



Confederation of Organic Industry of India (COII)

# Start Up Summit & Expo



## RISING CHHATTISGARH

Emerging Hub  
for

### “Food Processing & Organic Kheti”

# B2B SUMMIT

Date : 1st May to 3rd May 2020  
Indira Gandhi Agricultural University  
Raipur, Chhattisgarh

Confederation of Organic Industry of India (COII)

## **India Organic and Food Processing Scenario:**

The Indian Organic Food market has reached to a value of US \$ 704 million in 2018-2019 and currently exhibiting strong growth. A major factor driving the demand of organic food is rising levels of healthy awareness in the country. Indian consumers have started giving attention to the nutrient content and the quality of food they eat, thereby leading the rising demand of organic food. Moreover, driven by factors such as strong economic growth, urbanization, and rising income levels, the consumer expenditure on health and welfare products have increased significantly.

The state is identified as one of the richest bio-diversity areas in the country. It is the 7th largest producer of rice in the country, according for 6% of the country's total rice production. Grain and Cereals constitutes over 43% of state's total agriculture produce. The state government has taken several measures to create modern infrastructure, provide integrated and complete presentation infrastructure facilities from the farm gate to the consumers and effective backward and forward linkages.

## **Global Organic and Food Processing Scenario :**

Market research estimates that the global organic food and beverages market will grow from the current level US \$ 124.7 billion to around US \$323 billion by the end of 2024 which is compound annual growth rate (CAGR) of nearly 15 %.

The Food Processing market is expected to reach an estimated \$4.1 trillion by 2024 with a CAGR of 4.3 % from 2019 to 2024. The future of the Food Processing Market looks promising with opportunities in beverage, dairy, meat and poultry, convenience food and snacks, fruits and vegetables and seafood industries.

## **Organic Mission – Chhattisgarh:**

Chhattisgarh is a very potential state especially in terms of its diversity and many parts of the state are by default organic. Chhattisgarh has already launched its Organic Mission and is being extended to cover 12 districts of the state. The mission envisages promoting organic farming in the selected districts and building market linkages for the organic produce of farmers. During this course, it is imperative to provide support to stakeholders and to update them with recent developments in the organic sector. The right support and services will definitely help the state in achieving its mission.

## **Organic and Food Processing potential in Chattisgarh**

1. Medicinal Hub: 44% Forest cover, potential for natural herbs and medicinal plants
2. Spice Hub: Chilli, Turmeric, Ginger is grown in large scale
3. Horticultural hub - Fruits and vegetables grown in large areas provide, ample scope for fresh produce and processing industries
4. Agribusiness like Apiculture, Sericulture, Dairy farming, Mushroom cultivation etc
5. Favorable economic and agricultural policies of the state.

Department of Commerce & Industries, Government of Chhattisgarh is committed to promote food processing in the State and has identified food processing as the focus sector for investments under Industrial Policy 2014-19. State has also formulated Food Processing Policy 2012- 2017 and Chhattisgarh Mission on Food Processing Policy 2016 to promote food processing. The major objectives are:

- i. To create modern infrastructure for food processing closer to production areas.
- ii. To provide integrated and complete preservation infrastructure facilities from the farm gate to the consumer.
- iii. To create effective backward and forward linkages by linking groups of producers/ farmers to the processors and markets through well equipped supply chain.

- iv. To enhance the income of the farmers of the State Value addition of the Agriculture produce, Fruits & Vegetables and Pulses & Oilseeds in the State.
- v. Generation of new opportunities of employment in the agro and food processing sector.
- vi. Provision the secured storage for Agriculture produce, Pulses & Oilseeds and Fruits & Vegetables etc. in the State.
- vii. Ensure better price of agriculture produce to the farmers of the state.
- viii.Reduction in cost of production of the agro and food processing products and to make its marketing easy.
- ix. Ensure availability of the food materials to the public of the State of good quality at justified prices.
- x. To encourage farmers of the State to diversify for farming of fruits & vegetables and other cash horticulture crops as alternatives of paddy by development of the Agro & Food Processing Industries.

## **Business Meet on Food Processing & Organic Chhattisgarh**

Series of focused business summits, exhibitions, seminars and workshops on Organic North East with following focus areas:

- National and Regional policies for FMCG and organic
- Empowerment of individual farmer and their organizations including self help groups
- Implementation of Organic value Chain
- Food Processing; Importance and opportunity
- Best Practices on Post Harvest Management
- Packaging and its importance
- Minimization of wastes with better infrastructure for storage and better transport
- Innovative Technologies & Sustainable Business Models suited for the region
- Revenue models to facilitate and encourage Public Private Partnership and corporate sourcing
- Branding and e-commerce of food & organic products.
- Certification for organic
- Development of exports across adjoining international borders
- Ecopreneurship for the organic farmer from North East

### **Who can Participate:**

- Policy makers / Central Govt./ State Govt. Officials.
- Researchers, scientists and faculty from institutes and universities.
- Progressive farmers, farmers groups, NGOs & students.
- Traders, exporters, importers & entrepreneurs.
- Potential Start-ups
- Companies with organic and sustainable farming projects.
- Supermarkets / Retail chains / retailers.
- Executives of food/ hotel industry.
- Banks and financial institutions.
- Certifying bodies / Quality analysis laboratories.
- Consumers / consumer organizations /forums.

### **Exhibition**

- Farmer groups growing organic food products, manufactures of organic inputs/ organic farming promoters can exhibit their ware.
- Limited number of stalls (3m X 3m) are available for exhibition.
- Stalls are allotted on a first cum first serve basis.
- Exhibition stall rent(for 3m X 3m) Rs. 35,000 \* 20% discount only for ICCOA members. \* Exhibitor will be given two free delegate pass for seminar.



## Message

Section 22 of the Food Safety and Standards Act, 2006 mandates FSSAI to regulate manufacture, storage, distribution, sale and import of Organic Food. As such, Food Safety and Standards (Organic Foods) Regulations, 2017 has been notified. The Regulations require all Organic Food to be certified either under National Programme for Organic Production (NPOP) or Participatory Guarantee System for India (PGS-India). All Organic food being sold in the country should bear FSSAI's Organic Logo (Jaivik Bharat).

A unified Food Safety and Standards Organic Logo (Jaivik Bharat) has also been launched by FSSAI which will not only help in building consumer confidence in Organic Foods but will also accelerate the growth of Trade and Commerce in Organic Foods within the country.

I congratulate Confederation of Organic Industry of India (COII) for organizing expo on Rising Chattisgarh Emerging Hub for Food Processing and Organic Kheti.

**(Pawan Agarwal)**

Former CEO, FSSAI





श्रीपाद नाईक  
SHRIPAD NAIK

राज्य मंत्री (स्वतंत्र प्रभार)  
आयुर्वेद, योग व प्राकृतिक चिकित्सा, यूनानी, सिद्ध,  
सोवा-रिग्पा एवं होम्योपैथी-(आयुष) मंत्रालय एवं रक्षा राज्य मंत्री  
भारत सरकार  
MINISTER OF STATE (INDEPENDENT CHARGE) FOR  
AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA,  
SOWA-RIGPA, HOMOEOPATHY-(AYUSH) &  
MINISTER OF STATE FOR DEFENCE  
GOVERNMENT OF INDIA




March, 2020

### MESSAGE

I am happy to note that Confederation of the Organic Industry of India (COII) jointly with the MSME Export Promotion Council and Foundation for Millennium Sustainable Development Goals, is organizing a three-day Trade Fair and Summit on "Start Up Summit & Expo - Rising Chhattisgarh: Emerging Hub For Food Processing & Organic Kheti " B2B SUMMIT Unleashing the Opportunities for Youth, Women and Artisans" from 1<sup>st</sup>-3<sup>rd</sup> May 2020, at Raipur, Chhattisgarh.

I am pleased that the Summit and Trade fair will focus on various aspects related to the upliftment of Food Processing for Organic Kheti and the road ahead. I must say the event is taking place at the most opportune time as Governments, both at the Centre and State, have accorded the highest priority to the Agriculture and aiming to double the farmers income.

I congratulate the Confederation of the Organic Industry of India (COII) for organizing this National Summit and Trade Fair. Also, my good wishes to all the participants and exhibitors and look forward the proceedings of the Summit.

  
(Shripad Naik)

## Key points of focus

<b>A</b> • Availability of raw materials for sustaining food processing.	<b>B</b> • Certification of Organic produce • NPOP • PGS
• Storage Constraints	• Domestic regulations of Organic
• Transportation Issues	• Value addition of Organic Food
• Technological Equipment	• Challenges in marketing Organic Food.
• International Markets	• Challenges in exporting Organic Food
	• Setting up of Organic Incubators Centres (OIC)
	• Setting up of soil testing laboratories in every district

## PROJECT MANAGEMENT

Kishan Jaivik Jagriti Melas seminars, workshops and Buyer- Seller Meets will be managed by an expert team from the Confederation of Organic Industry Of India (COOI) and MSME Export Promotion Council (MSME EPC) and the Foundation for Millennium Sustainable Development Goals with the support of the State Government, Ministry of Agriculture & Farmers Welfare and Environment, Food Processing, Commerce, APEDA, FSSAI and our International Partners.

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CATEGORIES & BENEFITS	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	CORPORATE PARTNER
	Rs. 10 Lakhs	Rs. 7 Lakhs	Rs. 5 Lakhs	Rs. 3 Lakhs	Rs. 1 Lakhs
	<b>Prices are exclusive of 18% GST</b>				
Number of Sponsors	One (Exclusive)	Two	Three	One (Exclusive)	One (Exclusive)
<b>Pre-Event &amp; Post-Event Promotions</b>					
▪ Logo on all event mailers, Collaterals	✓	✓	-	-	-
▪ Wings of the Backdrop (Category wise)	✓	✓	✓	✓	✓
▪ Separate panel "Thanking all the sponsors" at the summit & Exhibition venue	✓	✓	✓	✓	✓
▪ Speaking Opportunity in the Inaugural Session	✓	✓	-	-	-
▪ Speaking Opportunity in the sectoral panel discussion**	✓	✓	✓	-	-
▪ Number of Passes	10	5	2	5	5
▪ Acknowledgment in the conference booklet	✓	✓	✓	✓	✓
▪ Advertisement in conference booklet /or Publication (Color)	Double page + bookmark at Prominent space	Full page at Prominent space	Full Page	Full page at Prominent space	Full page at Prominent space
▪ Company Promotion Material in Delegate Kits	✓	✓	✓	✓	✓
<b>Acknowledgement in the Special Publication to be released</b>	✓	✓	✓	✓	✓

### Venue

**Indira Gandhi Agricultural University, Raipur, Chhattisgarh**  
**STALL BOOKING RATES**

**Minimum Size of the stall 3x3 Sq Mt @ Rs 35000/- plus 18% GST.**



**Contact us for membership and other information**

**CONFEDERATION OF ORGANIC INDUSTRY OF INDIA (COII)**

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