



TECHBHARAT | 2022

EDITION - III
AN INITIATIVE OF LUB-K AND IMS FOUNDATION



Laghu Udyog Bharati-Karnataka-IMS Foundation

TechBharat 3rd Edition: Agri and Food Tech Conclave Cum Expo

“Transforming India’s Food Technology and Agronomic Landscape”



TechBharat 3rd Edition: Agri and Food Tech Conclave Cum Expo
“Transforming India’s Food Technology and Agronomic Landscape”

Laghu Udyog Bharati-Karnataka in association with *IMS Foundation* organised **TechBharat 3rd Edition: Agri and Food Tech, a Conclave-Cum-Expo** on the theme: **“Transforming India’s Food Technology and Agronomic Landscape”**.

TechBharat 3.0 was organised in a three-part series. The first one-day Pre-event was hosted in VTU Campus, Belagavi on January 5, 2022. While the Connecting two-day event was organised at GKVK-UAS Campus, Bengaluru on March 4-5, 2022. The Main Three-day event was held at CSIR-CFTRI, Mysuru on May 19, 20, 21, 2022.

Several **Union and State Ministers, Bureaucrats, Domain Experts, Industry Captains** and **Academia** were part of this Food & Agri Technology Conclave and Exhibition.

The main objective of the programme was to familiarize sustainable technologies in both agriculture and food sectors that are accessible to the stakeholders of these sectors. Further, on how to revamp their strategies and scout for newer and easier means of increasing not only the agriculture yield per hectre or food productivity but also pruning the massive wastage of agri produce during pre and post harvesting and processing stage.

The primary intention of the Techbharat 3.0 event was be to promote Agriculture and Food technology business which is the theme for Atmanirbhar Bharat promoted by our Prime Minister Shri Narendra Modi ji. The Conclave-Cum-Exhibition was a platform for the entire Farming, Agro Food Processing and Manufacturing Community who showcased their latest technological innovation in this mission critical sector of the economy.

Introduction to TechBharat 2022

TechBharat: A flagship program of IMS Foundation & Laghu Udyog Bharati to effectively bring in stakeholders from across the globe on its platform to cultivate trust, coordinate networking, look-for collaborative businesses, partner with Indian counterparts, facilitate structured transfer of technology and/or constantly engage in doing business with Government of India, several State Governments, leading enterprises, startups, research institutes of national repute in achieving effective and sustained results in the domains of EduTech, HealthTech, AgriTech, FoodTech, Food ProTech, RuralTech, EnergyTech, AutoTech, CleanTech, GreenTech, MediaTech, DigiTech, TravelTech, BioTech, DefTech & FinTech.

TechBharat brought together industry leaders for a meaningful discussion on the future of AgriTech & FoodTech and achievements in agronomics. The event focused at developing new business collaborations, accelerate innovation and support the concept of effective production of agricultural produce in order to build a more secured, sustainable and vigorous food system.

As is the primary source of livelihood for majority of India's population, agriculture is an important sector in India's economic growth. Being an agrarian economy, there are more than 60 percent farmers who own agriculture land of less than an acre. Hereafter, as they form larger group base, how we continue supporting these small farmers though Government has been the catalyst in the growth of the agriculture sector including linking small farmers with traders, self-help groups, farmer cooperatives, agri-food processors, community farming and retailers to various types of business models and agricultural supply chains.

Adopting modern sustainable technology through AgriTech initiatives surely make a difference to Indian agricultural ecosystem. Integrated platform would require sustained

investment across multiple phases. A holistic digital platform to embrace e-trading and an online marketplace; seamless supply chains; and smart farming and data-backed advice on risks and mitigation steps, such as short-term weather and long-term soil condition predictions, need of the hour.

Further, India is expected to achieve the ambitious goal of doubling farm income by 2022. The agriculture sector in India is expected to generate better momentum in the next few years due to increased investment in agricultural infrastructure such as irrigation facilities, warehousing and cold storage.

Furthermore, other than organic farming, the growing use of genetically modified crops would likely improve the yield of farmers. In the coming few years, due to concerted effort of scientists to get early maturing varieties of pulses and the increase in minimum support price, India is expected to be self-sufficient in pulses.

There are several estimates which indicate that approximately USD 35 billion of the value pool will be created in agri-logistics and agri-input delivery alone & USD 1,300 billion net-worth of agriculture industry in India by 2022. In business segments such as food processing, distribution, consumption and delivery, technologies like automated processing, IoT, AI, Big Data, robotics and its applications have transformed food services and food production into a sustainable model.

Coincidentally, current food industry is fast adopting technology and automation. Thereby, the impact of technology on food production is echoed in increased efficiency and higher outputs. All in all, other than aiming for reduced usage of energy and lower employment costs, transformation in meeting the prospects of human resources by the stakeholders is very much required in realizing the full potential of technology adoption.

About the Presenters of TechBharat 2022

Laghu Udyog Bharati (LUB) - a not for profit all India Organization focused on Micro & Small Enterprises. It has offices in 24 States pan India and a membership base of more than 35,000 enterprises across the country.

Laghu Udyog Bharati - Karnataka Chapter- Laghu Udyog Bharati - Karnataka (LUB-K) is the state chapter of LUB catering to the 25 districts of Karnataka and works towards the empowerment of entrepreneurs in Micro and Small sector and a broader vision to be the leading MSME organization in Karnataka that empowers business growth by adding value to its stakeholders and also promoting inclusiveness in everything it does. LUB-K plays an active and important role in promoting business in the State and has an excellent domestic network with leading Chambers of Commerce.

Being the apex organization in Karnataka that represents MSME sector, LUB-K hosts Seminars / Workshops and interacts with Senior Government officials, both from the Centre/State on critical issues concerning MSME businesses on a regular basis.

LUB-K ensures continuous support for the development of businesses by creating and disseminating cross-industry best practices and critical knowledge, and help members understand and keep abreast of changing economic conditions, the regulatory and taxation environment, and rapid technological change.

Operating through several internal Committees, representing all manufacturing verticals, we regularly host business conclaves, conferences and industrial visits as member-connect programs to share best practices which can be replicated back at their work places.

About IMS Foundation - established in 2011 is a Not-for-Profit and Charitable Trust managed by renowned industry leaders. It is a single largest collaborative platform of all Indian and Global manufacturing entities especially, the Micro, Small

and Medium Scale enterprises (MSME) to become Engineering Manufacturing Industries. IMS Foundation also works extensively in promoting Start-ups pan India.

It also exhaustively collaborates with the State and Central Government on policy formulation and regularly hosts B2G/B2B meetings, organizes national and international trade shows, industrial visits for MSME units for technology adoption at their bases. As a CSR initiative, IMS Foundation has been helping Covid-19 patients to recover fast through its various services including setting up of beds, providing medicines, providing food to the needy and many more.

Knowledge Partners

Knowledge Partners of TechBharat 2022 were Indian Council for Agricultural Research (ICAR), Central Food Technology Research Institute (CFTRI) & National Institute of Food Technology, Entrepreneurship & Management, Thanjavur (NIFTEM-T).

Target Audience

In order to exploit the technology in which we outshine, as well as their willingness to invest in our country and establish collaborations at all levels, Expo & Conclave of TechBharat 2022 had invited participants from across the full spectrum of food & agricultural fields, namely:

- Premier Institutions & Universities in Agriculture & Food sectors
- Policy Makers / Promoters / Administrators of AgriTech & Food Tech
- Venture Capitalists / Fund Managers / Distinct Investors / Finance & Compliance Heads
- Government, Startups, MSMEs and R&D Laboratories
- Industry / Corporate representatives from Agri & Food sectors
- Researchers from Plant & Animal Science, Seed Technology, Soil Science, Soil-Plant Nutrition, Food Security,
- Business Enterprises in Agronomics and Financing, Smart Agriculture, Protected Cultivation and Plant Protection, Packaging Technologies, Agroecology, Precise Agriculture, Rural Development, Agriculture and Food Public Policies and Investors of Agriculture & Food Technologies, Turnkey Projects & Knowledge Transfer, etc.
- In all, Establishments having ambitious plans of Agro Marketing, Food export-services & continued adoption of newer technologies and knowhow in food processing sector
- Regulatory Bodies in Food Safety & Agri Produce
- Progressive Farmers & Farmer Produce Organizations (FPOs)

Pre-Event of TechBharat 2022 at VTU, Belagavi on January 05, 2022

Support from UAS - Dharwad

The first pre-event of TechBharat 2022 was organised at VTU campus in Belagavi on January 5, 2022. The programme was inaugurated by Dr. Ashwathnarayan, Hon'ble Minister for Higher Education and, IT/BT/ ST, Government of Karnataka. In all there were about 40 stalls exhibiting various argo and food process technologies. Over 300 delegates drawn from industry, startups, academia participated in the daylong event.



Inauguration of TechBharat 3.0 by Dr. Ashwathnarayana C. N., Hon'ble Minister for Higher Education, IT & BT, Science and Technology, Skill Development. GoK

Addressing the first pre-event of TechBharat 3.0 jointly organised by Laghu Udyog Bharati-Karnataka and IMS Foundation on the theme: “Transforming India’s FoodTech, AgriTech & Agronomic Landscape” in Begalavi, Dr. Ashwathnarayana C. N., Hon'ble Minister for Higher Education, IT & BT, Science and Technology, Skill



Dr. Ashwathnarayana C. N addressing the pre-event of TechBharat 3.0 in Belagavi

Development. Government of Karnataka said: “We need good solutions to scale up the agriculture sector so that the farming community benefits out of technology related solution in logistics, soil testing, waste management, storing, processes, pesticide management, disease mitigation and on the whole gamut affecting this community.”

Karnataka Government today called upon agri and food technology companies, startups and student community to provide solutions to challenges faced in these two dynamic sectors so that the farming community benefits economically and yield-wise.

Dr. Ashwathnarayana said: “For enhanced ecosystem growth, it is quite important that we look at infrastructure development, market access, ecosystem engagement and talent development. It is important, that we, as Government of Karnataka

implement necessary steps to support and promote innovation, growth and development in the state.”



A Section of the Audience at TechBharat 3.0 Pre-event

“We are creating industries which will allow our youth who pass out at the district levels, get jobs and work in their own natives. By this not only the districts develop, but also our youth can contribute to the overall development of Karnataka, more specific to agri and food technology”: he said.

He further said: Government has already identified several Tier II & III cities and work has already started to provide incentives to industries wanting to set up shops there. We are also looking at handholding and providing necessary infrastructure support build up to aid faster growth of industries in these districts.

He further said: “Government has specially crafted policies to support strategic policy interventions and by creating a dynamic ecosystem with sharp focus on infrastructure development, increasing the talent availability and bettering market access.



Dr. Ashwathnarayana C. N inaugurating the Exhibition

He said: “Karnataka is the land of the future and land of opportunities. It is the role model for India. We want our youth to get educated and work in the same place so that the urban migration stops and the villages prosper”.

Several top speakers including **Dr. Karisiddappa**, Hon’ble Vice Chancellor, VTU, Belagavi, **Dr. B. V. Naidu**, Chairman KDEM and Founding Partner, StartupXseed Ventures today shared their thoughts on from the Agri and FoodTech sectors which is driving the neo economy in not only Karnataka but also India. Government officials from both State and Central Governments, industry captains, thought Leaders, domain experts and Students from Agri and FoodTech participated in this event.

TechBharat 3.0 held on 05 January 2022 @ VTU Campus, Belagavi

TECHBHARAT 2022
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INAUGURAL SESSION OF THE PRE-EVENT OF TECHBHARAT 2022

Dr. C N Ashwathnarayana
Hon'ble Minister for Higher Edn, IT & BT
and Skills, Government of Karnataka

Shri Abhay Patil
Hon'ble MLA, Belagavi South

Dr. B. V. Naidu
Former Director, STPI &
Chairman, KDEM

Dr. M B Chetti
Hon'ble Vice-Chancellor,
University of Agricultural Sciences
(UAS), Dharwad

Dr. VishnukanthChetapalli
Hon'ble Vice Chancellor,
KSRDPR University, Gadag

Dr. S. Karisiddappa
Hon'ble Vice Chancellor,
VTU, Belagavi

Session Time: 10:30 am to 11:45 am

TECHBHARAT 2022
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ADVANCED TECHNOLOGIES IN FOOD PROCESSING

Dr. Sud Prasad
Head, Dept. of F&T, University of
Technology, Mysore

Prof. S Hanuatha
Head, Department of
Food Processing Technology,
MSU, Mysore

Dr. B V Subendra Rao
Chief Scientist, Food Technology,
Bangalore & Belagavi, CSR

Dr V Prakashrathna
Associate Professor, Food
Technology

Session Time: 02:30 pm to 04:00 pm

TECHBHARAT 2022
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TECHNOLOGY INTERVENTION TO AGRICULTURE SECTOR

Dr. K C Narayanaswamy
Former F&T, University of Horticulture,
Bangalore, KDEM

Dr. V B Kuchekar
Dr. Chittambari
Prof & Lecturer, Technology,
MSU, Mysore

Shri Sujit Halikerkar
Former Director, IIT Hyderabad

Dr. Devi Galati
Associate Professor & Project
Coordinator, Food Technology

Dr. M B Chetti
Hon'ble Vice Chancellor, University of
Agricultural Sciences, Dharwad

Dr. Jagadeesh Bajjal
Senior Lecturer, Food Technology,
MSU, Mysore

Session Time: 12:00 noon to 01:30 pm

TECHBHARAT 2022
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FPOS & ITS WAY FORWARD

Dr. R V Suresh
Dr. Subramani, F&T, MSU, Mysore

Shri C M Patil
CEO, Karnataka Foundation

Dr. Anubh S. Alur
Director, Centre of Excellence for
FPOS, MSU, Mysore

Dr. Jayashankar Kulkarni
Chairman and Founder, F&T,
Bangalore, Mysore

Shri G B Vinayash
Associate Professor, F&T, MSU,
Mysore

Dr. VishnukanthChetapalli
Hon'ble Vice Chancellor,
KSRDPR University, Gadag

Session Time: 04:15 pm to 05:45 pm

Technical Sessions at Belagavi

- Inaugural Session
- Technology Intervention to Agriculture Sector
- Automation Technology in Food Production
- Discussion on FPOs & its way forward

Parallely, Meeting with Investors & Venture Capitalists

Exhibitor Stalls: 40+ Start-up stalls for 5000+ Footfalls 50+Speakers

Two-day Connecting event of TechBharat 2022
GKVK-UAS Campus in Bangalore on March 4 and 5, 2022.

Associate Partner – UAS, Bangalore

The two-day Connecting event of TechBharat 2022 was held at GKVK-UAS Campus in Bangalore on March 4 and 5, 2022. Shri B C Patil Minister for Agriculture, Government of Karnataka inaugurated the programme. Over 100 exhibitors showcased products designed and developed by participating companies.



Shri B C Patil, Hon'ble Minister for Agriculture, GoK, Inaugurating the Connecting event of TechBharat 3.0 at UAS Campus Bengaluru

Inaugurating the Connecting event of TechBharat 3.0 jointly organised by Laghu Udyog Bharati-Karnataka and IMS Foundation on the theme: “Transforming India’s FoodTech, AgriTech & Agronomic Landscape” in Bengaluru Shri B C Patil, Hon’ble Minister for Agriculture, GoK said that youth are now engaging themselves in providing solutions to the challenges faced in Food and Agritech so that the farming community and the society benefits on this technological infusion.

With the introduction of Start Up policy by Karnataka Government which provides for incentives, more youth are now engaging in AgriTech and FoodTech sectors.



Shri B C Patil addressing the participants

Shri B C Patil said: “The Start-up policy provides an excellent and very conducive environment for youth to start technology companies in Food and Agriculture, especially in the domains of organic farming and food processing and preservation. Several concepts are now being developed by start-ups which will provide operational solutions to scale up the agriculture sector so that the farming community benefits out of technology related solution in logistics, soil testing, waste management, storing, processes, pesticide management, disease mitigation and on the whole gamut affecting this community.”

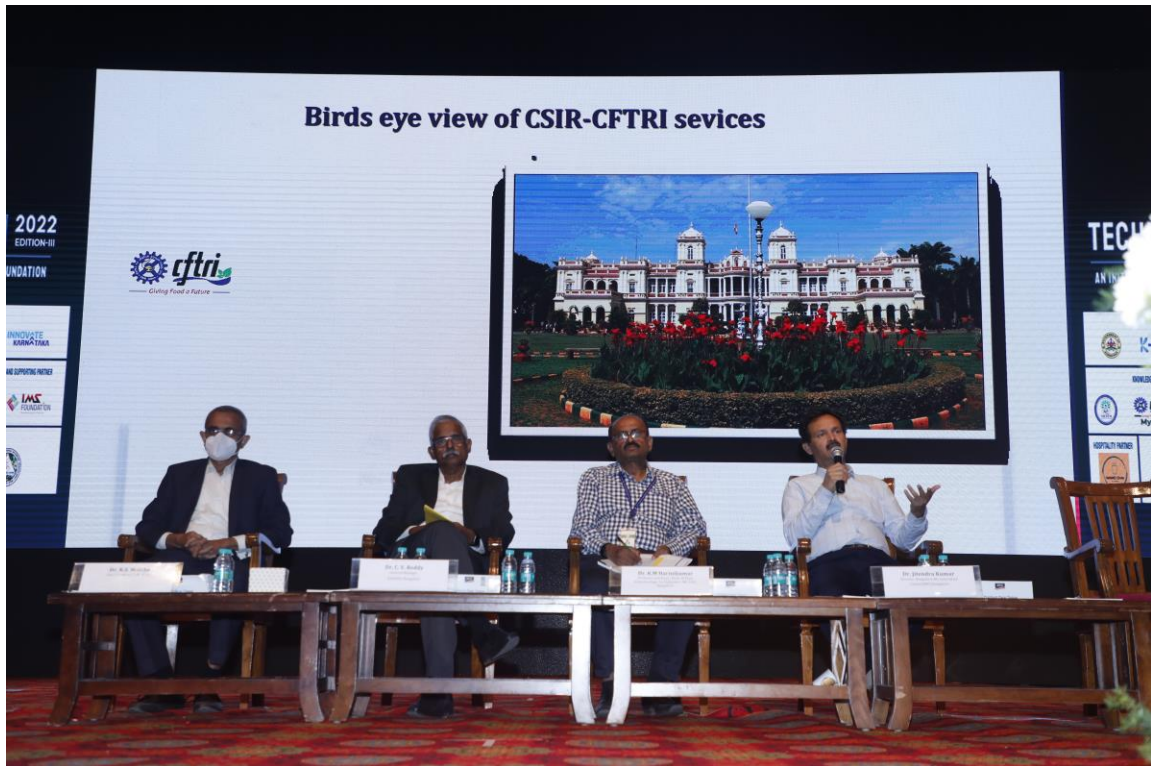
Further Shri B C Patil said: “For enhanced ecosystem growth, it is quite important that we look at infrastructure development, market access, ecosystem engagement and talent development. Through policy intervention Government of Karnataka is implementing all necessary steps to support and promote innovation, growth and development in the state in the areas of food and agriculture segments.”



One of the Exhibitors showcasing products at Connecting event at UAS Campus, Bengaluru

He further said: “Government has specially crafted policies to support strategic policy interventions and by creating a dynamic ecosystem with sharp focus on infrastructure development, increasing the talent availability and bettering market access.

Several top speakers including Shri. Kris Gopalakrishnan, Former CEO, Infosys & Chairman, Axilor Ventures, Dr. E V Ramana Reddy, IAS Additional Chief Secretary, Department of IT, BT and S&T, Government of Karnataka, Prof. Subbanna Ayyappan, Chancellor, Central Agricultural University, Imphal & Chairman, Karnataka Science & Technology Academy (KSTA), Govt. of Karnataka, Dr. S. Rajendra Prasad, Hon’ble Vice Chancellor, UAS, Bangalore today shared their thoughts on the Agri and FoodTech sectors which is driving the neo economy in not only Karnataka but also India.



Technical Session in progress at the Connecting Event at UAS Campus, Bengaluru

Government officials from both State and Central Governments, industry captains, thought Leaders, domain experts and Students from Agri and FoodTech participated in this event.

TechBharat 3.0 held on 04, 05 March 2022 @ UAS -GKVK Campus, Bengaluru

Technical Sessions at GKVK-UAS Campus, Bengaluru

- Inaugural Session
- Technology & Collaboration Opportunities in FoodTech
- Collaboration for Development of Startups in AgriTech
- Interaction with AgriTech / FoodTech Leaders and Investors
- Farmer Enablement - Pillar of Food System in India
- Challenges of Food & Agri Supply Chains
- Women Entrepreneurs in AgriTech & FoodTech

Parallely, Business Meetings for Exhibitors

Exhibitor Stalls for 100 Start-up in AgriTech & FoodTech

Program Reach: Other than **10,000 footfalls, 100+ Exhibitors, 50+ Speakers**

Three-day Main Event of TechBharat 2022

CSIR - CFTRI Campus, Mysuru, India

May 19, 20 & 21, 2022

The three-day Main event of TechBharat 2022 was held at CSIR-CFTRI Campus in Mysuru on May 19 to 21, 2022. Shri Kailash Choudhary, Union Minister of State for Agriculture & Farmer's Welfare Government of India, along with B C Patil, Minister for Agriculture, Government of Karnataka inaugurated the main programme. Over 100 exhibitors unveiled their innovation at the Conclave-Cum-Exhibition.



Shri Kailash Choudhary, Hon'ble Union Minister of State for Agriculture & Farmer's Welfare, Government of India Inaugurating the Main Event at Mysuru

Inaugurating the main event of TechBharat 3.0 jointly organised by Laghu Udyog Bharati-Karnataka and IMS Foundation along with CSIR-CFTRI on the theme: "Transforming India's FoodTech, AgriTech & Agronomic Landscape" in Mysuru Shri Kailash Choudhary, Hon'ble Union Minister of State for Agriculture & Farmer's Welfare Government of India said I very strongly feel that the role of quality infrastructure is crucial for agriculture development and for taking the production

dynamics to the next level. It is only through the development of infrastructure, especially at the post-harvest stage that the produce can be optimally utilized with opportunity for value addition and fair deal for the farmers. Development of such infrastructure shall also address the vagaries of nature, the regional disparities, development of human resource and realization of full potential of our limited land resource.



Shri Kailash Choudhary delivering the Keynote address at the Inaugural Session

He further added: The Hon'ble Finance Minister announced on 15.05.2020, 1 lakh crore Agri Infrastructure Fund for farm-gate infrastructure for farmers. Financing facility of Rs. 1,00,000 crore will be provided for funding Agriculture Infrastructure Projects at farm-gate & aggregation points (Primary Agricultural Cooperative Societies, Farmers Producer Organizations, Agriculture entrepreneurs, Start-ups, etc.). Impetus for development of farm gate and aggregation point, affordable and financially viable Post-Harvest Management infrastructure. The Government of India formulated this Central Sector Scheme of financing facility under 'Agriculture Infrastructure Fund' which was officially launched by Hon'ble Prime Minister of

India on 9th August 2020 for creating required pre and post-harvest management infrastructures in the agriculture sector.



Shri. B C Patil, Hon'ble Minister for Agriculture, Government of Karnataka delivering the inaugural address at the main event at Mysuru

While addressing audience Shri. B C Patil Hon'ble Minister for Agriculture, Government of Karnataka said: Karnataka government will soon come out with upgraded policies for agritech start-ups. Considering Bangalore as the hub of start-ups and to develop congenial ecosystem for agri start-ups in Karnataka, my Ministry will soon bring out a policy framework on agri start-ups and operational guidelines. This will give the much-needed boost and fillip to the agriculture landscape across the 31 districts of Karnataka.

He added: Agri start-ups can bridge the missing links in the agricultural value chain and deliver efficient, innovative products, technologies and services to the farmers and consumers. The food and agriculture practices and enterprises in India are poised for transformational changes in line with the new government policies.

Agriculture has been rapidly evolving into agribusiness in terms of approach and structure.



Shri Kailash Chaudhary, operating a Drone at the event

Dr. M. Angamuthu, IAS, Chairman, APEDA, Department of Commerce, Government of India emphasized the importance of why to Be vocal for local. He also touched on promoting more Startups and Tech firms to support the farming community which can double its income. He cited a few key valuable pointers on how promoting the existing technology will increase farmer benefits and he said there are about 3500 Farmer Producer Organizations under APEDA and he suggested that we must target 1000 FPOs and 1000 entrepreneurs to organize capacity building.

Shri. Kris Gopalakrishnan, Former CEO, Infosys Technologies & Chairman, Axilor Ventures stressed on the point that Farmers need to have more farmers cooperatives to reduce cost on inputs, prune cost of machinery, train better, take care of the output and for value addition. He suggested that the introduction of technology will be a key driver for productivity as an example he said

during surveys, using satellite images will help in better clarity of the produce. He also emphasized on the importance of market linkages and value addition which will play vital roles in farmers' growth. Stressing on Value addition he said it is important to know how to bring capital and looking at farming as entrepreneurial venture.

Several top speakers including Dr. Sridevi Annapurna Singh, Director, CSIR-CFTRI, Mysuru, shared their thoughts on the Agri and Food technology Conclave-cum-Expo at Mysuru.

Technical Sessions at CSIR-CFTRI, Mysuru

- Agriculture Development - Outlook and Vision for the Next Decade
- Food Business Ecosystem – Importance of Marketing Strategy
- CXO – Round Table – a Special Event of TechBharat 2022 Interaction of Business Leaders & Investors with CXOs of Technology, AgriTech / FoodTech & Food ProTech Companies
- Food Technology – Business Opportunities in Millet Processing
- Technologies to Food Grain Science & Traces of Food Fortification
- Session on Transfer of Technologies - Progressing Farmers, Start-ups & R&D Interface

Parallely, Meeting with Investors & Venture Capitalists

Exhibitor Stalls: 100+ Start-up stalls for **20,00+** Footfalls 50+Speakers

TechBharat 3.0 held on 19, 20, 21, May 2022 @ CSIR-CFTRI Campus, Mysuru

TECHBHARAT 2022
AN INITIATIVE OF LIU-K AND IIS FOUNDATION

DAY - 1

Inaugural Session

Key Guests

Shri. Pashupati Kumar Mishra
Union Minister for Food Processing Industries, Govt. of India

Shri. Kalish Choudhary
Union Minister of State for Agriculture & Farmers Welfare, Govt. of India

Sushri Shebha Karandlaje
Minister of State for Agriculture & Farmers Welfare, Govt. of India

Shri. B. C. Patil
Hon'ble Minister for Agriculture, Govt. of Karnataka

DATE: MAY 19TH | TIME: 10:30 AM IST | VENUE: CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

TECHBHARAT 2022
AN INITIATIVE OF LIU-K AND IIS FOUNDATION

DAY - 1

Inaugural Session

Guests of Honour

Dr. M. Anugomthu, IAS
Chairman, APEDA, Department of Commerce, Government of India

Dr. E. V. Ramana Reddy, IAS
Additional Chief Secretary, to Department of Electronics, IT & BT and Science & Technology (S&T), Government of Karnataka

Shri. K. Gopalakrishnan
Former CEO, Infosys & Chairman, Aalav Ventures

Shri. Prasad Simha
Hon'ble Member of Parliament, Mysuru

Dr. Sridevi Annapurna Singh
Director, CSIR-Central Food Technological Research Institute (CFTRI), Mysuru

DATE: MAY 19TH | TIME: 10:30 AM IST | VENUE: CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

TECHBHARAT 2022
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DAY - 1

Inaugural of Expo

DEMONSTRATION BY Drone Federation of India (DFI) and Drone Technology Companies

DATE: MAY 19TH | TIME: 12:00 NOON IST | VENUE: CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

TECHBHARAT 2022
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DAY - 1

Agriculture Development - Outlook and Vision for the Next Decade

Session Strategized by Indian Council for Agricultural Research (ICAR), New Delhi & Drone Federation of India (DFI)

Shri. Shirvint Emanuel, Economist from Israel

Shri. Srinivas Chidumalla, Digital Capability Lead, APAC, Syngenta India Pvt Ltd

DATE: MAY 19TH | TIME: 03:00 PM IST | VENUE: CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

TECHBHARAT 2022
AN INITIATIVE OF LIU-K AND IIS FOUNDATION

DAY - 2

Inaugural Session

Chief Guest

Dr. Anand Singh
Minister of Science & Technology and Ministry of Earth Science & Space of State for Prime Minister's Office, Personnel, Public Grievances and Pension, Department of Atomic Energy and Department of Space

Guest of Honour

Dr. G.A. Chintala, Chairman, National Bank for Agriculture and Rural Development (NABARD)

Dr. Sridevi Annapurna Singh, Director, CSIR-Central Food Technological Research Institute (CFTRI), Mysuru

DATE: MAY 20TH | TIME: 10:30 AM IST | VENUE: CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

TECHBHARAT 2022
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DAY - 2

Food Business Ecosystem - Importance of Quality in Marketing strategy.

Moderator

Shri. Parul Soni
Head of Strategic Partner Development/Consulting, Founder, Strategic Partner Development, Mumbai

Panellist-Speakers

Bharathisharan, B, Director of Procurement-APAC at Marico International

Rajesh K. Prasad, Category Leader - Annon Retail India

K.N. Venkatesh Adiga, Founder, Padoshada Restaurant chain

Rick Hobbel, Agriculture Attaché, Embassy of the Kingdom of the Netherlands, New Delhi

DATE: MAY 20TH | TIME: 12:00 PM | VENUE: CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

TECHBHARAT 2022
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DAY - 2

Women in AgriTech, FoodTech & Food Pro - Tech

Session Strategized by CSIR - Central Food Technology Research Institute (CFTRI), Mysuru

Dr. Sridevi Annapurna Singh, Director, CSIR-Central Food Technological Research Institute (CFTRI), Mysuru

Smt. Chitra Hanumanth Rajayya, The President, Logistics & Supply Chain, Country President - ANPD, Founder & Managing Director, NCSA India Pvt Ltd

Smt. Indira Gunda, Chairman, India Trade

Dr. Rajama Rajaram, Director, CSIR-Biotechnology of Sittere Commission of Information, Mysuru, New Delhi

Dr. Swetha Suresh, Head, Innovation, Tata Consumer

DATE: MAY 20TH | TIME: 02:00 NOON IST | VENUE: CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

TECHBHARAT 2022
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DAY - 2

CXO – Round Table

Chief Guest

Shri. Rajasekharaiah
Special Advisor of State for Electronics and Information Technology, ITR Development & Entrepreneurship, Govt. of India

Guest of Honour

Dr. Ashwathreddy, B. H., Member of Higher Education, IIT & IIS & IIS (Government), Department of Electronics, Govt. of Karnataka

Shri. Sri Gopalakrishnan, Former CEO, Infosys & Chairman, Aalav Ventures

Shri. Ramakrishna, IAS, Director, APAC

Smt. Meera Prasad, IAS, Director of IIT Department of IIT and IIS Govt. of Karnataka

Moderation by

Shri. Sree Prasad, Trade & Investment Commissioner - Bangalore, Australia Trade and Investment Commission (Australia)

Shri. Shree Krishna, Director of Procurement, Infosys - Mysuru

Shri. Suresh Kumar, Innovation Lead, Infosys - Bangalore

DATE: MAY 20TH | TIME: 04:00 PM IST | VENUE: CSIR - CFTRI, MYSURU

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MINISTRY OF FOOD PROCESSING INDUSTRIES
GOVERNMENT OF INDIA



PMFME



NIFTEM



KAPPEC

Trends in Food Technology – Business Opportunities in Millet Processing and PMFME Scheme Guidelines

Chief Guest



Dr. Ashok Dalawai, IAS,
CEO, National Rainfed Area Authority (NRAA)

Moderated by



Dr. C. Anandharamkrishnan
CSIR - CFTRI, MYSURU /
Former Director, NIFTEM - Thanjavur

Panelist-Speakers



Mr. M. H. Banthanal
Managing Director
KAPPEC LTD, Bengaluru



Mr. Prashant Parameswaran
MD & CEO
Tata Consumer Souルフ Pvt. Ltd.



Dr. N.G. Malleshi
Retired Sr. Scientist
CSIR-CFTRI, Mysuru



Dr. N. Venkatchalapathy
Dean (i/c) Research, Consultancy
& International Relations
NIFTEM - Thanjavur



Dr. G. V. Sai Prasad
Principal Scientist, ITC, Bengaluru



Dr. Nisha Bharti
HoD, Agribusiness Management
Symbiosis Institute of
International Business, Pune



Dr. Alagappan Karthikeyan
Director, Cobra Softwares Pvt Ltd



Shri. K.V. Sivaramakrishnan
Sri Velavan Agro, Trichy

DATE
MAY 21ST

TIME
10.30 AM TO 12.30 PM

VENUE
CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

DAY - 3



TECHBHARAT | 2022
EDITION - III
AN INITIATIVE OF LUB-K AND IMS FOUNDATION

DAY - 3

Technologies to Food Grain Science & Traces of Food Fortification

Session Strategized by Agri Innovations
Process Technology (APIT), Bangalore

Moderated by



Dr. Sathyanarayanan S. B.
Lead Scientist & Head, Technology
Transfer & Business Development
CSIR-CFTRI, Mysuru

Panelist-Speakers



Dr. Neer Sureshchandra
Senior Scientist & Head of
Consumer Affairs Dept. Quality & Nutrition
Research Unit, International Rice Research Institute
IRRI, Manila



Shri. Sheelabharathi Thirumalaiah
Research Officer, Agri Process
Innovation Technology
APIT, Bangalore



Shri. Prashanth Gehlot
President, South Asia Region and
Managing Director, Bulbar Foods



Dr. Adarsho Gowda
Head of the Department, Food Science
Dr. Ambedkar College, Mysuru



Dr. Hemavathi Ramu Rajagi
Senior Associate Scientist, Centre of Excellence
in Rice value Addition (CERA), International Rice
Research Institute (IRRI)



Dr. S. Rajendra Prasad
Vice-Chancellor,
University of Agricultural Sciences
KSTU, Koppal

DATE
MAY 21ST

TIME
2-00 PM IST

VENUE
CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org



TECHBHARAT | 2022
EDITION - III
AN INITIATIVE OF LUB-K AND IMS FOUNDATION

DAY - 3

Transfer of Technologies - Progressing Farmers, Start-ups & R&D Interface

Moderated by



Dr. Sathyanarayanan S. B.
Lead Scientist & Head, Technology
Transfer & Business Development
CSIR-CFTRI, Mysuru

Panelist-Speakers



Dr. V. Prashanth
Process Director, CSIR-CFTRI, Mysuru
& formerly CSIR Ecological Sciences



Dr. Ashu Srivastava
Director (BIO-India)
Food Research Laboratory
(FRL), Mysuru



Dr. Prashanth Thirumalaiah
Director, CSIR -
Central Institute of Medicinal
and Aromatic Plants (CIMAP), Lucknow



Dr. S. Rajendra Prasad
Vice-Chancellor,
University of Agricultural Sciences
KSTU, Koppal



Shri. N. Suresh Kumar
Chairman & Managing Director,
SRI Coffee Pvt. Ltd., Mysuru



Shri. N. Suresh Kumar
Managing Director,
Kangaroo Food Pvt. Ltd., Bangalore

DATE
MAY 21ST

TIME
04-30 PM

VENUE
CSIR - CFTRI, MYSURU

More Info @ www.techbharat.org

Special Drone Demonstration



A special Drone Demonstration was hosted by Drone Federation of India (DFI) and Drone Technology Companies on all the three days at CSIR-CFTRI Campus Mysuru. They showcased a wide variety of drone applications in the Agri and Food sectors.

The use of drones in the agriculture industry is steadily growing as part of an effective approach to sustainable agricultural management that allows agronomists, agricultural engineers, and farmers to help streamline their operations, using robust data analytics to gain effective insights into their crops. Crop monitoring, for example, is made easier by using drone data to accurately plan and make ongoing improvements, such as the use of ditches and evolving fertilizer applications.



Sushri Shobha Karandlaje, Union Minister of State for Agriculture and Farmers' Welfare, Govt. of India

Some applications of drone which is already been used include: Aerial Photography & Videography, Real estate photography, Mapping & Surveying, Asset Inspection, Payload carrying, Agriculture, Bird Control, Crop spraying.

Concluding Session of TechBharat...

We are happy that we very successfully concluded the Pre -event and Connecting event and Main event of TechBharat 3.0. A galaxy of speakers presented and shared their valuable insights which will go a long way in further expanding the AgriTech and FoodTech sectors to greater heights in the coming days.

Some of the topics which were deliberated included:

- Agriculture Development - Outlook and Vision for the Next Decade
- Food Business Ecosystem – Importance of Marketing
- Opportunities for Women in AgriTech & Food Pro-Tech
- CXO – Round Table – a Special Event of TechBharat 202
- Food Technology – Business Opportunities in Millet Processing
- Technologies to Food Grain Science & Traces of Food Fortification
- Transfer of Technologies - Progressing Farmers, Start-ups & R&D Interface
- Collaboration for Development of Start Ups in AgriTech
- Technology & Collaboration opportunities in FoodTech
- Farmer Enablement-Pillar of Food System in India
- Challenges of Food & Agri Supply Chains
- Women Entrepreneurs in AgriTech & FoodTech which you just heard a panel of eminent Business Women sharing their thoughts on the subject

The focus of the **Third Edition of TechBharat**, was on- “**Transforming India’s FoodTech, AgriTech & Agronomic Landscape**” with a broader spotlight on two significantly important tracks:

1. AgriTech
2. FoodTech

After the resounding success of first & second editions of TechBharat, the 3rd edition of TechBharat was held in three parts. As compared to the last two editions, the Third Edition was organized on a much higher scale. **150+** Event Speakers,

350+ Exhibitors; **100+** Business Meets at the Main Event, **50+** Collaborations; **100+** Government Representatives and **10+** Challenges for Ideathon.

We would like to take this opportunity to assure that LUB-K will continue to cooperate and partner with the State and Central governments and also private sector and academia on improving overall business environment in the State. We look forward to all stakeholders' help and guidance in making this partnership fruitful for the benefit of industry and overall economy of the nation.

With this small overview on TechBharat, we once again take this opportunity to commend the team of IMS Foundation and LUB-K and CSIR-CFTRI for putting up an excellent show.

We like thanks all our sponsors and Exhibitors who have supported us to put this mega conclave-cum-Expo.

We also thank from the bottom our hearts Dr. Sridevi Annapurna Singh, Director CSIR-CFTRI, Mysuru and their excellent staff and students for supporting us since the last week. There are no words to describe their contribution to TechBharat.

- NABARD for Support us at every step
- Government of Karnataka especially the IT/BT and Agricultural Departments for their unstinted and continuous support for TechBharat.
- APIT for being the Event Sponsor
- STPI for their support
- The Trade and Commercial Offices of various nations especially, the Netherlands, Israel, Austria and others.

And all Sponsors and exhibitors for so readily accepting our proposal to be part of TechBharat.

Ideathon Contest

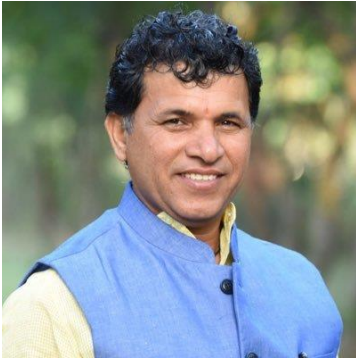
As part of the third edition of TechBharat 2022, Laghu Udyog Bharati-Karnataka (LUB-K) and IMS Foundation organised the Ideathon Challenge for the Academia.

It was a short, intensive, workshop-like experience for students to address some of the most pressing challenges of our time. Participants worked in teams and applied design thinking and innovative learning practices to ideate and collaborate on possible solutions.

In all over 10 problem statements were posed for solutions at the TechBharat Ideathon contest. An eminent Panel of Jury evaluated and mentored the Ideathon Challengers. Five colleges were honoured with the Ideathon Awards as recommended by the Jury members with a cash prize.



Luminaries at TechBharat 3.0: Thus Spake...



Shri Kailash Choudhary, Hon'ble Union Minister of State for Agriculture & Farmer's Welfare Government of India

“It is only through the development of infrastructure, especially at the post-harvest stage that the produce can be optimally utilized with opportunity for value addition and fair deal for the farmers”.



Dr Jitendra Singh, Union Minister of State (I/C) Ministry of Science and Technology; Minister of State (Independent Charge) Ministry of Earth Science; MoS of Prime Minister's Office and Ministry of Personnel, Public Grievances & Pensions, Atomic

Energy and Space, GoI

Agritech Startups are providing relevant and innovative solutions to a number of challenges faced all across the agricultural value chain. A new wave of budding entrepreneurs and emerging startups in the country are leading the way in disrupting the age-old agriculture system with innovative ideas and affordable solutions.



Shri Rajeev Chandrashekar, Union Minister of State for Electronics and Information Technology; Skill Development & Entrepreneurship, Govt of India

“The thrust of the Government right now is how fast we can adopt technology in all segments of the industry.

With the right policy frameworks being formulated, I am sure it is just a matter that India will as a nation go completely digital in the years to come.”



Sushri Shobha Karandlaje, Minister of State for Agriculture and Farmers' Welfare, Govt. of India

“Doubling of farmers’ income in the next few years is the most important agenda of Government of India. ICAR has intensified efforts towards farmers’ participatory research to develop and scale up location specific, cost effective and

climate resilient technologies to enhance agricultural production, productivity and profitability in the agriculture sector and increase farmers’ income.”



Dr. Ashwathnarayan, Hon'ble Minister for Higher Education and, IT/BT/ ST, Government of Karnataka

“We need good solutions to scale up the agriculture sector so that the farming community benefits out of technology related solution in logistics, soil testing, waste management, storing, processes, pesticide

management, disease mitigation and on the whole gamut affecting this community.”



***Shri B C Patil, Hon'ble Minister for Agriculture,
Government of Karnataka***

“Agri start-ups can bridge the missing links in the agricultural value chain and deliver efficient, innovative products, technologies and services to the farmers and consumers. The food and agriculture practices and enterprises in India are poised for transformational changes in line with the new government policies.”



***Shri. Kris Gopalakrishnan, Former CEO, Infosys
Technologies & Chairman, Axilor Ventures***

“Farming activity can become more economically productive if farmers come together to form Farmer Producer Organisation and increase the scale of production. With scale, the cost of inputs can be brought down and the cost of machinery can be shared. Similarly, Adoption of Technology, Market linkages and value-addition will play vital roles in farmers’ growth.”



***Dr. Ashok Dalwai, IAS, CEO, National Rainfed Area
Authority (NRAA), Department of Agriculture,
Cooperation & Farmers Welfare, Govt. of India***

“India needs to build up an institutional mechanism both at the Centre and state levels to utilise the corpus of funds allocated to the agriculture sector so that a robust and integrated Agri value chain management can be created.”



Mr. Rick Nobel- Agricultural Attaché, Netherlands Embassy in India

The agriculture department of the Netherlands Embassy in India focusses on the promising food industry in India. The department assists Dutch food producers in exploring the Indian market and is responsible of boosting awareness about the Dutch food producing expertise



Dr. M. Angamuthu, IAS, Chairman, APEDA, Department of Commerce, GoI

“We are fully committed to transform agriculture and agribusiness with new initiatives in the coming days so that India is recognised as a country at the top of the pyramid when it comes to agriculture ranking is concerned across the globe. There is scope for increasing exports in the field of agriculture and it can be done with tech-driven platforms to bridge the gap between institutions and startups.”



Dr. Sridevi Annapurna Singh, Director, CSIR-CFTRI

“CFTRI has been contributing immensely in the area of Food Processing, Food Safety, Automation in Traditional Foods Preparation, Value Addition to Agri-commodities along with translational sciences. Also our efforts are fully aligned with various national initiatives that cater to every strata of the society while translating knowledge into sustainable products contributing to the progress of the Nation.”



Shri Shirvint Emanuel, Leading Economist from Israel

A “Second Wave of food-agri tech innovation is now put in place in Israel, driven by both the growing global demand for efficient and sustainable food production technologies and the strength of various technologies in Israel such as AI, robotics, data, sensing and computation.



Shri. Sachin Sabnis: President, Laghu Udyog Bharati-Karnataka

“Adopting modern sustainable technology through AgriTech initiatives surely make a difference to Indian agricultural ecosystem. Integrated platform would require sustained investment across multiple phases. A holistic digital platform to embrace e-trading and an online marketplace; seamless supply chains; and smart farming and data-backed advice on risks and mitigation steps, such as short-term weather and long-term soil condition predictions, are need of the hour.”

Key Exhibitors





Marketing and Promotion

Radio



A total of 30 minutes of radio promotion of TechBharat was aired to reach out to the targeted audience. Red FM, Radio Mirch and Big FM aired TechBharat event details. The

Radio campaign was quite effective as there was continuous flow of visitors to the show on four days (one day extended due to high volume of visitors).

Outdoor Banners



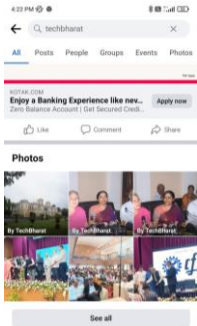
Billboards were placed extensively across the venues in Belagavi, Mysuru and Bangalore to showcase the event.

Specially designed Invitation



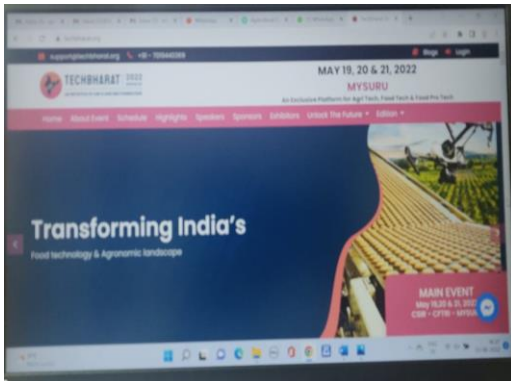
Email Marketing Social Media Website 10,000 targeted Invitation packs and invitations were sent to key decision makers and influencers in agri and food technology Industry including international consulates, embassies and various governmental organisations to participate and showcase innovative products and services.

Social Media



Through active use of social media, TechBharat 2022 built a strong following and presence on Facebook, Twitter, LinkedIn and You Tube. Campaigns began right from the conception of TechBharat 3.0 and continued with its updates on a regular basis till the show successfully concluded. Day to Day updates were posted by a dedicated team of professionals on the Social media during the conference sessions.

Website <https://www.techbharat.org/>



A dedicated landing pages was designed and developed for TechBharat promotion. It attracted several thousand visitors in the time span of December 2021 to May 2022. The website was very interactive and dynamic in nature which helped visitors to have direct interface with organisers.

Press Coverage

Pre and post press conferences were organised to inform about TechBharat event to the targeted audience and the general masses. A cross section of the media, including television, radio, national newspaper and trade magazines extensively covered TechBharat.

Email Marketing

Our targeted and extensive email campaign was our most comprehensive to date, reaching out to over 2,00,000 people from all sections including industry, academia and domain experts.

Press coverage of TechBharat 3.0



ಮೈಸೂರು 04A ಕೃಷಿ, ಷನುಗಾರಿಕೆ ಹಕ್ಕು ಪದ್ಧತಿಯಲ್ಲಿ ನೋಡದಿರಿ

ಶೇಕಡಾ 20ರಷ್ಟು ಮತ್ತೆ ಸುಧಿಸುತ್ತಿದ್ದು ಇದ್ದು ಬಿಡುಗಡೆ - 2022 ಉದ್ಘಾಟನೆ

ವಿಜಯ ಸಂಪದಿನವರ ದೋಣಿಗಳ ಘಟನೆ

ಕೃಷಿ, ಷನುಗಾರಿಕೆ ಹಕ್ಕು ಪದ್ಧತಿಯಲ್ಲಿ ನೋಡದಿರಿ

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ಕೃಷಿ ವಲಯದಲ್ಲಿ ಉದ್ಯಮ ಸಾಧಕ ತೆರೆದಿಟ್ಟು ಟೆಕ್ ಭಾರತ್

ಆರೋಗ್ಯಕರವಾಗಿ ಯಶಸ್ವಿ ಕಂಠ ನಮಿಸಿ ದೈತರ ಸಮರ್ಥನೆ ಪರಿಷಾರ್ಕಿಯು

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Key Exhibitors



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syngenta



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- **Miklen Bio**
- **Syngenta**
- **Sree Krishna Agrofert**
- **ARB Oraganic Farms**
- **Fluxgen Engineering**
- **D P K Engineers**
- **FASAL- Wolkus Technology Solutions Pvt. Ltd.**
- **Samhitha Crop Care**
- **Aaradhya agro**
- **Supreem Pharmaceutical**
- **Sarvaay Solutions Llp**
- **Tracex Technologies**
- **Sekhara Agro**
- **Elemac Technopac Machinerics Pvt. Ltd**
- **Mycovation**
- **Dotexp Llp**
- **Faraday Ozone Pvt Ltd**
- **Praras Bio Sciences Private Limited**
- **Algae Centre**
- **Dr Pashu Technologies LLP**
- **International Rice Research Institute**
- **Lakshmi Food Machinery**
- **NONTOXIC.IN**
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- **Umapathy Coconut Farm**
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- **Asha Gruha Udyog**

- **Manasa Agencies**
- **NETAFIM**
- **NIFTM - T**
- **NESTLE**
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- **DFRL -DRDO**
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- **Farms Fork Tech**
- **Tapah Mechatronics Private Limited**
- **BELUR KITCHEN EQUIP**
- **Costbo Service Pvt Ltd**
- **Ministry of Agriculture and Farmers Welfare**
- **Milky Mist Dairy Food Pvt. Ltd**
- **SLN Coffee (LEVISTA)**
- **Garuda Areo Space**
- **Iotechworld**
- **Iotechworld**
- **Vau Techovation**
- **Wow Factors**
- **Beegle**
- **Prakhoj**
- **Lakshmi Foods**
- **NOPH PVT**
- **Naganetra Food Processing**
- **Prakrithi Foods**
- **Niragh Foods**
- **Bhogaraju Foods Pvt Ltd**
- **Aadhya Products**
- **Belli The Farmer**

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- **NABARD - Wayanad Green Tea Producer Company**
- **NABARD - ISAAYU Farms Pvt Ltd**
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- **NABARD - Raithmaitra**
- **NABARD - Satyukt Analytics**
- **NABARD - Ramapura Farmers Producer Company**
- **NABARD - BG Pura Ragi Raita Utpaadakara Company**
- **NABARD - NUCO EXPERTS PVT LTD**
- **NABARD - MAGOZING**
- **NABARD - Janadhanya Farmers**
- **NABARD - Indervervelly FPO**
- **NABARD - Kazhani**
- **NABARD - Onsun Exports Pvt Ltd**
- **NABARD - Jamuvant Agro Producer Company Ltd**
- **ICAR - Indian Institute of Soil Science, Bhopal, AICP ON STCT, University of Agriculture Science Bangalore**
- **ICAR - Indian Institute Of Spices Research**
- **ICAR - Central Institute Of Fisheries Technology**
- **ICAR- Central Institute Of Agricultural Engineering, Bhopal**
- **ICAR-Central Marine Fisheries Research Institute**
- **ICAR - Central Institute Of Fisheries Technology, Cochin**
- **ICAR - NAARM**
- **UAS - Bangalore**
- **NITTE - Meenakshi**
- **Department Of Agriculture**
- **SWAL**
- **Nectar Fresh**
- **FASSAI**
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- **Aqua Marina**

Post-Event Digital Coverage



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TECHBHARAT 2022
Transforming India's Food Technology & Agronomic Landscape

**TECHBHARAT 2022 AGRI-FOOD TECH
CONCLAVE-CUM-EXPO**

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Communication Address



IMS
FOUNDATION



No. 614, 100 Feet Ring Road, 3rd Floor, Banashankari 3rd Stage, Kittur Rani Chennamma Circle
(Behind Deve Gowda Petrol Bunk), Bengaluru - 560 085.
Tel: 9986884720 | Email: support@techbharat.org | Website : www.techbharat.org