

## National Conference on Crop Protection Products sale on E-commerce Platforms: *Opportunities, Challenges & Way Forward*

**21<sup>st</sup> January 2026 (Wednesday): 10:30 – 16:00 Hrs, Silver Oak, India Habitat Centre, New Delhi**

### Agenda

With the increasing digitalization and growth of online platforms, agricultural inputs are now widely available for sale on e-commerce sites. This offers farmers a convenient access to these products delivered directly at their door step. Crop Protection Products are regulated by various Rules & Acts. Good quality Crop Protection products are required to effectively control the Insect-Pests. However, a lot of products are being sold without proper compliance. Farmers, Industry & E-Commerce Platform are facing a lot of challenges. The key objectives of the conference are to create awareness amongst various stakeholders to ensure compliances and also to promote availability of genuine products to the farmers.

**Registration – 10:00 AM onwards**

<b>Inaugural Session: 10:30 – 11:15 hrs</b>		
<b>E-commerce Platforms: <i>Convenience vs Compliance</i></b>		
E-commerce gives farmers, especially those in remote locations, new opportunities to conveniently access a variety of products, compare prices, and make informed decisions—essentially bringing the market right to them. However, the absence of compliance of online rules can lead to the sale of illegal, illicit unregistered, fake, or banned products. The discussion will focus on the various aspects of such concerns.		
10:30 - 10:40	Welcome & Opening Remarks	<b>Mr. Ankur Aggarwal</b> Chairman, CropLife India
10:40 - 10:45	Address by Industry	<b>Mr. Ravi Shankar</b> , Domain Lead -Agriculture Open Network for Digital Commerce (ONDC)
10:45 - 10:55	Address by Guest of Honour	<b>Dr. Subhash Chand</b> , Secretary, CIB&RC, Government of India
10:55 – 11:10	Address by Chief Guest	<b>Dr. P. K. Singh</b> , Agriculture Commissioner Ministry of Agriculture & Farmers Welfare, Government of India
11:10 - 11:15	Vote of Thanks	<b>Ms. Neetu Kapasi</b> , Director, CropLife India
11:15 - 11:45	<b>Tea break</b>	
11:45 – 12:00	<b>Special Session: Global Best Practices for Agrochemical sale on E-Commerce Platforms</b>	<b>Ms. Marie Goh</b> Associate Director – Stewardship & Stakeholder Partnership, CropLife Asia
<b>Technical Session: 12:00-13:30 hrs</b>		
<b>Panel Discussion: Online Sale of Crop Protection Products- <i>Opportunities &amp; Challenges</i></b>		
E-commerce platform helps to reach more customers digitally round the clock with door step delivery. However, there are challenges such as low digital skills, concerns about product quality, authenticity and lacking in ensuring compliance with licensing, certification etc.		
12:00 - 12:10	Special Address by Session Chair	<b>Dr. O. P. Wali</b> Head (Research) & CVO, Indian Institute of Foreign Trade, Government of India
12:10 – 12:20	Special Address by Session Co-Chair	<b>Dr. Avnish Tomar*</b> Deputy Director (Chemistry) CIB&RC, Government of India
12:20 – 13:20	Session Moderator	<b>Mr. Raju Kapoor</b> Lead-State Affairs Committee, CropLife India & Director - Public & Industry Affairs, FMC India Pvt. Ltd.

	Panelists	<ul style="list-style-type: none"> <li>➤ <b>Mr. Rajeev Angiras</b>, Co-Lead-AIT Committee, CropLife India</li> <li>➤ <b>Mr. Rohit Raj</b>, Senior Counsel (South Asia) at Corteva Agriscience</li> <li>➤ <b>Mr. Ankit Virmani</b>, Legal Expert</li> <li>➤ <b>Mr. Rob Strey</b>, Co-Founder and CTO of Plantix Agritech</li> <li>➤ <b>Mr. Tanmay Bakshi</b>, Head of Supply &amp; Partnership, Agrim</li> </ul>
<b>13:20 – 13:25</b>	Q&A	
<b>13:25 – 13:30</b>	Vote of Thanks	<b>Dr. Garima Pandey</b> , Member-Stewardship & AIT Committee, CropLife India
<b>13:30-14:30</b>	<b>Lunch Break</b>	
<b>Technical Session-14:30 -16:00 hrs</b> <b>Panel Discussion: Way Forward – Strengthening Regulatory Frameworks, Ensure Compliances &amp; Building Farmer Trust</b> The various rules & acts such as Consumer Protection (E-Commerce) Rules, 2020, Insecticide rules, Insecticides act 1968 & 1971, relevant IT acts etc. regularize the sale of CPP on E-commerce platforms. There is a need to develop a harmonized eco-system to increase the online sale of genuine products through E-Commerce Platforms. This session will focus to explore ways to strengthen the existing system and ensure compliances to supply of quality crop protection products to the farmers		
<b>14:30 – 14:40</b>	Special Address by Session Chair	<b>Shri Ashutosh Agarwal*</b> Director (CCPA) Legal Metrology Ministry of Consumer Affairs, Food & Public Distribution, Government of India
<b>14:40 – 14:50</b>	Special Address by Session Co-Chair	<b>Dr. K. L. Gurjar</b> Joint Director CIB & RC, Government of India
<b>14:50 – 15:50</b>	Session Moderator	<b>Mr. Rajvir Rathi</b> , Lead- Advocacy & Communication Committee, CropLife India & Director-Agricultural Affairs & Policy, Bayer Crop Science India
	Panelists	<ul style="list-style-type: none"> <li>➤ <b>Ms. Sanjoli Bhat</b>, Lead-AIT Committee, CropLife India</li> <li>➤ <b>Mr. Ashish Kothari</b>, CP Industry Legal Expert</li> <li>➤ <b>Mr. Kamlesh Kumar Sharma</b>, President (Agri-Input), DeHaat</li> <li>➤ <b>Mr. Hitesh Kumar Gauswami</b>, Founder, AgriBegri</li> </ul>
<b>15:50 – 15:55</b>	Q&A	
<b>15:55 – 16:00</b>	Vote of Thanks	<b>Mr. Girish Ahuja</b> , Member-Stewardship & AIT Committee, CropLife India

\*Confirmation Awaited

16:00 onward- High Tea