



Indian Micro-Fertilizers Manufacturers
Association (IMMA)

4th NATIONAL CROP NUTRITION SUMMIT, & B2B CONCLAVE 2023-24

2nd & 3rd FEBRUARY 2024, MUMBAI, INDIA

“ENABLING INNOVATION THROUGH AGRITECH AND POLICY DIALOGUES”



EVENT REPORT

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IMMA MEMBERS ORGANISATIONS

<i>Aries Agro Limited</i>	<i>Poorva Chemtech Private Limited</i>
<i>Anshul Agro Chemicals</i>	<i>Prabhat Fertilizers Private Limited</i>
<i>Agri Search India Private Limited</i>	<i>Prajakt Nutrients Private Limited</i>
<i>Bhagyanagar Laboratories</i>	<i>Pratik Industries</i>
<i>Dhana Crop Sciences Limited</i>	<i>Raj Borax Private Limited</i>
<i>Dharti Agro Chemicals Private Limited</i>	<i>Rallies India Limited</i>
<i>Dhruv Agritechnologies Private Limited</i>	<i>Ramicides Cropscience Private Limited</i>
<i>Goldfarms Plant Tech Private Limited</i>	<i>Sainath Agrovet Industries Private Limited</i>
<i>Grishma Metal Technology</i>	<i>Sanghvi Quality Products Private Limited</i>
<i>Gujarat Boron Derivatives Private Limited</i>	<i>Sar Agrochemicals and Fertilizers Private Limited</i>
<i>Indus Crop Care Private Limited</i>	<i>Shree Agro Crop Sciences Private Limited</i>
<i>Jajoo Fertilizers and Chemical Industries</i>	<i>SKR Agro Tech Private Limited</i>
<i>Karnataka Agro Chemicals</i>	<i>Sri Multi Mag Private Limited</i>
<i>Kiecite Micronutrients Private Limited</i>	<i>SML Limited</i>
<i>Krushitek Private Limited</i>	<i>Super Agro India Private Limited</i>
<i>Linga Chemicals</i>	<i>Supreme Chemical Ventures Private Limited</i>
<i>Manisha Agro Sciences Private Limited</i>	<i>Swaroop Agro Chemical Industries</i>
<i>Manshya Marketing Private Limited</i>	<i>T Stanes and Company Limited</i>
<i>Micnelf Micronutrients Private Limited</i>	<i>Total Agricare Concern Private Limited</i>
<i>Mirabelle Agro Manufacturing Private Limited</i>	<i>Vanita Agrochem India Private Limited</i>
<i>Nova Agritech Limited</i>	<i>Vee Aar Industries Private Limited</i>
<i>Nutrihub India Private Limited</i>	<i>Vishwadutt Minerals Private Limited</i>

DAY 1:

**4th NATIONAL CROP NUTRITION SUMMIT-
2nd February 2024 at Jio World Convention Center, Mumbai**



Delegates from across India representing the Micro-fertilizer industry from every state met under the aegis of the Indian Micro-Fertilizers Manufacturers Association (IMMA) in Mumbai on 2nd February 2024 for the 4th Edition of the National Crop Nutrition Summit to call upon Central and State Governments to provide specific inputs from the micronutrient industry on enabling policies that will encourage innovation and its meaningful deployment across India for the benefit of increasing farmer incomes.



LIST OF SPEAKERS



**SHRI DHANANJAY
MUDE**
Agriculture Minister,
Maharashtra



DR. PRAVEEN GEDAM
Commissioner of
Agriculture, GoM, Pune



DR. S.K. MALHOTRA
Project Director -
ICAR-DKMA & Former Agri
& Horticulture Comm.,
DoA & FW



**DR. SANJIB KUMAR
BEHERA**
Principal Scientist & HOD,
Soil Chemistry & Fertility,
ISS, Bhopal



DR. SOUMITRA DAS
Director - Asia Pacific
Zinc Nutrient Initiative
International Zinc
Association



MR. VIKAS PATIL
Director, Agriculture &
Quality Control, GOM, Pune



**DR. SUDHIR KUMAR
GOEL**
Former Addl. Chief Sec.,
Agriculture & Mktg, Pune



**Dr. KAUSADIKAR
HARIHAR KRISHNARAO**
Director-Research and
Extension Education,
MCAER, Pune



**DR. RAHUL
MIRCHANDANI**
President - IMMA
Chairman & Managing
Director - Aries Agro Ltd.



**MR. SAMEER RAJAN
PATHARE**
Vice President - IMMA
Founder & CEO - Swaroop
Agrochemical Industries



**MR. NARESH
DESHMUKH**
Business Head,
DFCL, Pune



**KOMAL SHAH
BHUKHANWALA**
Director - R&D and IP,
SML Ltd



DR. S.K CHAUDHARI
DDG(NRM), ICAR,
Gol, Delhi



DR R K TEWATIA
Executive director -IMMA,
Former Dir.(Agri Sci) FAI



**ADV. PARAS
PAREKH**
Sr. Partner,
RHP Partners, Mumbai



DR. SHALINI GAKHAR
Data Scientist -
Interoperability and Data
Science Life Cycle - IRRI



**MR.VAIBHAV
KASHIKAR**
Past President IMMA



MR. PRASAD P
Group Executive VP- Food and
Agribusiness Strategic Advisory
and Research (FASAR)

LIST OF AG-TECH INOVATORS



Mr. Manish Dixit
Founder, Vaimanika
Aerospace, Patna



Mr. Ram Kumar
VP –Govt. Affairs, Garuda
Aerospace, Chennai



Mr. Yogesh Patil
CEO, Skymet Weather Services
Pvt. Ltd., Delhi



Dr. H. Honne Gowda
Chief Executive Officer
Multiplex Drone Pvt Ltd, Bengaluru



Mr. Ashish Udaybhanu
Sales & Marketing Specialist,
Farmer Engagement
iConcept Software Services Pvt. Ltd.



Mr. Debojo Rajiv
Sr. Manager - Sales,
RMSI Cropalytics Pvt. Ltd., Noida



Mr. Swanand Gudhate
General Manager, Agri Solutions,
Asteria Aerospace Ltd



Mr. Omkar Patil
AGM-Business Development
Aries Agro Ltd, Mumbai



Mr. Sandeep Kondaji
CEO & Founder of Krishitantra



Mr. Deepak Kalia
Sr. Vice President
Green Agrevolution pvt. Ltd,
Gurgam



Mr. Manas Upadhyay
Founder & CEO,
Dtown Robotics Pvt. Ltd.



**Mr. Ranganathan
Shivanadan**
Chief Revenue Officer, Fyllo,
Bengaluru



Mr. Darshan Sawant
Bharat Agri, Pune



Mr. Vishal Kapadia
Co-founder & CEO – Airbots
Aerospace Pvt Ltd- Mumbai.

INAUGURAL SESSION:
Enabling Innovation through Agritech and Policy dialogues



IMMA MEMBERS ORGANISATION'S PRODUCT DISPLAY



WELCOMING DELEGATES



Dr. RAHUL MIRCHANDANI,
President – IMMA



Mr. SAMEER PATHARE,
Vice President – IMMA



DR. S. K. MALHOTRA -
Project Director (DKMA), ICAR,
Govt. of India, Delhi



SHRI VIKAS PATIL
Director, Agriculture & Quality Control,
Govt. of Maharashtra, Pune



**DR. KAUSADIKAR HARIHAR
KRISHNARAO**
Director (Research & Extn Education),
MCAER, Pune



DR. S. K. CHAUDHARI
DDG(NRM) – (Live through video conferencing)



DR. PRAVEEN GEDAM
Commissioner of Agriculture,
Govt. of Maharashtra, Pune



SHRI DHANANJAY MUNDE
Minister of Agriculture, Govt. of Maharashtra
(Video Recording)

FELICITATION



KNOWLEDGE PARTNER REPORT RELEASE



Mr. Prasad P - Group Executive Vice President – Food & Agribusiness Strategic Advisory & Research - Yes Bank Ltd was excited to unveil the Industry report titled **"Micronutrients: Driving Agricultural Prosperity in India."** This comprehensive report is a pivotal component of the 2024 edition of our prestigious National Crop Nutrition Summit & B2B Conclave. Presented by Yes Bank, the report provides an in-depth analysis of the latest trends shaping the Micronutrients Industry in India and around the world. It sheds light on essential growth factors, emerging innovations, and policy frameworks poised to accelerate the industry's progress in the foreseeable future.



Panel Discussion - I
Policy Advocacy on “Ease of Doing Business” in the specialty Plant Nutrition Sector :
Need & Expected Outcomes.

Session Chair



DR. RAHUL MIRCHANDANI
President – IMMA
Chairman & Managing Director – Aries Agro Ltd.

Moderator



Dr. Sudhir Kumar Goel,
Former Addl. Chief Sec., Agriculture & Mktg, Pune

Panelists



**MR. NARESH
DESHMUKH**
Business Head,
DFCL, Pune



**KOMAL SHAH
BHUKHANWALA**
Director - R&D and IP,
SML Ltd



DR. SOUMITRA DAS
Director - Asia Pacific
Zinc Nutrient Initiative
International Zinc
Association



**MR. SAMEER RAJAN
PATHARE**
Vice President – IMMA
Founder & CEO - Swaroop
Agrochemical Industries



**MR. VAIBHAV
KASHIKAR**
Past President IMMA

FELICITATION OF PENELIST:





Mr. Naresh Deshmukh

Dr. Sudhir Kumar Goel started the session with questions reg.

- The current policy and regulatory challenges faced by the micro-fertilizers industry, and how can these be addressed to streamline approvals
- How do the new bills from the Government of Maharashtra and the Central Government balance farmers' concerns about quality produce with the industry's need for ease of business?
- Legal solutions are needed for regulatory compliance and industry's opinions on the new bills and how can we expedite crop-specific fertilizer registrations and potentially adopt self-regulation.
- Collaborative efforts and policy reforms needed to facilitate customized product introduction and address zinc deficiency in Indian agriculture through the Zinc Nutrient Initiative.

Remarks and Responses by the panelists:

Dr. Rahul Mirchandani stated that IMMA has been actively collaborating with the government to provide positive recommendations aimed at enhancing innovation, best practices, and licensing procedures within the sector. IMMA also acknowledged the Government's openness in considering IMMA's suggestions, which has resulted in the inclusion of four new EDTA chelates in the Fertilizer Control Order, facilitated by extensive support from both the Central and Maharashtra Government.

IMMA advocated the use of pooled data to inform policy decisions and highlighted the importance of revising tolerance limits in analytical methods for micronutrients. Discussions with the Govt. of Maharashtra and Govt. of India also centered on proposed bills, including the Integrated Plant Nutrient Management (IPNM) bill. Key recommendations from IMMA, such as including label claim and innovative fertilizers in the Fertilizer Control Order were positively received by the Central and State Governments.

The Association prides itself on being proactive in embracing regulation, noting that regulation has helped integrate and organize the micronutrient industry, which was previously fragmented. IMMA emphasized the importance of progressive and industry-friendly recommendations.





Mr. Naresh Deshmukh

credited Dr. Kaushadikar Director (Research & Extn Education), MCAER, Pune and Mr. Prasad from Yes Bank for their work and discussed the challenges the farmers face with micronutrients, including confusion over types, proportions, and application methods. To address this, some manufacturers have developed a complex fertilizer containing eight nutrients in one granule, simplifying usage and meeting 80% of crop nutrient needs. He appreciated the quick approval from agricultural officials and highlighted the product's customized solutions for crops like onion, sugarcane, cotton, corn, and groundnut. He expressed gratitude to various agricultural departments for their support.

Dr. Sudhir Kumar Goel

proposed collaboration between the government and the industry to enhance support for farmers and tackle productivity challenges. He also suggested the involvement of legal experts to navigate regulatory issues more particularly on two significant bills: the five bills from the State Govt. of Maharashtra and the Integrated Plant Nutrient Management Bill from the Central Government. He also mentioned reg. criticism of provisions like price control in these bills and argued that market forces should determine prices and expressed concerns about being unfairly targeted as profiteers in the input business sector.



Adv. Paras Parekh

focused on the Maharashtra Bills and stated that the Central Bill appeared balanced with a clear regulatory framework beneficial to the industry. He stated that well-regulated industries, like financial markets under the RBI and securities under SEBI, thrive due to strong regulation.

He expressed appreciation for IMMA's willingness to embrace regulation, comparing it to having a guiding elder in the house. He recognized that although regulations are unpopular, they can be advantageous for industries experiencing growth. He cautioned that regulators must balance their actions, avoiding both over-correction and under-correction, much like a parent guiding a child. He also praised the government's responsiveness to industry feedback, viewing it as a positive development that reduces litigation and fosters a cooperative ecosystem. This approach ensures that regulatory corrections benefit the industry while maintaining a healthy relationship between the government and businesses.



Ms. Komal Shah

Shah acknowledged IMMA's efforts in addressing micronutrient deficiencies, estimated at causing GDP losses of approx. INR 28,000 crores annually. She highlighted the large gap between micronutrient application in Indian agriculture compared to international standards, using China as an example, and emphasized the potential for India to improve productivity through balanced nutrition. She expressed desire for the IMMA Summit to eventually surpass the FAI Summit in significance, reflecting the potential for enhancing agricultural productivity in India. She also addressed the challenges of regulation and innovation, noting the fragmented nature of agriculture in India and the need for a long-term perspective on innovation. Compared the regulatory approaches in India and internationally, advocating for better export facilitation of advanced nutrition products.

Dr. Soumitra Das

introduced the International Zinc Association (IZA), a non-profit organization headquartered in North Carolina, USA, with offices worldwide, including one in Delhi. He emphasized the importance of policy intervention, research support, and extension promotion in addressing agricultural issues. Addressing about zinc deficiency in Indian soils, he acknowledged that 50% of global soils and 36.5% of Indian soils are zinc deficient. This deficiency impacts over 2 billion people globally. He appreciated our ongoing efforts with the Indian government and state governments to address this issue and incorporate micronutrients into balanced plant nutrition to prevent future deficiencies.



Mr. Sameer Pathare

discussed IMMA's stance on new regulatory acts related to fertilizers, noting their general support for regulations while highlighting concerns about certain proposed acts. These acts, though aimed at controlling subsidized fertilizers and black marketing, may negatively impact the micronutrient sector, which is non-subsidized and not deemed essential by the government. IMMA submitted a request to be excluded from these stringent regulations to avoid hampering business operations.

Mr. Vaibhav Kashikar

appreciated the efficiency of the government in approving products quickly. This efficiency supports ease of doing business, which is essential for innovation, services to farmers, and research, all of which require funding. While IMMA welcomes regulation, he states that it should not be so restrictive that it hinders innovation. It is crucial to view the industry as a contributor and Profit should not be seen negatively. He requested the officials for both ease and respect for businesses investing in agriculture.



Q & A SESSION:



Panel Discussion - II Latest developments in Crop Nutrition Practices

Moderator



Dr. R. K. Tewatia
Executive Director, IMMA

Panelist



Dr. Shalini Gakhar
*Data Scientist –Interoperability &
Data Science Lifecycle, IRRI, Delhi*



Dr. Sanjib Kumar Behera
*Principal Scientist & HOD, Soil
Chemistry & Fertility, ISS, Bhopal*



Dr. Shalini Gakhar focused on the implications of micronutrients on crops and soil. Discussed integrating artificial intelligence (AI), machine learning (ML), and drone technology to address agricultural challenges. She mentioned a pilot project using drones for nutrient management in collaboration with the Indian Agricultural Research Institute. Highlighted the variability in rice-growing environments and the need for science-based solutions and public-private partnerships to overcome challenges. Also emphasized the potential of drone technology for crop health monitoring, planting, and disease management, showcasing the use of various sensors (e.g., RGB, multispectral, hyperspectral, thermal) for real-time crop assessment. She also demonstrated the use of drones and AI for precision nitrogen monitoring in rice. Collected field data and drone imagery, processed it and developed robust models for various nutrients, including NPK, zinc and iron. The goal is to use AI to create nutrient maps that can be fed into spraying drones for variable rate application. She accentuated the need to consolidate digital tools to avoid overwhelming farmers with multiple, ambiguous solutions.



Dr. Sanjib Kumar Behera mentioned that soil health is crucial for sustaining life and providing various benefits to society. While the concept of soil health isn't new and has been addressed in Vedic literature, its importance has gained significant attention, particularly since the 1990s. The discussion also touched upon the challenges facing modern agriculture, such as shrinking land availability and the need to balance food and nutritional security.

Had discussions on identifying micro-nutrient deficiencies, the prevalence of deficiencies in different regions of India and efforts to map these deficiencies for better fertilizer formulation. Field data showed the positive impact of micro-nutrient applications on crop yield, indicating the importance of addressing deficiencies for agricultural productivity.

Additionally, presented the experiments which demonstrated the effectiveness of various micro-nutrient products including foliar sprays in enhancing crop yield and nutrient concentration in fruits. He emphasized on making these products affordable for farmers to ensure widespread adoption and application.

Q & A SESSION:



Pitch Party: Ag-tech and Innovation

DRONES FOR AGRICULTURE:



Mr. Manish Dixit,
Founder, Vaimanika Aerospace,
Patna

Our vision is to revolutionize industries through cutting-edge drone technology, driving innovation, efficiency, and sustainability. We aspire to be a global leader in autonomous aerial solutions, transforming how businesses operate and solve complex challenges. By leveraging our expertise in drone engineering, and data analytics, we aim to empower industries such as agriculture, infrastructure, and emergency services, contributing to a smarter, safer, and more connected world. Our commitment is to push the boundaries of what is possible with drones, shaping the future of autonomous aerial systems and setting new standards for excellence, reliability, and social responsibility.

Drones equipped with sensors and imaging technology can collect data on plant health and nutrient levels. By providing precise information on nutrient requirements, drones help farmers reduce the unnecessary use of fertilizers and chemicals. Drones can cover large agricultural areas quickly, allowing for timely assessments of crop health and nutrient needs.



Dr. H. Honne Gowda,
Chief Executive Officer - Multiplex
Drone Pvt Ltd, Bengaluru

Helps in indiscriminate use and timely application of pesticides, water soluble fertilizers and liquid bio-fertilizers, - thus helping the crop growth and benefit the plant nutrition



Mr. Ram Kumar,
VP -Govt. Affairs, Garuda
Aerospace, Chennai

Presenting the Garuda Kisan Drone, a game-changing agriculture spraying drone. Our cutting-edge drone optimizes crop protection with precision spraying, minimizing chemical usage and reducing environmental impact. The Garuda Kisan Drone features intelligent navigation, ensuring accurate coverage and minimal waste. Its modular design allows for easy maintenance, ensuring farmers a cost-effective and efficient solution.

The Garuda Kisan Drone brings significant benefits to the Plant Nutrition industry by optimizing the application of fertilizers and nutrients. The precision spraying capabilities of the drone ensure accurate and targeted delivery, minimizing wastage and maximizing the effectiveness of plant nutrition. This targeted approach improves nutrient absorption, resulting in healthier and more productive crops.



Mr. Manas Upadhyay
Founder & Chief Technology
Officer, DTown Robotics Pvt. Ltd.

At the Summit, we will showcase our pioneering solution—an integrated system of unmanned aerial and ground vehicles leveraging advanced AI capabilities. This synergy optimizes the precise delivery of micro fertilizers, revolutionizing agricultural practices. Our cutting-edge technology enhances efficiency, reduces resource usage, and empowers farmers with data-driven insights for precise, sustainable, and high-yield crop management. Join us in ushering a new era of smart agriculture, where innovation meets productivity, at the forefront of the agricultural evolution.

Our integrated unmanned aerial and ground vehicle system, enriched with AI capabilities, brings unprecedented precision to plant nutrition delivery. This innovation optimizes fertilizer application, ensuring targeted and efficient nutrient distribution. By minimizing waste and maximizing effectiveness, we revolutionize plant nutrition practices, leading to healthier crops and increased yield in the industry.



Mr. Vishal Kapadia
Founder & CEO, Airbots
Aerospace Pvt Ltd, Mumbai

An Indian Agri-tech startup aimed at developing equipment and providing services for intelligent agriculture across the country. Successfully produced state-of-the-art, reliable, and rugged drones Surya shakti 15L for providing spraying services of insecticides, pesticides & nutrients to the farmlands. When we imagine the future of agriculture in India, we envision our farmers spending minimum time, effort, resources,

and cost in returns of maximum profits. When we imagine the future of agriculture in India, we envision our farmers spending minimum time, effort, resources, and cost in returns of maximum profits. technology and innovation effectively to revolutionize the agri-tech industry in India with world-class SmartDrones at a modest price to empower our farmers.

WEATHER FORECASTING :



Mr. Yogesh Patil
Chief Executive Officer - Skymet
Weather Services Pvt. Ltd., Delhi

Weather Solutions: Addressing the challenges posed by unpredictable weather patterns and providing farmers with the tools and knowledge they need to adapt. Access to Agriculture Finance: Providing ways to improve smallholders' access to financial resources, enabling them to invest in their farms and adopt modern agricultural practices. Claim Monitoring Platform for NAT-CAT Parametric Insurance: Introducing a technologydriven solution that simplifies and expedites the process of receiving insurance claims in the event of natural disasters.

-Skymet solutions around Weather, Credit & Insurance will help the customers of Plant Nutrition Industry



Mr. Debojo Rajeev
Sr. Manager - Sales, RMSI Cropalytics Pvt. Ltd., Noida

Will be presenting our journey along with potential areas of collaboration for the prospective clients.

Our Services empowers farmers and agribusinesses with precise information on crop health, yield predictions, and optimal resource utilization

ARTIFICIAL INTELLIGENCE & MACHINE LEARNING:



Mr. Darshan Sawant
Sr. Marketing Manager, Bharat
Agri, Pune

BharatAgri is a farming technology platform where we work with farmer and full agriculture value chain directly. We at BharatAgri follow our mission of bridging the gap between technology and agriculture in India with a vision to reach out to 140 million Indian farmers. We support farmers to "Grow Efficient, Grow More" through systematic implementation of scientific techniques by providing critical information at appropriate times and regular monitoring. At BharatAgri we understand each farmers' requirements, we believe every farmer deserves a chance- the chance for a successful future with technology.

We help farmers with systematic implementation of scientific techniques by providing critical information to improve efficiently and grow more, which includes effective management of crop inputs.



Mr. Sandeep Kondaji,
CEO and Founder - Krishi Tantra,
Hyderabad

KrishiSHAASTRA stands at the forefront of agricultural innovation, introducing a revolutionary platform that facilitates scientific engagement between fertilizer companies and farmers. This capax-free soil testing platform not only provides farmers with comprehensive soil test reports but also offers customized fertilizer recommendations. By embracing KrishiSHAASTRA, fertilizer companies can forge direct connections with farmers, empowering them to maximize the benefits of fertilizer products while fostering sustainability in agriculture.

KrishiSHAASTRA is more than a platform; it is a catalyst for positive change in agriculture. By facilitating scientific engagement and offering capax-free soil testing, KrishiSHAASTRA empowers both farmers and fertilizer companies to participate in a sustainable and efficient agricultural ecosystem, ensuring the prosperity of the agricultural community.



Mr. Ashish Udayabhanu
Sales & Marketing Specialist, Farmer Engagement -
iConcept Software Services Pvt. Ltd.

neoCampaign, a state of the art and innovative technology to capture farmer data, segment and initiate the communication and follow-up based on crop stages.

iConcept technology solutions would help the Plant Nutrition industry sales and marketing teams to efficiently work on the ground while working with farmers, retailers and distributors and ultimately help increase sales

E-COMMERCE:



Mr. Deepak Kalra
Sr. Vice President - Green Agrevolution Pvt. Ltd., Gurugram

- 1) Our Technology in Agriculture.
- 2) Soil testing at reasonable Price
- 3) Free Advisory
- 4) Selecting product for marketing under white Label.

The advanced devices, precision agriculture and robotic systems allow businesses to be more profitable, efficient, safer, and more environmentally friendly. A soil test along with free advisory is important for several reasons: to optimize crop production, to protect the environment from contamination by runoff and leaching of excess fertilizers, to aid in the diagnosis of plant culture problems, to improve the nutritional balance of the growing media and to save money and conserve energy.

SOIL TESTING EQUIPMENT:



Mr. Omkar Patil
Asst. General Manager - Aries
Agro Ltd, Mumbai

Aries Agro Equipments Pvt Ltd. is a fully owned subsidiary of Aries Agro Limited which has ventured into Agri-allied services and devices which represent the future of precision agriculture, aligning with the digital transformation of the agricultural sector.

Our initiatives promote the adoption of agricultural best practices and awareness on soil health management

Aries Agro Equipments is proud to launch an artificial intelligence powered soil scanning device that enables instant and accurate farm gate analysis of soil samples and provides recommendations to farmers to improve soil health.

This innovative device and spray drones by Aries Agro are agricultural advancements in India and will contribute to sustainable farming practices.

PRECISION AGRICULTURE:



**Dr. Renganathan
Sivanadam**
Chief Revenue Officer - Fylo,
Bengaluru

Fylo is a data-driven Agri-Science platform that brings certainty to the quality and quantity of agricultural produce. Our IoT system understands and measures the precise requirements of plants on a real-time basis and then our platform backed by AI provides timely advice to farmers. We have crop-specific models for irrigation, nutrients, diseases, pests, and weather management for each physiological stage of crop and soil. Fylo has saved 15+Bn litres of water, 2+ Mn Kg of Carbon emissions and reduced pesticide and fertilizer usage by 30%. More than 85% of Fylo-managed farms produce export quality produce and are in accordance with Global GAP practices. We have deployed 5000+ IoT devices across the country covering 25000+ acres and 6000+ farmers. We support all horticulture crops like Fruits and Vegetables, Plantation Crops like Sugarcane, Tea and Rubber, Fibre Crops like Cotton and Cereal crops like Paddy and Wheat. We have two types of devices – 'Nero' to monitor soil moisture and soil temperature and 'Kairo'-A weather station to monitor both the soil(Micro-climate) and environment(Macro-climate) parameters. How it works? The Fylo IoT device deployed at farms send real-time data to Fylo cloud server. Then our machine learning algorithms built using agronomy research process these data (along with other farm data that are captured to generate insights and action advisory for the farmers through their smart phones as alerts. This advisory has ensured most of our farmer customers increase their crop yields by 25% and their overall farm profitability by 35%. The farmers are able to make 33% saving on irrigation water, pesticides and fertilizer usage as well thereby contributing to reduction in cost of cultivation.

INNOVATION IN CROP IMAGING:



Mr. Swanand Gudhate
General Manager, Agri
Solutions, Asteria Aerospace Ltd

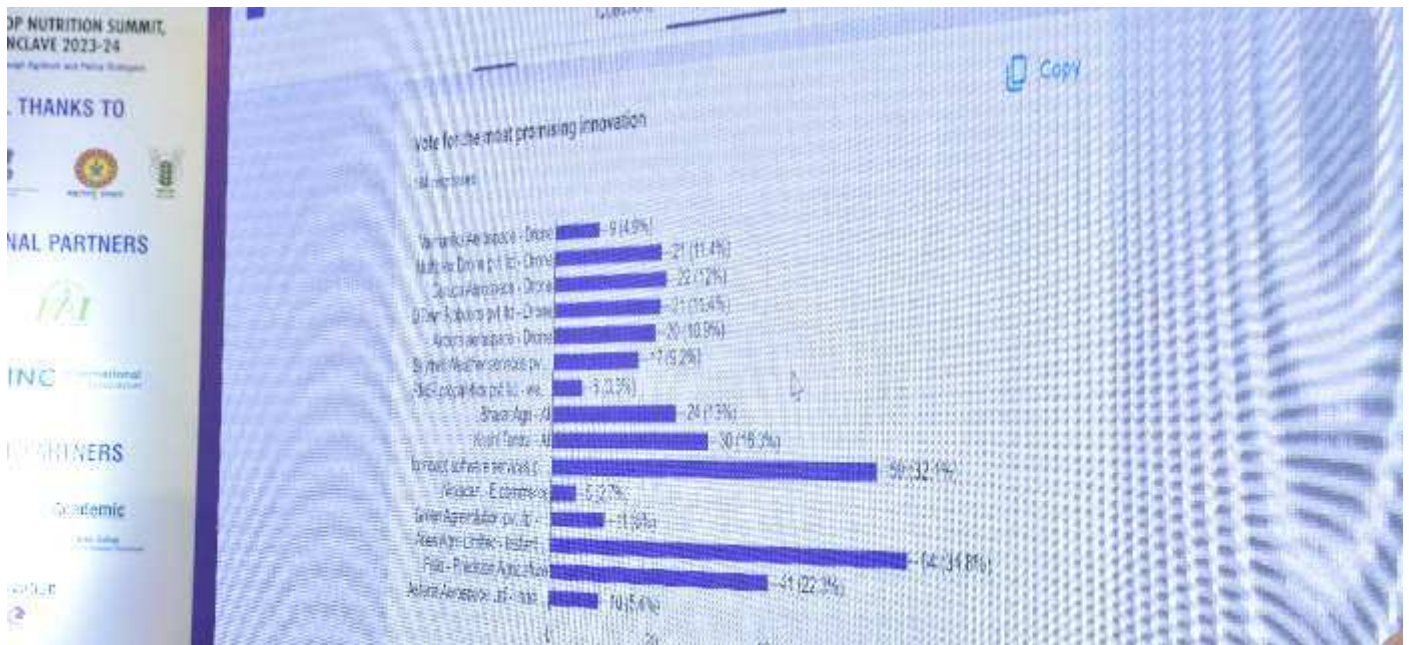
Asteria is a full stack drone company with an in-house developed drone hardware solutions & Drone-as-a-Service providers. SkydeckTM is a proprietary cloud-based platform that enables agriculture drone analytics technology adoption by plant nutrition industry which can be easily accessed on any web browser without any need of High-end software's to be downloaded. Asteria also brings the capability of developing crop and usecase-specific solutions with high resolution RGB & Multispectral sensors to identify crop stress at individual plant level. AI algorithms can be trained and developed for targeted use cases (crop & nutrient deficiency) that can be integrated for variable rate application.

High resolution RGB, Multispectral & Thermal data enables the plant level health analysis for variable rate application of nutrients that can optimize input usage and make it more sustainable, reduce lead time for deficiency detection & dependency on skilled field expertise. In new product development, efficacy & phytotoxicity can be evaluated.

FELICITATION OF AG-TECH INNOVATORS:



ONLINE POLL RESULTS FOR MOST PROMISING INNOVATION:



WINNERS:



Mr. Omkar Patil
Asst. General Manager - Aries
Agro Ltd, Mumbai



Mr. Darshan Sawant
Sr. Marketing Manager, Bharat
Agri, Pune



Mr. Sandeep Kondaji,
CEO and Founder - Krishi
Tantra, Hyderabad



Dr. Renganathan Sivanadam
Chief Revenue Officer - Fyllo,
Bengaluru



Mr. Ashish Udayabhanu
Sales & Marketing Specialist,
Farmer Engagement - iConcept
Software Services Pvt. Ltd.

COMMUNIQUE SIGNING:



Based on the discussions, the following were the key recommendations that will support and strengthen the Micro-Fertilizer Industry in the country:

- **Permit the licensing of 'Label Claim, Innovative Fertilizers'**
- **Ease of Doing Business in the specialty Plant Nutrition Sector**
- **Ag-tech and Innovation**
- **Encourage Global Linkages**



IMMA and its members through the Communique requested the Government of India & State Governments to play active role in endorsing and promoting the use of micronutrients in single and mixed form to farmers across India. It is further recommended to highlight key Communique points at the highest levels of communication between Ministry of Fertilizer, Ministry of Agriculture, Ministry of Commerce & Industry and respective State Governments frequently and urgently.

The full text of the IMMA Communique is provided in the Annexure.

Concluding Remarks:



Dr. Suresh Kumar Malhotra extended his heartfelt gratitude to everyone for gracing the Summit. He also expressed his deepest appreciation to all esteemed guests for taking the time out of their busy schedules to join and share their valuable insights. The active participation of the office bearers truly enriched the discussions and added immense value to the proceedings. He also acknowledged the dedication and hard work of the organizing committee and volunteers whose tireless efforts behind the scenes ensured the smooth execution of every aspect of this event. He thanked all present once for their valuable contributions and for making this Summit a resounding success.

FELICITATION - Dr. Rahul Mirchandani - President, IMMA



GLIMPSE/SPECIAL MOMENTS: IMMA SECRETARIATE & VOLUNTEERS



IMMA TEAM



DAY 2:

4th NATIONAL CROP NUTRITION B2B CONCLAVE -

3rd February 2024 at Awfis Space Solutions Private Limited, Mumbai



ORGANISATION'S MEETING



EXPRESSION OF INTEREST SIGNED



FEEDBACK FROM DELEGATES & MEMBERS

MANSHYA MARKETING PRIVATE LIMITED

Dear Dr. Rahul Mirchandani - President IMMA & the Team Members,

On behalf of the Manshya Marketing team, we extend our heartfelt gratitude for orchestrating the remarkable 4th National Crop Nutrition Summit and B2B Conclave in Mumbai on February 2nd - 3rd, 2024.

This event was a groundbreaking milestone for IMMA, bringing together stakeholders from diverse backgrounds under one roof. The depth of content, visionary approach, and seamless execution truly set a new standard in IMMA's history.

Every session was meticulously planned and flawlessly executed, adhering to the schedule while delivering substantial value to all attendees. The interactive nature of the B2B conclave fostered engaging discussions, resulting in fruitful collaborations.

Under your leadership, IMMA is poised for exceptional growth and progress. We commend you and your team for raising the bar with this benchmark event.

With warm regards and best wishes for IMMA's continued success!

For Manshya Marketing Pvt. Ltd.,
Tanay Agrawal & Manshya Team

BHAGYANAGAR LABORATORIES:

Wonderful, Super achievement Rahul + Sameer + Team IMMA that worked for this Summit!!

It was an extraordinary event, organised with much insight and precision, in all aspects. Association President Dr Rahul Mirchandani, Vice President Mr Sameer Pathare, and Team of Organisers deserve a special round of applause and much appreciation from us all. And to all the attendees too - Dignitaries to Farmers, Channel Partners to Scientists, Manufacturers to Advisors. Each and everyone to be thanked for making this National Summit a grand success. Looking forward to the next!!

Best Wishes & Regards

AGRI SEARCH INDIA PRIVATE LIMITED:

Hats off to the IMMA team for hosting a fantastic agriculture conference and B2B meeting! It was my first time at such an event, and it really made me feel responsible for the industry and our country. Your team did an awesome job organizing everything smoothly. The talks and B2B meetings were super informative and made me more passionate about contributing to agriculture. Thanks for an inspiring event that left a lasting impression!

Regards
Tanmay Kothawade

KRUSHITEK PRIVATE LIMITED:

Dear Rahul Mirchandani sir and Sameer Pathare sir & Team,
I hope this message finds you well. I wanted to take a moment to express my sincere appreciation for the incredible conference your team organized. The event was nothing short of excellent, showcasing a perfect blend of insightful content, engaging speakers, and seamless logistics.

Your hard work and dedication were evident in every aspect of the conference, creating an environment that was not only informative but also enjoyable. The attention to detail and the smooth execution truly made it a standout experience.

Thank you for your tireless efforts in bringing together such a valuable and impactful event. I look forward to future conferences organized by your team.

Best regards,

Tanmay Soman - Director

Krushitek pvt ltd

DHRUV AGRITECHNOLOGIES PRIVATE LIMITED

Dear Rahul Sir & Team IMMA,

I want to express & extend my heartfelt gratitude to You & IMMA Team for making successful event of 4th IMMA National Crop Nutrition Summit, held in Jio World Center, Mumbai. Heartily thanks to you & IMMA ASSOCIATION. Your Leadership, Presence, participation, insightful discussions, and commitment to advancing Agribusiness & Agricultural practices have undoubtedly contributed to the growth of our nation's agricultural sector. I would like to appreciate your valuable contributions and look forward to continued collaboration for a sustainable and thriving future in Agribusiness & crop nutrition with our organisation. Once again thanks.

Best Regards,

Kiran B Antre, Director,

Dhruv Agritechnologies Pvt Ltd.

AJIT SAIBANAVAR:

Dear Dr. Rahul, Sameer ji and Team IMMA,

We all appreciate the way this event was organised. It was planned in a selfless manner for the benefit of entire industry and all the stakeholders. The idea of pitch party was unique and shows IMMA's broad outlook.

Thanks for the relentless efforts of all organising team members who made this whole event a grand success.

SANGHVI QUALITY PRODUCTS PRIVATE LIMITED

It was really well planned..

We hope this committee will take to new heights our business system with Good business Practices..

Both days are worth attending..

Those who missed for any reason, please don't miss it next time..

Thanks IMMA team..

DEVENDRA DANGE, MANSHYA MARKETING

Hats off and Great Achievement, Super Conference and B2B meetings, Special thanks to Rahul Sir, Sameer Sir and all the team members, Very well managed and organised.

MR. RAMKUMAR, GARUDA AEROSPACE

I wanted to take this opportunity to congratulate the entire IMMA team for successfully organizing the summit. And I thank IMMA for inviting us and giving us this wonderful opportunity to collaborate with many organizations

SAR AGROCHEMICALS AND FERTILIZERS PRIVATE LIMITED:

Dear Mr. Rahul Sir, Mr. Sameer Sir, and IMMA Team, I would like to express my sincere appreciation and gratitude for your excellent organization of the 4th IMMA National Crop Nutrition Summit held in Mumbai on 2nd and 3rd February 2024. It was a great opportunity to learn from the experts and interact with the fellow manufacturers from across the country. The summit was very insightful and informative, covering various topics related to crop nutrition, such as soil health, nutrient management, quality standards, policy issues, and market trends. I appreciate your efforts and dedication to promote the welfare of the stakeholders in the agricultural sector and to enhance the technical knowledge of the members. I look forward to attending more such events in the future and to collaborating with you for the progress and prosperity of the agriculture industry. Thank you once again for hosting such a wonderful summit.

Sincerely, Prashant Shinde

Director,

SAR Agrochemicals and Fertilizers Private Limited

SML LIMITED/KOMAL SHAH

Dear Rahul and IMMA team. Congratulations on an excellent event covering all aspects. Wishing the event more success in the years to come with more fruitful outcomes in terms of policy advocacy, healthy regulation and fueling the growth of the Micronutrient industry all finally contributing towards farm productivity and quality.

SKR AGROTECH PRIVATE LIMITED:

The Vision,
The Execution,
The Vibe,

In one word
FANTABULOUS!!

K NARENDRA, RALLIES INDIA LIMITED

Very thankful to the IMMA for conducting such a great useful, impactful and very unique national level 2 days crop nutrition summit. The two events, pitch and B2B events were very useful for all stakeholders.

Every event went on in time without any inconvenience and without any time lag.

Great time management with great hospitality.

All this happened just because of Rahul ji and sameer ji and their team.

Thank you very much Rahul sir.

Proud to be a member of IMMA

IN THE MEDIA:



25 जनवरी 2024, मुंबई: चौथा राष्ट्रीय फसल पोषण शिखर सम्मेलन 2 फरवरी को; आईएमएमए करेगा सम्मेलन की मेजबानी

25 जनवरी 2024, मुंबई: चौथा राष्ट्रीय फसल पोषण शिखर सम्मेलन 2 फरवरी को; आईएमएमए करेगा सम्मेलन की मेजबानी - भारत का प्रमुख निर्माता संघ, इंडियन माइक्रो फर्टिलाइजर्स मैन्युफैक्चरर्स एसोसिएशन (IMMA) ने चौथे राष्ट्रीय फसल पोषण शिखर सम्मेलन को आयोजित करने की घोषणा की है। आईएमएमए की मेजबानी में यह शिखर सम्मेलन 2 फरवरी 2024 को जियो वर्ल्ड कन्वेंशन सेंटर में आयोजित किया जाएगा। इस सम्मेलन को "कृषि-तकनीक और नीति संवादाओं के माध्यम से नवाचार को सक्षम बनाना" विषय पर रखा गया है। इसमें कृषि उद्योग के विभिन्न विषयों के विशिष्ट अतिथि और वक्ता शामिल होंगे।

आईएमएमए के अध्यक्ष डॉ. राहुल मीरचंदानी ने कहा, "राष्ट्रीय फसल पोषण शिखर सम्मेलन में पोषक तत्व प्रबंधन समाधान, तकनीकी प्रगति और नीति समर्थन पर ध्यान केंद्रित करते हुए कृषि के भविष्य पर चर्चा करने के लिए नीति निर्माताओं, उद्योग विशेषज्ञों और नवप्रवर्तकों के माध्यम से विचार-विमर्श किया जाएगा। शिखर सम्मेलन के एजेंडे में मुख्य भाषण, पैनल चर्चा और इंटरैक्टिव कार्यशालाएं शामिल हैं, जो कृषि क्षेत्र में नवीनतम रुझानों और सर्वोत्तम प्रथाओं में अंतर्दृष्टि प्रदान करती हैं।

उन्नत रोडमैप बनाने के लिए सर्वोत्तम विशेषज्ञों का जमावड़ा

डॉ. मीरचंदानी ने कहा, "चौथा राष्ट्रीय फसल पोषण शिखर सम्मेलन सिर्फ एक कार्यक्रम नहीं है, यह भारत में कृषि के भविष्य के लिए एक संकेत है। हम भारतीय कृषि के लिए एक टिकाऊ और तकनीकी रूप से उन्नत रोडमैप बनाने के लिए सर्वोत्तम विशेषज्ञों को इकट्ठा कर रहे हैं। इस सम्मेलन की एक महत्वपूर्ण बात यह होगी कि हम फसल पोषण और खेती की स्थिरता के बारे में कैसे सोचते हैं।"

कृषि क्षेत्र में उद्योग के नए मानक स्थापित करना

शिखर सम्मेलन के मुख्य विषयों में मिट्टी के स्वास्थ्य में सूक्ष्म पोषक तत्वों की महत्वपूर्ण भूमिका, खेती में अत्याधुनिक कृषि तकनीक का एकीकरण और पर्यावरण के अनुकूल फसल उत्पादन की रणनीतियां शामिल होंगी। इस आयोजन का उद्देश्य भारत में भविष्य की कृषि पद्धतियों और नीतियों को प्रभावित करते हुए उद्योग के लिए नए मानक स्थापित करना है।

शिखर सम्मेलन के एजेंडे, वक्ताओं और पंजीकरण विवरण पर विस्तृत जानकारी के लिए, कृपया <https://imma.co.in/> पर जाएं।



ENVIRONMENT : AGRICULTURE

Previous story: Coforge continues to drive strong organic growth

Next story: SI-Global India announces Global University Fair in 10 cities

The Indian Micro Fertilizers Manufacturers Association Announces 4th National Crop Nutrition Summit to be Held in Mumbai

Published on January 23, 2024



Mumbai: The Indian Micro Fertilizers Manufacturers Association (IMMA), India's premier manufacturers association is thrilled to announce the hosting of the 4th National Crop Nutrition Summit at the Jio World Convention Centre, Mumbai, on 2nd February 2024. This summit, themed "Enabling Innovation through Agri-Tech & Policy Dialogues" promises to be a landmark event featuring distinguished guests and speakers from different disciplines of the agriculture industry.


The 4th National Crop Nutrition Summit will convene thought/through leaders, policymakers, industry experts, and innovators to discuss the future of agriculture, focusing on sustainable nutrient management solutions, technological advancements, and policy support. The summit's agenda includes keynote addresses, panel discussions, and interactive workshops, offering insights into the latest trends and best practices in the sector.

Dr. Rahul Mirchandani, President, IMMA said, "The 4th National Crop Nutrition Summit is not just an event; it's a beacon for the future of agriculture in India. We are gathering the best minds to create a sustainable and technologically advanced roadmap for Indian agriculture. This summit will be a turning point in how we approach crop nutrition and farming sustainability."

Key topics at the summit will cover the critical role of micronutrients in soil health, the integration of cutting-edge ag-tech in farming, and strategies for eco-friendly crop production. The event aims to set new benchmarks for the industry, influencing future agricultural practices and policies in India.

In addition to the informative sessions, the summit will offer numerous networking opportunities, allowing attendees to connect with industry peers and explore potential collaborations. It is an ideal platform for anyone involved in the agricultural sector to gain knowledge, share experiences, and contribute to the shaping of India's agricultural future.

IMMA is committed to driving change towards more sustainable agricultural practices and believes this summit will be a catalyst for innovation and policy transformation in the sector.



National Crop Nutrition Summit 2024: मुंबई में होगा राष्ट्रीय फसल पोषण शिखर सम्मेलन का आयोजन, IMMA करेगा मेजबानी, जाने क्या कुछ रहेगा खास

National Crop Nutrition Summit 2024: राष्ट्रीय फसल पोषण शिखर सम्मेलन की तारीख का ऐलान हो चुका है। इस बार सम्मेलन का आयोजन मुंबई के जियो वर्ल्ड कन्वेंशन सेंटर में होगा। शिखर सम्मेलन का आयोजन 2 फरवरी 2024 को आयोजित किया जाएगा।

KJ Staff Updated on 25 January, 2024 5:31 PM IST

National Crop Nutrition Summit: भारत के प्रमुख निर्माता संघ, इंडियन माइक्रो फर्टिलाइजर्स मैन्युफैक्चरर्स एसोसिएशन (IMMA) ने चौथे राष्ट्रीय फसल पोषण शिखर सम्मेलन को आयोजित करने की घोषणा की है। आईएमएमए की मेजबानी में यह शिखर सम्मेलन 2 फरवरी 2024 को मुंबई के जियो वर्ल्ड कन्वेंशन सेंटर में आयोजित किया जाएगा। इस सम्मेलन को "कृषि-तकनीक और नीति संवादाओं के माध्यम से नवाचार को सक्षम बनाना" विषय पर रखा गया है। इसमें कृषि उद्योग के विभिन्न विषयों के विशिष्ट अतिथि और वक्ता शामिल होंगे।

इस संबंध में जानकारी देते हुए आईएमएमए के अध्यक्ष डॉ. राहुल मीरचंदानी ने कहा, "राष्ट्रीय फसल पोषण शिखर सम्मेलन में पोषक तत्व प्रबंधन समाधान, तकनीकी प्रगति और नीति समर्थन पर ध्यान केंद्रित करते हुए कृषि के भविष्य पर चर्चा करने के लिए नीति निर्माताओं, उद्योग विशेषज्ञों और नवप्रवर्तकों के माध्यम से विचार-विमर्श किया जाएगा। शिखर सम्मेलन के एजेंडे में मुख्य भाषण, पैनल चर्चा और इंटरैक्टिव कार्यशालाएं शामिल हैं, जो कृषि क्षेत्र में नवीनतम रुझानों और सर्वोत्तम प्रथाओं में अंतर्दृष्टि प्रदान करती हैं।

भविष्य की खेती के लिए तैयार होगा रोडमैप

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IMMA Announces 4th National Crop Nutrition Summit to be Held in Mumbai on 2nd February 2024



Mumbai (Maharashtra) [India], January 23: The Indian Micro Fertilizers Manufacturers Association (IMMA) is thrilled to announce the hosting of the 4th National Crop Nutrition Summit at the Jio World Convention Centre, Mumbai, on 2nd February 2024. This summit, themed "Enabling Innovation through Agri-Tech and Policy Dialogues," promises to be a landmark event featuring distinguished guests from different disciplines of society.

The 4th National Crop Nutrition Summit will convene thought leaders, policymakers, industry experts, and innovators to discuss the future of agriculture, focusing on sustainable solutions, technological advancements, and policy support. The summit's agenda includes keynote addresses, panel discussions, and interactive workshops, offering insights into the latest trends and best practices in the sector.

Dr. Rahul Mirchandani, President, IMMA said, "The 4th National Crop Nutrition Summit is not just an event; it's a beacon for the future of agriculture in India. We are gathering the best minds to create a sustainable and technologically advanced roadmap for Indian agriculture. This summit will be a turning point in how we approach crop nutrition and farming sustainability."



IMMA ANNOUNCES 4TH NATIONAL CROP NUTRITION SUMMIT TO BE HELD IN MUMBAI ON 2ND FEBRUARY 2024 - PNN DIGITAL



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United News of India
India's Multi Lingual News Agency

IMMA Summit discusses 'Ease of Doing Business' and Unveils AI-Driven Drones and Digitization as the Future of Farming in India

Mumbai (Maharashtra) [India], February 17: The Indian Micro Fertilizers Manufacturers Association (IMMA) concluded its 4th National Crop Nutrition Summit in Mumbai, unveiling a series of agritech innovations that echo Prime Minister Narendra Modi's vision of revolutionizing Indian agriculture with drone technology. This landmark event marked the debut of sophisticated AI-driven drones and digital soil scanning technologies by pioneers Aries Agro Limited, Multiplex Drone, and many others, heralding a new dawn for farming efficiency and sustainability in India. Dr. Rahul Mirchandani, President of IMMA, shared, "The technologies showcased at the summit are monumental in advancing toward a future where every farm in India can harness the efficiency and precision of AI and digitization. These innovations exemplify the transformative potential of agritech in enhancing crop yield, minimizing resource waste, and promoting sustainable farming practices."

English Loktej

IMMA Announces 4th National Crop Nutrition Summit to be Held in Mumbai on 2nd February 2024

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dailyhunt

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25d · 1 shares

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MADHYAPRADESH MIRROR

IMMA Announces 4th National Crop Nutrition Summit to be Held in Mumbai on 2nd February 2024

January 31, 2024 · 10:11am PST

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DECCAN EXPRESS

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DELHI NEWS NOW

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IMMA Announces 4th National Crop Nutrition Summit to be Held in Mumbai on 2nd February 2024

Mumbai (Maharashtra) [India], January 31: The Indian Micro Fertilizers Manufacturers Association (IMMA) is thrilled to announce the hosting of the 4th National Crop Nutrition Summit at the Jio World Convention Centre, Mumbai, on 2nd February 2024. This summit, themed "Enabling Innovation through Agritech and Policy Dialogues," promises to be a landmark event featuring distinguished guests from different disciplines of society. The 4th National Crop Nutrition Summit will convene thought leaders, policymakers, industry experts, and innovators to discuss the future of agriculture, focusing on sustainable solutions, technological advancements, and policy support. The summit's agenda includes keynote addresses, panel discussions, and interactive workshops, offering insights into the latest trends and best practices in the sector. Dr. Rahul Mirchandani, President, IMMA said, "The 4th National Crop Nutrition Summit is not just an event; it's a beacon for the future of agriculture in India. We are gathering the best minds to create a sustainable and technologically advanced roadmap for Indian agriculture. This summit will be a turning point in how we approach crop nutrition and farming sustainability."

COMPENDIUM: MICRONUTRIENT FERTILIZERS IN INDIA

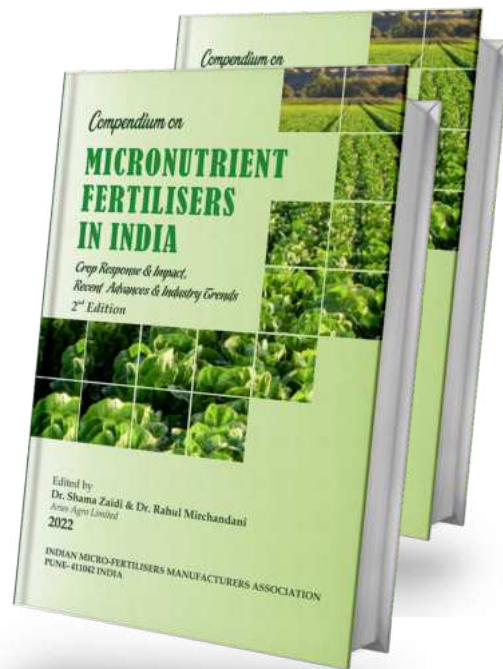
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Indian Micro-Fertilizers Manufacturers Association (IMMA)

ABOUT IMMA

The Indian Micro-Fertilizers Manufacturers Association (IMMA) was established in 1983 to represent the interests of the micronutrient manufacturers throughout the country. Our members have been working with the farming communities for almost 50 years and have played a vital role in making balanced plant nutrition a national imperative.

IMMA has three major focus areas of work: Policy Advocacy with Government, Knowledge and Skills Training of staff and stakeholders across India, as well as developing unity and Fellowship amongst members. IMMA is a statutory body under Section 38(5) of the FCO 1985, and has been a member of all State Fertilizers Communities over the past decades.

IMMA continuously interacts with concerned Ministries, Agricultural Commissioners & policy makers in the Central and State Governments. IMMA strives to share best practices, working with top scientists and researchers, hosting expert technical sessions, visiting best-in class labs to standardize analytical methods and publishing latest research papers in the periodical IMMA Bulletins.

IMMA hosts annually its flagship National Crop Nutrition Summit and B2B conclave to bring all stakeholders together to provide inputs on enabling policies, showcase innovation, as well as provide a platform to members to explore new business opportunities.



Indian Micro-Fertilizers Manufacturers
Association (IMMA)

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**5th NATIONAL CROP NUTRITION SUMMIT,
& B2B CONCLAVE 2024-25**

7th & 8th FEBRUARY 2025,
MUMBAI, INDIA



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