

Report – Participation in CII' Farm to Fork

CII Odisha State Council organized the 10th Edition of FARM2FORK with an objective to discuss and harness opportunities for augmentation of exports from state to the international market having demand for agri-based products predominantly. While exploring opportunities for export augmentation of agricultural products, Odisha holds significant potential leading to economic growth and rural development. With its fertile land, diverse agro-climatic conditions, and abundant natural resources, Odisha can leverage its strengths in agriculture to expand its export footprint in the global map.

Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar participated in the initiative as a panellist to the program and she spoke on Exploring opportunities for Export Augmentation in Agri Sector. She delivered a detailed presentation on Export Potential of Odisha. She highlighted the center's exemplary achievements as the Export Facilitation Cell and the initiatives undertaken by the center to promote international trade and handhold the MSMEs to expand their businesses. She also presented on Odisha's strength in Agri & Processed Food Sector, potential agro products from the state, basic export procedures, role of Export Promotion Councils in India, Number of Export Promotion Councils in India, Odisha's Export Ecosystem and the nitty gritty of Air Cargo Facility from BPIA Bhubaneswar and Sea Cargo Facility from Paradeep.

Also present on the dais were Md. Shamsul Arif, First Secretary (Commercial), Bangladesh Deputy High Commission ; Mr. Varun Kukreti, Director, Trade and Investment Commission, Austrade ; Mr. Bhavesh Khatri, Factory Manager (Acting) – DGM – Product Development & QA/QC, Indo Nissin Foods Pvt Ltd and Mr. Pawan Agarwal, Managing Director, Magma Foods. The session was moderated by Mr. Sashi Sekhar Mohanty, Managing Director & CEO, Essar Minmet Ltd.

The program was held on Friday, 28th June 2024 at Lyfe Hotels, Bhubaneswar.

Caption for the photograph:

001 – In Photo: Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar delivering her presentation on Odisha's Export Potential

002 – In Photo: (L-R) Ms. Nimeshika Natarajan, Assistant Director, World Trade Center Bhubaneswar; Md. Shamsul Arif, First Secretary (Commercial), Bangladesh Deputy High Commission; Mr. Sashi Sekhar Mohanty, Managing Director & CEO, Essar Minmet Ltd.; Mr. Pawan Agarwal, Managing Director, Magma Foods; Mr. Varun Kukreti, Director, Trade and Investment Commission, Austrade & Mr. Bhavesh Khatri, Factory Manager (Acting) – DGM – Product Development & QA/QC, Indo Nissin Foods Pvt Ltd