**Sustainable Development Goals: Value Chain for Fruits & Vegetables**

**Tuesday, October 18, 2022 from 4:30 p.m. to 6:00 p.m.**

**Mode: Virtual (Zoom)**

**Dear Sir/ Madam,**

The growing demand for food, increasing wealth, urbanization, changing preferences and diets, along with the competition for land, and climate change have increased the focus on developing sustainable agriculture value chains for fruits and vegetables. It has been estimated that about one‐third of the global food produced gets lost or wasted while moving food from farm to plate. There is an urgent need to streamline supply chains to optimize the food production cycle and cut waste at the retail and consumer level, and at the same time to develop 'win-win' models for growers, exporters, importers, and consumers. The **Sustainable Development Goals** SDG of the UN adopted in 2015 highlight these issues. It is not that the world faces shortage of food. There is enough food available its distribution and consumption needs to be optimised.

IMC Chamber of Commerce and Industry through its Agriculture and Food Processing Committee is organising an Online Seminar. The details are

**Topic : Sustainable Development Goals: Value Chain for Fruits & Vegetables**

**Day and Date : October 18, 2022**

**Time : 4:30 p.m. to 6:00 p.m.**

**Mode : Virtual (Zoom)**

The focus of the session is to discuss Food processing from Global and Indian perspective and provide an overall outlook on Value Chain Development in India. The second part of the session will be on a specific fruit: GRAPES - a case study on state of grape exports, challenges, and opportunities globally and locally.

We cordially invite you to attend the event. Kindly note there is NO PARTICIPATION FEE. However, registration is mandatory. To register for the seminar, use the link: https://www.imcnet.org/events-1810 You may also share the Seminar info among your friends and associates. You can connect with us for further queries at anita.naik@imcnet.org

We do hope you will be able to seize this opportunity and participate on October 18, 2022

We look forward to your valued participation.

**Ajit Mangrulkar**

**Director General**

**PROGRAM SCHEDULE**

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| 4:30 p.m. to 4:40 p.m.  Welcome Speech  Mr. Anant Singhania, President, IMC |
| 4:35 p.m. to 5:15 p.m.  Panel Discussion on Food Processing: India and Global Perspective  Moderator:   * Dr. Sudhir Goel, Co Chairman, Agriculture and Food Processing Committee, IMC and Former Additional Chief Secretary, Agriculture and Marketing, Government of Maharashtra   Panellist:   * Mr. Ameya Dhupelia - Head of International and New Business, Food and Inns ltd * Mr. Rupinder Singh: Head - Contract Manufacturing & Sourcing, Del Monte India |
| 5:15 p.m. to 6:00 p.m.  Case Study: Grape Industry: Exports and Local Markets  Moderator:   * Mr. Aashay Doshi, Co-Chairman, Agriculture and Food Processing, IMC and Director, Bloomfield Agro Products   Panellist:   * Mr. Eric Van Buuren, United Fruits, Netherlands * Mr. Vilas Vishnu Shinde, Chairman and Managing Director Sahyadri Farmers Producer Company Limited |
| 6:00 p.m. onwards  Concluding Remarks  Mr. Aashish Barwale, Chairman, Agriculture and Food Processing, IMC and Director, Mahyco |