

Exploring Global Agri-Market Opportunities

Jodhpur to Nashik | April 6-9, 2025











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.











SOUTH ASIA BIOTECHNOLOGY CENTRE® दक्षिण एशिया जैवप्रौद्योगिकी केन्द्र 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.



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



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.



Empowering Women Farmers













Where Ideas Meet Infrastructure

Guided by Sahyadri Farms, the women explored the nerve center of Sahyadri's worldclass 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.







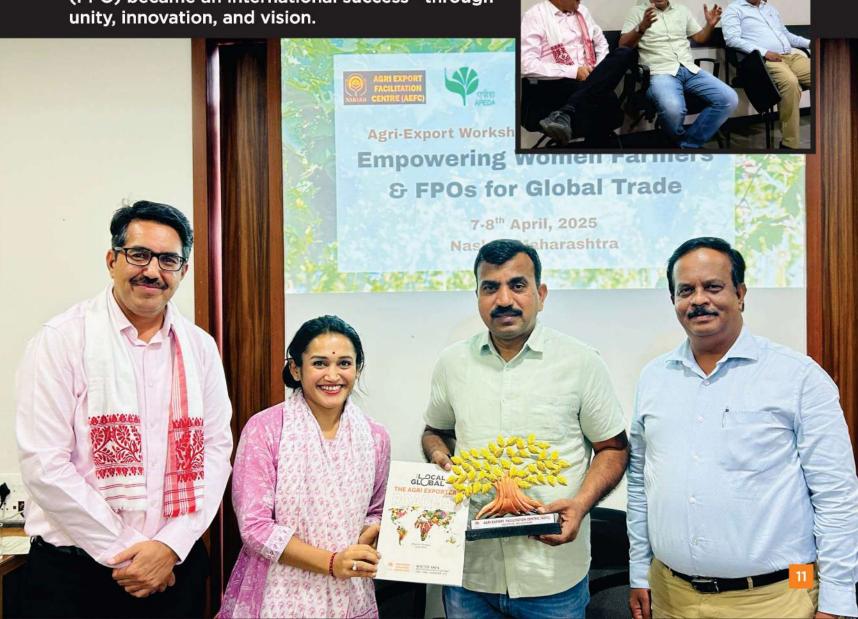




A Visionary in the Field

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.



Agri-Export Workshop & Exchange Program **Empowering Women Farmers**

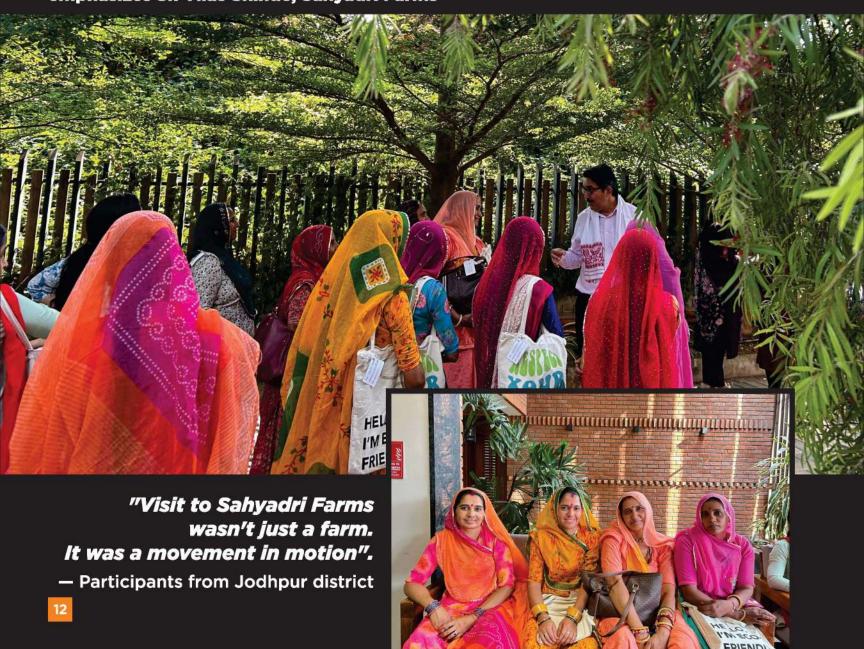
& FPOs for Global Trade

7-8th April, 2025 Nashik, Maharashtra

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



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**.



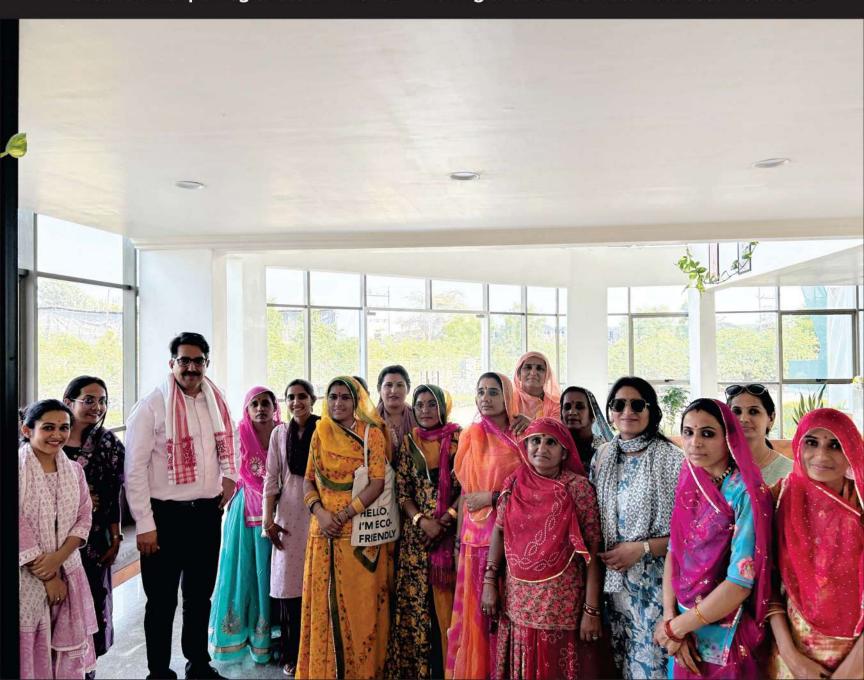
Where Pomegranates Meet the World

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

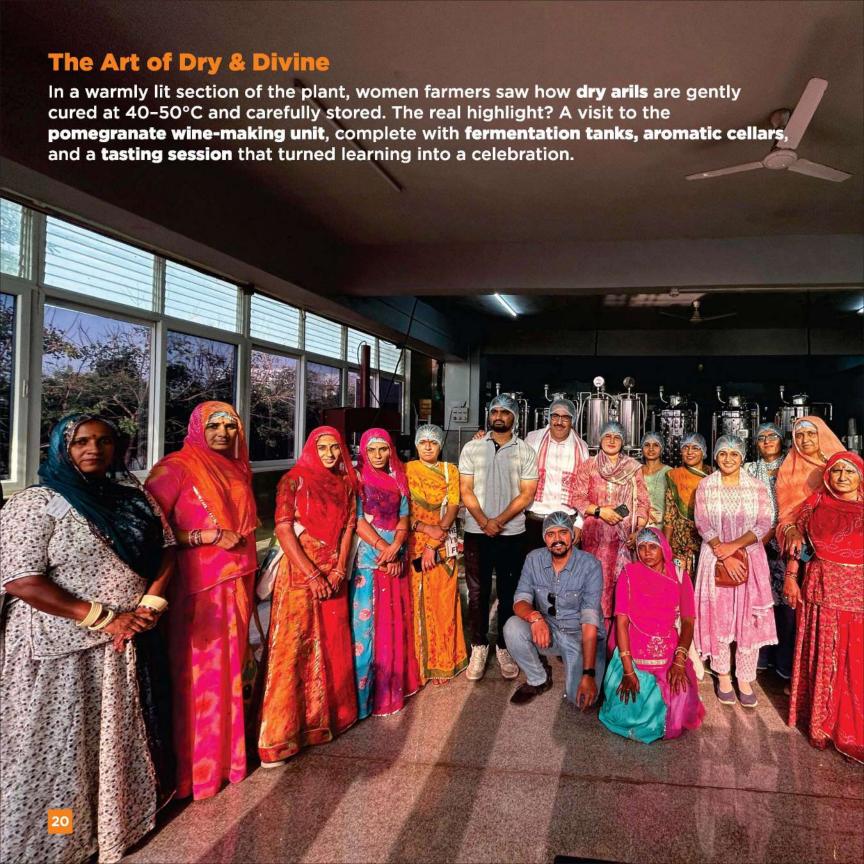
A step-by-step tour of Sam Agri's state-of-the-art processing facility, where postharvest magic happens. From automated grading lines to cold rooms chilled at 8-14°C, every corner of the plant spoke of precision, care, and commitment.





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.





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



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 s**trong**, **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 diseaseresistant, highyielding 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.





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 agriexports. 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 hightech 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

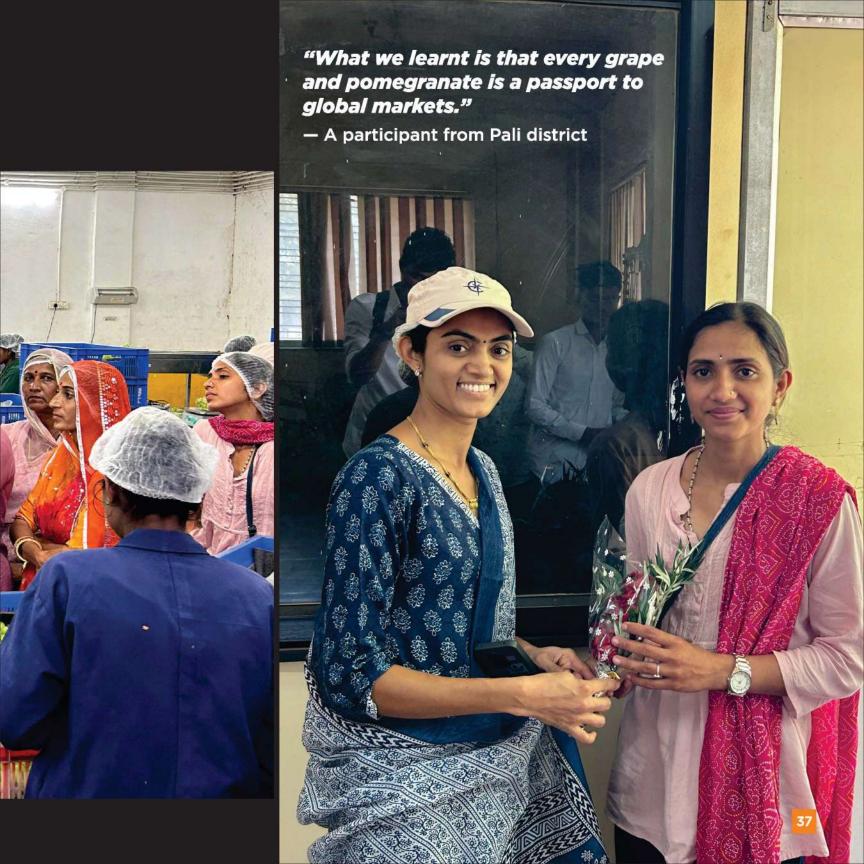


In the heart of Nashik's fruit belt, the women farmers from Western Rajasthan visited **Seven Star Fruits Pvt Ltd**, a shining example of India's growing footprint in the **global fruit export market**.

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.







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.









www.nabard-aefc.org



