani

emphasized the consequences of exporting violative products, such as product seizure, license suspension, criminal investigation, and mandatory recalls. She also offered solutions, including crisis management and regulatory assistance provided by TAG.

Ms. Seema Bhatt, the National Biodiversity Expert at the FAO India Office, introduced the Global Environment Facility (GEF), which was established in 1991 to improve the global environment and support international environmental agreements. She noted that FAO had partnered with GEF since 2002, focusing on enhancing sustainable food systems and reducing environmental impacts. Bhatt highlighted the challenges in global food systems, including population growth, market access for small-scale producers, food loss and waste, and increasing ecological footprints. She discussed the GEF-8 Food Systems Integrated Program, which prioritized sustainable food production, reduced the environmental impact of livestock, supported alternative protein sources, and expanded investment in sustainable aquaculture management.

Mr. Sarabpreet Singh, General Manager of Devi Sea Foods Ltd., spoke about value addition in seafood, particularly shrimp. He explained that value addition involves improving raw seafood by enhancing its quality, presentation, or convenience to increase profitability and reduce waste. The benefits included better profit margins, meeting consumer demand, differentiation from competitors, and improved supply chain efficiency. He mentioned various value-added shrimp products, including processed raw shrimp, ready-to-eat cooked shrimp, vacuum-packed shrimp, and sustainable shrimp options with potential for export.

Mr. Dipak Choudri of Nishindo Foods Pvt. Ltd. discussed surimi analogue products, a Japanese fish paste utilized as an intermediate product in processed seafood. He described surimi as an odorless, white, concentrated protein that is low in cholesterol, high in omega-3 fatty acids, pesticide-free, and possessing a unique gel-like texture. The surimi products mentioned included imitation crab sticks, shrimp tails, and fish cakes, which are primarily consumed in the Asia-Pacific region and Eastern Europe. He highlighted the growing trends in the Indian snacks market, projected to reach Rs. 95,000 crores by 2032, along with the rising demand for health-conscious surimi products. Mr. Choudri emphasized the importance of product innovation, nutritional education, and marketing strategies aimed at health-conscious consumers.

Conclusion

The session provided a comprehensive overview of seafood safety, food regulations in the US and Canada, and opportunities in value-added seafood products. Actionable insights included ensuring compliance with international food safety standards, particularly for exporters to the US and Canada. It emphasized leveraging value-added processes to meet growing consumer demands and improve profitability. Additionally, expanding investments in sustainable and innovative seafood products, such as surimi, was highlighted as a way to capture health-conscious markets. The importance of increasing collaboration between countries and seafood businesses to effectively address safety and quality concerns was also underscored.

EXHIBITION PARTICIPATION

Coconut Development Board

The Coconut Development Board of India participated in the exhibition of World Food India 2024. A total of 12 companies showcased their products over 84 sq. m. of space in the Hall No. 2 of Bharat Mandapam.

Coffee Board of India

The Coffee Board of India participated in the World Food India 2024 exhibition. A total of 12 companies showcased their products over 200 sq. m. of space in the Hall No. 3 of Bharat Mandapam.

Spices Board of India

The Spices Board of India participated in the World Food India 2024 exhibition. A total of 35 companies showcased their products over 320 sq. m. of exhibition space in the Hall No. 3 of Bharat Mandapam.

EXHIBITION PARTICIPATION

Tea Board of India

The Tea Board of India participated in the World Food India 2024 exhibition. A total of 15 companies showcased their products over 320 sq. m. of exhibition space in Hall No. 3 of Bharat Mandapam.

Nuts and Dry Fruits Council

The Nuts and Dry Fruits Council participated in the World Food India 2024 exhibition with 200 sq. m. of exhibition space in the Hall No. 1 of Bharat Mandapam.

Glimpses of the Hon'ble Ministers' Visit to the Government Associated Organisations.

Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries at Spices Board of India stall.

Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries at Tea Board of India stall.

08 STATE GOVERNMENT PARTICIPATION AT WFI 2024

The World Food India 2024 event witnessed participation of 350 state delegates from 26 states of India. The event garnered participation from 4 Partner States, 7 Focus States and 15 States in the Exhibition Pavilions.

07 STATE MINISTERS
Participated in World Food India 2024

04 PARTNER STATE GOVERNMENTS
Gujarat, Andhra Pradesh, Telangana, Uttar Pradesh

07 FOCUS STATE GOVERNMENTS
Jharkhand, Manipur, Kerala, Odisha, Meghalaya, Maharashtra, Tamil Nadu

15 EXHIBITING STATE GOVERNMENTS
Bihar, Himachal Pradesh, Chhattisgarh, Haryana, Assam, Karnataka, Sikkim, Delhi, Ladakh, Rajasthan, Jammu & Kashmir, NER states namely Tripura, Nagaland, Arunchal Pradesh and Mizoram (via Ministry of DONER)

Partner State: Andhra Pradesh

EXHIBITION PARTICIPATION

The state of Andhra Pradesh participated as Partner State in World Food India 2024 with 252 Sq. m. of exhibition space in Hangar of Bharat Mandapam, New Delhi.

Partner State Session: Andhra Pradesh
Theme: Andhra Pradesh as a Global Food Processing Hub: Unlocking Opportunities and Overcoming Challenges

The session highlighted Andhra Pradesh's strategic position as a major hub for raw materials such as shrimp, coffee, spices, and fruits, and its focus on advancing food processing policies. Emphasizing secondary and tertiary processing, the state's vision is geared toward increasing exports and building a strong agro-industrial ecosystem. With abundant resources, a skilled workforce, and business-friendly policies like the Single Window Clearance System, Andhra Pradesh aims to attract private sector investment and foster industrial growth.

The state's rich agricultural resources, particularly in tribal zones, makes it a powerhouse for producing essential crops for both domestic consumption and exports. Its diverse agro-climatic conditions are ideal for cultivating high-demand crops. To support industry growth, the government has introduced a pioneering Skill Census to align workforce availability with industry needs. Combined with seamless logistics and cost-reduction efforts, these initiatives will boost the state's competitiveness in the food processing sector.

The ease of doing business in Andhra Pradesh has been strengthened by streamlined bureaucratic processes, and the establishment of an International Food Park positions the state as a hub for both domestic and international players in the food processing industry. Significant investments, such as those in palm oil plantations, reflect the state's favorable business environment and commitment to agricultural growth.

The session also highlighted the potential for value addition in the food processing industry, particularly through the use of local raw materials like millet, which present opportunities for developing healthy and nutritious products. The state's logistical advantages, combined with its focus on innovation, sustainability, and export-oriented manufacturing, makes Andhra Pradesh a key player in India's food processing sector, with the potential for continued growth on a global scale.

Government of Gujarat

Partner State: Gujarat

EXHIBITION PARTICIPATION

The state of Gujarat participated as a Partner State in World Food India 2024 with 294 Sq. m. of exhibition space in Hangar of Bharat Mandapam, New Delhi.

Partner State Session: Gujarat
Theme: Gujarat's Palette of Nutrition: A Recipe for Viksit Bharat @ 2047

As India moves towards its centenary of independence, the roadmap for a developed and self-reliant nation, Viksit Bharat 2047, is being shaped with Gujarat playing a crucial role. Emphasized by Shri Raghavjibhai Patel, Hon'ble Minister of Agriculture, Animal Husbandry, Cow-Breeding, Fisheries, Rural Housing, and Rural Development, Government of Gujarat, various sectors such as farm mechanization, food technology, agritech, and waste management are being identified as key drivers in this transformation.

Efforts are being made to promote farm mechanization, which is witnessing significant growth, with a focus on increasing agricultural efficiency and reducing operational costs. Gujarat is being positioned as a leader in this shift. Simultaneously, the food technology sector is being enhanced, focusing on value addition through innovations like plant-based foods, healthy formulations, and waste valorization. Established food processing infrastructure is being leveraged to introduce nutrient-rich and sustainable products to meet growing consumer demands.

Agricultural inputs and biotechnology are being recognized as essential for increasing

crop resilience and productivity. The potential of precision farming and agritech solutions is being explored, with technologies like big data analytics and digital platforms being employed to optimize resource management. Additionally, agricultural waste is being turned into wealth through waste valorisation initiatives, contributing to green energy and economic value. Challenges around industry collaboration, credit access, and agri-data are being addressed through public-private partnerships and digital platforms. Gujarat's potential to lead in these areas is being supported by efforts to promote transparency and equitable profit-sharing, particularly in organic farming.

Gujarat's agricultural and food processing sectors are being positioned to play a vital role in the realization of India's vision for Viksit Bharat 2047. By focusing on innovation, consumer expectations, and sustainable growth, Gujarat is not only supporting its own development but also contributing significantly to the nation's long-term agricultural goals. In this journey, the state's agricultural community is being empowered to meet the evolving demands of both domestic and global markets, ensuring that Gujarat remains a key player in India's future.

Partner State: Uttar Pradesh

EXHIBITION PARTICIPATION

The state of Uttar Pradesh participated as Partner State in World Food India 2024 with 304 Sq. m. of exhibition space in Hangar of Bharat Mandapam, New Delhi.

Partner State Session: Uttar Pradesh
Theme: Sustainable Food Value Chains: Leveraging Indigenous Technologies for Climate Resilience

The session showcased Uttar Pradesh's transformative efforts to strengthen its food processing sector through the adoption of innovative technologies, optimized supply chains, and skill development initiatives for farmers and businesses. These efforts align closely with India's vision of self-reliance under the 'Make in India' and 'Atmanirbhar Bharat' campaigns, aiming to boost productivity, generate employment, and enhance economic growth.

Uttar Pradesh continues to lead India's agricultural landscape with its prominent contributions to the production of potatoes, vegetables, mangoes, guavas, and amla, as well as dominating the national output in food grains and wheat. The state is also a significant contributor to the poultry and dairy sectors, producing 4 billion eggs annually and a substantial share of the country's milk supply.

Its position as a leading exporter of processed frozen meat and achievements in fisheries further cement its agricultural prominence.

Speakers brought diverse perspectives to the session. Dr. Vijay Bahadur Dwivedi, an expert in agriculture, emphasized the importance of adopting protective cultivation techniques and indigenous technologies to improve productivity and climate resilience. Mr. Bhanu Pratap Ram, a seasoned professional in

irrigation technologies, underscored the need for drip irrigation systems to conserve water while boosting agricultural yields. Mr. Praveen Kumar, an expert in value chain management, elaborated on strategies to optimize the supply chain and enhance efficiency in food processing. Additionally, Ms. Munesh Gawahde, a key proponent of government schemes, provided an overview of the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme and its impact on supporting micro-enterprises and entrepreneurs in the food processing sector.

The session was expertly moderated by Ms. Priya Sharma, a policy expert, who guided the discussions and ensured actionable insights were drawn from the deliberations. Dr. Ashok Bansal, a renowned scientist, served as a co-moderator and provided key inputs on integrating research and technology into sustainable food value chains.

Uttar Pradesh's food processing sector has been bolstered by its 22 operational mega food parks and support from institutions like the Regional Food Research and Analysis Centre and the State Institute of Food Processing Technology. Government initiatives such as the Pradhan Mantri Kisan SAMPADA Yojana and Cold Chain schemes provide the necessary impetus for investments, supported by policy incentives like capital and freight subsidies, solar power project assistance, and cold chain infrastructure development.

Key takeaways from the session highlighted the importance of sustainable practices, advanced technologies, and comprehensive investment opportunities across the value chain. With a strong policy framework, abundant natural resources, and a growing ecosystem of stakeholders, Uttar Pradesh is poised to lead India's food processing sector, contributing significantly to economic growth, employment, and food security.

Focus State: Jharkhand

EXHIBITION PARTICIPATION

The state of Jharkhand participated as Focus State in World Food India 2024 with 216 Sq. m. of exhibition space in Hangar of Bharat Mandapam, New Delhi.

Focus State Session: Jharkhand
Theme: Tapping the untapped food processing opportunities: Jharkhand

In a session focused on food processing and millet cultivation in Jharkhand, several key speakers discussed the state's agricultural potential and challenges. Dr. Aboobacker Siddique P, Secretary of the Department of Forest, Environment & Climate Change, Govt of Jharkhand emphasized on the cultural and nutritional importance of millets for Jharkhand's tribal population. However, millet cultivation has declined in recent decades due to a shift toward paddy farming. To address this, the Jharkhand Millet Mission aims to expand millet cultivation by 5 lakh hectares over the next five years. The initiative provides financial assistance to farmers, FPOs, and cooperatives, promoting traditional millet varieties, primary processing, and exports. Dr. Siddique highlighted that climate change calls for climate-smart crops like millets to ensure food security and sustainable farming.

Prof. Arun Kumar elaborated on the health benefits of millets, which are rich in minerals and particularly beneficial for diabetic patients. Despite challenges like low productivity and the need for improved seed quality, he noted that millet products now have a longer shelf life and greater market potential. He also stressed the importance of awareness and promoting millet cultivation in Jharkhand's upland regions.

Mr. Sushant Gaurav, Director of Industries, discussed the untapped opportunities in Jharkhand's agro-forestry sector, including crops like cashews, honey, bamboo shoots, and black rice. He highlighted the state's potential for niche markets and shared the success of the Gumla Millet Mission, which has helped boost millet production through focused interventions.

Entrepreneur Mr. Manish Piyush shared insights on establishing a millet-based enterprise in Jharkhand. His company expanded from dairy to millet products, including granola and noodles. He called for greater government support to compete with large brands and urged entrepreneurs to tap into niche markets with value-added millet products.

Ms. Aruna Tirkey, founder of Ajam Emba, discussed her initiative to revive traditional tribal foods, including millet-based dishes. She emphasized the importance of preserving local food systems and cultural heritage through sustainable practices.

The session concluded by highlighting the vast potential in Jharkhand's food processing sector, driven by millets and agro-forestry, while addressing key challenges like market linkages, productivity, and investment. While there are significant hurdles—such as declining millet production, lack of quality seeds, and preservation challenges—the opportunities far outweigh the challenges. Jharkhand's unique climate, diverse horticultural products, and underutilised crops like millets offer promising avenues for entrepreneurs and investors. The state's mineral-rich land and rich agricultural heritage provide a solid foundation for growth. Strategic interventions, such as strengthening seed programs, increasing research investment, and encouraging new entrepreneurs, can help unlock this potential. Collaboration between the government, research institutions, and industry players will be key to tapping into these opportunities and driving Jharkhand's food processing sector forward.

महाराष्ट्र शासन

Focus State: Maharashtra

EXHIBITION PARTICIPATION

The state of Maharashtra participated as Focus State in World Food India 2024 with 216 Sq. M. of exhibition space in Hangar of Bharat Mandapam, New Delhi.

Focus State Session: Maharashtra
Theme: Current status of Agriculture and Food Processing and Futuristic Opportunities in Maharashtra state

The session, led by Shri Sunil Borkar, Director of Agri Processing and Planning, Maharashtra highlighted Maharashtra's significant role in India's agricultural landscape. Maharashtra, with its 8 Agri Export Zones, excels in the production of key commodities like grapes, mangoes, onions, and pomegranates. The state ranks first in the production of grapes, pomegranates, cashew nuts, onions, and turmeric, and holds 38 Geographical Indicator (GI) tags, such as Nashik Grapes and Alphonso Mangoes, further enhancing their export potential.

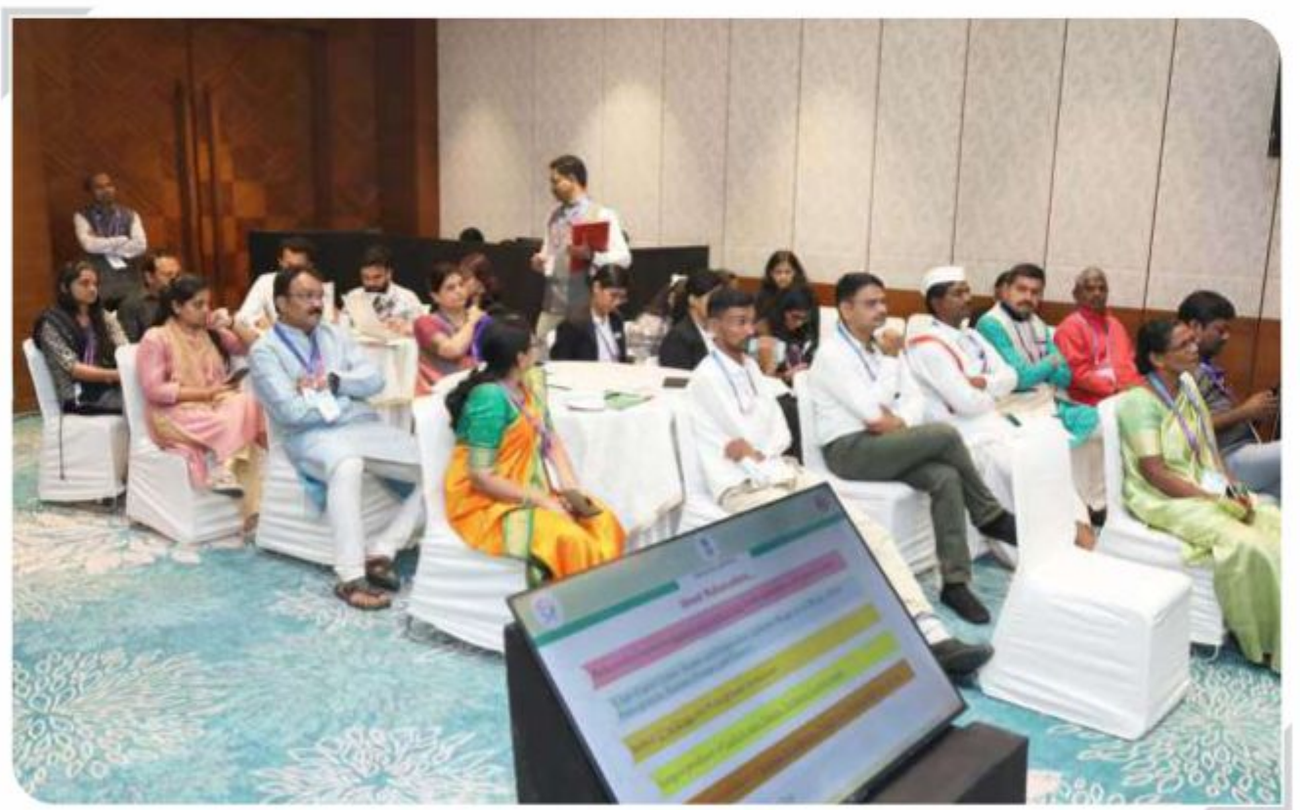
Shri Borkar emphasized the Maharashtra government's commitment to creating an investor-friendly environment for agro-processing industries. Initiatives like the Maharashtra Industry, Trade, and Investment Facilitation Cell (MAITRI) offer a streamlined, single-window system for investors, while the State Industrial Land Bank provides detailed information on land availability for industrial projects. Other schemes, such as the

Agricultural Infrastructure Fund (AIF) and the Maharashtra Start-Up Policy, provide financial assistance and subsidies to support agricultural and food processing businesses.

Maharashtra has also taken steps to develop shared infrastructure facilities for cooperatives and Farmer Producer Organizations (FPOs), offering credit-linked grants and rental access to boost productivity. The state supports marketing and branding efforts under the PM FME scheme, which helps small enterprises and FPOs increase their visibility in the market.

Maharashtra's advantageous location and robust transport infrastructure present a wealth of opportunities for export-oriented food processing industries. Shri Borkar highlighted the potential in sectors like processed fruits, millet-based products, and superfoods, supported by initiatives like the "Maharashtra Millet Mission." Success stories, such as self-help groups (SHGs) dramatically increasing their production capacity through government support, showcase the state's commitment to empowering agricultural communities.

With forward-thinking policies, strong infrastructure, and a focus on innovation, Maharashtra is well-positioned to transform its abundant agricultural resources into high-value products for both domestic and global markets.



Focus State: Manipur

EXHIBITION PARTICIPATION

The state of Manipur participated as Focus State in World Food India 2024 with 198 Sq. m. of exhibition space in Hangar of Bharat Mandapam, New Delhi.

Focus State Session: Manipur
Theme: Unique Agricultural Products of Manipur

Manipur, often known as the "Land of Jewels," boasts significant agricultural potential but faces challenges in development due to inadequate connectivity and infrastructure. The state's rich biodiversity, favorable microclimates, and vast range of crops—including rice, maize, millets, horticultural produce, and spices—position it uniquely within India's agricultural landscape. However, issues like shorter shelf life of fruits, vegetables, and spices necessitate the adoption of advanced and sustainable packaging solutions to enhance marketability and reduce post-harvest losses.

Dr. Shalini Gaur emphasized the superior nutritional benefits of millets, highlighting their effectiveness in addressing nutrient deficiencies. Their fortification compatibility makes millets a powerful tool for improving dietary health. Dr. N.C. Saha outlined the significant challenges faced by produce from hilly regions, advocating for the implementation of smart farming techniques and advanced packaging methods, such as Modified Atmosphere Packaging (MAP) and Controlled Atmosphere Packaging (CAP), to preserve quality and freshness.

Dr. I. Meghachandra Singh discussed the state's diverse crops and underutilized wild products, urging stakeholders to focus on infrastructure development and enhance irrigation systems to realize Manipur's agricultural potential. Shri N. Gojendro pointed out that India's tropical and sub-tropical fruits offer considerable opportunities for the packaging industry, particularly for products like bananas, pineapples, and oranges.

Shri Mukunda Murthi Rao and Shri Sidhant Mehrotra highlighted technological advancements transforming packaging industries. They presented innovations such as Active Modified Atmosphere Packaging (AMAP) and intelligent packaging solutions that enhance the shelf life of fresh produce, ensuring quality from production to consumption.

In conclusion, with a concerted effort towards adopting smart farming techniques and advanced packaging, Manipur can effectively minimize post-harvest losses, enhance product quality, and position itself as a leading contributor to both national and international markets, ensuring economic resilience and improved health outcomes for its population.

Focus State: Meghalaya

EXHIBITION PARTICIPATION

The state of Meghalaya participated as Focus State in World Food India 2024 with 198 Sq. m. of exhibition space in Hall No. 1 of Bharat Mandapam, New Delhi.

Focus State Session: Meghalaya
Theme: Meghalaya Collectives - Building Brands, Building Capacities: A panel discussion on building food-brands for remote community-based organizations

The session focused on strategies to strengthen links between sustainable markets and local communities. The primary objective was to empower these organizations by enhancing their skills, fostering leadership, and addressing market challenges.

Mr. R M Mishra, Executive Chairman of the Meghalaya State Investment Promotion Board, emphasized the importance of trust in establishing strong relationships with farmers. He highlighted Meghalaya's potential as a global biodiversity hotspot, offering an abundance of high-quality products. However, he pointed out that it was crucial not only to have the capacity to produce but also to produce effectively for the market. He stressed the need for leadership development programs to improve the agricultural ecosystem and identify a robust cold chain infrastructure as essential for maintaining food quality. Additionally, he underscored the role of cleanliness and technology, such as safety scanning, to ensure product integrity and build consumer trust.

Mr. Nitin Puri, Founder of KisaanSay, discussed his co-profit model, which worked closely with farmer collectives to create co-branded products and assist with its marketing. His team helped these collectives with product standardization, quality control, and packaging to meet retail market standards. By partnering with government agencies, KisaanSay ensured farmers had access to necessary infrastructure and schemes, allowing them to focus on production while KisaanSay managed the marketing, benefiting both farmers and consumers.

Ms. Bhumika Malhotra, North Head at Zepto, shared her company's rapid growth and its efforts to optimize the supply chain. Zepto directly connected farmers with customers, ensuring fresh produce reached the market efficiently. Their initiative, "Bloom," aimed to eliminate middlemen and provided farmers with a 100% buy-back guarantee, increasing transparency and profitability.

Ms. Mebari Nongrum, Founder of Savourit, highlighted the challenge of market access despite improved production capacity. She expressed optimism that partnerships like Meghalaya Collectives would help overcome these barriers and connect her business to sustainable markets.

The session underscored the importance of trust, leadership, market access, and partnerships in enhancing agricultural success. Through collaboration and quality assurance, community-based organizations could strengthen their operations and thrive in sustainable markets.

Focus State: Odisha

EXHIBITION PARTICIPATION

The state of Odisha participated as Focus State in World Food India 2024 with 171 Sq. m. of exhibition space in Hangar of Bharat Mandapam, New Delhi.

Focus State Session: Odisha
Theme: Unlocking the flavor of Odisha: Opportunities in Food Processing

The session emphasized Odisha's strategic position as a hub for MSME growth and food processing opportunities, supported by a robust policy framework, abundant resources, and well-developed infrastructure. It featured insights from senior government officials, industry leaders, and domain experts who highlighted the state's potential and its initiatives to attract investments and foster economic growth.

The session commenced with Shri Hemant Sharma, IAS, Principal Secretary, MSME Department, Government of Odisha, providing a warm welcome and setting the context by outlining the government's schemes and policies aimed at strengthening MSMEs and promoting investments in food processing. He emphasized Odisha's focus on enabling ease of doing business, transparency, and innovation-driven growth.

Shri Gokulananda Mallik, Minister of MSME Department (Independent Charge), Government of Odisha, highlighted the state's proactive approach to supporting MSMEs. He underlined Odisha's agricultural strengths and how its Food Processing Policy (2022) and Industrial Policy (2022) create an enabling environment for both small and large enterprises.

Shri D. Prasanth Kumar Reddy, IAS, Director of Industries, Odisha, elaborated on the vast opportunities in the MSME sector, particularly

in food processing. He discussed Odisha's position as a leading producer of crops like sweet potatoes, sunflower, cashew, and ginger, and its potential to develop a robust value chain. The state's infrastructure, including mega food parks, cold storage facilities, and subsidized land, was presented as a significant advantage for investors.

In the subsequent session, Shri Amit Patjoshi, CEO of Palladium India, shared his insights on the ease of doing business in Odisha. He highlighted the streamlined legal procedures, supportive governance, and logistical efficiencies that make the state an attractive destination for enterprises.

Prof. Pravat Kumar Roul, Vice Chancellor of OUAT, Bhubaneswar, spoke about growth opportunities in the food processing sector. He stressed the integration of research and academia with industry, opportunities for startups, and the government's commitment to building a sustainable ecosystem.

Shri Kamlesh Mishra, President of the Odisha Seafood Exporters Association, explored the state's export opportunities, particularly in seafood, spices, and organic products. He discussed how Agri-Export Zones and dedicated food processing clusters are set to enhance Odisha's role in global markets, especially in Southeast Asia and the Gulf countries.

The interactive open house session provided a platform for participants to engage with the speakers, fostering collaboration and addressing key queries about Odisha's business potential.

The session concluded with Shri Bibhuti Bhusana Dash, IOFS, Special Secretary, MSME Department, Government of Odisha, expressing gratitude to all speakers, moderators, and participants. He emphasized the importance of continued collaboration and innovation to unlock Odisha's full potential in MSMEs and food processing industries.

EXHIBITION PARTICIPATION

Partner State- Telangana

Telangana participated in World Food India 2024 with 264 sqm. of exhibition space in Hall No. 2 of Bharat Mandapam, New Delhi.

Focus State - Kerala

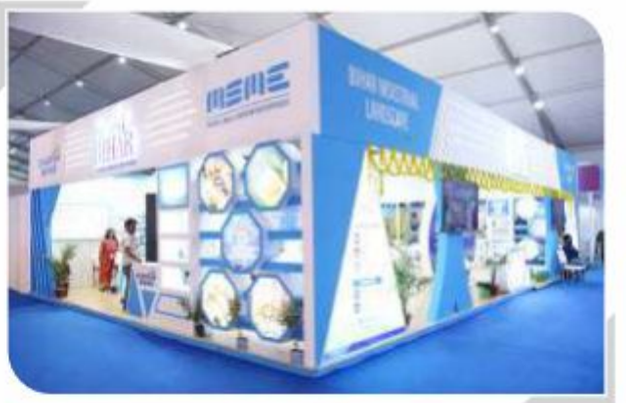
Kerala participated in World Food India 2024 with 186 sqm. of exhibition space in Hall No. 6 of Bharat Mandapam, New Delhi

Focus State- Tamil Nadu

Tamil Nadu participated in World Food India 2024 with 252 sqm . of exhibition space in Hall No. 6 of Bharat Mandapam, New Delhi

Details of Other Exhibiting States

Assam participated in World Food India 2024 with 117 Sq. m. of exhibition space in Hall no. 2 of Bharat Mandapam, New Delhi.



Bihar participated in World Food India 2024 with 126 Sq. m. of exhibition space in the hangar area of Bharat Mandapam, New Delhi.

Chhattisgarh participated in World Food India 2024 with 129 Sq. m. of exhibition space in the hangar area of Bharat Mandapam, New Delhi.

Delhi participated in World Food India 2024 with 112 Sq. m. of exhibition space in the hangar area of Bharat Mandapam, New Delhi.

Haryana participated in World Food India 2024 with 300 Sq. m. of exhibition space in Hall No. 5 of Bharat Mandapam, New Delhi.

Himachal Pradesh participated in World Food India 2024 with 21 Sq. m. of exhibition space in Hall No. 2 of Bharat Mandapam, New Delhi.

Karnataka participated in World Food India 2024 with 27 Sq. m. of exhibition space in Hall No. 3 of Bharat Mandapam, New Delhi.

Ladakh participated in World Food India 2024 with 24 Sq. m. of exhibition space in the hangar area of Bharat Mandapam, New Delhi.

Rajasthan participated in World Food India 2024 with 54 Sq. m. of exhibition space in Hall No. 2 of Bharat Mandapam, New Delhi.

Sikkim participated in World Food India 2024 with 72 Sq. m. of exhibition space in the hangar area of Bharat Mandapam, New Delhi.

Glimpses of the Hon'ble Ministers' Visit to the State Pavilions

09 NIFTEM KUNDLI'S SHOWCASE IN WFI 2024

The National Institute of Food Technology Entrepreneurship & Management– Kundli (NIFTEM-K) showcased a range of innovative technologies, products and prototypes aimed at bridging the gap between research and industry. With a focus on enhancing food processing and sustainability, the pavilion attracted significant attention from industry stakeholders looking to leverage cutting-edge solutions.

At the third edition of WFI, NIFTEM-Kundli made significant strides in advancing the food processing sector by signing strategic MoUs with 11 renowned companies, including Hindustan Unilever Limited (HUL), Nestlé R&D Centre India Pvt. Ltd., Tata Consumer Pvt. Ltd., Tetra-Pak India Private Ltd., Marico Ltd., LT Foods Ltd., Hexagon Nutrition Limited, Fermenta Biotech Limited, Tirupati Life Sciences, Sahyadri Farms Post Harvest Care Ltd., and Nutrify Today. In addition, partnerships were established with 3 development partners and associations- The Global Alliance for Improved Nutrition (GAIN), Technoserve, and Indo-Maize & Millets Development Association-Pune, as well as with 5 leading academic and research organizations: IISER Kolkata, MDU Rohtak, IIIT Sonipat, IIT Bombay, and All India Institute of Ayurveda (AIIA), by signing MoUs with each one of them. These partnerships focus on collaborative research programmes, new product development, establishment of Centres of Excellence, students exchange prog, joint degree prog, placement of students as well as incubation activities.

NIFTEM-K also successfully transferred five innovative technologies to food companies and startups, and launched a pesticide detection kit for tea leaves.

NIFTEM-K Mart

NIFTEM-K showcased an impressive array of around 60 products and technologies at WFI 2024, covering categories such as Multigrain Products, High Protein Products, PUFA-Rich items, Bakery, RTE/RTC, Vegan Milk Substitutes, and probiotic confectionery. Notable companies like Britannia Industries, KRBL, and Vita-Haryana turned up for technology transfer, while a significant number of start-ups sought information and collaboration opportunities. This event highlighted the growing reputation of NIFTEM-K in the food industry and the emphasis on health-focused products.

Visitors at NIFTEM-K Pavilion:

The NIFTEM-K pavilion was visited by the high-ranking officials and representatives from food industry, including Managing Directors, Chief Executive Officers, and Senior Executives from

Nestlé India Ltd., TCPL Pvt. Ltd., TetraPak Pvt. Ltd., Marico Ltd., LT Foods Limited,, ITC, Marico, Britannia, Shayadri Farms, etc., and academic institutions, such as CFTRI, Mysore, State Agricultural Universities, and ICAR Institutes. The officials and executives discussed current technological advancements and the roadmap for the processing and commercial production of different food products.

Industry and Academic Collaborations:

During the WFI event a total of 19 Memorandum of Understanding (MoUs) were signed and exchanged. The event focused on fostering collaborations between industry leaders and academic institutions to enhance food safety, nutrition, and innovation across the country. These agreements also included provisions for postgraduate fellowships and awards, as well as the inclusion of committee members to oversee and guide collaborative efforts.

Product Launch and Technology Transfer:

NIFTEM-K successfully transferred cutting-edge food technologies to major Industry players, demonstrating its commitment to sustainable and nutritious food solutions. The technologies aim to address modern-day health challenges while promoting the use of indigenous crops and resources. Two significant product launches in the fields of sustainable transportation and food safety includes SARTHI (Solar Assisted Reefer Transportation with Hybrid controls and Intelligence) and Rapid Kit for detection of pesticides in tea leaves. The following Technologies are transferred:

1. Fortified Pulse Kernels (Toor Dal)
2. Gluten-Free Nankhatai
3. Millet-Based Snacks
4. Veggie Paws (Pet Food)
5. Instant Black Rice Kheer Premix

Participation of NIFTEM-K Incubatees:

A total of 12 start-ups, hailing from 10 different states and Union Territories, were selected to display a diverse range of innovative products. These included ready-to-cook gravies, nutrient-rich millet-based dry chilla mixes, black garlic mood foods, Ayurveda-inspired nutrition bars, plant-based meats, enzyme-based sachets to extend fruit and vegetable shelf life, and millet-based products such as gulab jamun, muffins, and biscuits. Other showcased items included alternative protein powders, ber-infused candies, hemp-based chocolates, salts and chutneys, and plant-based leather.

10 NIFTEM THANJAVUR'S SHOWCASE IN WFI- 2024

National Institute of Food Technology, Entrepreneurship & Management, Thanjavur (NIFTEM-T) Pavilion at the WFI 2024 showcased more than 200 products, machinery and new innovations. New products were launched and B2B & B2C meetings were also arranged during the expo. Being a leading institution in the field of food processing technology, research and entrepreneurship development, NIFTEM-T highlighted its potential to national and international visitors searching for novel ideas for food business ventures. Senior government officials and other dignitaries, global investors, global food regulators, start-ups, SHGs, farmers, and industry leaders participated in the event.

Display of Novel & Innovative Products at WFI 2024

NIFTEM-T displayed products in various distinct categories such as Superfoods and Nutrient-Dense Foods, Nutraceuticals and Functional Foods, Resource Recovery and Novel Foods, Convenience and Personalized Foods, and Culinary and Specialty Ingredients. Most of these novel products were patented technologies of NIFTEM-T and many of them are either ready or in the process of commercialization.

One of the remarkable display products from the NIFTEM-T Pavilion is Minor Forest Produce and their Value Added Products. It is notable that Minor Forest Produce plays a critical role in the North-Eastern parts of India. NIFTEM-T formulated multiple value-added products from minor forest produce such as mahua flowers, tamarind, king chillies, sal seeds, jamun, cashew, bamboo shoots, bay leaf, makhana, black rice, wild honey, kachri baheda and others. These novel food products are well received by various stakeholders interested in Minor Forest Produce. The NIFTEM-T Pavilion also presented products developed by the alumni students and incubates. Overall the institute showcased more than 200 products during the event which gained attention from national and international visitors.

Food Processing Machinery Demonstrations

NIFTEM-T demonstrated many novel machineries and gadgets from its stable as innovative solutions to food processing industries. In house developed technologies like Pilot Scale Coconut Neera Processing Unit for Sugar Granules; Cold Plasma Unit for Food Treatment; Biodegradable Cup & Tray making from Agro-Food Wastes and a Cold Extruded Pasta Production from Millets and Moringa powder were demonstrated to public in MoFPI Pavilion by NIFTEM-T. Further, in the Institute Pavilion the machineries and gadgets exhibited during WFI included Moringa Leaves Separator, Drumstick Pulp Extractor, Drumstick Cutter & Hot Air Grain Puffing Machine, Fruits and Vegetables Spray Coating Machine, and sensors like Edible Oil Rancidity Tester and Honey Adulterant Detector.

Glimpses from Food Processing Machinery Demonstrations

NIFTEM-T Products launched in WFI, 2024

NIFTEM-T launched various innovative food products such as Instant Moringa Tea, Moringa Marshmallow, Moringa Sambar Bouillon Cubes, Moringa Smoothie Mix, Moringa Black Tea Leaves, Moringa Bar, Oil Pulvis, Coconut Haustorium Pasta, Nutri-Idly and Pumpkin Seed Butter, in the presence of Hon'ble Minister Shri Chirag Paswan, Ministry of Food Processing Industries, Government of India at World Food India 2024.

MoUs Signed during WFI, 2024 by NIFTEM-T

NIFTEM- T signed six Memorandum of Understanding (MoUs) in the presence of Hon'ble Minister of State Shri Ravneet Singh Bittu, Ministry of Food Processing Industries, Government of India during World Food India 2024. Out of the six, two MoUs were signed for the Sponsored Research Projects "Development of Natural Fruit-Flavored Drinking Water" with M/s. Ayushkalki Wellness Private Limited, Bangalore, Karnataka; and "Instant Pearl Millet Porridge Powder" with M/s. Kugram Super Foods Private Limited, Coimbatore, Tamil Nadu. Four MoUs were signed with M/s. AquAgri Processing Pvt. Ltd., New Delhi; M/s. Universe Food Products, Pudukkottai, Tamil Nadu; M/s. Miracletree Life Science, Madurai, Tamil Nadu; and Madurai Agribusiness Incubation Forum, Madurai, Tamil Nadu for mainly student placement & internship, capacity building programs and for NIFTEM-T technology support and handholding.

11 CONFERENCE SESSIONS

Thematic Session: Revolutionizing the Food Processing Machinery for an Atmanirbhar Bharat

The session, moderated by Dr. Palanimuthu V, Director, NIFTEM-T, aimed to address India's reliance on imported food processing machinery and emphasize the significance of indigenous manufacturing to achieve self-reliance. Currently, 40-50% of food processing machinery in India are imported, highlighting the need for transformation into a hub for food processing equipment to foster economic growth and sustainability.

Mr. Cassio Simões, Managing Director, Tetra Pak for South Asia, opened the session by emphasizing the alarming rate of perishable food wastage, which stands at approximately 30%. He advocated for enhanced food processing capabilities to mitigate this issue while also supporting the burgeoning festive market, which is growing at 7.8% annually. Mr. Simões further discussed how effective processing can minimize methane generation from perishable foods, addressing environmental concerns.

Mr. Ajith Dharan, Head of Consumer Foods, Bühler India, echoed the need for localized manufacturing of food processing equipment. He stressed Bühler's commitment to technology transfer to manufacture high-quality machinery domestically. Mr. Amit Shah from UFlex Limited presented sustainable packaging solutions that not only lower costs but also reduce plastic usage, thus enhancing the industry's environmental footprint.

Mr. Sanjeev Goyal, CEO of Mahaan Milk Food Limited, discussed advanced pasteurization techniques and aseptic packaging to enhance the shelf life of dairy products, underscoring the necessity of upgrading dairy machinery for efficient processing. Lastly, Mr. Nitin Gupta, Founder of Sickle Innovations, highlighted the importance of creating localized processing units near farms, promoting affordability and value addition for farmers while reducing food wastage.

In conclusion, the session emphasized the critical need to reduce food wastage through innovative machinery and local manufacturing. By adopting flexible, sustainable packaging solutions and empowering small-scale farmers, India can make significant strides toward achieving an Atmanirbhar Bharat in the food processing sector.

Thematic Session: Sustainable Food Value Chains: Leveraging indigenous technologies for climate resilience

Moderated by Dr. Dipankar Saharia, Senior Director, TERI, this session brought together experts and industry leaders to explore the synergy between indigenous knowledge and modern technologies in fostering climate-resilient food value chains. The focus was on integrating traditional practices like seed selection, water conservation, and fermentation with innovative, data-driven solutions to address climate challenges and ensure sustainability.

Mr. Shantanu Sharma, Founder, Pro Zero Carbon, underscored the importance of localized data in validating and scaling up indigenous practices. He pointed out that while traditional methods are highly effective, they require region-specific data to be widely adopted. He advocated for creating data frameworks that combine weather patterns, traditional wisdom, and community engagement to boost productivity and sustainability.

Dr. Alok Mukherjee from Leads Nextech emphasized the complexity of integrating diverse practices into a cohesive model for food value chains. He outlined three key elements—food ecosystems, market intelligence, and system dynamics—that can drive sustainability, calling for collaboration to ensure a resilient food system by 2047.

Ms. Ophira Bhatia, Senior Director at Mondelez, showcased the company's Cocoa Life program, which integrates sustainable agricultural practices with cutting-edge technology. She highlighted how their intercropping approach has improved environmental health and farmer livelihoods, combining tradition with modernity. Mr. Mandeep Singh Tuli, Procurement Director at HUL, discussed responsible sourcing and adaptive procurement strategies in response to climate extremes. He stressed the need for transparency, collaboration with farmers, and the use of data to enhance resilience in supply chains.

The session concluded with a strong call for action to integrate indigenous knowledge with modern technology, emphasizing that the future of sustainable food value chains depends on collaboration at every level. The speakers highlighted the need for continued innovation, data-driven decision-making, and inclusive engagement of farmers, industries, and policymakers. Building resilient food systems that can adapt to climate change is not just a necessity for the agricultural sector but a critical step toward global food security and sustainability. The discussions set a clear path forward, urging stakeholders to work together to safeguard food systems for future generations.

Thematic Session: FMCG: Employment and Investment Catalyst for India's Economic Growth

The session, moderated by Mr. Gaurav Sishodia, Vice President, Invest India, highlighted the critical role of the FMCG sector in driving India's economic growth, particularly through employment generation and innovation. Contributing approximately 30% to the retail market and creating around 3 million jobs, the FMCG sector is growing at an impressive CAGR of 10%.

Hemant Malik, Chief Executive Officer, ITC Ltd, emphasized the importance of innovation in customizing products to meet regional consumer needs. He illustrated ITC's commitment to supporting farmers by becoming the second-largest wheat buyer in India, leveraging platforms like Digital Chaupaal to connect over 200,000 farmers with resources for climate-resilient practices.

Jagrut Kotecha, Chief Executive Officer, PepsiCo India and South Asia, addressed the significant inefficiencies in the supply chain, particularly within cold chain facilities that lead to food wastage. He discussed PepsiCo's initiatives to establish an integrated cold chain system and the utilization of AI to provide precision farming insights, enhancing efficiency and resource management for farmers.

Mr. Manish Anandani, Chief Executive Officer, Kenvue, focused on the rising health consciousness among consumers, showcasing Kenvue's preventive health initiatives through products like ORSL and Stayfree. He underscored the company's dedication to local production and robust investments in research and development.

Mr. Prashant Peres, Managing Director, Kellanova India and South Asia, shared insights on balancing health and taste in food products, exemplified by their innovative multigrain Chocos, while ensuring compliance with global food safety standards.

Mr. Jeevaraj Pillai, President, UFlex, discussed sustainable packaging innovations driven by regulatory requirements, highlighting the shift toward recyclable materials.

In conclusion, the session underscored the FMCG sector's immense potential as a catalyst for employment and economic growth, driven by innovation, sustainability, and efficient supply chain practices.

Thematic Session: Sustainable Packaging Technologies in FPI: The 5Rs: Reuse, Reduce, Recycle, Renew and Redesign

The session addressed the urgent need for sustainable packaging solutions in the Food Processing Industry (FPI), emphasizing the 5 Rs: Reuse, Reduce, Recycle, Renew, and Redesign. Dr. C. Anandharamakrishnan, Director, CSIR-NIIST underscored alarming statistics, noting that India generates over 46,000 tonnes of packaging waste daily, with individuals consuming approximately 5 grams of plastic each day, equivalent to a credit card. The recycling rate for plastics remains low, highlighting the critical need for innovative alternatives to traditional packaging materials.

Mr. Varinder Jaswal, R&D Lead at Mondelez India, emphasized packaging's role in ensuring food safety and facilitating trade. He highlighted Mondelez's commitment to achieving 100% recyclable packaging while aiming to reduce virgin plastic use and incorporate more recycled materials.

Dr. Vimal Katiyar, Dean at IIT Guwahati, discussed the potential of biopolymers as sustainable alternatives to conventional plastics, stressing the need for enhanced barrier properties and clear labeling for effective segregation in recycling processes.

Mr. Deepten Chatterjee, Head of Corporate Affairs at Tetra Pak, shared the company's commitment to sustainability through innovative packaging solutions, increasing the renewable content of their products.

Mr. Amit Bhasin, Chief Legal Officer at Marico, highlighted the importance of comprehensive guidelines on plastic reuse and the necessity for collaboration across industries to combat microplastic pollution.

Dr. Sujatha Jayaraman, Head of R&D at HUL, emphasized the critical role of packaging in food security and the importance of adopting a circular economy approach.

In conclusion, the session reinforced the need for collaboration among industries, regulatory bodies, and consumers to develop effective sustainable packaging solutions that not only protect food but also promote environmental sustainability.

Thematic Session: Shaping the Future of the Pet Food Industry
Organized By: MARS Petcare India

Ms. Neetu Bansal opened the session by emphasizing the need to address the unique challenges within the pet food industry in India, fostering a collaborative dialogue among industry leaders. The session explored the dynamic landscape of the pet food sector, highlighting both challenges and growth opportunities.

Mr. Satinder Singh, Managing Director of Royal Canin, noted that while India has a significant pet population, the quality and acceptance of pet food remain inadequate. He emphasized the difficulty many pet owners face in accessing veterinary clinics, hindering essential healthcare. Mr. Singh advocated for developing nutritious pet food that includes high-quality proteins, healthy fats, essential vitamins, and fiber to enhance pets' overall health and energy.

Ms. Pallavi Anand, Business Head at Nestlé Purina Petcare, stressed the vital roles of pet education and veterinary nursing in ensuring animal welfare. She highlighted the importance of adhering to standards set by organizations like the American Animal Hospital Association (AAHA) and discussed the transformative impact of technology on pet nutrition and production quality.

Mr. Varun Sadana, Co-Founder of Supertails, discussed the evolving relationship between humans and pets, noting that pets are increasingly seen as family members and emotional support systems. He called for educational initiatives to inform pet owners about their pets' nutritional needs, as home-cooked meals often lack essential nutrients.

Dr. Umesh Kallahalli, a recognized pet food industry expert, remarked on the growing demand for pet care services and the necessity of engaging consumers in discussions about nutrition.

In conclusion, the session underscored the pressing need for improved access to high-quality pet food and veterinary services. By fostering education and collaboration within the industry, India can cultivate a more sustainable and compassionate pet care ecosystem.

Thematic Session: Future-Proofing India's Food System through Smart Proteins: Building Infrastructure for Biomass Fermentation and Plant-Based Proteins

Moderated by Ms. Sneha Singh, this session explored the potential of smart proteins in addressing India's future protein needs. Discussions highlighted infrastructure gaps, challenges of scaling production, consumer acceptance, and the importance of innovation in biomass fermentation and plant-based proteins.

Dr. Harinder Oberoi, Director, NIFTEM-Kundli, emphasized the use of local leafy vegetables like amaranthus and byproducts such as oil cakes, tomato seeds, and spent grains as raw materials for smart proteins. He called for investment in solid-state fermentation technologies and recommended a scientific panel/task force under FSSAI for easy quick & streamlined approvals of alternate proteins.

Mr. Sarthak Singhal, Director, Zippy Edibles Pvt. Ltd, noted the lack of high moisture extruders as a bottleneck in plant-based meat production. Despite reduced costs for functional proteins, supply chain logistics and affordability remain key challenges in the smart protein market.

Mr. Suraj Nair, AVP, Ankur Capital, highlighted startup difficulties, particularly the unavailability of small-scale fermenters and funding. He pointed out that improving the taste and lowering the cost of algal protein would help in improving its viability in plant-based products.

Dr. Manish Shukla, Associate VP, Reliance Industries, discussed Reliance's focus on algal protein due to its high Rubisco content. He stressed challenges in upscaling production and gaining consumer acceptance, with regulatory bodies working on guidelines for these proteins.

Mr. Anand Subramanian, Director, Pall India, advocated for use of ultrafiltration and nanofiltration technologies to make smart proteins more sustainable and reduce reliance on traditional chemical-heavy production methods.

The session concluded that while smart proteins offer significant market potential, challenges remain due to the lack of production machinery, innovation, and consumer acceptance. Algal protein shows promise and should be prioritized in research efforts, with regulatory bodies facilitating its market introduction. Establishing a Centre of Excellence on smart proteins will strengthen R&D efforts and capacity building in this domain.

Thematic Session: Local to Global: Unlocking the potential of Indian Brands and Traditional Foods

Moderated by Dr. Sridevi Annapurna Singh, this session emphasized the need to prioritize domestic demand for traditional Indian foods before promoting them globally. She highlighted the challenges faced by small entrepreneurs in research and development, advocating for incubation facilities at institutions like NIFTEM and CFTRI to access affordable resources. Dr. Singh stressed the importance of scaling traditional products while addressing taste, pricing, and quality consistency for international markets. Furthermore, she underscored the need for innovation and effective marketing to showcase the health benefits of Indian cuisine.

Mr. Tapas Paul, Lead Environment Specialist at the World Bank, reinforced the significance of local popularity as a stepping stone for international success. Using examples like Puranpoli, he proposed creating India Food Pavilions at district and state levels to showcase local cuisines and revive forgotten foods. He emphasized ensuring food quality and safety for both domestic and export markets while promoting India's plant-based diet as a model for sustainability.

Mr. Sunay Bhasin, CEO of MTR, focused on the necessity of innovation to keep Indian cuisine relevant. He called for collaboration between the private sector, government, and social organizations to create a robust ecosystem from farming to processing, ensuring high quality and traceability.

Ms. Surabhi Rajagopal, Sr. Program Manager at Selco Foundation, discussed the need for value addition in agriculture and proposed decentralized solutions for millet farmers. Mr. Romi Kulthia, Founder of ATPATA, highlighted challenges in branding for MSMEs, stressing the need for streamlined regulatory processes to promote Indian foods globally.

In conclusion, the session underscored the urgent need for a multi-faceted approach to elevate Indian cuisine on the global stage. By fostering domestic success, investing in innovation, and building a supportive ecosystem, stakeholders can collectively enhance the international appeal of traditional foods. Strategic collaborations among the government, private sector, and local communities are essential for overcoming challenges and seizing opportunities in the global market. Ultimately, the focus on sustainability, health benefits, and cultural heritage will empower Indian brands to thrive and resonate with consumers worldwide.

Thematic Session: Revolutionizing Food and Trade: Enhancing efficiency in food value-chains through digital innovation

The session began with Dr. Shilpa Vora, Chief R&D Officer, Marico Limited, welcoming the participants and emphasizing the transformative role of digital technologies in the food processing industry. She framed the discussion around the growing need for efficiency, sustainability, and innovation in food value chains, highlighting how technologies like AI, IoT, and blockchain are reshaping the future of agriculture and food processing globally. With rising global demand and evolving consumer expectations, she stressed the importance of leveraging digital solutions to meet these challenges while maintaining product quality and safety. Dr. Vora's introduction set a dynamic tone for the expert speakers, who explored how these innovations are driving the next wave of growth in the sector.

Dr. Kavya Dashora, Associate Professor, IIT-Delhi, elaborated on the potential of Artificial Intelligence (AI) and Machine Learning (ML) in agriculture and food manufacturing. She emphasized that these technologies could extract meaningful insights from complex data, providing real-time monitoring of farming, markets, logistics, and supply chains to enhance productivity and sustainability.

Mr. Hari Verma, Director, Vasista Enterprise Solutions Private Limited, focused on the dairy sector in India. He noted that cloud computing can drastically reduce costs in supply chain management, and mobile technology can help farmers by providing timely notifications on milk collection. He stressed that the focus on quality in the dairy industry should take precedence over quantity.

Mr. Csilla Kovacs-Rahoi from Lindstrom Group spoke about the company's efforts to innovate in the food and retail sectors. He emphasized that digital technologies like AI, IoT, and blockchain can ensure food safety, improve quality, and meet consumer demands. He also highlighted the need for consumer-friendly technologies to prevent food contamination.

Mr. Anil Pareek, Chief Strategy Officer, Leads Connect Services Pvt. Ltd., presented the group's initiative, "Khet Se Kitchen Tak", showcasing how GIS technology can uplift farmers economically. He discussed the challenges of feeding a growing population with limited resources, stressing the need for efficiency through digital advancements.

Professor Dr. Jamhari, SP, MP, shared the Indonesian experience with digital agriculture, explaining how digital platforms have improved farming outcomes, particularly in chili cultivation, by reducing prices and connecting farmers across the country.

The session demonstrated how smart farming technologies, such as drones and satellite imaging, are essential for addressing key challenges in agriculture. The digitization of the food value chain presents new opportunities for entrepreneurship, innovation, and sustainability. However, successful implementation depends on raising awareness among farmers and consumers about these technologies.

Thematic Session: Leveraging Almonds for Growing Health-Conscious Consumers in India

The session was moderated by Mr. Sudarshan Mazumdar, Director- India/ South Korea/ Japan, Almond Board of California. He emphasized the Almond Board of California's commitment to promoting the nutritional benefits of almonds and investing in research and development to better integrate them into the Indian diet. He noted that almonds have a long-standing history in India as a traditional snack and are rich in health benefits, including protein, healthy fats, fiber, and vitamins A and E. With rising health consciousness among Indian consumers, almonds are positioned to become a staple food option. Mr. Mazumdar also discussed the importance of imports, given the agro-climatic constraints affecting domestic almond production.

Several speakers provided valuable insights during the session. Dr. Anoop Mishra, Chairman of the Fortis-C-DOC Centre, highlighted that almonds are a nutrient-dense, gluten-free source of plant-based protein. He shared that consuming 28 grams of almonds daily can support metabolic health and recommended dividing almond intake into three portions throughout the day. Dr. Mishra also clarified that the skin of almonds contains essential nutrients.

Dr. Padma Venkat, Dean at UPES Dehradun, provided a traditional perspective on almonds, discussing their significance in Ayurveda, where they are known as Sufala. She highlighted their therapeutic benefits, connecting ancient wisdom with modern health practices. Dr. Komal Chauhan from NIFTEM-Kundli focused on innovations in almond-based value-added products, emphasizing the use of almond flour in baked goods and the fortification of ready-to-eat meals while maintaining nutritional quality.

Dr. Anand Ramanathan, Partner at Deloitte, discussed the intrinsic and extrinsic benefits of almonds, noting that they enhance the premium value of products. Shri Ranjit Singh, Joint Secretary, Ministry of Food Processing Industries, underscored that almonds symbolize health and well-being, highlighting the importance of initiatives like World Food India in promoting healthy eating and sustainable food practices.

In conclusion, the session reinforced the growing importance of almonds in the Indian food landscape, particularly as health-conscious consumers seek nutritious, plant-based foods. With collaborative efforts from both private and public sectors, the market for almonds in India is set to expand. By increasing almond availability and promoting regular consumption, almonds are poised to become an integral part of the Indian diet, serving as a powerful, versatile, and sustainable solution to the nutritional needs of India's growing health-conscious population.

Thematic Session: Food Fermentation Systems: Innovations and Way Forward

The session moderated by Dr. Harinder Singh Oberoi explored the multifaceted benefits of food fermentation, highlighting its ancient roots in enhancing preservation, flavor, and nutrition while promoting gut health. The discussions underscored the role of beneficial microorganisms and enzymes in improving digestion, nutrient absorption, and bolstering the immune system.

Dr. Sujatha Jayaraman, Head of R&D at HUL, discussed how fermentation enhances absorption of plant-based proteins, improving their digestibility and nutrient profiles while lowering carbon footprints. She emphasized the synergistic benefits of prebiotics and probiotics for gut health and advocated for detoxification to promote a balanced gut microbiome.

Dr. Shampa Sahay, Founder of Cooksafari, shared insights into the challenges faced by startup food fermentation companies, including funding, regulatory compliance, and production scalability. She emphasized that proper guidance could help navigate these hurdles, particularly in understanding regulations surrounding novel fermented products.

Dr. Priya Karkera, Head of Medical Affairs and Nutrition Science, Danone India, highlighted the fusion of traditional wisdom and modern technology in the fermentation food industry. She addressed challenges like microbial contamination and shelf-life management and suggested encapsulation as a method to enhance the stability of probiotics.

Mr. Gopalakrishnan Chakarapani, Country Manager, Innova Market Insights, discussed the significance of proper strategies and technologies, such as vacuum packaging and pasteurization, to extend the shelf life of fermented products. He stressed on the importance of adhering to regulatory standards for health claims to ensure market credibility.

In conclusion, the session illuminated the innovative potential of the fermented food industry in offering nutritious alternatives to traditional proteins while improving digestibility and flavor. Key challenges include scaling production, ensuring consistency, and navigating regulatory compliance, especially regarding health claims and novel ingredients. By merging traditional fermentation methods with modern technology and scientific validation, companies can enhance product quality and consumer trust. The future of this industry lies in its ability to address these challenges while meeting evolving consumer demand for health-conscious and sustainable food options.

Thematic Session: Navigating Success for Startups: A Master Class

The session *Navigating Success for Startups: A Master Class, moderated* by Dr. Prabodh Halde, Head of Regulatory Affairs, Marico Ltd, provided key insights into fostering startup success in the food processing sector. Industry leaders shared their perspectives on entrepreneurship, innovation, and sustainability.

Mr. Jayen Mehta, Managing Director, GCMMF (Amul), emphasized the need for an entrepreneurial mindset, particularly the ability to identify profitability in the dairy sector. He highlighted the role of dairy in employment, generating 5,000 jobs for every 1 lakh liters of milk produced, while supporting 8-10 crore families across India. He also noted the growing presence of 36 startup families driving innovation in the sector.

Dr. Sunil Shukla, Director General, Entrepreneurship Development Institute of India, focused on the rise of startups in India and MSMEs as significant employment generators. He discussed challenges such as early startup closures and highlighted the Prime Minister Formalization of Micro Food Processing Enterprises (PMFME) Scheme, which provides critical support to food processing startups. Dr. Shukla stressed the importance of resilience and an entrepreneurial mindset for long-term success.

Mr. Shashidhar Subramanya, Head of Corporate Technology and MSRD, Buhler South Asia, discussed the importance of a strong value proposition for startups. He emphasized identifying the right problems to solve and contrasted B2B and B2C models, with B2B solutions offering immediate results while B2C creates long-term goals.

Mr. Vignesh Janakiraman, Country Head of India at TIMAC Agro India, highlighted that his company's global turnover is approximately USD 4.47 billion turnover and discussed the need for supply chain optimization and carbon capture in agriculture. He cautioned against over-reliance on subsidies.

Mr. Utham Gowda, Chief Executive Officer, Captain Fresh, highlighted his company's global success and the role of technology in transforming startups, helping Indian companies compete globally.

This session highlighted critical insights for navigating the startup ecosystem and achieving long-term success.

Thematic Session: Indian Spirits Brands Going Global: Promotion and Innovation

The session showcased the immense potential of the Indian alcoholic beverage industry on the global stage, moderated by Mr. Sanjit Padhi, Chief Executive Officer, International Spirits & Wines Association (ISWAI). He facilitated engaging discussions among industry leaders, emphasizing the critical roles of innovation and quality in promoting Indian spirits internationally.

Mr. Shreedhar Pongur, Chief Operating Officer of John Distilleries, detailed his journey in the industry, focusing on establishing an affordable yet high-quality brand, particularly in single malt whiskies. He noted the evolving perception of alcohol in India, with consumers increasingly prioritizing quality experiences. Shreedhar highlighted the necessity of balancing branding with affordability, emphasizing that the market undergoes shifts approximately every 6-7 years, requiring brands to adapt continually. He expressed optimism about India's potential to enhance brand recognition on the global stage.

Ms. Shilpa Gupta from Pernod Ricard underscored the remarkable growth of the Indian AlcoBev industry, positioning it as an attractive market for investors. With operations in over 55 countries, she emphasized the rising demand for high-quality Indian spirits and the importance of promoting quality over quantity.

Mr. Sanjeev Vijh, Vice President of Corporate Affairs at Diageo India, addressed structural challenges within the industry, underscoring the significance of skilled labor and government support for exports. He highlighted the need for a robust skilling ecosystem and advocated for streamlined government policies to facilitate exports and ease business operations.

Mr. Richard McCallum, Chief Executive Officer, UKIBC, noted improvements in international perceptions of India as a strategic market for spirits, while Mr. Gaurav Sisodia, Vice President, Invest India explained Invest India's role in attracting investments and fostering a favorable business environment.

In conclusion, the session emphasized the remarkable potential of the Indian alcoholic beverage industry, highlighting the need for branding, innovation, and quality to solidify India's position as a global leader in this sector.

Thematic Session: Zero Waste, Maximum Value: Innovative Approach to a Circular Economy

The session on zero waste and innovative approaches to a circular economy was moderated by Mr. K.S. Ganesan, Head of Corporate Affairs at Ball Corporation. The discussion featured insights from various industry leaders focusing on strategies to minimize food waste and enhance sustainability.

Mr. Anand Khurana, Country Head of General Mills, addressed the alarming scale of food loss, emphasizing that 30% of edible food is wasted. He highlighted the significant environmental and economic impacts of this waste, advocating for improved production and processing planning alongside consumer education to foster portion control and waste reduction. Mr. Shiva Krishnamurthy, Executive Director of Nutrition and Ice Cream at HUL, stressed the importance of food safety and opportunities in post-consumer recycled packaging. He emphasized the need for circular economy practices, including repurposing vegetable skins and collaborating with startups and global organizations to recycle plastic waste for non-food packaging.

Mr. Sanjay Khajuria, Director of Corporate Affairs and Sustainability at Nestlé India discussed the vast pre- and post-harvest food wastage in South Asia. He outlined Nestlé's initiatives to reduce greenhouse gas emissions and water usage, including converting stubble waste into biofuel and educating consumers on minimizing kitchen waste. Mr. Anand Chordia, Founder of the Eco-Factory Foundation and Director of Technology and Innovation at Pravin Masalewale (Suhana) shared zero-waste initiatives at Suhana Spices. He highlighted the importance of segregating and managing waste to create bio-bricks and compost and emphasized a decentralized approach to returning waste to farms.

Ms. Yashika Singh, Chief Corporate Affairs Officer and Sustainability Head at PepsiCo, discussed sustainability efforts, such as using food waste like peels to generate biogas and empowering women's self-help groups to recycle waste into valuable products. She stressed the need for consumer behaviour change and partnerships to achieve sustainability goals.

The audience was highly engaged, raising questions about the economic feasibility of circular practices, regulatory frameworks, and consumer education on upcycled products. Key topics included how technology can enable waste audits and traceability, educating consumers about the benefits of upcycled products, and managing food waste at the farm level.

Overall, the session underscored the importance of adopting circular economy models and educating consumers on the value of sustainable practices. The collaboration among companies, governments, and consumers was deemed essential for achieving sustainability goals.

Thematic Session: Indian Food Processing for Global Tables
Organized by: FSSC (Food Safety System Certification)

The session introduced FSSC (Food Safety System Certification) as an independent nonprofit organization specializing in ISO 22000 and ISO 24000. It highlighted the launch of FSSC Version 6, which incorporates a QR code on certificates and implements stringent quality control measures to minimize food loss and wastage, aligning with UN sustainability goals.

Ms. Rouble Kataria, Senior Vice President at Haldiram Snacks Pvt Ltd, emphasized that food safety should start at home and that everyone must take responsibility for improving it. She advocated for regular audits and staff training, stating that promoting traditional Indian foods globally requires a platform like FSSC to build consumer trust.

Mr. Shrikant Kulkarni, Head Operations at Sahyadri Farms, articulated the vision of making farming profitable and sustainable for all farmers. He noted that FSSC guidelines support food safety for both farmers and consumers, thereby fostering a culture of safety on a global level.

Mr. Nilesh Jadhav, Director of Business Assurance at SGS India Pvt Ltd, addressed the complexities of traceability within fragmented food chains. He emphasized that certification like FSSC is essential for Indian food products to navigate varying international regulations, providing assurance of safety to all stakeholders.

Mr. Anurag Mishra, GM Quality & Food Safety at Renuka Sugars, stressed the need for uniform food safety precautions across all commodities. He advocated for viewing food safety as a profitable sector rather than just a cost.

Mr. Vikas Gupta, President and Global Head - R&D at Tata Consumer Products, discussed Tata's commitment to food safety despite the challenges posed by an unorganized sector. He highlighted the importance of end-to-end traceability from farm to packaged product.

In conclusion, the session underscored the significance of FSSC certification in ensuring food safety and quality for Indian processed foods. This certification not only promotes consumer trust but also facilitates international trade and minimizes losses throughout the supply chain.

Thematic Session: Global nutrition and health: Focus on Nutraceuticals, Ayush Ahaar and Super Foods

The session on "Global Nutrition and Health: Focus on Nutraceuticals, Ayush Ahaar, and Super Foods" showcased the dynamic evolution of the global nutraceutical and superfood industries, offering a blend of traditional knowledge and modern innovations.

Dr. Nirupama Sharma, Lead, Regulatory Policy & Scientific Credibility, Amway, introduced the concept of superfoods, focusing on their nutrient density and health benefits. She highlighted the rich tradition of Indian superfoods like turmeric, amla, and moringa, which have long been recognized for their healing properties. Dr. Sharma touched on emerging market trends, driven by millennial demand, and innovations in products such as protein bars and superfood blends. She stressed the importance of adhering to food regulations, specifically referencing the FSS regulation of 2022, and called for voluntary compliance in claims and labeling.

Mr. Divij Bajaj, Founder & CEO of Aesthetic Nutrition Pvt. Ltd. (Power Gummies), provided insights into the growing trend of gummy vitamins. He explained that gummies offer a fun and convenient alternative to traditional supplements, making them more accessible to consumers of all ages. Mr. Bajaj elaborated on the rapid expansion of the nutraceutical market in India, while acknowledging that challenges like initial investments and regulatory hurdles must be addressed for further growth.

He emphasized that startups and foreign companies have significant opportunities to explore in this booming market.

Ms. Julie Adams, Vice President, Almond Board of California, spoke about almond research and the innovation potential within the superfood space. She highlighted that over decades of investment in research, almonds have shown promising health benefits and opportunities for product innovation, particularly in packaging and reducing food waste. Ms. Adams emphasized the importance of consumer-driven innovation and the role of sustainability in almond production.

Dr. Amit Agarwal, Director of Natural Remedies Pvt. Ltd., discussed the regulatory challenges his company faces while exporting botanical extracts to the US market. He highlighted the complexity of achieving a balance between meeting stringent regulatory requirements and maintaining the nutritional integrity of botanical extracts. Dr. Agarwal also underscored the need for further research into the risks posed by VBNC pathogens and called for enhanced regulatory support from MoFPI and FSSAI.

The session concluded with a focus on the importance of sustainability, consumer trust, and the balance between scientific research and traditional knowledge in advancing the superfood and nutraceutical sectors.

Thematic Session: Empowering Talent and Embracing Global Excellence: Transforming Skills for Going Global

Moderated by Mr. Sunil Marwah, Chief Executive Officer of FICSI, the session brought together experts to discuss strategies for developing talent and transforming skills in the food processing sector to meet global standards. The panelists emphasized the importance of bridging the gap between India's food exports and the potential for value-added products in the global market.

Mr. Kartik Jalan, Founder and CEO of Indicold, highlighted the need for a more developed and automated cold chain infrastructure, pointing out that food quality is often compromised by outdated systems. He stressed the importance of a cultural shift towards maintaining high product quality and urged stakeholders to actively inspect and improve cold chain systems.

Ms. Subroto Ghosh, Head of Gunvatta Gurukul and PPID at QCI, discussed initiatives like "Campus to Corporate" and "Gunvatta Gurukuls," which aim to instill quality principles in students from an early age. She emphasized the need for government support to ensure these initiatives effectively prepare future generations for maintaining high standards. Mr. A V Venkatesh Kumar, Head of HR at Buhler, spoke on the importance of preparing individuals for future challenges, not just current ones. He emphasized that, although there is a pool of available talent, many lack the necessary skills, and fostering a global mindset is essential for success in international markets.

Mr. Jose Thomas, Managing Director of Choice Canning Company, discussed the challenge of ensuring commitment to skill development and training, especially at the grassroots level. He highlighted the need for greater awareness of quality standards to enable Indian products to compete globally.

Dr. Aradhana Srivastava, Head of the Gender, Inclusion & Women Empowerment Unit, pointed out the barriers women face in accessing technical education, advocating for self-improvement programs in rural areas to empower women through small business initiatives, while maintaining product quality.

Inevitably, the transformation of skills and quality starts at the grassroots level. Empowering individuals with a global mindset and raising awareness about quality standards are crucial for promoting Indian products internationally. Strengthening rural initiatives and addressing gender barriers will help create sustainable growth in the sector, ensuring long-term success in the global market.

Thematic Session: Unveiling the Future of Food Preservation: Irradiation Insights

The session explored the potential of irradiation technology in extending food shelf life while preserving nutritional value. Moderated by Mr. Pradip Mukherjee, Chief Executive of BRIT, the session featured prominent experts discussing various aspects of irradiation in food processing.

Dr. S. Saxena, Scientific Officer from the Food Technology Division at Bhabha Atomic Research Centre (BARC), explained how Co-60-based irradiation prevents sprouting in tubers and preserves protein content in grains. He noted that extensive research, backed by WHO, confirms its safety and lack of harmful effects.

Dr. S. Gautam, Head of the Food Technology Division at BARC, emphasized the broad applicability of irradiation across food categories, including grains, fruits, vegetables, and seafood. He highlighted its role in overcoming trade barriers and enhancing India's agricultural exports, supported by the country's expanding irradiation infrastructure.

Mr. Abhishek Mishra, Director of Solas-Irradiation Unit, stressed the safety and effectiveness of irradiation in maintaining the sensory properties of foods like climacteric fruits. He mentioned that plans are underway to establish 50 more irradiation facilities in India. Mr. Shantanu Pendsey, Chief General Manager at State Bank of India, discussed how irradiation-treated products can boost exports and address food security challenges. He emphasized the importance of raising awareness and government support for widespread adoption.

Dr. Sanjay Rajput, Senior Assistant Director at Shriram Applied Radiation Centre, called for more research to address limitations, such as irradiation's inability to treat dairy products or remove chemical residues. Mr. Anant Vas, Director of Symec Engineers (India) Pvt. Ltd., advocated for developing integrated bulk irradiation systems to scale up treatment efficiently.

The session concluded on the note that irradiation is a safe, proven technology with immense potential to enhance food security and exports. However, unlocking its full benefits will require further R&D, consumer awareness, and supportive policies to drive widespread adoption and infrastructure growth.

Thematic Session:
SAPLING Dialogue on South Asia Food and Nutrition
Organized by: World Bank

The SAPLING Dialogue on South Asia Food and Nutrition featured two pivotal panels that addressed integrated policy approaches and the critical roles of women and youth in entrepreneurship to enhance food and nutrition security in the region.

PANEL I: Integrated policy approaches to enhance nutritional outcomes of food systems in South Asia

The session focused on the structural challenges South Asian nations face in achieving food security. Mr. Hari Prasad Odari, Director, South Asian Association for Regional Cooperation (SAARC) Secretariat emphasized barriers in production, consumption, and access to resources, with a nod to the initiatives from the 2018 SAARC Summit, such as the SAARC Food and Gene Banks. Despite these efforts, significant gaps persist. Mr. Charanjit Singh, Additional Secretary, Ministry of Rural Development, called for improving supply chains and financial support for women in value addition, stating that empowering women in food production and processing is key to better food security and nutrition.

Ms. Anita Praveen, Secretary, Ministry of Food Processing Industries (MoFPI), highlighted innovative nutrition-focused projects, such as Kerala's Van Sundari recipe, developed by vulnerable groups. She underscored the Government of India's emphasis on nutritional security through value-added processed foods and agri-nutri gardens. Mr. Ranjit Singh, Joint Secretary, MoFPI, discussed the Ministry's comprehensive strategies to integrate nutrition into the food processing value chain. These include fostering an enabling environment for stakeholders, promoting sustainable practices, and reducing post-harvest losses. Mr. Singh also emphasized MoFPI's support for women and youth entrepreneurs and its investments in climate-friendly practices to strengthen food systems for enhanced nutritional outcomes.

Dr. Auguste Tano Kouame, Country Director, India, World Bank addressed the dual challenges of food shortages and surpluses, advocating for policy interventions that focus on training small-scale farmers and reducing food waste. H.E. Hon. Mr. Lyonpo Younten Phuntsho, Minister of Agriculture and Livestock, Royal Government of Bhutan stressed the importance of translating nutrition research into practical applications and highlighted climate-resilient crops like millets as solutions to food security challenges.

In conclusion, the panel highlighted the need for collaborative efforts among governments, industries, and stakeholders to improve nutritional outcomes across South Asia. Reducing food wastage and optimizing resources were identified as key priorities

Thematic Session:
SAPLING Dialogue on South Asia Food and Nutrition
Organized by: World Bank

PANEL II: Women and Youth Entrepreneurship for Improved Food and Nutrition Outcomes in SouthAsia

Moderated by Mr. Samik Sundar Das, Senior Rural Development Specialist, World Bank, this session explored how women and youth can drive entrepreneurship to improve food and nutrition outcomes in South Asia. Ms. Anna Roy, Principal Economic Advisor, NITI Aayog, discussed the establishment of a data analytics portal and a Local Government Directory (LGD), designed to enhance women's access to resources and government schemes, empowering them in agriculture.

Dr. Chandra Risal, Project Director, Rural Enterprise and Economic Development (REED), Nepal spoke about the REED project, which aims to create productive partnerships between producers and buyers, making agriculture more profitable. He emphasized the need to engage young entrepreneurs and women in sustainable farming. Ms. Annapurna Kalluri, Social Entrepreneur, India echoed this sentiment, stressing the social value of entrepreneurship and the crucial role of youth in recognizing agricultural problems and utilizing technology to drive solutions.

Ms. Maithreyi Rajasingam, Executive Director, Viluthu, Sri Lanka addressed the importance of policy interventions in Sri Lanka, illustrating how empowering women in entrepreneurship can lead to improved health outcomes for communities. Dr. Tayan Raj Gurung, Food and Nutrition Security (FNS) Policy Expert, Bhutan highlighted the need for crop-neutral policies and a focus on nutrition-based foods, particularly millets, while addressing the impact of ultra-processed foods in India and Bhutan.

In conclusion, both panels underscored the importance of women and youth entrepreneurship in driving sustainable solutions for food and nutrition security across South Asia. Collaborative efforts, policy interventions, and a focus on value addition in agriculture were identified as critical to ensuring the success of these initiatives.

12 BUSINESS NETWORKING

World Food India 2024 facilitated robust discussions and bilateral meetings among policymakers, international delegations, including ministers, and industry leaders. These interactions aimed to promote the exchange of ideas and foster collaboration on issues of mutual interest for economic, social, and strategic benefits.

A significant focus of the event was strengthening diplomatic ties and enhancing cooperation in the agri-food sector, with discussions addressing shared challenges between nations. Over the four-day event, a total of fourteen G2G-level meetings were held, comprising:

- Six international ministerial meetings: Bhutan, Palestine, Djibouti, Madagascar, Sierra Leone, Liberia
- Three meetings with the State Ministers and Foreign Ministers
    - Government of Gujarat and Republic of Djibouti
    - Government of Odisha and Republic of Djibouti
    - Government of Odisha and Royal Government of Bhutan
- Four meetings at the official level: Sri Lanka, Lesotho, Kuwait, Australia
- One meeting with the Chamber of Commerce, Industry and Crafts of Guinea
- India-Japan Joint Working Group (JWG) meeting
- Business-to-Government (B2G) Meetings: 184 business-to-government (B2G) meetings took place, allowing businesses and government representatives to engage directly on topics of shared interest and collaboration.

Ministerial Level Meetings

S.NO.	COUNTRY	OFFICIAL DELEGATION
1	Djibouti	1. Mr. Mohamed Ahmed Awaleh, Hon'ble Minister of Agriculture, Water, Fisheries, Livestock, and Marine Resources of the Government of the Republic of Djibouti
		2. Mr. Tabareck Mohamed Ismael, Technical Advisor, Agriculture Ministry
2	Liberia	1. Mr. Moses Gbanyan, Deputy Minister for Extension, Ministry of Agriculture
3	Bhutan	1. Mr. Lyonpo Younten Phuntsho, Hon'ble Minister of Agriculture and Livestock
		2. Mr. Dorji Rinchen, Deputy Chief Economic Development and Marketing Officer, Ministry of Agriculture and Livestock
4	Madagascar	1. Mr. Hajarison Francois Sergio, Minister of Agriculture and Livestock of Madagascar
		2. Mr. Hugues RAZAFINDRAMOSA, Director of Cabinet
5	Sierra Leone	1. Dr. Theresa Tenneh Dick, Deputy Minister of Agriculture and Food Security
		2. Mr. Mathew Kenneh, District Agriculture Officer
6	Palestine	1. Prof. Dr. Rezq Salimia, Minister of Agriculture
		2. Mr. Mahmoud Abed Al Fatah Mahmoud Fatafta

Bilateral Meetings at Officer's Level

S.NO.	COUNTRY	OFFICIAL DELEGATION
1	Lesotho	1. Mrs. Malereko Molefi, Deputy Principal Secretary, Ministry of Agriculture Food Security and Nutrition
		2. Mrs. Mamokhoebi Mokuoane, District Agricultural Officer Mafeteng
2	Sri Lanka	1. Mrs. R. A. R. S. Mayadunne, Director General (Planning), Ministry of Agriculture and Plantation Industries
		2. Mrs. M. C. S. Devsurendra, Deputy Director (Planning), Ministry of Agriculture and Plantation Industries
3	Kuwait	1. Dr. Saud Al-Humaidi Al-Jalal, the Acting Deputy Director General for Food Control and Inspection, State of Kuwait
4	Australia	1. Ms Steph Anderson, Department of Agriculture, Fisheries & Forestry
		2. Mr Matt Hughes, Department of Agriculture, Fisheries & Forestry
		(Apart from this, industry associations, officials from Australian High Commission had also been a part of the meeting)

Additionally, a meeting between Mr. Elhadj Mamadou, President of the Chamber of Commerce, Industry and Crafts of Guinea, and the with Secretary, FPI was held on September 21st 2024.

Meeting with State Ministers

S.No.	Country	Minister Details
1	Japan	India- Japan Joint Working Group
2	Djibouti	Shri Raghavjibhai Patel, Gujarat Cabinet Agriculture Minister, Government of Gujarat and Mr. Mohamed Ahmed Awaleh, Hon'ble Minister of Agriculture, Water, Fisheries, Livestock, and Marine Resources of the Government of the Republic of Djibouti
3	Djibouti	Mr. Gokulananda Mallik, Hon'ble Minister of Fisheries & Animal Resources Development, MSME department, Govt of Odisha and Mr. Mohamed Ahmed Awaleh, Hon'ble Minister of Agriculture, Water, Fisheries, Livestock, and Marine Resources of the Government of the Republic of Djibouti
4	Bhutan	Mr. Gokulananda Mallik, Hon'ble Minister of Fisheries & Animal Resources Development, MSME department, Govt of Odisha and Mr. Lyonpo Younten Phuntsho, Hon'ble Minister, Ministry of Agriculture and Livestock, Royal Government of Bhutan

13 THEME PAVILION

The MoFPI pavilion design was based on the core theme of WFI 24, driving innovations and progress in the food processing industry through various initiatives and schemes (PLIS, PMKSY, PMFME) being implemented by the Ministry. The pavilion showcased various innovations and progress in the food processing sector through identified focus pillars i.e., Food Irradiation, Plant based Protein, Minimum Waste, Maximum Value, Sustainable Packaging and Ensuring Food Safety for all from Farm to Fork.

The details of the different zones and segments showcased in the Theme Pavilion are as follows:

PLI – *Globalization of Indian food products*

In line with the vision of "Make in India" by the Hon'ble Prime Minister, the Ministry of Food Processing Industries is continuously endeavoring to create global food manufacturing champions within India and promote Indian brands of food products across the world. To facilitate this goal, the Ministry launched a production-linked incentive scheme with an aim to globalize Indian food products in the world market. The export-oriented food products were displayed on the world map consisting of the top 20 countries where these products are being exported, making it a prime attraction of WFI 2024. Over the last two years, beneficiaries of the PLI scheme have reported exports totaling INR 20,000 crore, reflecting the Ministry's contribution to making a substantial impact on the food processing sector.

PMKSY Zone

The PMKSY Zone was a pivotal feature highlighting an initiative to enhance value addition to agri produce by increasing food processing levels and reducing post-harvest losses. The zone showcased the display of various product processing from single commodities i.e. Potato, Milk, Fruits, Millets along with the display of actual finished products. Visitors were engaged through processing videos and products showcased by the PMKSY beneficiaries.

Cold Sterilization (Food Irradiation) – *Ensuring food safety and extending shelf life without any use of preservatives.*

This section showcased cold sterilization (Food Irradiation) techniques to ensure food safety and extend shelf life without any use of preservatives. The Food Irradiation techniques were showcased through a 3D working of a Ground Irradiator, a Low Temperature Marine Irradiator and a Mobile Irradiator with an animated display on the screen.

The Cold Plasma Unit is another groundbreaking technology developed by NIFTEM-T. It's a novel non-thermal food processing technology that uses energetic, reactive gases to inactivate contaminating microbes on food, fruits and vegetables.The technology uses plasma being the fourth state of matter, following solid, liquid, and gas, created by supplying sufficient energy to a gaseous medium, leading to ionization and thus disinfecting the food completely. This zone also had a section showcasing the Ambient Condition (room temp) Dehydrated Cooked Food wherein the preservation of home cooked food was highlighted without any additives. A demo of rehydration of cooked food, fruits etc., was shown along with a display of dehydrated products and a visual display of dehydration process on the screen.

Food Tech zone - *Showcased the innovative products processing for a healthy lifestyle.*

The Food Tech Zone emerged as highlighting innovative technologies that champion a healthy lifestyle among the consumers. A standout feature was NIFTEM-T's Coconut Neera Sugar Crystal technology, which offers a low glycemic index alternative to carbonated and sugary beverages, catering to the increasing consumer demand for healthier options. The comprehensive processing model displayed an intricate setup with Control Panel -> Chiller -> Evaporator -> Jacketed heater -> Crystalliser -> washer -> Rotary dryer.

Additionally, the Cold Extruder Machine, another technology by NIFTEM-T, showcased development of millet and moringa-based pasta products. These nutrient-dense options enhance dietary fiber and micronutrient intake of short and long pasta products. Different forms of pasta such as pre cooked, processed, dried could be easily manufactured using the machine. The display of extrusion machines along with a demo of extruded products was an attractive part of the theme pavilion.

The IoT-based Hybrid Dryer by the NIFTEM-K is an advanced food processing technology. This IoT-enabled IR-assisted dryer integrates Refractance Window (RW) drying techniques combined with the Infrared techniques and is coupled with IoT . It consists of two heating elements, two IR heaters along with an IoT circuit. The RW dryer operates by transferring heat through a thin film of plastic, creating an efficient drying environment that minimizes thermal degradation. Infrared assistance further enhances drying efficiency by providing uniform heat distribution, reducing drying time, and improving energy efficiency. By leveraging the IoT circuit and its connectivity, this advanced drying system enables real-time data acquisition and analysis of critical drying parameters such as temperature and humidity.

Live Food Lab – *Immersive experience to demonstrate "QualityIndia" a world class quality in food safety and testing services*

The Live Food Lab was a central feature, exemplifying "QualityIndia" in food safety and testing services. This immersive setup demonstrated India's advanced food testing capabilities through a realistic representation of modern laboratories, staffed with 6-8 skilled women lab technicians across three main sections. The key elements included wet chemistry testing using the Smart Chem Water Analyzer to check levels of chlorides, sulphates, phosphates, nitrate, nitrites.

The Instrumentation section featured ICPMS for detecting heavy metals, GCMSMS for analyzing pesticides, ethylene oxide (ETO), and

cholesterol, a LCMSMS for identifying vitamins and antibiotics, Food Nutrition Analyser to measure moisture, ash, fat and protein, a milk analyser to assess levels of fat, urea, lactose, glucose, citric acid, casein etc ensuring precise nutritional evaluations. Additionally, microbiological testing employed IDEXX QuantiTray and Vidas Kube, and Aptamer-powered technology was showcased for detecting Salmonella.

The Label Mela was another feature to educate food business operators on labeling standards, while DART demonstrated adulteration detection and hygiene monitoring, reinforcing the Ministry of Food Processing Industries' dedication to high standards in food safety and quality.

VR Zone – *Immersive experience of virtual food factory visit.*

The VR Zone offered an immersive Virtual Reality (VR) experience, allowing visitors to explore various food processing units through advanced VR and Augmented Reality (AR) technology. It provided virtual tours of processing facilities such as bhujia, rasgulla, tomato, biscuit, mozzarella cheese, and spice mix processing. This innovative feature highlighted key aspects of the food processing industry, offering a realistic insight into production methods.

Pickle Map of India – Showcasing Indian culinary as "Vocal for Local".

The Pickle Map of India, showcased India's rich culinary heritage as "Vocal for Local" . Over 1,000 pickled products manufactured by MSMEs from across the country were displayed state-wise on shelves.

PMFME Product wall

The PMFME Product Wall was a highlight of ODOP approach to reaping the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. It featured over 400+ ODOP products of PMFME beneficiaries. Along with that 138 unique products of PMFME beneficiaries and products developed by NIFTEM-T & NIFTEM-K were displayed.

Plant based protein – *Recognizing the potential of India to lead global plant protein processing sector.*

Visitors experienced an interactive showcase featuring the on-screen of various plant protein extraction methods. The exhibit also displayed plant-based protein isolates and their diverse applications, including dairy alternatives, meat and fish substitutes, egg alternatives, plant protein supplements, snacks, and breakfast foods. This initiative was coordinated by GFI (The Good Food Institute). Along with that, live on-site demo of protein separation by membrane filtration technology from soy, pea, rice and algae was yet another highlight.

Sustainability Zone- *Highlighted with the aim to build a future where sustainable technology will help to create a smarter, greener and more resilient food processing sector.*

The food processing industry is vulnerable to climate change impacts. Also, food processing methods often require substantial energy, water, and raw materials, leading to resource depletion and environmental strain. Food processing in turn generates significant waste,

including organic matter, packaging materials, and by-products, contributing to pollution and landfill issues.

In response to the vulnerabilities in the food processing sector, the Ministry came up with some sustainable solutions. A display of innovative solutions to achieve Net Zero Food Factory along with a 3D model of a green building (warehouse) using solar power , rainwater harvesting and water recycling were displayed.

Valorization products including cutlery from biodegradable agri waste, products from processing waste i.e. Biofuel briskets from processing waste, Paper from onion/Garlic peels, Value added products from waste plastic, T-shirts made from waste pet bottles (Eco factory foundation) were displayed as well.

The exhibit featured an IoT-enabled fruits and vegetable reefer container developed by NIFTEM-K. The container was designed with partitions to store two different commodities at separate temperatures. Its refrigeration unit operated using vehicle power and could switch to electricity during standby use for precooling, loading, and unloading. A solar PV system powered air circulation and distribution within the container. The integration of IoT technology allowed for real-time monitoring of temperature, humidity, and gas concentrations, ensuring optimal freshness and extended shelf life of the stored produce. Additionally, the system incorporated GPS tracking to provide real-time location data, enhancing security and traceability.

A live demo of biodegradable Bamboo Cup making machine (NIFTEM-T) was a major highlight.

14 START UP GRAND CHALLENGE 2.0 & AWARDS

The Ministry of Food Processing Industries organised a national-level Start up Grand Challenge 2.0 in association with Invest India and Start Up India. Startup India aims to facilitate generation of innovative and futuristic ideas utilising the modern technology and catalyze innovation by identifying problem areas preventing adoption of unique products/ services. The Startup Grand Challenge 2.0 aimed at fostering innovation within the food processing sector. This national-level initiative seeks to generate disruptive ideas through the infusion of fresh perspectives and cutting-edge research.

Prize Support

Cash Prize	Incubation Support
INR 4 lakh per startup	INR 2.5 lakh per startup

The challenge was opened on the Startup India portal from June 21 to July 21, 2024. A total of 240 applications were received in this time frame for the 3 challenges. The best startups were selected with respect to each challenge they would be addressing as under.

Challenge 1: Valorization of Residue/Waste from Agri/Food Value Chains

- Dharaksha Ecosolutions Pvt. Ltd.
- BillionCarbon Solutions Pvt. Ltd.
- Brahmaputra technoPharmaceuticals Pvt. Ltd.

About Winners

Dharaksha Ecosolutions Pvt. Ltd.:

This startup addresses crop residue management by converting crop stubble into biodegradable packaging material, comparable to conventional thermocol. Their solution offers additional income to farmers, enhances soil health as manure, and reduces air pollution by mitigating stubble burning.

BillionCarbon Solutions Pvt. Ltd.:

BillionCarbon provides a rapid and cost-effective food waste management solution. Using patented micro-climate-controlled bioreactors, they convert food waste into liquid bio-fertilizer and insect protein within three days, with zero waste or odor. Their services include scalable food waste management and developing insect protein for animal feed.

Brahmaputra Techno Pharmaceuticals Pvt. Ltd.:

This startup transforms green tea leaves into nutraceutical products and activated carbon. The residual biomass, rich in lignin and slow to degrade, is repurposed into activated carbon for cosmetic applications and pollution remediation due to its adsorptive properties.

Challenge 2: Novel Technologies for the Development of Nutritious and Palatable Food Products

Clear Meat Pvt. Ltd.

Proleri Technologies Pvt. Ltd.

About Winners

Clear Meat Pvt. Ltd.:

ClearMeat is a pioneer in cultivated meat production and serum-free growth media. Their technology, which involves growing animal cells in controlled environments, offers a sustainable solution to the challenges in India's meat industry by reducing environmental impact, addressing animal welfare concerns, and mitigating food safety risks.

Proleri Technologies Pvt. Ltd.:

Proleri is the first Indian company to produce RuBisCO-based products. They convert agricultural waste into high-protein food products using patent-pending technology. Their innovations address protein deficiency while reducing agricultural waste by producing protein isolates from waste leaves.

Challenge 3: Improving Water Use Efficiency through Process Modifications

FuturEcoVentures LLP

About Winners

FuturEcoVentures LLP:

This startup uses ultrafine bubble technology to improve water efficiency and hygiene in food processing. The technology enhances dissolved oxygen levels, aiding in the breakdown of organic matter and improving the efficiency of cleaning, sanitization, and cold storage processes. It reduces both water and chemical use, contributing to environmental sustainability through water reuse.

15 SWAAD SUTRA

स्वादSUTRA 2024

A culinary competition called "Swaad Sutra" was organized by the Ministry of Food Processing Industries and Chef Pin in collaboration with Chef Ashish Bhasin. Chef Pin is a platform that connects home chefs to diners and takes pride in showcasing local Indian regional cuisine at various hotels. The competition was dedicated to uncovering hidden recipes from across India, celebrating the country's rich and diverse food heritage. The event highlighted rare, traditional dishes passed down through generations. The competition garnered great viewership, with many attendees at the arena tasting the delicious dishes. This initiative would not have been possible without the support of the Ministry of Food Processing Industries and the sponsors of the Swaad Sutra event, with Sujata as the title sponsor and Nestlé Professionals as a key partner, enabling them to showcasing authentic local Indian Cuisine.

Notably, Puja Bansal, the first runner-up has collaborated with Chef Pin for a pop-up at Shangri-La, New Delhi, offering her culinary creations to a wider audience. Swaad Sutra invites home cooks and professionals to preserve these culinary treasures, ensuring these regional flavors are shared with the future generations.

The Chef Rocky Mohan was the esteemed Jury Chairman of Swaad Sutra while the eminent Jury members were Chef Ashish Bhasin, Chef/Dr. Chef Parvinder Bali, Dr. Chef Saurabh Sharma, Chef Regi Mathew and Ms. Marryam H. Reshii.

The top 6 finalists of Swaad Sutra are as follows:

- Sonal Mahurkar (Ahmedabad, Gujarat) – Showcased Maratha cuisine's traditional and diverse culinary heritage.
- Puja Bansal (Faridabad, Delhi NCR) – Brought the flavors of Old Delhi, with dishes like chaat, curries, paranthas, and desserts learned from her Nani. She was the first runner-up of the competition.
- Shibashis Guru (Bhubaneswar, Odisha) – Highlighted traditional Odia recipes, focusing on the region's rich food culture and won the competition.
- Hasna Ara Begum, aka Daisy Ahmed (Guwahati, Assam) – Presented her signature dish Chicken with Black Sesame Seeds and Banana Stem from Assamese cuisine. She was the second runner-up.
- Mansi Peshwani (Ahmedabad, Gujarat) – Preserved Sindhi dishes like Palak Bhea and Swanjare ja Gula, inspired by family traditions.
- Simmi Babbar (Gurugram, Haryana) – Specialized in Doli Wali Roti, a traditional recipe from Multani cuisine.

16 INCREDIBLE CHEF CHALLENGE 2024 (ICC24)

The Incredible Chef Challenge (ICC), held in collaboration with the India Culinary Forum, took place from 19th to 22nd September at Bharat Mandapam, New Delhi, during World Food India 2024. The event provided an opportunity for both students and professionals to demonstrate their expertise in food preparation, presentation, and service through a variety of competitions. It was recognized as a premier event for aspiring and established culinary artists to seek accreditation and receive constructive feedback from a panel of internationally renowned chefs.

This year, there were over 500 participants across 9 categories, including both students and professionals. Many culinary schools participated from across the country, like Hyderabad, Chennai, Delhi etc, which shows the popularity of the challenge. 30 acclaimed chefs representing the India Culinary Forum were part of the Jury, judging the competition in categories like Pre-Plated Contemporary Millet, Live Pasta Cooking Competition, Artistic Bakery Showpiece, Fruit and Vegetable Carving, Live Cooking Challenge, Cake Decoration – Dress the Cake, Mocktail Competition and Live Mystery Basket Cooking Competition.

This was the first time the Mixology and Mystery Basket concept was held at the show and received huge success. Especially the mixology championship on the last day garnered a lot of attention, with more than 50 participants with an equal division of girls and boys.

Chef Manjeet Singh Gill, President, IFCA, said, "I am so happy to be here at the Incredible Chef Challenge, to see so many young chefs participating is a moment of joy and pride. I can see how the show has improved multifold since its inception with immense improvement in infrastructure and participation.The standard is going up. We have some great talent in our country and our young chefs are fully capable of competing at international competitions. The company and the people who are putting it together play a very important role in achieving higher benchmarks and higher results in a competition like this and I can see together we will go ahead to achieve the same."

Vikramjit Singh Ahluwalia, Executive Chef, Radisson, Gurugram shared his thoughts on judging the competition, "There is great zeal and enthusiasm among the students. I have seen more participation this year and young chefs are eager to put their best foot forward."

Shailendra Singh, Corporate Chef, Pride Group of Hotels, stated, "ICC has been a great platform for young chefs to furnish their skills and learn from the best in the industry. For the jury also it becomes a pride to be able to share their knowledge and motivate the students in the right direction. For beginners it's even a great platform to showcase and learn from the best. I have the standard go high and more participation proves the efforts everyone is putting in for a great show."

The four-day Challenge was packed with exciting competitions and enthusiastic participation from students and professionals. Each day was filled with culinary challenges, culminating in the evening with the announcement of winners in all categories. A total of 50 gold, 80 silver, and 90 bronze medals were awarded to participants from various regions. Colleges showed great enthusiasm, sending students from across the country to compete and learn during the event. Additionally, a special masterclass featuring Hello Basmati rice was conducted by renowned chef Shailendra Singh, Corporate Chef at Pride Plaza Hotel, offering students valuable insights into essential kitchen skills. The interactive session allowed aspiring chefs to learn directly from an industry expert.

Jury		
Name	**Designation**	**Organization**
Chef Binish Baby	Head Chef	The Lemon Tree Hotel Company
Chef Sarabjit Singh	Executive Chef	Hotel Radison Marina
Chef Sumit Gupta	Professor	IICA
Chef Balendra Sing	Director	Institue of Bakery and Culinary Arts
Chef Syed Naqvi	Pastry Chef	Radisson Blu
Chef Narender Singh Latwal	Executive Chef	Khubani
Chef Sachin Rathor	Pastry Chef	JW Marriott, Aerocity
Chef Rakesh Rana	Executive Chef	Pride Plaza
Chef Avinash Jha	Corporate Chef	Udman Hotels

17 GLOBAL FOOD REGULATORS SUMMIT 2024

The Second Global Food Regulators Summit (GFRS 2024), organized by the Food Safety and Standards Authority of India (FSSAI) under the Ministry of Health and Family Welfare, was successfully concluded at Bharat Mandapam, New Delhi, from 20-21 September, on the sidelines of World Food India 2024. This summit underscored a continuing commitment to strengthening food safety frameworks worldwide through collaboration, dialogue, and innovation. As a key platform for international engagement, the Global Food Regulators Summit facilitated the exchange of knowledge and perspectives among regulators, fostering a unified approach to enhancing food safety systems and regulatory frameworks globally.

Eminent speakers and delegates from over 70 countries, including various regulatory bodies of different countries across the globe, representatives from international organizations such as World Health Organization (WHO); World Trade Organization; Ministry of National Development Planning, Indonesia; Food Safety and Quality Centre, Oman; etc. participated in the Summit. Similarly renowned domestic speakers and delegates from Agricultural and Processed Food Products Export Development Authority, National Accreditation Board for Certification Bodies, Ministry of Food Processing Industries, Ministry of Agriculture and Farmers Welfare, NITI AAYOG, Association of Food Scientists and Technologists (AFSTI), Indian Council of Medical Research and various other Indian institutes and organizations also participated in this platform for fostering collaboration, dialogue, and innovation.

The Summit was inaugurated in the esteemed presence of Sh. Jagat Prakash Nadda, Hon'ble Union Minister of Health & Family Welfare and Chemicals & Fertilizers, Govt. of India; Sh. Pralhad Joshi, Hon'ble Minister of Consumer Affairs, Food and Public Distribution, Minister of New and Renewable Energy; Shri. Apurva Chandra, Secretary, Ministry of Health & Family Welfare, Govt. of India & Chairperson, Food Safety and Standards Authority of India; Ms. Punya Salila Srivastava, Officer on Special Duty, Ministry of Health & Family Welfare; Mr. Steve Wearne, Chairperson - Codex Alimentarius Commission, Food Standards Agency (Global Affairs), UK; Dr. Samuel Godefroy, President, International Union of Food Science and Technology (IUFoST) and Shri G. Kamala Vardhana Rao, Chief Executive Officer, FSSAI.

Shri J.P. Nadda, Hon'ble Minister of Health & Family Welfare and Chemicals & Fertilizers, Govt. of India expressed pride in India's hosting of the G20 Summit under Prime Minister Narendra Modi's leadership, emphasizing India's growing global influence and the alignment with the "One Earth, One Family, One Future" vision. He further highlighted the pivotal role that Ministry of Health and Family Welfare and the FSSAI played in developing standards considering the international trade and evolving food production processes. He also applauded FSSAI for the launch of millet standards and the alignment of pesticide limits with Codex standards, enhancing India's position in global trade.

Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, Govt. of India congratulated FSSAI on a successful event, with participation from over 70 countries. Mr. Paswan highlighted that food safety and food processing work together closely, and the contributions of startups and innovations are commendable. He expressed concern about Global food safety, and misleading advertisements, particularly on social media, pose a growing concern and stressed the need for vigilance to maintain public trust in food safety. Mr. Paswan also highlighted the Government's commitment to food safety, including a budget announcement for 100 new food testing labs, and called for a unified approach—"One thought, One direction"—for global health.

In the Summit, nine technical sessions were organized, each addressing specific topics related to food safety, including regulating food safety and security, antimicrobial resistance, sustainable food packaging, health supplements and nutraceuticals, sports nutrition, residue and contaminant monitoring, advanced food testing, fortification strategies for addressing hidden hunger, and the impact of animal feed on food safety.

The Global Food Regulators Summit (GFRS 2024) concluded on 21 September with a closing address by Mr. G. Kamala Vardhana Rao, CEO of FSSAI. He emphasized the need for renewed commitment to strengthening national food safety systems based on insights from the summit's technical sessions. Mr. Rao

stressed that the summit's outcomes should translate into concrete actions to enhance food safety protocols.

GFRS 2024 served as a platform for advancing global regulatory frameworks, promoting food safety, and fostering innovative solutions to emerging challenges. The summit also reaffirmed FSSAI's commitment to strengthening global partnerships in food safety.

18 PUBLICATIONS

Coffee Table Book: As part of the World Food India 2024 event, a Coffee Table Book titled *Celebrating the Growth of India's Food Processing Sector* was officially launched. This publication commemorates the significant advancements and innovations within India's food processing industry. It highlights success stories from leading companies that have made notable contributions to the sector and showcases the achievements of beneficiaries under the PMFME Scheme, an initiative of the Ministry of Food Processing Industries. The book was unveiled during the inaugural session of World Food India 2024 by distinguished dignitaries. Present at the event were Shri Pralhad Joshi, Minister of Consumer Affairs, Food and Public Distribution & New and Renewable Energy; Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, GoI; Shri Ravneet Singh, Hon'ble Minister of State, for Food Processing Industries and Railways, GoI, and Smt. Anita Praveen, Secretary, MoFPI, GoI.

Sector Profile: Comprehensive sector profiles were formulated to showcase India's strengths and global opportunities in the food processing industry. These sector profiles provided in-depth insights into key segments like dairy, meat & poultry, seafood, fruits & vegetables, bakery, and beverages. Each profile focuses on production trends, market dynamics, and investment potential, illustrating how these sectors are poised for growth.

State Profile: To emphasize regional strengths and the unique agricultural products specific to each area, 36 State / Union Territories (UT) profiles were created. These profiles detail local processing capabilities, agro-climatic zones, resources, infrastructure, and investment opportunities, highlighting the diverse agricultural landscape and promoting regional investment in India's food processing industry.

Country Profile: The country profiles offer a comprehensive overview of the food processing sector in partner and focus countries of World Food India. These profiles detail the strengths and challenges within each country's food processing landscape and identify key areas for potential collaboration.

19 PRESS & MEDIA COVERAGE

PRESS HIGHLIGHTS OF THE EVENT

Event Coverage: Print and Online Newspaper Media Coverage

Media presence during the event was ensured by meeting and engaging with key personnel from international, national, and regional media. WFI 2024 was covered by over 100 media personnel from prominent news agencies on September 19th. The team developed content for newspaper and magazine articles and editorials outlining the details of the event. Bytes of senior officers, leading industry CEOs, and influencers in the field were facilitated with leading newspapers and digital media.

The event saw significant media growth, resulting in 148 national and 55 international coverages on the very first day, September 19th. The momentum continued, with 291 national and 164 international coverages on September 20th. On September 21st, 85 national and 8 international coverages took place. The mega event concluded on September 22nd, with 66 national and 44 international coverages and the mega coverage continued with 63 national and 4 international coverages recorded on September 23rd.

TV channels like DD News, ET Now, ABP News, R.Bharat, Zee News, CNBC Awaaz, India TV, Mirror Now, Times Now, News 18, NDTV Prime, NDTV 24X 7 and NDTV India among others, gave WFI 2024 extensive coverage throughout the day on all four days of the event.

Print & Online Coverage (During Event)

DATE	NATIONAL	INTERNATIONAL	TOTAL
19-Sep-24	148	55	203
20-Sep-24	291	164	455
21-Sep-24	85	08	93
22 SEP 2024	66	44	110
19 TO 22 SEP 2024 (PRINT) 129	129		129
TOTAL	**719**	**271**	**990**

Post Event Coverage: Print and Online Newspaper Media Coverage

The event received extensive coverage from leading newspapers, news agencies, websites, and both national and regional TV channels. Key moments and follow-up stories from the World Food India 2024 were reported by numerous media outlets, totaling over 687 national reports and 323 international ones between 19-23 September 2024..

Print & Online Coverage (Post Event)

DATE	NATIONAL	INTERNATIONAL	TOTAL
23 SEP 2024	63	4	67
23 TO 24 2024 (PRINT)	9		9
TOTAL	**72**	**4**	**76**

Total Print And Online Newspaper Coverage

PRE- EVENT	DURING EVENT	POST EVENT	TOTAL
131 COVERAGES	990 COVERAGES	76 COVERAGES	1,197 COVERAGES

Glimpses from Media Coverage

hirag Paswan and
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te and mobile app for
orld Food India 2024

खाद्य नियामक शिखर सम्मेलन 19 सितंबर से

नई दिल्ली, एजेंसी। भारत दूसरे वैश्विक खाद्य नियामक शिखर सम्मेलन की मेजबानी करेगा। भारतीय खाद्य सुरक्षा एवं मानक प्राधिकरण (एफएसएसएआई) 19 से 21 सितंबर तक दिल्ली में दो दिवसीय सम्मेलन का आयोजन करेगा। इसमें 70 देशों के प्रतिनिधि प्रतिभाग करेंगे।

सम्मेलन में दुनिया के अलग-अलग देशों के प्रतिनिधि खाद्य नियामकों के निर्माण पर विस्तार से चर्चा करेंगे। सम्मेलन का मुख्य मुद्दा खाद्य सुरक्षा और नियामकों को लेकर आपसी

Delhi World Food Fare: दिल्ली में वर्ल्ड फूड इंडिया 2024 सम्मेलन | BJP | PM Modi | World Food Fare

PM AT WORLD FOOD INDIA

'Food sector reformed in last 10 year

CEOs of FMCG firms raise GST concerns

Ministers meet food CEOs on concerns

Packaged food firms take up ease of doing biz, GST with govt

WORLD FOOD INDIA MEET: Minister Chirag Paswan said business-related concerns will be taken up with the GST Council

खाद्य प्रसंस्करण क्षेत्र के विकास के लिए 10 वर्षों में किए व्यापक सुधार : प्रधानमंत्री

खाद्य प्रसंस्करण क्षेत्र में सुधार किए

नई दिल्ली, एजेंसी। प्रधानमंत्री नरें मोदी ने गुरुवार को कहा कि सरकार खाद्य प्रसंस्करण क्षेत्र के विकास के लिए बीते 10 वर्षों में कई सुधार कि हैं। इन कदमों का मकसद य

उद्योगपतियों ने जीएसटी और पीएलआइ पर जताई चिंता

प्रगति मैदान में शुरू हुआ 'वर्ल्ड फूड इंडिया'

नई दिल्ली। प्रगति मैदान में बृहस्पतिवार से चार दिवसीय फूड इवेंट 'वर्ल्ड फूड इंडिया 2024' के तीसरे संस्करण का शुभारंभ हुआ। बिहार पवेलियन- 'इन्वेस्ट बिहार' का उद्घाटन बिहार सरकार के उद्योग मंत्री नीतीश मिश्रा ने किया। इस अवसर पर बिहार सरकार के उद्योग विभाग के निदेशक रवि प्रकाश, उद्योग विभाग के खाद्य प्रसंस्करण निदेशालय के इन्वेस्टमेंट प्रमोशन सेल के रितु राज, पिरामिड पैपकोन इवेंट मैनेजर प्रतीक कश्यप सहित कई लोग मौजूद थे। उद्घाटन के अवसर पर बिहार सरकार के उद्योग मंत्री नीतीश मिश्रा ने कहा कि इस मेगा फूड इवेंट वर्ल्ड फूड इंडिया 2024 के तीसरे संस्करण में इनवेस्ट बिहार के माध्यम से हमारा मुख्य उद्देश्य विश्व भर से आए देश के भागीदार एवं निवेशकों को निवेश के लिए सबसे उपयुक्त राज्य बिहार में निवेश के लिए प्रोत्साहित करना है।

'वर्ल्ड फूड इंडिया 2024' के पहले दिन बोले पीएम मोदी

केंद्र ने 10 वर्षों में खाद्य प्रसंस्करण के विकास के लिए कई अहम सुधार किए

भारत मंडपम में 22 तक होगा इसका आयोजन

90 से अधिक देश हिस्सा ले रहे

पारिस्थितिकी तंत्र को बना रहे मजबूत

WORLD FOOD INDIA 2024

PM: Food-processing sector saw wide-ranging reforms in 10 years

EXPRESS NEWS SERVICE

Union Ministers Pralhad Joshi, Chirag Paswan and MoS Ravneet Singh Bittu at the inauguration of World Food India in New Delhi, Thursday.

FOOD FOR THE WORLD

Prime Minister Narendra Modi

"In the modern era, through progressive agricultural practices, strong administrative frameworks, and cutting-edge technologies, our effort is to ensure that India sets global benchmarks for innovation, sustainability, and safety in the food sector"

भारत मंडपम में लगा स्वाद व पाक कला कौशल मेला

ஆச்சி மசாலா நிறுவனத்தின் புதிய தொழிற்சாலை

காணொலியில் திறந்தார் பிரதமர் நரேந்திர மோடி

ஆச்சி மசாலா உணவு தொழிற்சாலை ரூ.150 கோடியில் கும்மிடியில் துவக்கம்

Govt undertook many reforms for food processing sector growth: PM

Government undertook many reforms for food processing sector growth: PM

NEW DELHI, Sep 19 Prime Minister Narendra Modi on Thursday said the government has undertaken many reforms in the last 10 years for the growth of the food processing sector and the effort is to ensure that India sets global benchmarks for innovation, sustainability and safety in the food sector.

The Prime Minister's message was read at the third edition of World Food India 2024, which is being held in the national capital from September 19 to 22. The event will see participation from over 90 countries.

"In the modern era, through progressive agricultural practices, strong administrative frameworks and cutting-edge technologies, our effort is to ensure that India sets global benchmarks for innovation, sustainability and safety in the food sector," Modi said.

During the last 10 years, he said the government has introduced wide-ranging reforms to transform the processing sector.

"Through multi-dimensional initiatives such as 100 per cent FDI in food processing, Pradhan Mantri Kisan Sampada Yojana, formalisation of Micro Food Processing Enterprises, Production Linked Incentive scheme for food processing industries, we are creating a strong ecosystem of modern infrastructure, robust supply chains and employment generation across the country," the PM added.

केंद्र सरकार ने खाद्य प्रसंस्करण क्षेत्र के विकास के लिए किए कई सुधार : मोदी

- कहा, पिछले 10 वर्षों में सरकार ने खाद्य प्रसंस्करण क्षेत्र में बदलाव लाने के लिए व्यापक सुधार लागू किए हैं
- कहा, सरकार का लक्ष्य छोटे उद्यमों को सशक्त बनाना है

PM Modi's message at World Food India Program

New Delhi, Sep19 (PIB): It is a pleasure to learn about the organisation of World Food India 2024. Greetings and best wishes to all the participants who have come from various parts of the world. The participation of several nations showcases World Food India 2024 as a vibrant platform for the brightest minds from global food industry, academia and research to make the most of increasing opportunities, share and engage in a two-way learning from each other's experiences. India has a vibrant and diverse food culture. The backbone of Indian food ecosystem is the farmer. It is farmers who have ensured the creation of nutritious and delicious traditions of culinary excellence. We are supporting their hard work with innovative policies and focused implementation. In the modern era, through progressive agricultural practices, strong administrative frameworks and cutting-edge technologies, our effort is to ensure that India

20 INDUSTRY PARTNERS

World Food India 2024 was a one-of-a-kind global food processing event organized in the country, and industry stakeholders were more than willing to be a part of it. As a result of the Ministry's efforts and persuasion, the following leading food processing and allied companies, along with banks and associations, partnered for this prestigious event.

S.NO.	COMPANY/ORGANISATION	PARTNERSHIP CATEGORY
1	Nestle	Platinum Partner
2	Hindustan Unilever Ltd.	Platinum Partner
3	ITC Ltd.	Diamond Partner
4	AMUL	Gold & Installation Partner
5	Britannia Industries Ltd.	Gold Partner
6	BL Agro Ltd.	Gold Partner
7	Lulu Group International Ltd.	Gold Partner
8	Tata Consumer Products Ltd.	Gold Partner
9	TetraPak India Ltd.	Gold Partner
10	Mondelez India Foods Pvt. Ltd.	Silver Partner
11	Adani Wilmar Ltd.	Silver Partner
12	Haldiram's Snacks Pvt. Ltd.	Lanyard Partner
13	MTR Foods Pvt. Ltd.	Visitor Bag Partner
14	Coca Cola India Pvt. Ltd.	Networking Dinner Partner
15	PepsiCo India Pvt. Ltd.	Badge Partner
16	State Bank of India	Banking Partner
17	Union Bank	Banking Partner
18	Marico	Registration Booth Partner
19	Kenvne (ORSL)	Hydration Partner
20	Tata Copper	Beverage Partner

S.NO.	COMPANY/ORGANISATION	SPONSORSHIP CATEGORY
21	FSSC	Quality Certification Partner
22	Mars	Installation Partner
23	Sujata	Appliance Partner
24	Big Basket	E-Retail Partner
25	Lorman	Kitchen Equipment Partner
26	AFTPAI	Association Partner
27	AIFPA	Association Partner
28	CIFT	Association Partner
29	HOTREMAI	Association Partner
30	IFCA	Association Partner
31	ISWAI	Association Partner
32	TiE	Association Partner
33	Wine Growers Association of India	Association Partner

21 PARTNERS OF WORLD FOOD INDIA 2024

Platinum

Hindustan Unilever Limited

Nestlé — Good food, Good life

Diamond

ITC — Enduring Value

Gold

Amul — The Taste of India

BL Agro — Pure Perfection

BRITANNIA

LuLu Group International

TATA CONSUMER PRODUCTS

Tetra Pak — Protects What's Good

Silver

adani wilmar

Mondelēz International — SNACKING MADE RIGHT

Networking Dinner

Coca-Cola

Visitor Bag

Orkla India

Badge

PEPSICO

Lanyard

Haldiram's

Registration

marico

Installation

Amul

MARS

Banking

SBI

यूनियन बैंक — Union Bank of India

Hydration

ORSL

Beverage

TATA COPPER

Appliance

SUJATA

E- Retail

bigbasket — A TATA Enterprise

Kitchen Equipment

LOFMAN

Quality Certification

FSSC

ASSOCIATION PARTNERS

CIFT

ISWAI

IE MUMBAI

Wine Growers Association of India

AFTPAI

PARTNER MINISTRIES/DEPARTMENTS

- DEPARTMENT OF AGRICULTURE & FARMERS WELFARE
- MINISTRY OF AYUSH
- DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING
- DEPARTMENT OF COMMERCE MINISTRY OF COMMERCE AND INDUSTRY
- DEPARTMENT OF FISHERIES
- MINISTRY OF DEVELOPMENT OF NORTH EASTERN REGION
- MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
- MINISTRY OF HEALTH AND FAMILY WELFARE
- MINISTRY OF RURAL DEVELOPMENT
- DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE

PARTNER COUNTRY

Japan

FOCUS COUNTRIES

Iran

Vietnam

PARTNER STATES

Govt. of Andhra Pradesh

Govt. of Gujarat

Govt. of Telangana

Govt. of Uttar Pradesh

FOCUS STATES

ASSOCIATE DEPARTMENTS

NOTES

WORLD FOOD INDIA

2024 19th to 22nd September

Processing for Prosperity

BHARAT MANDAPAM, NEW DELHI

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