



**National Conference on**  
**India - An Emerging Global Food Hub:**  
***Role of Sustainable Crop Protection***  
***Solutions***

**27<sup>th</sup> - 28<sup>th</sup> September 2023, New Delhi**

**Media Coverage Report**

## PRESS RELEASE

### **Farmer centric sustainable technology adoption key to India's agriculture growth**

#### ***CropLife India & YES BANK Knowledge Report estimates indicate that INR 2 lakh crores worth of crop yield is lost annually due to pests in the country***

*Two State Agriculture Ministers, Government, Academia & Agro-chemical Industry deliberate on the **India - An Emerging Global Food Hub: Role of Sustainable Crop Protection Solutions** during the National Conference organized on the occasion of 43<sup>rd</sup> AGM of CropLife India*

**New Delhi, 28<sup>th</sup> September 2022:** [CropLife India](#); the association of leading domestic and Multinational R&D driven crop science companies; organized a **National Conference** on the occasion of its 43<sup>rd</sup> AGM. The conference witnessed the congregation of two Agriculture Ministers from the key States of Andhra Pradesh and Haryana; senior Government officials, experts, academia and industry leaders. YES BANK was the Knowledge Partner for the event.

Deliberations during the National Conference focused on the theme “**India - An Emerging Global Food Hub: Role of Sustainable Crop Protection Solutions**”. The focus of the Inaugural Session was “*The Rise of Indian Agriculture – World's Emerging Food Basket & the Role of States*”. Plenary Session I focussed on “*Women driving the growth of Indian Agriculture*” and the Plenary Session II dwelled on “*Innovations for the New-Age Farmers*”. The Valedictory Session deliberated on “*Role of Agrochemicals in the growth of Indian Agriculture*”.

During his inaugural address **Shri Kakani Govardhan Reddy, Hon'ble Minister of Agriculture Government of Andhra Pradesh** shared that, “The State Government is committed towards Farmers' education for enhanced use of new technology in agriculture; which has led to multiple novel initiatives viz. 'E-KYC Know Your Crop' aiming to provide farmers with essential digital resources. The State is considering

#### **CropLife India & YES BANK Knowledge Report**

##### **Highlights**

- In India, estimates suggest that about **INR 2 lakh crores** worth of crop yield is lost annually due to pests.
- Indian agriculture is **Feeding a massive 1.43 billion population**
- Contrary to the myths, **the crop protection usage in India is just at 0.37 kg / hectare** compared to a staggering 11.24 kg/hectare in Japan.
- The crop protection industry in India is undergoing a **Transformation from a product-centric to a sustainable solution-centric approach**, wherein "beyond-crop protection" offerings are being provided to farmers.
- **Agtechs (including drone-techs)** are changing the way agri-inputs are delivered to farmers, the way agri-inputs are applied in the farm as well as the way farmers are linked to markets. Usage of drones is a big game changer not only for the way that crop protection solutions are applied on field, but also for providing additional income generating activities in rural areas by promoting entrepreneurship.
- The State Governments have a big role to play in enabling **Ease of Doing Business** and **Ease of Doing Agriculture**.
- CropLife India believes that the State Governments will play an imminent role in paving a “**Public-Private Pathway**” for capacity building and awareness creation
- India now stands as the **2<sup>nd</sup> largest exporter** of agrochemicals globally, after China, making it a key participant in the global crop protection industry.



implementing the State *Minimum Support Price Act* to further bolster inclusive agricultural practices”.

**Shri J. P. Dalal, Hon’ble Minister of Agriculture Government of Haryana** said, “Farmers of Haryana are being encouraged to take up crop diversification and produce as per the market demands. Asia's largest market, spanning over 550 acres, is under construction in Ganaur in Haryana, and will be better than the markets in developed countries like Spain and France. The market would provide farmers with facilities for grading, packaging and sorting at the block and tehsil levels, thus helping in export quality products to the international market”.

**Dr. Ashok Dalwai, Chairman, Empowered Committee Doubling Farmers’ Income, Ministry of Agriculture & Farmers’ Welfare, Government of India** participated in the Industry Leaders’ Interaction and shared his views on the public private partnership for providing better technologies to the farmers for increasing the productivity and the production and also suggested for data based research studies.

**Dr. P. K. Singh, Agriculture Commissioner, Ministry of Agriculture & Farmers’ Welfare, Government of India** said, “Adopting the 'One Health' approach to balance and optimize the health of people, animals and the environment is non-negotiable for the nation’s growth. The role of technology in enabling multiple crop cycles in the same field; educating farmers and reframing the perception of agrochemicals is the need of the hour”.

**Dr. Vishal Choudhary, Dy. Industry Advisor, Ministry of Chemicals & Fertilisers,** said, “The Ministry has established an *Industry Facilitation Cell* to address industry’s issues and efforts are underway towards creation of dedicated courses for agrochemicals; which would help in responsible use”.

**Dr. S. C. Dubey, ADG (Plant Protection), Ministry of Agriculture & Farmers Welfare, Government of India** shared, “Agrochemicals are crucial for minimizing crop losses and increasing productivity, along with Nutrient & water management. Investment in R&D is imminent for sustainable agriculture and policies should be prioritized towards environmental sustainability, farmer well-being,] and long-term profitability”.

**Dr. K. C. Ravi, Chairman, CropLife India** said, “As India emerges as a Global Food hub, the need for a predictable, stable and science based policy and regulatory regime for the proper growth of the crop protection sector is imperative. This would promote innovation and new product introduction to address the current and upcoming challenges faced by farmers; while paving the way with introduction of cutting edge technologies like Artificial Intelligence and Drones”.

**Ms. Chhavi Rajawat**, first MBA Sarpanch, **Ms. Sangeeta Bojappa**, **Dr. Anupama Singh**, Scientist, IARI and **Ms. Nisha Solanki**, First Woman Drone Pilot of Haryana participated in a session focused on “Women driving the growth of Indian Agriculture”.

The crop protection industry has been making an immense contribution to Indian Agriculture in the last 77 years and is committed to continue the same. CropLife India members are not only committed to bring latest and safer innovations and are equally committed to educate farmers on their safe and responsible use. CropLife and its member companies would like to continue to contribute in creating a science-based, pragmatic and stable regulatory environment.

CropLife members continue to work closely with farmers, scientific community and policy makers to address current as well as future challenges. However, the cost of research has gone up and it is estimated that the cost of discovery and development of a new active ingredient is **around INR 2000 crores**. If Indian agriculture must flourish, be more competitive, quality driven, reducing wastages as well as losses to enable our farmers to be more successful, it is absolutely essential that a progressive policy environment is in place that fosters innovations.

### About [CropLife India](#):

[CropLife India](#) is committed to advancing sustainable agriculture and it is an association of 16 R&D driven member companies in crop protection. We jointly represent ~ 70% of the market and are responsible for 95% of the molecules introduced in the country. Our member companies have annual global R & D spend of 6 billion USD and are firmly committed to engaging with the farming community to enable Safe, Secure Food Supply.

Our member companies were established in India as far back as the 1950s; we continue to work hand-in-hand with the Government to build the agriculture sector – from direct investment of building factories, jobs creation, bringing in agriculture innovation and working endlessly over the years with multi-stakeholders to enhance agriculture productivity.














#### Our Members







#### Our Associate Members



## Coverage Grid

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
1		<a href="http://NewsVair.com">NewsVair</a>	2,018,804	35	News Publishing
2		<a href="http://ANI.com">ANI News</a>	1,983,105	77	News Publishing
3		<a href="http://PressTrustofIndia.com">Press Trust of India</a>	200,101	66	News Publishing
4		<a href="http://JioNews.com">Jio News</a>	3,003,669	33	News & Entertainment
5		<a href="http://GoogleNews.com">Google News</a>	83,861,608,788	95	Media & Information
6		<a href="http://Zee5.com">Zee 5</a>	21,827,969	61	News Publishing
7		<a href="http://TheWeek.com">The Week</a>	852,551	78	News & Information
8		<a href="http://Devdiscourse.com">Devdiscourse (PTI)</a>	979,599	61	Development News
9		<a href="http://TheAsianChronicle.com">The Asian Chronicle</a>	21,877	23	News & Information
10		<a href="http://LokmatTimes.com">Lokmat Times</a>	455,439	51	News Publishing
11		<a href="http://AgroSpectrumIndia.com">Agro Spectrum India</a>	24,179	20	News
12		<a href="http://AgriFoodToday.com">Agri Food Today</a>	1,667	5	Business
13		<a href="http://PunjabNewsExpress.com">Punjab News Express</a>	115,443	49	News & Entertainment

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
14		<a href="http://WebIndia123">WebIndia123</a>	3,883,793	68	News Publishing
15		<a href="http://The Covai Post">The Covai Post</a>	45,935	39	South Indian News
16		<a href="http://Daily Hunt">Daily Hunt</a>	14,892,874	60	News & Information
17		<a href="http://British News Network">British News Network</a>	697	16	Business Services
18		<a href="http://General">General</a>	970	14	Business
19		<a href="http://Latestly">Latestly</a>	5,435,123	66	Media & Information
20		<a href="http://Menafn">Menafn</a>	411,898	78	News Publishing
21		<a href="http://Textile Value Chain">Textile Value Chain</a>	72,659	35	Business
22		<a href="http://Fashion Value Chain">Fashion Value Chain</a>	22,937	9	News
23		<a href="http://France Network Times">France Network Times</a>	3,060	18	News & Opinion
24		<a href="http://Headlines of Today">Headlines of Today</a>	37,845	68	Business News
25		<a href="http://Sri Lanka Island News">Sri Lanka Island News</a>	212	15	News
26		<a href="http://The Connect TV">The Connect TV</a>	14,938	5	Business News
27		<a href="http://World News Network">World News Network</a>	545	20	News & Information

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
28		<a href="http://Gadget2.in">Gadget2.in</a>	788	25	News Publishing
29		<a href="http://Sangri Buzz">Sangri Buzz</a>	23,876	8	News & Entertainment
30		<a href="http://Birmingham All News Network">Birmingham All News Network</a>	182	14	Business News
31		<a href="http://England News Portal">England News Portal</a>	273	19	News & Information
32		<a href="http://Vishva Times">Vishva Times</a>	22,392	40	News & Information
33		<a href="http://Indian Economic Observer">Indian Economic Observer</a>	2,727	29	Business & Economy
34		<a href="http://Things of Business">Things of Business</a>	N/A	1	Business
35		<a href="http://Capitol Hill Reporter">Capitol Hill Reporter</a>	636	18	Business
36		<a href="http://East Coast American News">East Coast American News</a>	273	16	Business Services
37		<a href="http://Florida Breaking News">Florida Breaking News</a>	11,060	13	Business News
38		<a href="http://Gujarat Samachar">Gujarat Samachar</a>	15,599	20	Business
39		<a href="http://India Online News">India Online News</a>	3,091	9	News & Information
40		<a href="http://Samachar Live">Samachar Live</a>	35,209	54	News & Entertainment
41		<a href="http://The Good">The Good</a>	3,121	14	Business

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
42		<a href="#">The Indian News Hub</a>	1,000	12	News Publishing
43		<a href="#">The Startup Post</a>	5,969	4	Business & Startups
44		<a href="#">VyapaarJagat</a>	2,576	28	News & Trends
45		<a href="#">British Columbia Times</a>	667	15	Business & Corporate
46		<a href="#">Media Express 24</a>	18,271	14	News & Information
47		<a href="#">Rashtra News</a>	2,424	54	News
48		<a href="#">Report Story</a>	212	11	Business Services
49		<a href="#">TheStyle.World</a>	29,027	54	News & Information
50		<a href="#">Business Review Live</a>	5,242	13	Business News
51		<a href="#">Delhi Live News</a>	667	18	Business
52		<a href="#">EBharat</a>	8,696	26	News
53		<a href="#">Krishi Jagran</a>	1,671,045	43	Auto Mobile
54		<a href="#">London Channel News</a>	8,302	17	Business & Corporate
55		<a href="#">Los Angeles Evening Despatch</a>	212	18	Media & Information



S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
56		<a href="http://Planet Report">Planet Report</a>	14,938	11	News Publishing
57		<a href="http://View 19">View 19</a>	242	5	News
58		<a href="http://Earthnews 4 u">Earthnews 4 u</a>	1,333	10	News Publishing
59		<a href="http://Mangalore Mirror">Mangalore Mirror</a>	424	26	News Publishing
60		<a href="http://Hyd News">Hyd News</a>	6,181	28	Business News
61		<a href="http://Media Bulletins">Media Bulletins</a>	40,966	32	News
62		<a href="http://SustainabilityNext">SustainabilityNext</a>	20,453	25	News & Opinion
63		<a href="http://AgriculturePost">AgriculturePost</a>	40,996	28	News & Information
64		<a href="http://Auto Fans">Auto Fans</a>	24,755	6	Auto Mobile
65		<a href="http://Daily 24x7 News">Daily 24x7 News</a>	727	56	Media & Information
66		<a href="http://Daily Prabhat">Daily Prabhat</a>	848	24	News
67		<a href="http://e2newz">e2newz</a>	3,000	13	News & Opinion
68		<a href="http://Indian News Network">Indian News Network</a>	424	21	News
69		<a href="http://News Online News">News Online News</a>	3,000	56	News & Trends

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
70		<a href="http://Punjab Newsline">Punjab Newsline</a>	620	44	News & Information
71		<a href="http://US World Today">US World Today</a>	179,255	15	News Publishing
72		<a href="http://Blurb It Up">Blurb It Up</a>	1,182	9	Business & Corporate
73		<a href="http://Nation News">Nation News</a>	15,241	18	News & Information
74		<a href="http://News Herbs">News Herbs</a>	N/A	9	News & Information
75		<a href="http://Newsinc 24">Newsinc 24</a>	522,827	9	News & Information
76		<a href="http://Sangbad Ekalavya">Sangbad Ekalavya</a>	3,363	13	Business & Corporate
77		<a href="http://The Business Daily">The Business Daily</a>	3,272	16	Business
78		<a href="http://Trending News">Trending News</a>	2,333	15	News & Trends
79		<a href="http://News8 Plus">News8 Plus</a>	47,965	36	Media & Information
80		<a href="http://Newsr">Newsr</a>	55,873	48	Business News
81		<a href="http://Article News Today">Article News Today</a>	N/A	1	News & Information
82		<a href="http://One News Page">One News Page</a>	212,706	62	News Publishing
83		<a href="http://Web News India">Web News India</a>	242	54	News & Information

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
84		<a href="#">Biz News Connect</a>	5,606	17	News Publishing
85		<a href="#">Daily Flash News</a>	3,454	10	Media & Information
86		<a href="#">Life Care News</a>	212	17	Media & Information
87		<a href="#">Maharashtra Samachar</a>	121	17	News
88		<a href="#">News Online Media</a>	37,814	20	News
89		<a href="#">Techgraph</a>	31,542	31	Technology
90		<a href="#">The News Watch</a>	818	11	News & Opinion
91		<a href="#">The Reality Hunt Live</a>	125,139	17	Business & Corporate
92		<a href="#">West Bengal Khabar</a>	727	21	Business & Corporate
93		<a href="#">The Image Connect</a>	3,091	11	News Publishing
94		<a href="#">Probity in Politics</a>	N/A	1	News Publishing
95		<a href="#">Views Wall</a>	424	8	News & Information
96		<a href="#">Washington DC Despatch</a>	2,182	11	Media & Information
97		<a href="#">Buffalo Despatch</a>	1,515	15	Business & Corporate

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
98		<a href="http://www.goodreport.com">Good Report</a>	3,091	11	News Publishing
99		<a href="http://www.news2new.com">NewsZNew</a>	69,084	60	News & Information
100		<a href="http://www.rajasthankhbar.com">Rajasthan ki Khabar</a>	273	20	Business & Corporate
101		<a href="http://www.goearth.com">Go Earth</a>	697	12	Media & Information
102		<a href="http://www.mppradeshchronicle.com">Madhya Pradesh Chronicle</a>	1,303	18	Business & Corporate
103		<a href="http://www.maldivesstarplus.com">Maldives Star Plus</a>	758	14	News
104		<a href="http://www.newsdeck.com">News Deck</a>	455	10	Media & Information
105		<a href="http://www.newsedge360.com">News Edge 360</a>	364	60	News & Information
106		<a href="http://www.sports-halchal.com">Sports Halchal</a>	3,575	52	News & Opinion
107		<a href="http://www.up-today.com">UP Today</a>	879	14	Business & Corporate
108		<a href="http://www.bihartimes.com">Bihar Times</a>	455	22	Business & Corporate
109		<a href="http://www.bihar24x7.com">Bihar24x7</a>	758	17	Business & Corporate
110		<a href="http://www.biznewsdesk.com">Biz News Desk</a>	879	31	News
111		<a href="http://www.thebizzstories.com">Bizz Stories</a>	455	10	News


S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
112		<a href="#">GrowNxt Digital</a>	10,787	4	News Publishing
113		<a href="#">Haryana Today</a>	485	21	Business & Corporate
114		<a href="#">News Chronicle</a>	455	10	News Publishing
115		<a href="#">News Huts</a>	N/A	1	News & Information
116		<a href="#">Rashtra Baan</a>	667	52	Media & Information
117		<a href="#">Samachar News</a>	455	19	News & Information
118		<a href="#">Sangri Express</a>	152	7	Media & Information
119		<a href="#">Sangri Today Spotlight</a>	68,205	22	News & Information
120		<a href="#">Chhattisgarh Today</a>	1,485	20	Business & Corporate
121		<a href="#">Gujarat Varta</a>	455	17	Business & Corporate
122		<a href="#">Hello Kotpad</a>	1,394	10	News & Information
123		<a href="#">Local News Paper</a>	5,575	17	News & Information
124		<a href="#">Miami News Herald</a>	3,212	15	Business & Corporate
125		<a href="#">Share Price India</a>	9,120	14	Business & Finance

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
126		<a href="#">The Saransh</a>	13,453	2	News Publishing
127		<a href="#">Himachal Patrika</a>	455	16	Business & Corporate
128		<a href="#">The Kolkata Mail</a>	30,118	25	News & Information
129		<a href="#">Kashmir Breaking News</a>	485	22	Business & Corporate
130		<a href="#">News Time Now</a>	7,848	21	News & Information
131		<a href="#">Odisha Post</a>	576	22	Media & Information
132		<a href="#">Nasheman</a>	13,696	32	News & Opinion
133		<a href="#">The Reporting Today</a>	273	16	Media & Information
134		<a href="#">Notable Today</a>	212	11	News & Opinion
135		<a href="#">Daily 24x7 Bollywood News</a>	3,545	52	News & Entertainment
136		<a href="#">News Blare</a>	11,666	60	News & Information
137		<a href="#">North East Times</a>	545	22	Business News
138		<a href="#">Vanakkam Tamil Nadu</a>	455	18	News & Opinion
139		<a href="#">Business Lend</a>	58,206	54	News & Opinion

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
140		<a href="#">Online Media Cafe</a>	1,606	31	Business News
141		<a href="#">Kashmir Newslines</a>	4,121	19	Business News
142		<a href="#">Startup City</a>	20,271	20	Business & Startups
143		<a href="#">The CEO Magazine</a>	101,869	37	Business & Startups
144		<a href="#">Telangana Journal</a>	485	17	News & Information
145		<a href="#">IBG News</a>	36,299	24	Business
146		<a href="#">Live Chronicle</a>	455	13	Development News
147		<a href="#">Punjab Live</a>	455	23	Business & Corporate
148		<a href="#">South India News</a>	209,131	15	Business & Corporate
149		<a href="#">Startup Terminal</a>	21,968	24	Business & Startups
150		<a href="#">Indore Dil se</a>	1,091	11	News & Information
151		<a href="#">MTI News</a>	24,058	22	News & Information
152		<a href="#">Face 2 News</a>	3,939	19	News & Information
153		<a href="#">Bolly Chakkar</a>	492,951	10	News & Trends

S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
154		<a href="http://www.jharkhandtimes.com">Jharkhand Times</a>	455	19	Business & Corporate
155		<a href="http://www.timesofnation.com">Times of Nation</a>	515	18	Media & Information
156		<a href="http://www.theasianheadlines.com">The Asian Headlines</a>	N/A	52	News & Information
157		<a href="http://www.odisharay.com">Odisha Ray</a>	14,453	15	News Publishing
158		<a href="http://www.andhrapradeshmirror.com">Andhra Pradesh Mirror</a>	485	16	Business & Corporate
159		<a href="http://www.startagist.com">Startagist</a>	19,089	18	Business & Finance
160		<a href="http://www.5dariya.com">5 Dariya News</a>	83,325	73	News & Information
161		<a href="http://www.thenationexpress.com">The Nation Express</a>	44,814	6	Media & Information
162		<a href="http://www.internationalbrandequity.com">International Brand Equity</a>	13,241	20	Market & Brands
163		<a href="http://www.sp-times.com">SP Times</a>	3,485	8	Business & Startups
164		<a href="http://www.times-tech.com">Times Tech</a>	1,333	35	Technology
165		<a href="http://www.karnatakalive.com">Karnataka Live</a>	727	18	Business & Economy
166		<a href="http://www.ibtn9.com">IBTN9</a>	7,363	29	News & Opinion
167		<a href="http://www.thehansindia.com">The Hans India</a>	1,796,033	78	News & Information



S.No.	Logo	Website	Potential Monthly Traffic	Domain Authority (DA)	Industry
168		<a href="#">Techphlie</a>	29,361	21	Technology
169		<a href="#">New Delhi Times</a>	59,418	54	News Publishing
170		<a href="#">Uttarakhand News Network</a>	34,481	31	News Publishing
171		<a href="#">Abhitak News</a>	1,273	20	News & Information
172		<a href="#">Biz Wire Express</a>	21,998	33	Business
173		<a href="#">Business Views</a>	4,394	19	News Publishing
174		<a href="#">Indus Valley Times</a>	16,332	13	News & Information
175		<a href="#">BizNext India</a>	6,575	14	Business & Finance
176		<a href="#">Crack of Dawn</a>	1,424	13	News & Opinion
177		<a href="#">Toronto Sun Times</a>	7,030	18	Lifestyle
178		<a href="#">White House News</a>	3,212	15	Business & Corporate