



G S1 India organized a “National Conference on QR Code Implementation on agri-inputs” at India Habitat Centre, New Delhi on September 1st, 2023. The objective of the conference was to create awareness about the benefits of standards-based QR Code implementation for the agri-input sector. It highlighted the significance of QR Codes in enabling end-to-end traceability, sustainability, compliance with regulations, building transparency in the supply chain, and reduction of counterfeit products thereby benefiting the farmers.



Dr. Brijesh Tripathi, Deputy Director of CIB&RC, gave a keynote address. He stressed on the fact on how QR codes can transform the Integrated Pesticide Management System, saving farmers from spurious pesticides. He highlighted the implementation of government regulations on various sectors to tackle the menace of spurious products.



Mr. R.G Agarwal, Founder Chairman of Dhanuka Agritech Ltd. delivered a thought-provoking dialogue wherein he discouraged inferior formulations and spurious pesticides in farming. He emphasized that proper implementation of QR codes can combat the issues and ensure food security and safety. His outlook towards QR code implementation is not as a technological initiative but as a tool to enable the development of agri industry as a whole.

Dr. Archana Kumari Srivastav, Regional Director, PMFAI, presented her viewpoints stating India has emerged as the second largest exporter of agrochemicals and one of the largest exporters to US. She urged that it is an appropriate time for agro-industry to move towards the adoption of global standards and QR code implementation.



The conference began with a welcome address from **Mr. S. Swaminathan, CEO GS1 India.** He emphasized on the need for digital adoption, with agriculture being the backbone of the nation. He talked about the challenges of the agri industry like the lack of dissemination of information, and linking of upstream and downstream supply chains.

QR codes are the enablers which facilitate easy and smooth linkages. Digital revolution markers like smart phone adoption at mass level and UPI payment gateway were explored.

He talked over e-crop, Agri-stack and concluded mentioning the need of structured QR code to ensure data safety in compliance with data protection policies.

A white paper was launched on 'Leveraging QR code to transform the Agri-input supply chain'

Mr. Nakul Pasricha, President, Authentication Solution Provider's Association, stressed on key reasons behind counterfeit agro products as being due to difficulty in identification, lack of awareness, monitoring, and surveillance. He suggested the use of track and trace technologies to help farmers identify genuine products.





A panel discussion was moderated by **Mr. Deepak Sharma, Director and Co-Founder, Kanvic Consulting**, where both government and industry leaders participated.

- **Ms. Mala Mittal, Deputy Director General, National Informatics Centre**
- **Mr. C S Shuka, Sr. Vice President-Marketing, Crystal Crop Protection**
- **Mr. Jiten Rao, Head of Supply Chain, DeHaat**
- **Mr. Naresh Prasad, Director-Marketing, Fertiliser Association of India**

Discussed on the challenges faced by the industry, the importance of using structured QR codes and the benefits accrued such as end-to-end visibility of the supply chain, which would result in continuous and sustainable growth for the agri-input sector.

KNOWLEDGE SESSIONS



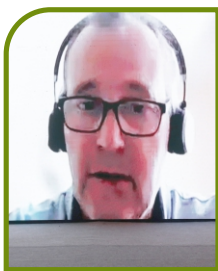
Knowledge sessions were organized on 'Impact of Digital Innovations in Agriculture'. **Dr. R.N.Sahoo, Principal Scientist, IARI**, emphasized the importance of technology-based smart farming and agricultural practices to ensure higher productivity and yield per hectare of farm.

Mr. Yugank Bhardwaj, Director, PwC discussed the impact of the introduction of IoT, blockchain, data analytics, AI and ML in agri sector and brought forward various updates and strategies on precision agriculture, drone based remote sensing, monitoring and scanning for crop health. He emphasized the reduction of counterfeit by end-to-end tracing of products and advocated a unified interface for farmers.





SUCCESS STORIES



The conference featured a session on 'Standards-based 2D Barcode Implementation' by **Mr. Sebire Laurent, Chairman of CropLife International Traceability Project Team-Online**. He highlighted the use of a traceability tool across the Agro-Industry will ease implementation, facilitate data acquisition & exchange and inter-operability between partners. He highlighted the increasing demand for transparency as marker of product quality and safety and enlightened audience on additional benefits of 2D barcodes like Anti-Counterfeiting, Container Management, product information and sustainability.

Mr. Manish Gupta, DGM - Production, ADAMA India Pvt. Ltd explained the entire process of product chain from packaging to printing to end consumer wherein he presented his viewpoint on QR code implementation. He showcased examples of information attributes on agro products bearing batch no., date of manufacturing, expiry date, GTIN, and MRP etc.



TECHNICAL SESSION

Mr. Ankit Arora, Sr. Manager, Industry Engagement, discussed the need of unique identification (GTIN) in the Agri-input sector and its contribution to building an efficient supply chain.

Mr. Bijoy Peter, General Manager, of Technical Services, threw light on GS1 Digital Link based QR codes and its benefits to the agri input manufacturers.

MSME FINANCIAL ASSISTANCE SCHEMES

Mr. Sanjeev Saini, Assistant Director, Ministry of Micro, Small & Medium Enterprises presented about the government initiatives towards the creation of agri-startups that contribute to the GDP as well as exports. It includes providing hand holding as well as financial support for the adoption of barcodes by micro-enterprises.



SNAPSHOTS OF THE CONFERENCE



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