

# *Fields of Inspiration*





# Exploring Global Agri-Market Opportunities

Jodhpur to Nashik | April 6-9, 2025





**AGRI EXPORT  
FACILITATION  
CENTRE (AEFC)**



**NABARD**



एपीडा  
APEDA



Seeding goodness



राष्ट्र की सेवा में परमाणु  
भा प अ कें  
BARC  
ATOMS IN THE SERVICE OF THE NATION



**SOUTH ASIA  
BIOTECHNOLOGY CENTRE®**  
दक्षिण एशिया जैवप्रौद्योगिकी केन्द्र

**Sam Agri**

**GAYATRI**  
FARMERS PRODUCER CO. LTD



Guided by  
**NABARD's Agriculture Export  
Facilitation Centre (AEFC)**  
and partners like  
**APEDA, Sahyadri FPO,**  
and **South Asia Biotechnology  
Centre (SABC),**  
this four-day odyssey wasn't  
just a workshop.  
It was a window to  
the world.



## The Women Who Grow the Future

From the sandy stretches of Jodhpur, Nagaur, Barmer, Pali and beyond came 20 torchbearers of change. Each brought with her a story, a farm, a hope—to connect their produce with global markets, and to learn the secrets of quality, value, and opportunity.



***“We’ve always known how to grow. Now we’re learning how to grow globally.”***

— Participants from Barmer district



## Cultivating a Movement, Not Just a Market - Sahyadri Farms

Nashik opened its arms. The women farmers from Rajasthan explored **Sahyadri FPO**, a flagship of farmer-led excellence where innovation meets the soil. What awaited women farmers wasn't just a tour. It was a masterclass in how **agriculture, technology, and community** can come together to change the lives of thousands.





## From Grapes to Greatness

The journey began with a powerful visual narrative—a documentary capturing **Sahyadri's** evolution from a modest grape export venture into one of India's largest and most admired **Farmer Producer Companies (FPCs)**. Since its founding in 2010, Sahyadri has grown to empower **over 18,000 farmers** across **31,000 acres**, covering nine high-value crops. The message was clear: **organized agriculture can thrive—and scale.**





## Learning Through Leaders

In thoughtful technical sessions hosted by **NABARD, APEDA, SABC** and **Sahyadri's** leadership, the women farmers gained vital knowledge on **agri-export ecosystems** and the power of **institutional collaboration**. It wasn't just theory; it was an open invitation to dream big, backed by real-world blueprints.













## Where Ideas Meet Infrastructure

Guided by **Sahyadri Farms**, the women explored the nerve center of Sahyadri's world-class facilities including the **grape pack house, AGMARK lab & control room, freezing & drying units, state-of-the-art processing unit** and a vast **warehouse**, with a 2500 MT capacity—clean, efficient, and futuristic. Each stop revealed a **commitment to quality, traceability, and scale**, unlike anything the participants had seen before.









## A Visionary in the Field

Its Chairman, **Shri Vilas Shinde**, shared how a local farmer producer organization (FPO) became an international success—through unity, innovation, and vision.

Then came a moment that resonated deeply—**Shri Vilas Shinde**, Chairman and Managing Director, shared how a local farmer producer organization (FPO) became an international success—through unity, innovation, and vision.





## Eyes on the Future

But Sahyadri isn't stopping here. Shri Shinde unveiled the company's vision of a **blockchain-powered platform**, designed to create traceability **between farmers and consumers**. This digital leap aims to **strengthen farmer collectives**, streamline **market linkages**, and instill trust across the supply chain.

**"The future is blockchain-enabled traceability from farm-to-fork", emphasizes Sh Vilas Shinde, Sahyadri Farms**



***"Visit to Sahyadri Farms  
wasn't just a farm.  
It was a movement in motion".***  
— Participants from Jodhpur district





## Right Skills, Bright Future

### Empowering Rural Roots: A Visit to the TATA Strive Skill Development Centre

In the fertile heartland of Nashik, nestled within the thriving ecosystem of **Sahyadri Farms**, lies a center of hope and transformation—the **TATA Strive Skill Development Centre**, where women farmers arrived to witness firsthand how **youth, knowledge, and agriculture** are coming together to shape India's rural future.





## Learning to Lead the Land

As the women stepped into classrooms and workshops buzzing with energy, Sahyadri Farms - TATA Strive Skill Development Centre and Sahyadri Farms was not just a training facility—it's a springboard for rural entrepreneurship.





## Farming the Future, One Skill at a Time

The focus is clear: **young people aged 18 to 35** are at the heart of this movement. Through well-structured, **practical learning modules**, they gain real-world knowledge in modern farming, agribusiness, and entrepreneurial thinking. These are not just lessons—they are tools of empowerment that transform traditional practices into profitable, **future-ready enterprises**.





## Where Pomegranates Meet the World

Tucked away in the vibrant agri-hub of India, **Sam Agri Pvt. Ltd.** offered the women farmers an unforgettable glimpse into the world of fresh produce exports.





## From Orchard to Opportunity

At **Sam Agri Pvt Ltd**, the women walked through pomegranate aril extraction lines, extraction of pomegranate oil and wine making and learned how fruit becomes value.





## Inside the Innovation

A step-by-step tour of **Sam Agri's state-of-the-art processing facility**, where **postharvest magic** happens. From automated grading lines to **cold rooms chilled at 8-14°C**, every corner of the plant spoke of **precision, care, and commitment**.







## Pioneers in Produce

Since beginning, Sam Agri has transformed India's fresh fruit story. With trailblazing exports like **pomegranate arils, fig slices, dried seeds, coconut chunks**, and even **pomegranate wine**, they've earned a spot among the top agri-exporters in the country.



## The Art of Dry & Divine

In a warmly lit section of the plant, women farmers saw how **dry arils** are gently cured at 40–50°C and carefully stored. The real highlight? A visit to the **pomegranate wine-making unit**, complete with **fermentation tanks**, **aromatic cellars**, and a **tasting session** that turned learning into a celebration.





## Global Dreams, Local Roots

For the visiting farmers and agri-entrepreneurs, the message was loud and clear: With the right systems, **even a single fruit can travel the world.**



***"From seed to sip, Sam Agri inspires a new vision of value-added agriculture",***

**— Bhagirath Choudhary, Founder Director  
South Asia Biotechnology Centre, Jodhpur**



## Walking Through Living Research

Nestled in the fertile lands of Nashik, the **National Horticulture Research and Development Foundation (NHRDF)** opened its doors to a group of eager minds. This was not just a visit—it was an immersion into the future of onion & garlic farming.













## Planting Possibilities: Technology Meets Tradition

In the lush green outskirts of Nashik, the women farmers' journey brought them to **Om Gayatri Nursery**—a place where **tiny seeds are transformed into thriving crops**, and innovation meets tradition.





## Where Life Begins: The Germination Chamber

The tour began in a softly lit chamber buzzing with activity. Workers gently filled **protrays with coco peat**, tucking in **hybrid seeds** with care. This climate-controlled room, humming with precision, ensures each seed gets the perfect start—even **sprouting, fast germination**, and healthy beginnings.







## Under the Shade Net House

Stepping into the **two-acre shade net house**, the visitors were greeted by endless trays of tender green shoots basking in a perfectly balanced mix of light and shadow. Every plant was nurtured with precision, ensuring it would grow into a **strong, resilient seedling**.











## Grapes of Innovation: The Bench Grafting Unit

A highlight of the visit was the **grape bench grafting unit**, where the art of joining **rootstock with scion** came alive. This technique, a blend of science and skill, creates **disease-resistant, high-yielding grapevines**. The women were fascinated to see how two plants become one, stronger together.



## All Under One Roof: The Agro Mall

From organic fertilizers to cutting-edge tools, the **Agro Mall** was a revelation. A one-stop destination for **everything a farmer needs**, it showed the value of **access and convenience** in modern agriculture.

The day ended at **Om Gayatri Agro Mall**, where they marvelled at how one store could support an entire farming ecosystem—from seeds to smart tech.







***“Seeing the machines wasn’t just exciting—it sparked ideas for our own villages.”***

**— Participants from Nagaur district**





## From Atom to Export: Powering Food Produce

At the crossroads of **agriculture** and **atomic science**, the women farmers arrived at a place few ever get to see—the **KRUSHAK Irradiation Centre** in Nashik. Run by the prestigious **Bhabha Atomic Research Centre (BARC)**, this facility is a beacon of **innovation in post-harvest technology**.





## Science at the Service of Sustainability

Known formally as **Krushi Utpadan Sanrakshan Kendra**, KRUSHAK harnesses the power of **nuclear energy** to transform the future of agri-exports. Through advanced **irradiation techniques** where **Cobalt-59** and **Cobalt-60 isotopes** are used to generate controlled energy for irradiation, produce here gets a second life—**free of pests, safe for export**, and with shelf life dramatically extended.





## Preserving Flavor, Protecting Quality

One of the most fascinating takeaways? Despite the high-tech process, **the product's texture, taste, and nutrition remain untouched.** The women were amazed to learn how this technology helps meet **international quality standards**, making Indian produce globally competitive.

***"We saw onions that can last months. It's a game-changer."***

— A participant from Jodhpur district







## From Orchard to Overseas

In the heart of Nashik's fruit belt, the women farmers from Western Rajasthan visited **Seven Star Fruits Pvt Ltd**, a shining example of India's growing footprint in the **global fruit export market**.



## Behind the Scenes of Export Excellence

Seven Star Pvt Ltd opened the doors for women farmers to a world where **grapes** and **pomegranates** are transformed into premium export products. From **market trends** to **international packaging standards**, Seven Star shared invaluable insights into the intricacies of the global fruit trade.





***“What we learnt is that every grape  
and pomegranate is a passport to  
global markets.”***

— A participant from Pali district







## Ripples of Change

This wasn't just a study tour. It was a movement. A bold experiment in trust, learning, and empowerment. With new insights in **agro-processing, logistics, certification, and exports**, these women are now ready to plant something far bigger than crops: **global ambition.**







***"I came as a farmer.  
I leave as an entrepreneur."***

**— A participant from  
Phalodi district**



# JOURNEYS OF FAITH









[www.nabard-aefc.org](http://www.nabard-aefc.org)



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