

## For Immediate Release

### **Jagran Agri-Panchayat Summit & Awards 2024 Concludes with Resounding Success, paving the way for Sustainable Agriculture Futures**

**September 5th, 2024, National:** Jagran New Media, the digital arm of Jagran Prakashan Ltd., hosted its inaugural edition of Jagran Agri-Panchayat Summit & Awards 2024 on 27th August 2024 at The Ashoka Hotel, New Delhi. With resounding success, the event brought together the country's top policymakers, agri-business leaders, agri-startups, scientists, farmers, and activists for insightful discussions and knowledge sharing to revolutionize the agriculture sector.

Hosted by Jagran Prime, a subscription & in-depth coverage platform of Jagran New Media, supported by the Agricultural Department, Government of Uttarakhand and Directorate Horticulture and Farm Forestry Chhattishgarh and Mother Dairy as a partner, the first edition of the summit aimed to discuss the challenges, policies, and solutions for the sustainable agriculture landscape to facilitate agricultural developments and innovation. **Bharat Gupta, CEO, Jagran New Media warmly welcomed the dignitaries** including the esteemed presence of Shivraj Singh Chauhan, Minister of Agriculture and Farmers Welfare, Minister of Rural Development, Government of India as the chief guest and Ramvihar Netam, Agriculture Development & Farmers Welfare Minister, Chhattisgarh Government and Ganesh Joshi, Agriculture & Farmers Welfare Minister, Uttarakhand Government as Special guests.

**Rajesh Upadhyay, Editor-In-Chief & Executive President, Jagran New Media, delivered a welcome note** at the event to set the tone of the proceedings, wherein he shared insights on food security in India and the opportunities for making significant strides toward becoming a global exporter in this sector. He also acknowledged the challenges that lie ahead, such as climate change and the critical need to attract young talent into farming, pointing out the immense opportunities available, particularly in the areas of food processing and agricultural exports. Concluding his welcome note, he highlighted the role and importance of the Agri-Panchayat Summit to bring a platform for the stakeholders to discuss and harness these opportunities to ensure that India's agriculture continues to thrive and contribute to the global economy.

The Chief Guest of the event, **Hon'ble Union Minister Shri Shivraj Singh Chouhan, Minister of Agriculture and Farmers Welfare, Minister of Rural Development, Government of India,**

reaffirmed the government's commitment to foster innovation and sustainability in agriculture. Shri Chouhan highlighted that agriculture is the backbone of the Indian economy and farmers are its lifeblood. He emphasized that the farmer is both the biggest producer and consumer, playing a critical role in the nation's food security, and considering this, he shared the government's dual focus on strengthening food security and increasing farmers' income. He also discussed the ongoing efforts to connect 'lab with land' to bridge the gap between farmers and scientists, ensuring that cutting-edge research reaches the grassroots. Furthermore, Shri Chouhan stressed the importance of diversifying agriculture, encouraging farmers to explore alternatives like fish farming, beekeeping, and innovative practices such as hydroponics alongside traditional crops like wheat and paddy."

During the event, Union Minister Shivraj Singh Chouhan honored several farmers for their exemplary contributions to agriculture and farming with the 'Jagran Agri-Panchayat Award 2024.' Among the recipients were Ashok Manwani, recognized for his pioneering work in pearl farming; Sadula Ram Choudhary, for his achievements in date farming; Narendra Singh Mehra for his innovative farming practices; and Vaibhav Chavda for his success in dragon fruit cultivation. The Minister commended their remarkable contributions to the agricultural sector, applauding their dedication and wishing them continued success in their endeavors.

During the day-long event, the interactive panel discussions covered a wide array of topics such as Policy Initiatives & Schemes for Sustainable Agriculture, Enhancing Farmer's Income through Dairy and Animal Husbandry, Enhancing Productivity through Optimal Use of Agricultural Inputs, Innovative Agriculture: Way Forward, Achieving Better Prices through New Marketing Channels and Challenges and Solutions for Climate-Resilient Agriculture. Thought-stimulating conversations provided attendees with invaluable insights on how to overcome the challenges for sustainable agriculture reforms in India with ideas, innovation, and policies, enhancing the productivity of farming and for a greater economic and financial return from the agricultural sectors.

The inaugural edition of Jagran Agri-Panchayat has set the stage for a new era in Indian agriculture, where innovation, sustainability, and collaboration will drive growth and development.

#### **About Jagran New Media:**

Jagran New Media has a reach of over 97.5 million users (\*Comscore MMX Multi-Platform; March 2024) and has consolidated its position amongst the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos in a day. JNM is committed to producing factual & credible content that empowers New India with Knowledge, Information & Voice towards an Inclusive & Progressive Society. The company has dedicated websites covering National & Hyperlocal news, which include [www.jagran.com](http://www.jagran.com), [www.naidunia.com](http://www.naidunia.com), [www.inextlive.com](http://www.inextlive.com), [www.punjabijagran.com](http://www.punjabijagran.com), [www.gujaratijagran.com](http://www.gujaratijagran.com), and

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