

The ADB logo consists of the letters 'ADB' in a white, serif font, centered within a dark blue square.

Environment, Natural Resources & Agriculture Division (SAER), SARD
Rural Development and Food Security (Agriculture) Thematic Group

Agtech Market Place: Promising technologies to help improve FPOs' market access

Monday, 6 December 2021

1:00 - 2:30 PM Delhi Time/3:30 - 5:00 PM Manila Time

Register for the webinar via Zoom

(Meeting ID: 982 3879 9754 | Meeting Passcode: RDF52021)

This session be carried out in Hindi with simultaneous translations into Marathi and English.

Background

To increase farming income of smallholder farmers and minimize food waste in horticulture value chains, ADB has been assisting the state governments, farmer producer organizations (FPOs), and their partner value chain partners under horticulture value chain development projects. [The Maharashtra Agribusiness Network Project](#) (MAGNET) is the first of such investment projects in India, and [another project in Himachal Pradesh](#) will soon be approved. While these projects aim to increase farming income by improving the market linkages of FPOs and their value chain partners, some AgTech solutions appear to be useful, particularly for improving capacity of FPOs to become professional crop suppliers in commercial agribusiness value chains. Recent discussions facilitated by ADB and the MAGNET project management unit (PMU) with 20 FPOs also indicate their strong interest in low-cost technology solutions that will immediately help generate new sales opportunities or improve sales prices of their crops.

For a start, six innovative technology service providers in three key areas of interest for many FPOs are invited to the first AgTech Marketplace (6 December, Session 2, from 1:00 pm to 2:30 pm India Standard Time), and introduce: (1) low-cost cold chain and storage solutions, (2) postharvest solutions to extend crop shelf-life and reduce waste, and (3) traceability to improve FPOs' marketing. After the event, MAGNET PMU and ADB will host follow-on meetings and dialogue between a longer list of AgTech service providers, participating FPOs, and their value chain partners.

Target Participants

- Representatives of participating FPOs (MAGNET PROJECT)
 - FPOs, VCOs (approximately 50-60 nos.)
 - MAGNET PMU and PIUs (approximately 25 nos.)
 - PISC experts (approximately 5 nos.)
- ADB project offices
- State executing agencies and decision makers
- State Agriculture/Horticulture Departments and Agriculture Marketing Boards
- Agri Start-ups, AgTech companies, and companies associated with supply chain
- Central line Ministries (Ministry of Agriculture and attached offices, Ministry of Food Processing Industries), National Horticulture Board



Service Providers

1. Cold Chain and Storage Solutions for FPOs

[Inficold](#)

Nitin Goel, CEO & Co-Founder

Inexpensive off-grid solar cooling solution for perishable commodities, like, fruits, vegetables, poultry, flowers, and milk. (Climate change mitigation both by clean energy and food waste reduction)

[Rukart](#)

Vikash Jha, Founder and CEO

Low-cost storage at farm household up to 100 kg of vegetables for a week by keeping 5-15 degrees lower than ambient temperature through the evaporative cooling and retaining moisture.

2. Post-harvest Services to Extend Crop Shelf Life

[Greenpod Labs*](#)

Vijay Anand, Chief Business Officer (vijay@greenpodlabs.com)

Using nanotechnology to extend the shelf-life of fruits and vegetables by 8 to 10 days for tomatoes and 5 to 7 days for figs at ambient temperatures.

[S4S Technologies](#)

Vaibhav tidke, Co-Founder and CEO (vaibhav@s4stechnologies.com)

Solar-powered dehydrators to produce high quality dry vegetable and fruit products, allowing farmers to store nutritious vegetables for six months and avoid the pressure to sell crops right after harvest at a low price.

3. Traceability to Expand FPOs' Marketing Channels

[Borlaug Web Services™\(BWS\) India](#)

Ayon Hazra, CEO

A blockchain SaaS platform that provides transparency and Traceability solution. (See [a use case of the company that directly source crops from smallholder farmers](#))

[Innotrace](#)

Suniti Gupta, Managing Director and CEO (suniti.gupta@innoterra-tech.com)

Farm Trace for GI-tagged [Alfonso mango](#) that generate a premium, QR code FarmTrace for banana.



Agenda

Time	Activities
12:30 pm-1:00 PM (Delhi Time) 3:00 pm – 3:30 PM (Manila Time)	Postharvest Extension Video Streaming
1:00 pm-1:10 PM (Delhi Time) 3:30 pm – 3:40 PM (Manila Time)	Introduction of Topics and Instructions (3 min) Krishan S. Rautela , India Resident Mission, ADB
1:10 pm – 2:05 PM (Delhi Time) 3:40 pm – 4:35 PM (Manila Time)	<p>Moderators Hemendra Mathur, Chairman, FICCI Task Force on Agri Start-ups FICCI Krishan S. Rautela, India Resident Mission, ADB</p> <p>Presentations</p> <p>1. Cold Chain and Storage Solutions for FPOs:</p> <ul style="list-style-type: none"> - Presentation 1: Inficold by Nitin Goel, CEO & Co-Founder (7 min) - Presentation 2: Rukart by Vikash Jha, Founder and CEO (7 min) - Comments: Mr. Ganpath Parthe, Shriram Fal Prakriya Sahakari Sanstha Ltd. (5 min) <p>2. Postharvest Services to Extend Crop Shelf-life</p> <ul style="list-style-type: none"> - Presentation 3: Greenpod Labs* by Vijay Anand, Chief Business Officer (7 min) - Presentation 4: S4S Technologies by Vaibhav tidke, Co-founder & CEO (7min) - Comments: Ms. Anita Malge, Yashaswaini Agro Producer Company Limited (5 min) Ms. Poonam Patil, Matoshri Indutai agro FPC, Jalgaon (5 min) <p>3. Traceability to Expand FPOs' Marketing Channels</p> <ul style="list-style-type: none"> - Presentation 5: Borlaug Web Services™(BWS) India by Ayon Hazra, Founder & CEO (7 min) - Presentation 6: Innotrace by Suniti Gupta, Managing Director & CEO (7 min) - Comments: Ms. Sanmati Nalage, Chandneshwar Agro FPC, Banwadi, Tal-Koregaon, Dist Satara (5 min)
2:05 pm – 2:20 PM (Delhi Time) 4:35 pm – 4:50PM (Manila Time)	Feedback & Discussion
2:20 pm – 2:30 PM (Delhi Time) 4:50 pm – 5:00 PM (Manila Time)	Summary/Next Steps Mr. Deepak Shinde , Project Director - MAGNET and General Manager, Maharashtra State Agricultural Marketing Board



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