

**PROCEEDINGS**  
of  
Stakeholders' Consultation Meeting  
on  
**Agrifood value chains in  
Odisha-Challenges and  
Opportunities**

**29<sup>th</sup> November 2023**

**Auditorium, Department of Agriculture & Farmers'  
Empowerment (Krushi Bhavan) Odisha, Bhubaneswar**



*Organised by*

**Agriculture Consultancy Support Service Cell (ACSSC)**  
**Odisha University of Agriculture and Technology (OUAT), Bhubaneswar-751003**

**and**

**International Food Policy Research Institute (IFPRI)**



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# **Agrifood value chains in Odisha-Challenges and Opportunities**

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**Prof. Sarba Narayan Mishra**  
**Director**

### **FOREWORD**

A stakeholders' consultation meeting entitled "Agrifood Value Chains in Odisha- Challenges and Opportunities" was organised by Agriculture Consultancy Support Service Cell (ACSSC), OUAT at Auditorium, Department of Agriculture and Farmers Empowerment (Krushi Bhawan), Bhubaneswar on 29th November 2023 as per the Term of Reference (ToR) of the consultative project "Drivers of agrifood systems growth in Odisha" funded by International Food Policy Research Institute (IFPRI). The meeting witnessed the participation of key stakeholders from both national and international organisations including Government officials, faculties and scientists of Universities and academic institutions, representatives from civil societies, agriculture marketing experts and private companies involve in agriculture value chain in Odisha.

The objectives of the meeting were to identify the drivers of agrifood system (AFS) as well as the priority areas of the interventions, to analyze the emerging challenges and opportunities and to understand essential policy and institutional reforms for transforming farm and off farm sectors in Odisha. Besides the inaugural and the plenary session, there were three technical sessions designed to discuss and deliberate and gain consensus on the policy and institutional challenges facing the agrifood system and prioritize action points in Odisha. The thematic areas of discussion in the three sessions are the transformation of agrifood value chains in Odisha, transformation of horticulture value chains in Odisha and the transformation of fisheries and livestock value chains in Odisha.

In this context, it is my great pleasure to express my gratitude and thanks to Prof Pravat Kumar Roul, Hon'ble Vice Chancellor, OUAT for allowing us to take up this project in consultative mode under OUAT. We are very much grateful to Dr. Arabinda Kumar Padhee, Principal Secretary, DA&FE, Government of Odisha for his overall guidance and support for this consultation meeting. We are extremely thankful to all our esteemed international delegates viz. Dr. Clemens Breisinger, Senior Research Fellow and Program Leader for the Kenya Strategy Support Program; Mr. Archisman Mitra, Researcher, International Water Management Institute; Dr. Karl Pauw, Senior Research Fellow, IFPRI; Ms. Yumna Kassim, Program Manager, IFPRI; Dr. Sirak Bahta, Senior Agricultural Scientist, International Livestock Research Institute; Mr. Leonard Kirui, Senior Manager, CIP for their successful participation as well as valued opinions for making this meeting successful and meaningful.

I also acknowledge the constant involvement and support received from Dr. Barun Deb Pal and Mr. Manmeet Singh Ajmani of IFPRI (India) for organising this consultative meeting successfully. Our special thanks to Prof K R Ashok (former Director, CARDS, TNAU, Coimbatore) and Dr. Amarendra Reddy (Joint Director, Policy Support Research, ICAR-NIBSM, Raipur) for their valued support for this consultation workshop. Last but not the least, I express my heartfelt thanks to all our ACSSC consultants and supporting team for their roles played for this assignment from the beginning to its present shape.

**DIRECTOR**







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**DIRECTOR**





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## BACKGROUND

Odisha, an eastern coastal state, is among the low-income states in India. In 2021-22, the per capita income of Odisha was about INR 127,400 (USD 1710), which was about 85 percent of India's per capita income. Agriculture continues to be the main source of income in Odisha. Of the 46 million people living in this state, 83 percent live in rural areas and most of them earn their livelihood from agriculture. Despite its importance, this sector's contribution to the state's GDP has dropped from 37 percent in the triennium ending average (TE) 1992-93 to 21 percent in TE 2017-18, with industry and services experiencing a proportional rise. However, the number of persons engaged in the agriculture sector remains high. According to the National Sample Survey (NSS) report, about 56 percent of Odisha's population is engaged in agriculture and allied sectors (Periodic Labour Force Survey 2019). There are several challenges to this sector, including small parcels of landholdings, and frequent natural calamities like drought, submergence, cyclones etc., that affect farmers' yield and income. Odisha and India's agriculture GDP grew at a similar rate of 4 percent since 2001-02, but Odisha's growth was less consistent because of natural disasters. Agricultural growth in Odisha has shown negative growth five-times during the 1990s. Between 2011-12 and 2017-18, Odisha witnessed negative growth rates in four years, threatening the livelihoods of its farmers.

The Government of Odisha has taken several steps in the past to overcome these challenges and to enhance the livelihoods of farmers, but the outcomes leave the possibility for further improvement. Still, Odisha agriculture is predominantly dominated by paddy cultivation, too with low productivity in comparison to the national average. There is good scope to enhance paddy productivity in addition to farming system diversification.

Odisha's rural economy is transforming because of urbanization, market expansion, an increase in livelihood opportunities in the non-farm sector and the changes in land use pattern. Economic and institutional reforms are underway, and their successful implementation in the next few years will increase the per capita income and improve the living standard of the people. Rising incomes will also lead to a paradigm shift in the way food is being produced, processed, and sold at the national and regional markets, creating opportunities for farmers and agribusinesses to transform commodities into products that are demanded by consumers. Thus, the agrifood systems (AFS) has been evolving in the state, and the focus on developing and improving agrifood value chains is be the priority for policy makers.

To design effective programs and strategies, a holistic approach should be adopted, involving learning from the past, considering agricultural constraints faced by farmers, and understanding Odisha's agrifood system.

Agrifood systems comprise primary agriculture, food processing, agrifood trade, food services, and input supplies. Assessing and mapping Odisha's AFS will help identify priority areas for investment opportunities and linking farmers with markets, strengthening institutions, improving infrastructure, and sequencing of the specific interventions to develop agricultural commodity value chains. The comprehensive set of priorities can be prepared by integrating various government departments and stakeholders, including farmers, service providers, the private sector, agro-processors, and civil society organizations. The development of appropriate investment options would provide the foundation to transform and develop resilient agrifood value chains in Odisha. This will help to provide new opportunities for farmers to have a better livelihood. In this context, a stakeholder consultation meeting was organised to get insights on stakeholder's challenges and opportunities in agrifood value chains and system transformation.

### **Objective**

This consultation was organized to meet the following objectives:

1. To analyse the agrifood value chains and identify the drivers that has transformed Odisha agriculture.
2. To understand emerging challenges and opportunities to integrate primary agriculture with off-farm value added activities including post-harvest activities, agricultural processing, marketing, and trade.
3. To understand the essential policy and institutional reforms needed to transform the agrifood system in Odisha

In this context, Odisha University of Agriculture and Technology (OUAT), Bhubaneswar in consultation with International Food Policy Research Institute (IFPRI) hosted the Stakeholders' Consultation Meeting on Agrifood value chains in Odisha – Challenges and Opportunities in Krushi Bhavan on 29<sup>th</sup> November 2023. The deliberations focused on priority areas of interventions for transforming farm and off farm sector to enhance farmer's income in Odisha.

There were three technical sessions designed to discuss and deliberate and gain consensus on the policy and institutional challenges facing the agrifood system and prioritize action points in Odisha.

The thematic areas of discussion in the three sessions are listed below:

**Technical Session 1:** Transformation of agrifood value chains in Odisha

**Technical Session 2:** Transformation of horticulture value chains in Odisha

**Technical Session 3:** Transformation of fisheries and livestock value chains in Odisha

The meeting served as a platform for discussion by key stakeholders from both national and international organisations including government officials, representative from cooperatives, farmer producer organizations, scientists, faculties from universities and academic institutions, financial institutions, civil society organizations working on agriculture and food policy related issues, agriculture marketing experts and private companies involved in the agrifood value chains in Odisha.

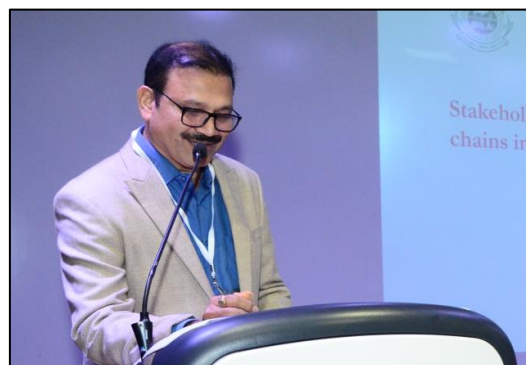


## Inaugural Session

The meeting was inaugurated by Dr. Arabinda Kumar Padhee, Principal Secretary, Department of Agriculture and Farmers' Empowerment; Prof. Pravat Kumar Roul, Vice Chancellor, OUAT; Dr. Clemens Breisinger, Senior Research Fellow and Program Leader for the Kenya Strategy Support Program; Dr. Barun Deb Pal, Research Coordinator, IFPRI; Archisman Mitra, Researcher, International Water Management Institute and Prof. Sarba Narayan Mishra Professor & Head, Department of Agricultural Economics, College of Agriculture, OUAT by watering a mango sapling and setting the tone of humility and nature-friendly ideas and discussion throughout the day.

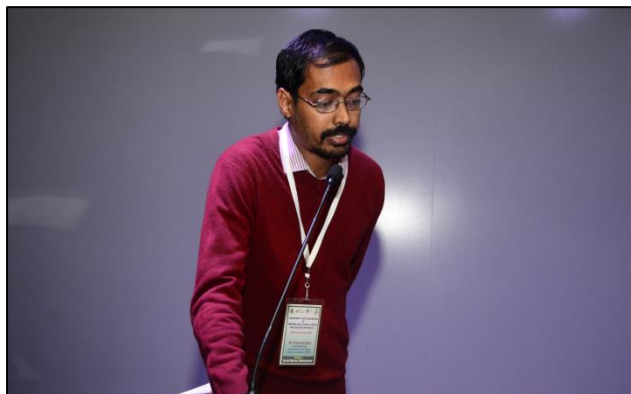


The inaugural session commenced with each of these dignitaries laying the foundations for the day's discussions by giving insights on the current status, policies and institutional challenges of agrifood system in Odisha and its future course of action.



**Dr. Sarba Narayan Mishra**, Director, ACSSC and Professor & Head, Department of Agricultural Economics, College of Agriculture, OUAT delivered the welcome address and highlighted the consultative work being conducted between OUAT and IFPRI and briefed on the drivers of the agrifood value chain in the state. He also elaborated the purpose of the workshop and put light on the policy and reforms related to agrifood value chain in the State.

**Mr. Archisman Mitra**, Researcher, International Water Management Institute highlighted the various initiatives of National Policies and Strategies Initiatives (NPS) in the Indian context and emphasized three key areas of NPS, policy coherence, integrating policy tools and responding to policy demands with special reference to specific schemes being implemented across the country. He emphasized for collaboration among stakeholders like Government organizations, CSOs, think tanks, and the local communities. Stressing the need for policy coherence at both national and regional levels across multiple sectors in India, Mr. Mitra pointed out the challenge posed by governing bodies working independently, hindering the creation of comprehensive and unified policies. He suggested using stakeholder interviews to pinpoint existing gaps in policies.



He talked about the ongoing nine schemes in consultation with the Government of Odisha for in-depth coherence analysis whose final policy recommendation will be published in 2024. He further highlighted integrated policy tools for decision-making. He gave an overview of various modeling approaches for investment in the agrifood system namely Supply and Use Table (SUT); Social Accounting Matrix (SAM)

Modelling; and Agricultural Investment Data Analysis (AIDA). He stressed the importance of expanding the national-level database to Odisha, and offering training to policymakers and stakeholders, with OUAT playing a pivotal role in these efforts. Additionally, he addressed specific challenges, like the increasing frequency of floods and droughts due to climate change, emphasizing the need for holistic collaboration among stakeholders to respond effectively to policy demands and crises.

**Dr. Barun Deb Pal**, Research Coordinator, IFPRI gave an overview of the consultation meeting and discussed the various stages of agrifood system transformation namely rising farm productivity, linking to local markets, upgrading food value chains to higher levels through food processing, engaging in the rural non-farm economy, and harnessing the urban markets. He stressed the policies to be productive, inclusive and sustainable.



He also briefed on the concepts of the agrifood value chain as well as the measurements of agrifood system GDP. He further discussed the structure of the agri-food system in Odisha vis-à-vis India. He emphasized the off-farm activities in the State are reportedly low and are matters of concern. He also discussed on several challenges



faced by various value chain actors. He also briefed about various expectations from the workshop.

**Dr. Clemens Brieisinger**, Senior Research Fellow and Program Leader for the Kenya Strategy Support Program at IFPRI gave brief highlights on National Policies and Strategies around the globe. He further highlighted the various achievements and works of IFPRI in framing various national strategies across the globe. He showed his interest in aiding Odisha and boosting overall agricultural development and supporting the Government in framing suitable policies.



He encouraged stakeholders to collaborate as partners, emphasizing the importance of learning, supporting each other, and collectively striving to enhance the agrifood system in the state. He gave a brief outline on the Memorandum of Understanding (MoU) inked with Odisha for a wider CGIAR collaboration and emphasized the need for significant attention to capacity sharing to foster comprehensive development. He conveyed his sincere hopes for the success of the workshop.

**Dr. Pravat Kumar Roul**, Vice Chancellor, OUAT highlighted the gradual shift in the

consumption pattern in the State. He discussed the gradual shift from food security to nutritional security and now the agrifood system (AFS).



He emphasized the importance of integrating four key agricultural outputs—Food, Feed, Fodder, Fibre, and Fuel. Additionally, he highlighted several challenges encountered by the agri-food system, including the impacts of Covid-19, the balance between affordability and availability, and the evolving food ecosystems. He noted the government's shift toward promoting millets, cash crops, and similar endeavors. He also discussed Odisha's recent agricultural policy named SAMRUDHI, which prioritizes profitability over productivity. He provided a brief overview comparing Odisha's agricultural status to the national level and mentioned the establishment of twelve production clusters within the state. He urged stakeholders to identify the driving forces and challenges within these clusters to develop appropriate policies for effective decision-making.

**Dr. Arabinda Kumar Padhee**, Principal Secretary, Department of Agriculture and Farmers' Empowerment, Government of Odisha emphasized the pivotal role of Policies,



Institutions, and Markets (PIM) in achieving meaningful outcomes. He underscored the collective significance of all participants involved in the value chains and stressed the need for agricultural transformation based on evidence and scientific principles. Discussing effective interventions for enhancing production and ensuring better price realization, he shed light on the farming community of the State.



Dr. Padhee highlighted the collaborative approach necessary for uplifting the tribal population, constituting 22.7 per cent of the state's inhabitants, and urged turning challenges into opportunities. He explained the varying

nature of value chain models across different commodities and emphasized the importance of financing these chains. Furthermore, he emphasized on the agri-production clusters and the expansion of the agri-food value chains, mentioning the use of decentralized solar storage facilities to increase the self life of perishable agricultural commodities.

He further went on to speak about the achievements of Odisha as a rice surplus state. He also elaborated on various missions running in the State to increase the productivity of various crops like millets and jackfruit, etc. and also the ongoing coffee mission with active private sector participation. He emphasized on to build the competitiveness of the agrifood system with smaller interventions incorporated at each stage of the value chain as well as digital interventions. He called for long-term and short-term policy recommendations as the outcome of the workshop which can help in building a robust agrifood system in the State.



**Felicitation of delegates on the dais**



## Technical Session 1: Transformation in agriculture value chain

**Moderator: Dr. Amarendra Reddy**

Joint Director, Policy Support Research, ICAR – National Institute of Biotic Stress Management (ICAR-NIBSM)

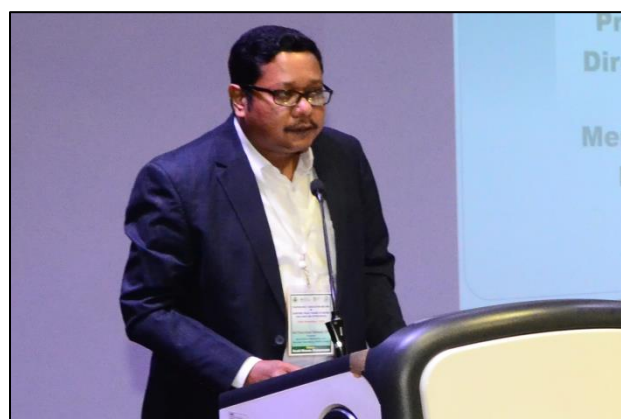
**Dr. K. R. Ashok**, Former Director, Centre for Agricultural and Rural Development Studies, Tamil Nadu Agricultural University, Coimbatore highlighted the status and drivers of agricultural transformation in Odisha which has been increasing in the last 3 years. He highlighted the importance of the agri-food transformation and advocated the importance of Government support and policy. He added that Odisha undergoing a structural change by referring to the decline in agriculture employment.



He advised that agri-food transformation should be based on changes in consumer preferences and

patterns of the world population. He also highlighted the changes and challenges of the AFS transformation by pointing at paddy dominance among the crops, market linkages, agro-processing, land fragmentation, and natural calamities etc.

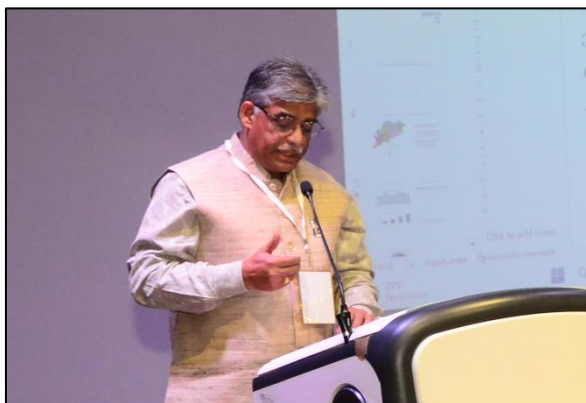
**Mr. Pravu Kalyan Pattanayak**, Director, Agricultural Marketing-cum-Member Secretary, OSAM Board, Department of Cooperation, Government of Odisha highlighted the Government's perspective on agricultural marketing. He discussed the agri-market framework in Odisha.





He also highlighted agriculture marketing reforms in Odisha with examples of a unified license system and a single-point levy of market fees. He also discussed the market infrastructure development in Odisha. He highlighted on the progress of 17 specialized markets and 40 cooling chambers with a capacity of 7.75 metric tons in the State. He also highlighted the integration of information technology in marketing with special reference to satellite mandis.

**Mr. Jagadananda**, Member Secretary, Centre for Youth and Social Development, Odisha highlighted the farmer's perspective on agri-food systems in Odisha and the importance of social mobilization among the farmers. He urged for concentrated effort in establishing a targeted cluster promotion initiative and stressed the importance of agriculture driven by consumption needs and sensitive to nutritional requirements.



He expressed happiness regarding the growing use of small cold storage units in the state. He highlighted on plights faced by farmers as well as Farmer Producers Organisations (FPOs) in the State. He emphasized on creation of a federation of FPOs in a cluster mode and stressed the need for their capacity building on several fronts. He also highlighted the problems of the share

croppers of the State, who form majority of the farming community. He also emphasized on easy access of all farmers to institutional credit facilities. Additionally, he stressed the need to create a well-structured State Plan for agriculture and allied sectors.

**Mr. Prem Chandra Chaudhary**, Director, Directorate of Agriculture & Food Production, Odisha; and Managing Director, Agricultural Promotion and Investment Corporation of Odisha Limited (APICOL) highlighted on successful implementation of Mukhyamantri Krishi Udyog Yojana (MKUY) by the Government through APICOL and pointed out the scheme's success, noting the rise in the grants disbursed in recent years as evidence.



He shared details about the current scheme which aims to raise capital assistance from Rs. 50 lakhs to 1 crore. He mentioned the complete digitalization of the process, allowing individuals to monitor their project specifics through a web portal. Additionally, he highlighted the shift from the previous "back end" payment settlement to a more beneficiary-friendly "front end" settlement process. He also elaborated on the array of benefits accessed by the scheme beneficiaries.



## Technical Session 2: Transformation in horticulture value chain

**Moderator: Dr. Karl Pauw,**

Senior Research Fellow, IFPRI

**Ms. Dharitri Mishra**, Joint Secretary, Cooperation Department, Government of Odisha emphasized the marketing approaches for horticultural products in Odisha. She discussed different measures aimed at revamping agricultural marketing, such as optimizing the functioning of Regulated Market Committees (RMCs), fostering market connections and empowering farmers through improved supply chain management in the state. Additionally, she underscored the collaborative efforts in supply chain management with ICRISAT and outlined the activities undertaken in this partnership.

She emphasized the need to reinforce and raise awareness about institutional trading using electronic platforms. She also mentioned the significance of involving strategic management partners on a trial basis to handle diverse activities concerning agricultural marketing.

**Mr. Chandramani Sahu**, Cluster Coordinator, CinI (Child In Need Institution) discussed CinI's involvement in the vegetable value chain in Odisha, particularly with smallholder women farmers. He explained the current network within the value chain and identified the gaps or missing elements in the process.



He emphasized the implementation of advanced commercial nursery practices by entrepreneurs and underscored the importance of establishing production hubs driven by market demands.

**Mr. Rohit Kumar Lenka**, Director, Directorate of Horticulture, Odisha spotlighted several schemes within the horticulture sector and elaborated on the primary areas of focus: the production ecosystem, post-production systems, and marketing strategies.



He emphasized the importance of providing assistance to Farmer Producer Organizations (FPOs) and empowering women in farming communities within the state. Additionally, he stressed the promotion of agricultural clusters and the need for both collective and individual responsibility towards the ecosystem by taking ownership of resources.

**Dr. Mohinder Kadian**, Agronomist, International Potato Centre (CIP) discussed the agricultural landscapes in Odisha, specifically focusing on the cultivation of potatoes within rice fallow systems and their intensification. He outlined several challenges including issues with obtaining quality seeds, a brief window for potato production, a high aphid population, the absence of climate-resilient varieties and inadequate storage facilities.



These challenges also open doors to opportunities like employing Apical Root Cuttings (ARC), ensuring affordable access to high-quality seeds for farmers, offering virus-free seeds, providing cost-effective planting materials, supplying climate-resilient potato varieties, and processing options for farmers.

**Mr. Debjyoti Dutta**, Director, PRB Super Food Private Limited, a promising Start-up at Khordha Industrial Estate focused on PRB Super Food's perspective on the horticulture value-chain, along with its mission and vision. He also highlighted various national and state-level schemes.



He outlined the future path by emphasizing on need for collaboration, seeking expert guidance and developing specialized training for agri-business. Additionally, he suggested vertical integration with private stakeholders to enhance profitability.



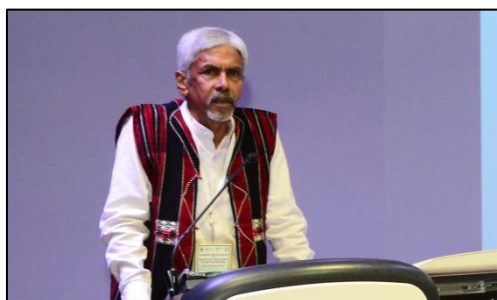


### Technical Session 3: Transformation in fisheries and livestock value chain

**Moderator: Ms. Yumna Kassim,**

Program Manager, International Food Policy Research Institute

**Dr. Kamlesh Mishra**, President, Seafood Exporters' Association delved into the seafood value chain for both domestic and international markets. He highlighted the significance of product branding to enhance their value and outlined effective strategies for establishing a strong and resilient value chain.



He provided detailed statistics depicting the status of seafood exports originating within the State and the country as well.

**Mr. Devadutta Biswal**, Director, Srusti Agro Farms, an emerging private farm specializing on layer birds in the State shared insights into nationwide and state-level egg production,

followed by the success story of his enterprise. Additionally, he highlighted on benefits of different government aid accessible to augment



livestock production in the State. Furthermore, he aimed to raise public awareness to boost demand by enhancing backward and forward integration.

**Dr. Nrusingha Charana Mishra**, Additional Director, Odisha Biological Product Institute, Directorate of Animal Husbandry & Veterinary Services narrated about the present status of the livestock and poultry value chains within the State and their future perspectives. He emphasized essential strategies aimed at tackling production challenges in the cattle and poultry



sectors. Furthermore, he elaborated on various strategies for enhancing post-production processes in the dairy and poultry sectors in Odisha.

**Dr. Gouri Sankar Nanda**, Directorate of Fishery, Government of Odisha briefly outlined the government's stance on the fisheries industry and highlighted the sector's notable achievements in recent years, along with key initiatives taken. He stressed the growth potential for exports to West Bengal and the northeastern states, currently predominantly supplied by exports from Andhra Pradesh. He discussed the Mukhyamantri Macchayajibi Kalyan Yojana (MMKY) and its role in fostering aquaculture entrepreneurship under MKUY.



Additionally, he emphasized initiatives concerning brackish water, the expanding marine sector, integrated aqua parks, and the development of clean and modern fish market infrastructure, particularly aiming for exports to diverse countries.

**Dr. Nagesh Kumar Barik**, Principal Scientist, ICAR-CIFA, Bhubaneswar explored the

Aquaculture Value Chain in Odisha, delving into the challenges and opportunities it presents. He detailed technological advancements, diverse models being employed, the statistical overview of inland fisheries in Odisha, and factors contributing to the sector's continued growth.



He emphasized the need to consolidate all components of the value chain within a single district to render the chain economically feasible, aligning with the One-District One Product concept. Additionally, he provided insights into the State's policy initiatives aimed at stimulating the sector.

**Dr. Sirak Bahta**, Senior Agricultural Scientist, International Livestock Research Institute, Kenya discussed about unlocking policies and investments through the Livestock Management Plan (LMP) tailored for Odisha. He explained the diverse impact pathways studied within the framework of the LMP and emphasized the identification of livestock production zones and priority value chains.







## Plenary Session

**Moderator: Dr. Clemens Breisinger**

Senior Research Fellow, IFPRI and Lead, CGIAR Initiative on NPS.

**Mr. Gautam Kumar Pradhan**, Senior Advisor, Solar Electric Light Company (SELCO) Foundation emphasized the development of sustainable energy-driven agri-food value chains in Odisha, advocating for decentralized renewable energy sources. He underscored the nutritional security and sustainability benefits



associated with integrating renewable energy into the agri-food value chain. Additionally, he discussed resilient micro-business prospects and stressed the importance of collaborative efforts to build a sustainable ecosystem. He highlighted prevalent issues and challenges within the energy

sector, emphasizing the increasing prospects in solar and wind power generation through cluster identification for government incentives.

**Mr. Ekadashi Nandi**, Organic Certification Officer, KASAM NGO highlighted the



initiatives undertaken by the Kandhamal Stall at Adibasi Mella (KASAM) startup, aiming to remove intermediaries from the linkage. He expanded on the organization's future potential and discussed challenges such as post-harvest management, economic constraints, inadequate primary processing, supply chain deficiencies, and distress sales.

**Dr Amarender Reddy**, Joint Director, Policy Support Research, ICAR – National Institute of Biotic Stress Management (ICAR-NIBSM) pointed out the unevenness in agricultural value chains across regions in Odisha. He stressed the significance of land entitlement and also highlighted the importance of insurance coverage and access to credit for tenant and landless farmers.



He emphasized the significance of substantial investments spanning the entire agricultural value chain, from seed to seed, to significantly enhance Odisha's agricultural competitiveness for exports. He highlighted the existing gaps within the chain. Additionally, he elaborated on the crucial role of Self-Help Groups and Farmer Producer Organizations. He suggested that private investments could be attracted through viability gap funding and emphasized the need for various entry points. Furthermore, he discussed the importance of micro-irrigation and livestock in boosting the agricultural sector of the State.

**Ms. Shyama Jha**, Founder, Millet Magic Foundation outlined the challenges and prospects within Odisha's agri-food value chain, stressing the significance of control and ownership at every stage of the chain. Emphasizing the

necessity for a sustainable market, she identified



three key pillars: Finance, Knowledge, and Payment. She advocated for the development of innovative, branded products and highlighted the interconnectedness of market links both forward and backward. Urging the government to focus on policy decisions to identify and address gaps in the value chain, she emphasized the need for farmer awareness regarding shelf-life extension of products, innovation, marketing strategies, and branding.

### **KEY INSIGHTS AND RECOMMENDATIONS**

The workshop discussions provided valuable insights into the challenges encountered by diverse stakeholders and offered suggestions for future perspectives. Panelists and delegates shared multiple recommendations and suggestions throughout their presentations and interactions, summarized as follows:

#### **Technical Session 1: Transformation in the agriculture value chain**

**Industrial Perspective-** The stakeholders from industries raised queries on:

- Policies on the procurement of processed products by the Government.
- Accountability of the Government and concerned departments for appropriate policy-making

- Lack of raw material of desired quality and quantity for processing.
- Lack of maize and soybean for feed preparation

**Farmers' Perspective-** Farmers raised queries on-

- How to get better prices for their produce using the e-Nam portal
- How to enhance Rabi cropping in the state

**Scientists' perspective-** Scientists present in the forum raised questions on-

- How to identify the gaps and missing enterprises in the value chains
- How to address the gaps identified in the agri-food system
- How to address the institutional credit requirement in the State
- How private investments in community tubewell projects can enhance and promote participatory irrigation in the state

### **Recommendations**

- Designing the Agri-Food system into a demand-driven, consumption-oriented and nutri-sensitive one.
- Administering appropriate skill development and providing better institutional credit facilities. Making formal credit less cumbersome. Credit for tenant farmers based on crop pledges rather than land documents as collateral.
- Sensitizing the small and marginal farmers about the e-NAM portal, farmers can get better price realization for their produce
- Clustering the crops into small zones to develop value chains that promote export can be of great help
- The discussion also highlighted bringing together the Government and private sector and civil society to address the problems of the farming community

## **Technical Session 2: Transformation in the horticulture value chain**

**Industrial Perspective-** The stakeholders from industries raised queries on:

- What are the marketing opportunities available in the State
- How to address the distress sale by farmers
- How to address value chain fragmentation in the state
- Not enough raw material for processing
- Only 10% of the produce are sold through the APMC mandis
- 90% of the farmers are selling their produce at the farm gate.

**Farmers' Perspective-** Farmers raised queries on-

- How to address the lack of cold storage facilities in the state
- Non availability of quality seeds and climate resilient varieties for potato
- Lack of required storage facility

**Scientists' perspective-** Scientists present in the forum raised questions on how Odisha can efficiently adopt floriculture missions akin to West Bengal.

### **Recommendations**

- Adopting a cluster-based approach to promote the horticulture mission in the state
- Developing dynamic capabilities of the farmers in the state
- Integrating the value chain in the state
- Adoption of small-scale cold storage facilities across the state to increase the shelf lives of the produce.
- Promoting contract farming in the State
- Connecting niche products of the state to national and international markets.
- Promotion of Apical Rooted Cuttings as planting material for potato seed multiplication in the state
- Promotion of women entrepreneurs in agri and horticulture sector
- Strengthening backward and forward linkages in the horticultural value chain



### Technical Session 3: Transformation in fisheries and livestock value chain

**Industrial Perspective-** The stakeholders from industries raised queries on:

- Investment opportunities in the state
- How to avail the subsidies for livestock enterprises
- Branding of processed fishery products

**Farmers' Perspective-**

- Farmers raised queries on how to address the fodder and feed crisis in the State
- Challenges faced due to disease like infectious bovine rhinotracheitis (IBR) and others

**Scientists' perspective-** Scientists present in the forum raised questions on:

- How to address the problem of demand and consumption gap
- Why so much reliance on govt. subsidies and not private investment

#### Recommendations

- Encouraging areas for private sectors to come up and frame appropriate policies for private investment, providing viability gap funding to incentivize private investment in backward areas.
- Coordinating stakeholders of all sectors and prioritize policy making.

- Exploring opportunities for export to different countries and also to West Bengal and Northeast markets.
- Encouraging better research collaborations
- Focusing on cluster development and capital access
- Property rights and institutional development.
- Facilitating value addition in sea food items
- West Champaran Model can be replicated

### Plenary session

#### Stakeholders Perspective

The stakeholders raised queries on-

- What is the feasibility of millet markets in the State
- What are the opportunities for seafood exports in the State
- How to cover the repair and maintenance cost of solar-powered machine

#### Recommendations

- Support decentralized policy-making in the state
- Creation of a hub to promote marketing of products
- A big push in the form of a large investment is required
- Creation of multiple entry points with a multi-agency approach.
- Identification of the missing linkages in the value chain.
- Promotion of SHGs, FPOs and FPCs





## GALLERY



























## **LIST OF PARTICIPANTS (Annexure – I)**

SL. NO	NAME	DEPARTMENT/ ORGANISATION
1	Prof. Pravat Kumar Roul	Hon'ble Vice-Chancellor, OUAT, Bhubaneswar
2	Dr. Arabinda Kumar Padhee, IAS	Principal Secretary, DAFE, GoO
3	Mr. Archisman Mitra	Researcher, International Water Management Institute (IWMI)
4	Dr. Clemens Breisinger	Representative, International Food Policy Research Institute (IFPRI)
5	Ms. Yumna Kassim	CGIAR Initiative on National Policies and Strategies (NPS)
6	Prof. Sarba Narayan Mishra	Director, Agriculture Consultancy Support Service Cell, OUAT, Bhubaneswar
7	Dr. Barun Deb Pal	Research Coordinator, International Food Policy Research Institute (IFPRI)
8	Dr. A. Amarender Reddy	Joint Director, Policy Support Research, ICAR-NIBSM
9	Prof. K.R. Ashok	Former Director, CARDS, TNAU
10	Shri Jagadananda	Member Secretary, Centre for Youth and Social Development
11	Ms. Shyama Jha	Magic Millets Foundation
12	Mr. Prem Chandra Chaudhary, IAS	Director, Directorate of Agriculture and Food Production And Managing Director, APICOL
13	Ms. Dhartri Mishra, OAS	Joint Secretary, Cooperation Department, GoO
14	Dr. Karl Pauw	Senior Research Fellow, IFPRI
15	Shri Pravu Kalyan Pattanaya, IOFS	Director, Agricultural Marketing-cum-Member Secretary, OSAM Board
16	Mr. Chandramani Sahu	Cluster Coordinator, Mayurbhanj, CInI Odisha
17	Mr. Debjyoti Dutta	PRB Super Food Private Limited, Khordha
18	Mr. Rohit Kumar Lenka, IFS	Director, Directorate of Horticulture, DoAFE, GoO
19	Mr. Leonard Kirui	International Potato Centre (CIP)
20	Dr. Mohinder Kadian	International Potato Centre (CIP)
21	Dr. Kamlesh Mishra	President, Sea Food Exporters' Association
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23	Dr. Nursingha Mishra	Additional Director, OBPI, FARD
24	Mr. Subrat Kumar Dash	General Manager, OPDC Ltd
25	Dr. Nagesh Kumar Barik	Principal Scientist, ICAR-CIFA
26	Dr. Sirak Bahat	Senior Agricultural Scientist, ILRI
27	Mr. Gautam Kumar Pradhan	Regional Head- Odisha & Jharkhand, SELCO Foundation
28	Mr. Subrat Kumar Rath	Sikshya Barta
29	Dr. Khitish Kumar Sarangi	Asst. Prof. Department of Agri. Economics, OUAT, Bhubaneswar



30	Dr. Ananta Sarkar	Principal Scientist
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33	Ms. Sonali Mandal	Asst. Agriculture Engineers, DSC & WD
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35	Dr. Trupti Mohanty	Dean, College of Community Science, OUAT
36	Ms. Anisha Anustupa	Project Officer, CBGA
37	Mr. Nirakar Puan	Srusti Agro Farms, Dhenkanal
38	Mr. Bikash Nayak	News Reporter, Dharitri
39	Mr. Barun Kumar Meher	AEE, Directorate of Horticulture
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65	Mr. Sambit Sahoo	Comprehensive Scheme, OUAT
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75	Dr. Tushar Ranjan Mohanty	Agrometeorologist, OUAT
76	Mr. Manmeet Ajmani	Senior Research Analyst, IFPRI

77	Mr. Asutosh Panigrahi	Guest faculty, OUAT
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79	Mr. N.K. Mallick	Assistant Director, Agriculture
80	Dr. Debadutta Behura	HoD, Agribusiness Management, OUAT
81	Ms. Smita Mishra	Assistant Director, Directorate of Horticulture
82	Ms. Jyotika Rath	ADO, DA & FP (GoO)
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86	Mr. Sai Prasad Samal	Center for Budget & Governance Accountability (CBGA), New Delhi
87	Prof. Binayak Rath	Former Vice Chancellor, Utkal University
88	Mr. Ansuman Pattanayak	OSD (TE) DA & FE (GoO)
89	Mr. Brian Roy	Ph.D Scholar, Dept. of Agril. Economics, OUAT
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95	Mr. M. Udayanidhi	Ph.D Scholar, Dept. of Agril. Economics, OUAT
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98	Mr. Laxmidhar Nayak	Farmer, Jagannathpur, Pipili
99	Mr. Sidheswar Behera	Farmer, Samapur, Pipili
100	Mr. Surendra Jena	Farmer, Samapur, Pipili
101	Mr. Nrusingha Charana Swain	Farmer, Jagannathpur, Pipili
102	Mr. Nalini Panda	Agroforestry Expert
103	Ms. Priyanka	Reporter, SAMBAD
104	Ms. Gargee Satapathy	Reporter, SAMBAD
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115	Mr. Sailendra Mohanty	Odisha Millet Mission, GoO
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118	Mr. Binmaya Kumar Mondal	Ph.D Scholar, Dept. of Agril. Economics, OUAT
119	Dr. Surya Sidhant Rath	Faculty, Agricultural Economics, SOA, BBSR
120	Dr. Sangram K. Patnaik	Agriculturist, Dept. of A & FE, GoO



## **AGENDA OF THE MEETING (Annexure – II)**

Time (IST)	Program
<b>09:30 – 10:00</b>	<b>Registration</b>
<b>10:00 – 11:00</b>	<b>Inaugural Session</b>  <b>Opening with ‘Watering Ceremony’</b>  <b>Welcome address, overview of the consultation meeting, and felicitation of the chief guest and the esteem panellists</b> Dr. Sarba Narayan Mishra and Dr. Barun Deb Pal Professor & Head (Dr. Mishra), Department of Agricultural Economics, Odisha University of Agriculture and Technology; and Research Coordinator (Dr. Pal), International Food Policy Research Institute  <b>Overview on National Policies and Strategies in India</b> Mr. Archisman Mitra Researcher, International Water Management Institute (IWMI)  <b>Overview on National Policies and Strategies around the globe</b> Dr. Clemens Breisinger Senior Research Fellow, International Food Policy Research Institute (IFPRI); and Lead, CGIAR Initiative on National Policies and Strategies (NPS)  <b>Presiding Remarks by Hon’ble Vice Chancellor, OUAT</b> Prof. Pravat Kumar Roul Odisha University of Agriculture and Technology  <b>Special Address by the Chief Guest</b> Dr. Arabinda Kumar Padhee, IAS Principal Secretary, Department of Agriculture & Farmers' Empowerment (DA&FE), Government of Odisha  <b>Vote of Thanks</b>  <b>Rapporteurs</b> Dr. Debadutta Behura, Dr. Khitish Kumar Sarangi, & Mr. Subhrajyoti Mishra
<b>11:00 – 11:30</b>	<b>High Tea</b>
<b>11:30 – 12:30</b>	<b>Session 1: Agriculture value chain in Odisha</b>  <b>Moderator of the session</b> Dr. Amarendra Reddy Joint Director, Policy Support Research, ICAR – National Institute of Biotic Stress Management (ICAR-NIBSM)  <b>Status and drivers of agriculture transformation in Odisha</b> Prof. KR Ashok and Prof. Sarba N Mishra Former Director (Prof. Ashok), Centre for Agricultural and Rural Development Studies, Tamil Nadu Agricultural University; and Professor & Head (Prof. Mishra), Department of Agricultural Economics, Odisha University of Agriculture and Technology  <b>Agrifood system in Odisha: Farmers’ perspective</b> Mr. Jagadananda Member Secretary, Centre for Youth and Social Development; and Former State Information Commissioner, Odisha  <b>Magic Millets Foundation – A Success Story</b> Ms. Shyama Jha Magic Millets Foundation  <b>Government’s perspective – presentation on Mukhyamantri Krushi Udyoga Yojana</b> Mr. Prem Chandra Chaudhary, IAS Director, Directorate of Agriculture & Food Production, DA&FE, Government of Odisha; and Managing Director, Agricultural Promotion and Investment Corporation of Odisha Limited (APICOL), Government of Odisha  <b>Discussion and Q&amp;A</b>  <b>Rapporteurs</b> Dr. Khitish Kumar Sarangi, Ms. Avisweta Nandy, & Mr. M. Udaynidhi

<b>12:30 – 14:00</b>	<b>Session 2: Horticulture value chain in Odisha</b>  <b>Moderator of the session</b> Dr. Karl Pauw Senior Research Fellow, IFPRI  <b>Marketing strategies of horticulture products in Odisha</b> Ms. Dharitri Mishra, OAS Joint Secretary, Cooperation Department, Government of Odisha  <b>CInI's experience in vegetable value chain in Odisha with smallholder women farmers</b> Mr. Chandramani Sahu Cluster Coordinator, Mayurbhanj, CInI Odisha  <b>PRB Super Food perspective on the horticulture value chain</b> Mr. Debjyoti Dutta PRB Super Food Private Limited, Khordha  <b>Government schemes on horticulture</b> Mr. Rohit Kumar Lenka, IFS Director, Directorate of Horticulture, DA&FE, Government of Odisha  <b>Roots and Tubers Policy Initiatives in Odisha: A Comprehensive Overview</b> Mr. Leonard Kirui and Dr. Mohinder Kadian Senior Manager (Mr. Kirui); and Agronomist (Dr. Kadian), International Potato Centre (CIP)  <b>Discussion and Q&amp;A</b>  <b>Rapporteurs</b> Dr. Debadutta Behura, Mr. Subhrajyoti Mishra, & Dr. Pujalipta Behera
<b>14:00 – 15:00</b>	<b>Lunch</b>
<b>15:00 – 16:30</b>	<b>Session 3: Fisheries and Livestock value chains in Odisha</b>  <b>Moderator of the session</b> Ms. Yumna Kassim Program Manager, International Food Policy Research Institute  <b>Sea food value chain for domestic and international market</b> Dr. Kamlesh Mishra President, Sea food Exporters' Association  <b>Sharing Srusti Agro Farms' Journey in poultry-based farming system in Odisha</b> Mr. Devadutta Biswal Director, Srusti Agro Farms  <b>Government's perspective on Animal Husbandry &amp; Veterinary Services</b> Dr. N Mishra Additional Director, Odisha Biological Product Institute, Directorate of Animal Husbandry & Veterinary Services  <b>Government's perspective on Fisheries</b> Mr. Subrat Kumar Dash General Manager, Odisha Pisciculture Development Cooperation Limited  <b>Aquaculture value chain in Odisha</b> Dr. Nagesh Kumar Barik Principal Scientist, ICAR – Central Institute of Freshwater Aquaculture (ICAR – CIFA)  <b>Unlocking Policies and Investments with the Livestock Master Plan (LMP)</b> Dr. Sirak Bahta Senior Agricultural Scientist, International Livestock Research Institute  <b>Discussion and Q&amp;A</b>  <b>Rapporteurs</b> Dr. Khitish Kumar Sarangi, Mr. M. Udaynidhi, & Ms. Avisweta Nandy
<b>16:30 – 17:00</b>	<b>High Tea</b>

**17:00 – 18:15 Plenary Session: Agrifood value chain in Odisha – future prospects**

**Moderator of the session**

Dr. Clemens Breisinger

Senior Research Fellow, International Food Policy Research Institute (IFPRI); and Lead, CGIAR Initiative on National Policies and Strategies (NPS)

**Clean energy integration in agrifood value chain**

Mr. Gautam Kumar Pradhan

Senior Advisor, SELCO Foundation

**Financing agrifood value chain in Odisha**

Dr. Sudhanshu K K Mishra

Chief General Manager, NABARD, Odisha

**Regional Disparities in agricultural value chains in Odisha**

Dr. Amarendra Reddy

Joint Director, Policy Support Research, ICAR – National Institute of Biotic Stress Management (ICAR-NIBSM)

**Government's perspective on agricultural marketing in agrifood value chain**

Mr. Pravu Kalyan Pattanayak, IOFS

Director, Agricultural Marketing-cum-Member Secretary, OSAM Board, Department of Cooperation, Government of Odisha

**Discussion and Q&A**

**Vote of Thanks**

Dr. Sarba Narayan Mishra

Professor & Head, Department of Agricultural Economics, Odisha University of Agriculture and Technology

**Rapporteurs**

Dr. Debadutta Behura, Mr. Subhrajyoti Mishra, & Dr. Pujalipta Behera





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