



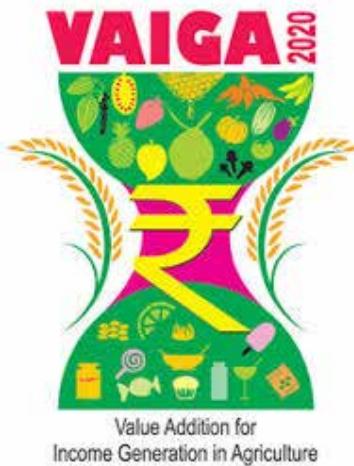
VAIGA -2020

The fourth edition of VAIGA -2020 (Value Addition for Income Generation In Agriculture), an international workshop on Agro Processing and Value Addition on the theme sustainable growth through agripreneurship was held at Thekkinkad Ground, Thrissur, Kerala from 4th to 7th January 2019.

The workshop was inaugurated by Hon'ble Kerala Governor Shri. Arif Mohammed Khan. In his inaugural address, the Hon'ble Governor said that efforts to enhance farmers' income have to become the top priority of policymakers. Farmers, farm scientists and entrepreneurs from across the country participated in the exhibition of agriculture. VAIGA aimed at exploring possibility of processing and value addition of agriculture products.

"We need to ensure that ordinary farmers get modern knowledge about value addition. What we need is a committed army of agripreneurs, who would use the available technologies to start business ventures that would fruitfully utilise the opportunities for value addition in agriculture," the Governor said. He said value addition in agriculture required more capital investment, infrastructure,

marketing efforts, proper guidelines, training, governmental support and close monitoring. "Agricultural enterprises should get privileges at par with any other modern industry. Let us extend the concept of 'ease of doing business' to agricultural businesses too," he added.



Union Minister of State for Agriculture and Farmers' Welfare, Shri Parshottam Rupala inaugurated the 'Start-Up Mission Initiative' session in the VAIGA international workshop. Speaking on the occasion, Rupala said, "Agricultural produce need to project confidence in quality and promote branding to gain foothold in world markets. He told that farmer producer companies can easily storm the markets as good quality products always have good acceptance in world markets, but, is

also competitive at the same time".

He also added that the farmer producer companies have a major role to play in value addition of products as agri business is a field in which educated youth and farmers can confidently walk in as the world now demands organically grown and produced products. Farmers need to utilize this opportunity as per the



demand. He cited example of Sikkim. The products from this state are of high acceptance and Sikkim was declared as an organic state which helped its farmers to cash in on this branding and gain higher income.

The Minister also informed that in 1951, 50% GDP was met from agriculture but today agriculture accounts for only 16% of the GDP. As the population has increased from 50 crores to 130 crore, agricultural growth is the need of the day. He also mentioned that production has increased but the farmers' income is yet to increase and for the perfect solution strong measures have to be brought in like value addition of products. In his address, Agriculture Minister, Kerala Shri. V.S. Sunil Kumar who presided over said that in the job opportunity sector, agri-business is of paramount importance.

LSG Minister Kerala, Shri. A C Moideen, Education Minister Kerala, Shri. C Raveendranath, Chief Whip and Ollur MLA Shri. K Rajan, Worshipful Mayor Smt. Ajitha Vijayan, district panchayat president Smt. Mary Thomas, and Additional Chief Secretary Shri. Devandra Kumar Singh were present during the occasion. Over 300 stalls of various agricultural organisations, government departments, farmer producers companies etc, participated in the expo.

Coconut Development Board displayed various value added coconut products like coconut oil, virgin coconut oil, packaged tender coconut water etc in the exhibition. Handicraft and utility items made from coconut shell and wood were also displayed which attracted the visitors. Publications of the Board, leaflets and brochures were distributed to the visitors. M/s. Green Valley coconut Oil, M/s. Sip O Nut, M/s. Palakkad Coconut Producer Company and M/s. Viswakarma Handicrafts displayed their products and services in the Board's stall.

VAIGA was organised by Government of Kerala



Board's stall in VAIGA 2020

with the support of Government of India, Central and State Government research institutions, public sector undertakings and other organizations in the field of agricultural development.

VAIGA showcased the most modern trends and techniques in value addition, processing and income enhancing opportunities for agripreneurs. As part of VAIGA 2020, international workshop was organised on the theme "Sustainable Agricultural Development through Agripreneurship".

Along with the international workshop an international exhibition of success stories in the field of value addition technologies, machineries for value addition, stalls of various research institutions of Central and State Governments, various public sector undertakings, model co-operatives etc were organized wherein farmers could interact with the experts.

VAIGA has made positive impact in the agribusiness ecosystem of Kerala by moulding and developing thousands of agripreneurs using the most modern innovative technologies for value addition. ■