



INDIAN RICE EXPORTER'S FEDERATION  
भारतीय चावल निर्यातक संघ  
"One Nation, One Trade, One Policy"

# Bharat International Rice Conference BIRC 2025

Bharat Mandapam, New Delhi  
October 30 - 31, 2025

Post Conference Report



शिवराज सिंह चौहान  
SHIVRAJ SINGH CHOUHAN



कृषि एवं किसान कल्याण और  
ग्रामीण विकास मंत्री  
भारत सरकार  
कृषि भवन, नई दिल्ली  
Minister of Agriculture & Farmers Welfare  
and Rural Development  
Government of India  
Krishi Bhawan, New Delhi

D.O. No. 927/JAM



**Message**

Agriculture is the soul of our civilization, and rice is the pride of our farmers. The **Bharat International Rice Conference 2025**, on **30–31 October** at **Bharat Mandapam**, celebrates our farmers' excellence and India's leadership in global food security.

Our mission is to **raise productivity sustainably, diversify varieties, and improve incomes**—from seeds and soil health to water efficiency, mechanization, and post-harvest management. We will strengthen **research and extension**, promote **climate-smart practices**, and support **FPOs and cooperatives** to connect directly with markets.

India will not only remain the largest exporter; we will be the **most reliable**—with quality, safety, and timely delivery. Over the next five years, we will work with all stakeholders to **double agri and agri-based exports**, while keeping **farmer welfare** at the heart of every decision.

Let us dream big, plan boldly, and together build **Viksit Bharat 2047**. I wish BIRC 2025 every success.

  
(Shivraj Singh Chouhan)

पीयूष गोयल  
PIYUSH GOYAL



वाणिज्य एवं उद्योग मंत्री  
भारत सरकार  
MINISTER OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



### MESSAGE

I am delighted to learn that the Bharat International Rice Conference (BIRC)-2025 is being organised from 30<sup>th</sup> October to 31<sup>st</sup> October 2025 at Bharat Mandapam, New Delhi. On this occasion, a Coffee Table Book is also being released, beautifully capturing the journey, achievements and future vision of India's rice sector.

India's rice sector has long been a cornerstone of our agricultural and food security framework, sustaining millions of households and driving rural growth. Today, India is the world's largest exporter of rice, a position earned through the hard work of our farmers and the support of progressive policies. Under the dynamic leadership of our Hon'ble Prime Minister Shri Narendra Modi ji, the Government has undertaken transformative initiatives including investment in irrigation and infrastructure, strengthening of procurement mechanisms, encouragement of sustainable and organic farming, promotion of high-yield and climate-resilient varieties and expansion into new global markets. These measures have boosted farmer incomes and reinforced India's reputation as a trusted contributor to global food security.

By bringing together farmers, exporters, importers, policymakers and diplomatic missions under one roof, the conference will provide a valuable platform to discuss emerging challenges, explore opportunities for innovation and build new partnerships. The deliberations at this gathering will be vital in shaping the future of the rice ecosystem, ensuring greater value addition, higher productivity and sustainable practices that safeguard both farmer welfare and the environment.

I extend my heartfelt congratulations to the organisers and stakeholders of this prestigious conference and wish the event grand success.

  
Piyush Goyal

प्रल्हाद जोशी  
PRALHAD JOSHI  
ಪ್ರಲ್ಹಾದ ಜೋಶಿ



उपभोक्ता मामले, खाद्य और सार्वजनिक वितरण तथा  
नवीन और नवीकरणीय ऊर्जा मंत्री  
भारत सरकार  
MINISTER OF CONSUMER AFFAIRS,  
FOOD & PUBLIC DISTRIBUTION AND  
NEW & RENEWABLE ENERGY  
GOVERNMENT OF INDIA



### MESSAGE

I convey my greetings to the **Ministry of Commerce & Industry**, Government of India and **Indian Rice Exporters Federation (IREF)** for organising the **Bharat International Rice Conference (BIRC) 2025 on 30-31 October, 2025** at **Bharat Mandapam, New Delhi**.

The event is a landmark initiative that brings together over **7,500 rice exporters, 2,500 rice millers**, and more than **1,000 international importers and delegates** from over **170 countries**.

Today, India is not just feeding the world—it is **shaping the future of rice**. BIRC 2025, is a **global stage where innovation meets tradition**, and excellence meets opportunity. From Basmati to Non-Basmati, India's rice tells a story of quality, resilience, and global leadership.

With **149 million MTs produced in 2024-25** and **exports around 20 million MTs**, India stands as the world's largest rice producer and exporter—a triumph of our farmers, cutting-edge technologies and visionary policies.

BIRC 2025 is more than a conference, it is a **launchpad** for international collaborations, value-added exports and breakthroughs in sustainability. Together, **we will strengthen the rice value chain**, foster innovation, and ensure global food security.

**Best wishes** to the organizers and participants for a successful and impactful BIRC 2025.

  
(PRALHAD JOSHI)

सर्बानंद सोणोवाल  
SARBANANDA SONOWAL



पत्तन, पोत परिवहन और जलमार्ग मंत्री  
भारत सरकार  
Minister of Ports, Shipping and Waterways  
Government of India

Message

It gives me immense pleasure to extend my warmest greetings to the Indian Rice Exporters Federation (IREF) and the Ministry of Commerce for organising the Bharat International Rice Conference (BIRC) 2025. This conference is a timely and significant platform that brings together key stakeholders of the global rice ecosystem.

Under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi ji, India has embarked on a transformative journey over the last 11 years. Today, our nation is rapidly marching towards becoming the world's third-largest economy. This remarkable growth is built on the foundation of 'Sabka Saath, Sabka Vikas', ensuring that the fruits of development reach every citizen.

At the heart of this transformation are the 'Annadatas' – our farmers. Through a series of historic reforms and policies, our government has empowered farmers, improved their livelihoods and ensured our nation's food security. It is a matter of great pride that India is not only the world's largest producer and exporter of rice, accounting for nearly 40% of global trade, but is also a symbol of trust and reliability for 172 countries.

This unprecedented rise in exports has been powered by the massive overhaul and development of our nation's port, shipping and waterways infrastructure. We have enhanced port capacity, streamlined logistics and improved hinterland connectivity to ensure that our agricultural produce moves seamlessly from the farm to the global market. Our robust maritime sector is a critical engine driving the Make in India mission and taking our products to the world.

The success of our farmers and exporters proves that India has the capacity not only to feed its own population but also to nourish the world, embodying our ancient philosophy of 'Vasudhaiva Kutumbakam'. I am confident that BIRC 2025 will pave the way for a new era of growth, innovation, and sustainability in the rice sector, further strengthening its role in achieving the vision of a Viksit Bharat by 2047.

I wish the conference every success.

10<sup>th</sup> October, 2025  
New Delhi

(Sarbananda Sonowal)

मंत्री  
खाद्य प्रसंस्करण उद्योग मंत्रालय  
भारत सरकार



MINISTER  
FOOD PROCESSING INDUSTRIES  
GOVERNMENT OF INDIA

Chirag Paswan  
चिराग पासवान

Message

I am pleased to learn that the Indian Rice Exporters' Federation, in collaboration with APEDA, is organising the Bharat International Rice Conference 2025 on 30-31 October, 2025. This platform brings together policymakers, industry, researchers, and global buyers to exchange ideas, deepen partnerships, and chart a shared agenda for India's rice economy.

India's rice story is one of heritage, resilience, and enterprise. From the biodiversity nurtured by our farmers to the efficiencies built by our processors and exporters, the sector supports livelihoods, ensures nutrition, and strengthens our standing in global markets. The journey from seed to table is also a journey of constant improvement in quality, safety, and consumer trust.

As we look ahead, the sector must align ever more closely with global benchmarks in sustainability and traceability. Priorities such as climate resilience, water stewardship, varietal advancement, post-harvest innovation, and seamless logistics will determine competitiveness. I am confident the conference deliberations will translate into practical roadmaps and collaborations that open new markets and create higher value for every stakeholder in the chain.

I congratulate the organisers and extend warm greetings to all delegates from India and abroad. May your discussions contribute meaningfully to our collective vision of *Atmanirbhar Bharat* and position India as a trusted Global Food Basket. I wish the conference every success.

Jai Hind.

(CHIRAG PASWAN)



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# BIRC 2025: Origin Story

Global food trade is undergoing multiple transformations. Uncertainties in trade policies are getting increasingly pronounced, geostrategic shifts are requiring trading partner adjustments in a re-polarizing world, supply chains are being reconfigured, and climate variability is impacting production patterns. Within this shifting landscape, rice remains a critical element of evolving global food systems. As a staple for a significant share of the world's population, it holds a uniquely strategic position in international trade.

Rice trade is driven as much by relationships as by price. Trust, reliability, regulatory clarity, and sustained engagement are relevant determinants of commercial outcomes. Aligning farmers, exporters, buyers, and institutional stakeholders within structured commercial frameworks is a complex exercise. Market

discovery is fragmented and building meaningful commercial connections demands significant time and resources. Transforming initial interest into firm contracts requires coordination, sustained follow up, trust building, negotiation, and closing.

As the world's largest producer and exporter of rice, India occupies a significant position in the global ecosystem, serving diverse markets across a wide range of quality and price segments as well as with various levels of value addition. India is poised to become the world's hub for rice trade and tremendously expand rice value addition within the country.

In response to the need for more structured commercial engagement within this landscape, the Bharat International Rice Conference 2025 was conceived by Indian Rice Exporters

Federation as its inaugural edition, as a focused, single commodity, trade-oriented platform to bring together exporters, international buyers, policymakers, and other ecosystem stakeholders at one integrated forum.

BIRC was shaped by a clear sense of direction with an emphasis on ensuring that participation translated into tangible commercial value. Exporters were to gain improved access to credible international buyers, while buyers were to be provided greater visibility into India's supply capabilities, quality benchmarks, and compliance standards. The conference design reflected this intent, with interactive access to products and services, curated technical sessions, aligned networking, and forums for suitable buyer-seller engagement - facilitating direct and purposeful interaction. By inviting farmers to inaugurate the event and keeping

them central to the discourse, BIRC signalled the critical relevance of production factors to the rice value chain.

BIRC outcomes delivered clear proof of concept. Unprecedented attendance and international participation at a single commodity event delivered tremendous contract momentum while boosting local economic activity and boding for accelerated increase in value addition. The event provided vastly improved visibility into market dynamics and significantly enhanced partnership opportunities. As an inaugural edition, BIRC 2025 established a credible foundation for a scalable, periodic, catalysing platform in the global rice ecosystem, with clear evidence of value creation and scope for deeper industry integration and wider geographic and adjacency participation in future editions.

“

**BIRC outcomes delivered clear proof of concept. Unprecedented attendance and international participation at a single commodity event delivered tremendous contract momentum while boosting local economic activity and boding for accelerated increase in value addition.**



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## Foreword

**India, as the world's largest producer and exporter of rice, occupies a significant position within this evolving global ecosystem. The country serves a wide range of markets across quality specifications, price segments, and levels of value addition.**

Global food trade is undergoing a period of transition. Increasing uncertainty in trade and regulatory policies, evolving geostrategic alignments, supply-chain reconfiguration, and growing climate variability are collectively reshaping production systems and trading relationships. Within this shifting landscape, rice continues to occupy a critical place in the global food system. As a staple for a substantial share of the world's population, it retains a uniquely strategic role in international trade and food security.

India, as the world's largest producer and exporter of rice, occupies a significant position within this evolving global ecosystem. The country serves a wide range of markets across quality specifications, price segments, and levels of value addition. This diversity of engagement creates the basis for India to deepen its role beyond scale alone, and to progressively function as a globally connected hub for rice trade, coordination, and value creation.

Advancing this transition requires a more structured approach to engagement across the rice value chain. Farmers, processors, exporters, international buyers, logistics providers, technology firms, and regulatory

institutions increasingly function within interlinked systems where outcomes are shaped by coordination as much as by capacity. Aligning interests across these stakeholders, improving market visibility, and reducing information asymmetries are essential for sustaining growth and building resilience within the sector.

Against this backdrop that the Bharat International Rice Conference (BIRC) 2025 was conceived. Designed as a focused, single-commodity, trade-oriented platform, BIRC sought to provide a structured forum for commercial engagement across the global rice value chain. The inaugural edition brought together exporters, international buyers, policymakers, and ecosystem stakeholders within a single integrated setting. The conference structure emphasised purposeful interaction through curated technical sessions, product and capability showcases, aligned networking, and dedicated buyer-seller engagements.

The outcomes of BIRC 2025 demonstrate the relevance of such an approach. The scale of participation, the depth of engagement, and the commercial momentum generated collectively establish clear proof of concept. The conference contributed to improved understanding of market dynamics, expanded partnership opportunities, and greater alignment across value-chain actors. As an inaugural effort, BIRC 2025 has created a credible foundation for a scalable and periodic platform with the potential to play a catalytic role within the global rice ecosystem.

The Indian Rice Exporters Federation remains committed to strengthening this platform over time. Through continued structured engagement, capability enhancement, and sustained collaboration across stakeholders, the Federation seeks to support India's long-term role in global rice trade and the continued integration of international rice markets.



CHAPTER

# 01

**EXECUTIVE  
SUMMARY AND  
KEY OUTCOMES**

# Strategic Priorities

## Advance climate-resilient, regenerative, and sustainable rice production systems

through research, improved seeds, cultivation practices, and post-harvest management.

## Promote adoption of modern technologies, including digital traceability

to increase transparency, efficiency, and trust. Strengthen research capabilities and specialised field skills.

## Provide platform for policy dialogue, knowledge exchange, and international cooperation

to enhance India's competitiveness in global rice markets and become the global hub for rice and related trade.

## Enhance integration between markets (domestic and international) and farmers

by addressing value chain opportunities. Promote Good Agricultural Practices (GAP) and sustainable production.

## Support streamlined varietal approvals, harmonized standards,

improved seed performance, and boost export friendliness.



# BIRC at a Glance

## 10,854

TOTAL VISITORS

## 3,200+

BUSINESS LEADS GENERATED

## 16.9 Cr.

IMPRESSIONS

## 154

EXHIBITORS

## ₹33,453 Cr.

TOTAL MOU VALUE

## ~118x

RETURN IN PR VALUE

## 1,083

INTERNATIONAL BUYERS

## ~₹27.9 Cr.

TOTAL PR VALUE





# BIRC 2025 is the World's Largest Ever Dedicated Rice Conference



# Executive Summary Scale & Impact

## Participation at scale

**10,854** TOTAL VISITORS

**1,083** INTERNATIONAL BUYERS IN PERSON

**154** EXHIBITORS

BUYERS FROM  
**90+** COUNTRIES

**42** AWARDEES UNDER 3 BROAD CATEGORIES WITH 32 SUB-CATEGORIES

BIRC 2025 created India's largest-ever dedicated rice platform, amplifying the country's leadership through global-scale engagement, stronger buyer confidence, and expanded export opportunities

## Continuity and compounding effect

- Buyer relationships are tracked into **BIRC 2026**, enabling repeat engagement
- Knowledge sessions and deal outcomes together define agenda for subsequent editions
- Goal to further amplify market access and accelerate discovery across global rice trade

## Influence on production and export strategy

- MoU-backed demand strengthened procurement planning, milling throughput, and shipment scheduling
- Buyer feedback informed grading, packaging, compliance, and varietal selection, influencing upstream decisions
- Platform discussions shaped value addition, sustainability, logistics efficiency, and certification priorities for the sector.

## Market outcome

- Facilitated **USD 3.1 Billion** in rice trade value
- MoUs for **8.63 Million MT** of export commitments
- Visibility for ecosystem (millers, vendors, logistics providers, etc.) **~USD 365 Million**

## Policy and institutional anchoring









- Participation of **7** Central Ministries, **9** State Governments, **3** PSUs, Autonomous Bodies, Industry Chamber, Media Partner, Associations
- Reducing information asymmetry between regulators, exporters, and buyers

## Ecosystem-wide value chain convergence

- Integrated participation across farmers, FPOs, millers, exporters, logistics firms, inspection agencies, banks, insurers, port authorities, equipment vendors
- Enabled alignment between production capacity, quality standards, logistics readiness, and buyer specifications



## Comparables/Similar Events: BIRC is the Largest Ever Dedicated Rice Event in Terms of Participation and Scale

| Conference   |   | Total Footfall | Buyer Count  | Countries Represented | Exhibitor Count | Number of Days | Product Focus  |
|--|---|----------------|--------------|-----------------------|-----------------|----------------|--|
| <b>SIAL Paris</b><br>19-23 October, 2024<br>Paris, France  |    | ~2,85,000      | NA           | 205                   | 7,000           | 5              | Multi-commodity food & beverages                                     |
| <b>Gulfood Dubai</b><br>17-21 February, 2025<br>Dubai, UAE   |    | ~1,44,000      | NA           | ~190                  | ~5,500          | 5              | Multi-commodity food & beverages                                     |
| <b>Anuga</b><br>4-8 October, 2025<br>Cologne, Germany  |    | ~1,40,000      | NA           | ~200                  | ~7,900          | 5              | Multi-commodity food & beverages                                     |
| <b>World Food India</b><br>25-28 September, 2025<br>New Delhi, India   |   | >95,000        | 809          | 108                   | 1,557           | 4              | Multi-commodity agri & food  |
| <b>World Food</b><br>3-6 September, 2024<br>Istanbul, Turkey   |  | 72,864         | 900+         | 155                   | 1,276           | 4              | Multi-commodity food & processing                                    |
| <b>Bharat International Rice Conference</b><br>30-31 October, 2025<br>New Delhi, India                                 |   | <b>10,854</b>  | <b>1,083</b> | <b>&gt;80</b>         | <b>154</b>      | <b>2</b>       | Rice & related technologies (milling, processing, storage, trade)    |
| <b>Rice Market &amp; Technology Convention</b><br>22-24 May, 2024<br>Cancun, Mexico                                    |  | ~2,000         | NA           | NA                    | NA              | 3              | Rice & related technologies (milling, processing, storage, trade)    |
| <b>India International Rice Summit</b><br>9-10 January, 2026<br>Chhattisgarh, India                                    |  | ~1,000+        | NA           | NA                    | NA              | 2              | Rice only (exports, milling, GI rice, sustainability, trade policy)  |
| <b>3<sup>rd</sup> Global Sustainable Rice Conference &amp; Exhibition</b><br>26-27 November, 2024<br>Bangkok, Thailand |  | ~300           | NA           | ~35                   | NA              | 2              | Rice (sustainable rice production, climate-smart rice, supply chain) |

# Impact of BIRC on Rice Trade

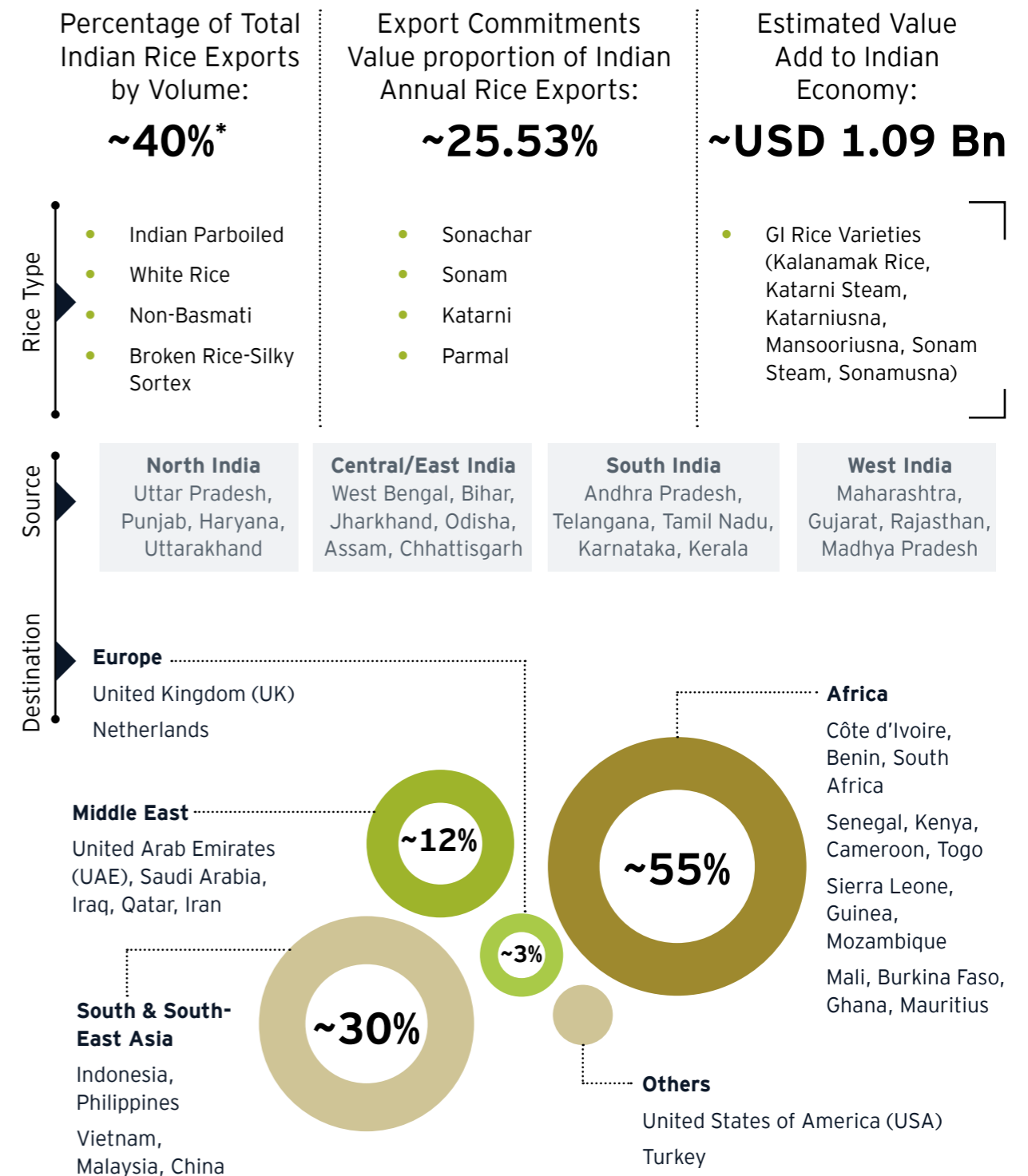
Total Export Commitment (by volume)

**8.63 Mn MT**

Total Export Value Generated

**USD 3.02 Bn**

Average value generated per exhibitor ~USD 19.60 Million



India's export competitiveness is anchored in staple, price-sensitive rice categories that command strong and consistent demand across Africa and Asia, while premium and GI varieties continue to occupy niche markets with limited global uptake. This positions India to strengthen its leadership in bulk rice exports while pursuing a calibrated, long-term strategy for the international promotion of its specialty varieties.

\* Export commitments made at conference are often multi-year

# Impact of BIRC on India's Rice Ecosystem

## Exhibitor

- Exhibitor Count: **154**
- MOU Value: **USD 3.02 Billion**
- Ecosystem Coverage: Packaging; Agri, Processing & Trade; Logistics & Ports; Government Bodies; Machinery & Services
- GI Rice Displayed: **28**

## Farmers/ Primary Trade

- In person participation by **~5,000** farmers (not included in total visitor count)
- Farmers and primary trade estimated GVA **~USD 600 Million**

## Institutional Participation

- Ministries (Central Government): **6**
- State Governments: **8**
- Autonomous/Industry Bodies: **6**
- Media Partner: **4**
- Knowledge Partners: **2**

## International Participation

- Hosted **1,083** buyers from **90+** countries
- Rice varieties displayed along with rice dishes from **12** countries including India, Malaysia, USA, France, UK, Saudi Arabia, Iraq, South Korea, Indonesia, Philippines, Belgium, Thailand.

## Exhibition Industry

- **24%** of visitors paid for **premium experience** at **₹30,000** each
- Standard registrations **₹5,000** each

## Host: IREF

- Market Visibility: **3.7 Crore** impressions
- Engagement Depth: **32.7 Lakh** interactions
- Content Penetration: **4500+** posts
- Follower Growth: **1 Lakh+** consolidated audience
- Global Promotion: **56** Embassies

# Impact of BIRC on Local Economy

**10,854**

Total Visitors

**5,000+**

Non- Local Visitors

**~11,924**

Total Room Nights Generated

**₹7.9 - 9.2 Cr**

Hospitality Revenue

**₹2.8 - 2.9 Cr**

Food & Beverage Spend

**₹1.5 - 1.8 Cr**

Local Transportation

**₹1.6 - 1.9 Cr**

Retail and Miscellaneous

**₹13.8 - 15.8 Cr**

Local Economic Injection

### Note:

- ▶ International stay assumed 3 nights (arrival buffer before 2-day event)
- ▶ Domestic stay assumed 2 nights (arrival prior + departure post-event)
- ▶ International room tariff ₹11,000 - ₹15,000 per night (business pricing in October near venue)
- ▶ Domestic room tariff fixed at ₹5,000 per night (mid-market business hotel benchmark)
- ▶ F&B: International ₹2,500 - ₹3,000 per day; Domestic ₹1,000 per day; Local ₹1,000 per day (excludes conference catering)
- ▶ Transport built from trip components, not nationality premium: airport transfer ₹1,200 - ₹1,500 round trip; intra-city mobility ₹500 - ₹700 per day
- ▶ Higher international transport total reflects 3-day stay vs 2-day domestic stay, not pricing bias
- ▶ Retail: International ₹3,000 - ₹4,000; Domestic ₹1,000; Local ₹1,000 (modest discretionary urban spend)
- ▶ No airfare included (isolates Delhi NCR impact only)
- ▶ No organiser operational expenditure or trade contracts included
- ▶ The estimate for local economic injection does not include passes sold, space rental, stall rental



CHAPTER

# 02

## PARTICIPATION AND REPRESENTATION

# Participants and Partner Organizations

## PARTICIPANTS

## CATEGORY

| Support From Following Organizations                     |  |
|--|--|
| PARTICIPANTS   | CATEGORY   |
| Ministry of Commerce & Industry                          | Central Government Ministry  |
| Ministry of Consumer Affairs, Food & Public Distribution | Central Government Ministry  |
| Ministry of Food Processing Industries                   | Central Government Ministry  |
| Ministry of Cooperation                                  | Central Government Ministry  |
| Ministry of Ports, Shipping & Waterways                  | Central Government Ministry  |
| Ministry of Agriculture & Farmers Welfare                | Central Government Ministry  |
| National Cooperative Organics Limited (NCOL)             | Multi-State Cooperative Society under Ministry of Cooperation, Government of India |
| Bharatiya Beej Sahakari Samiti Limited (BBSSL)           | Multi-State Cooperative Society under Ministry of Cooperation, Government of India |
| Government of Manipur                                    | State Government   |
| Government of Assam                                      | State Government   |
| Government of Odisha                                     | State Government   |
| Government of Meghalaya                                  | State Government   |
| Government of Madhya Pradesh                             | State Government   |
| Government of Bihar                                      | State Government   |
| Government of Telangana                                  | State Government   |
| Government of West Bengal                                | State Government   |
| Government of Jammu & Kashmir                            | Union Territory Administration   |

## PARTICIPANTS

## CATEGORY

|   |  |
|---|--|
| Indian Council of Agricultural Research (ICAR)                                | Autonomous Organization under Ministry of Agriculture & Farmers Welfare, Government of India |
| Agricultural and Processed Food Products Export Development Authority (APEDA) | Statutory Body under Ministry of Commerce & Industry, Government of India                    |
| National Cooperative Exports Limited (NCEL)                                   | Multi-State Cooperative Society under Ministry of Cooperation, Government of India           |
| NITI Aayog  | Apex Public Policy Think Tank of the Government of India                                     |

### Partners

|  |                                   |
|--|-----------------------------------|
| Gandhidham Chamber of Commerce and Industry        | Industry Chamber                  |
| The Rice Exporters Association (TREA) Kakinada     | Commodity-Based Trade Association |
| The Rice Exporters Association (TREA) Chhattisgarh | Commodity-Based Trade Association |
| Cocanada Chamber of Commerce                       | Trade Association                 |

### Knowledge Partners

|  |   |
|--|---|
| Ernst & Young (EY)                           | Multinational Professional Services Firm                                  |
| International Rice Research Institute (IRRI) | International Agricultural Research Institute (CGIAR Member Organization) |

### Media Partner

|                                |  |
|--------------------------------|--|
| S&P Global                     | Global Financial Information and Analytics Company |
| Times of India (ToI)           | National Media Organization (Print & Digital)      |
| Press Trust of India (PTI)     | National News Agency                               |
| Asian News International (ANI) | Multimedia News Agency                             |

# International Participation

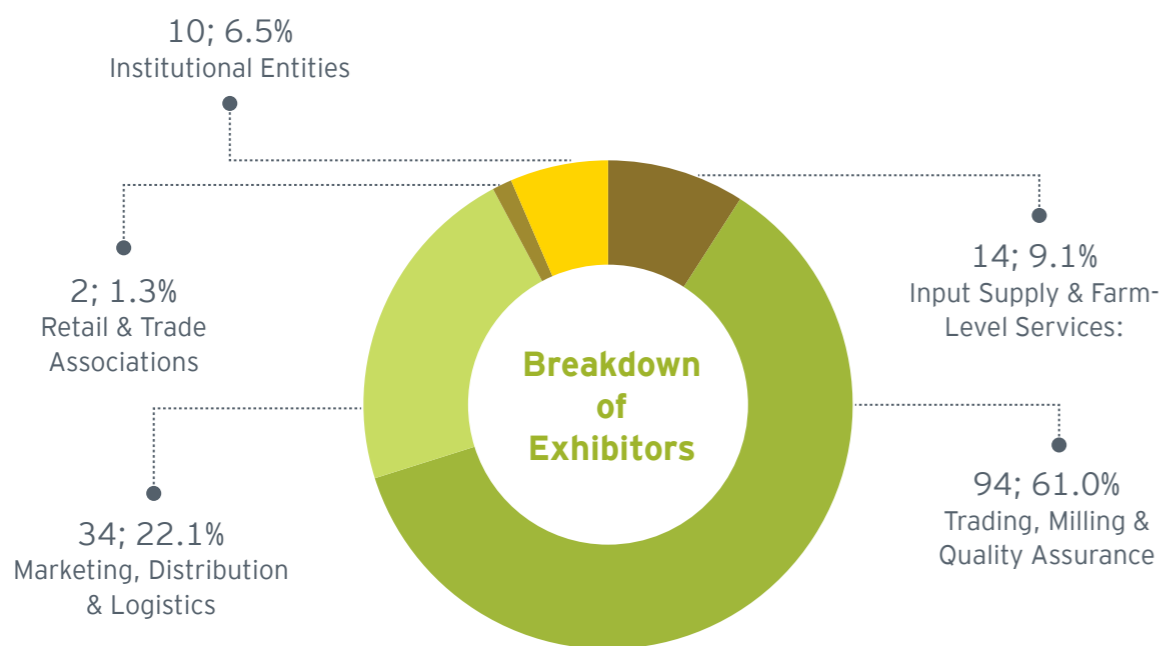
Buyer participation at BIRC 2025 reflects the breadth of India's existing rice trade relationships and the diversity of markets in which Indian rice is positioned. The presence of buyers from West Asia, Africa, Southeast Asia, and advanced economies indicates engagement across multiple consumption and regulatory contexts, reinforcing India's role within global rice supply networks.

Participation from West Asian markets highlights the continued importance of supply reliability, varietal familiarity, and logistics coordination in meeting large-volume procurement requirements. Engagement from African markets reflects India's relevance to food-security-oriented demand systems, where affordability, milling outcomes, and consistency remain central considerations for buyers. Representation from regulated markets in Europe, North America, and East Asia points to the growing convergence between Indian export capabilities and international expectations on quality assurance and traceability.



BIRC served as a platform to engage 26 identified rice markets by showcasing Indian rice varieties and facilitating dialogue between exporters and international buyers to explore future trade opportunities.

# Industry Participation (Exhibitor Landscape)

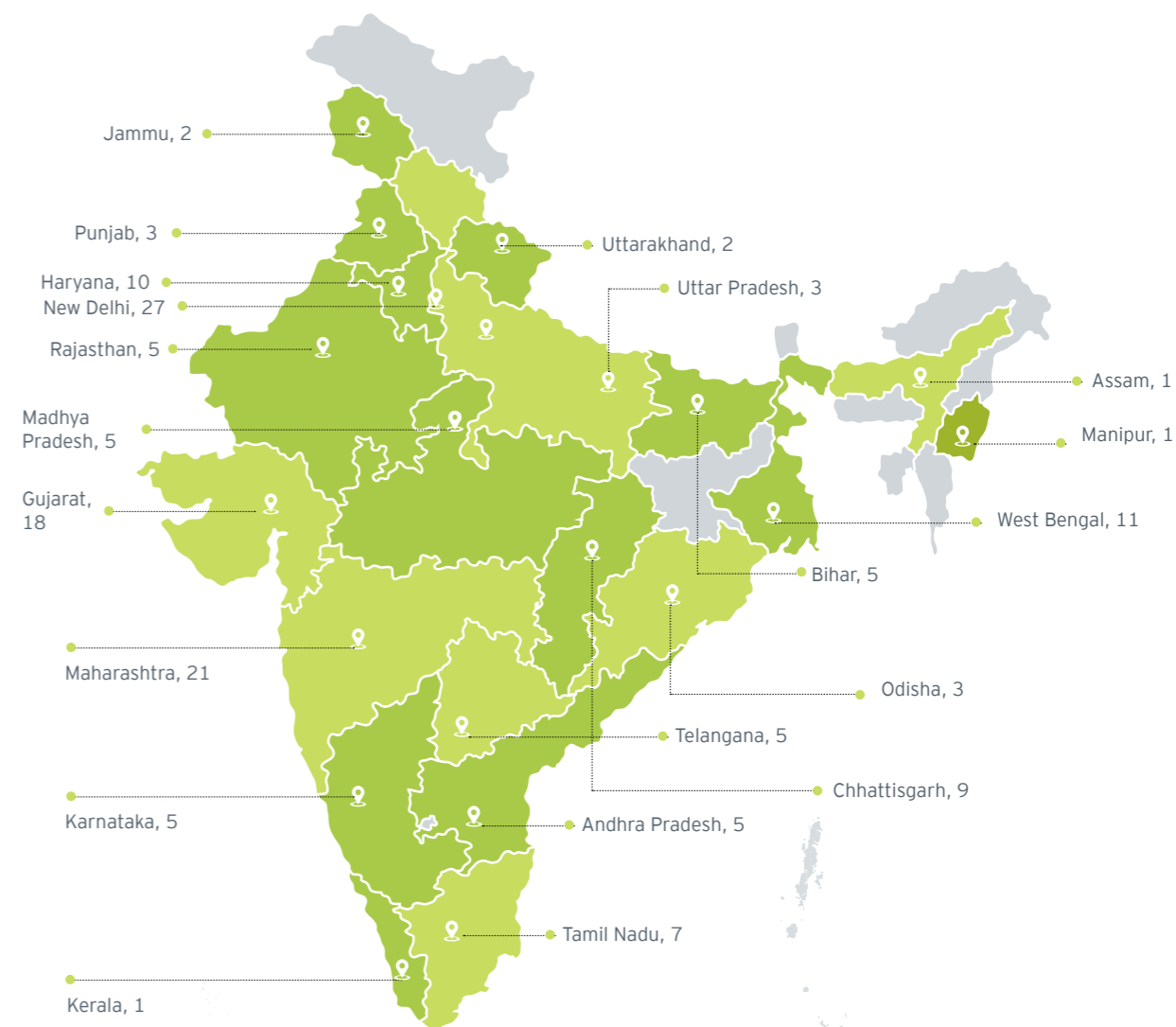


## Breakdown of Exhibitors by Role in Rice Value Chain



BIRC hosted 154 exhibitors, reflecting broad participation across India's rice ecosystem. Representation included exporters and millers, along with firms engaged in machinery, packaging, fumigation, inspection, logistics, and warehousing, highlighting strong presence across the rice processing and trade value chain. Participation also extended to agri-tech companies, seed manufacturers, rice processors, financial institutions, industry chambers, and service providers, indicating engagement across production, technology, finance, and market intelligence.

Geographically, exhibitors represented 20+ Indian states and key commercial hubs including Delhi, Gujarat, Maharashtra, and West Bengal, alongside participation from major rice-producing regions such as Punjab, Uttar Pradesh, Chhattisgarh, Telangana, Tamil Nadu, and Odisha. The conference also welcomed international exhibitors from the Philippines, Singapore, South Korea, and Thailand.



# Impact of BIRC on India's Rice Ecosystem

BIRC strengthened India's rice ecosystem by offering a dedicated, world-class platform where exporters, millers, farmers, policymakers, and buyers could connect affordably and at scale

Rice occupies a central position within the global agri food system, functioning both as a staple commodity and as a critical element of food security. International rice trade is shaped by a combination of domestic policy frameworks, regional consumption patterns, quality specifications, and logistics and compliance capabilities. Within this environment, trade outcomes are influenced not only by price, but also by delivery reliability, product consistency, regulatory adherence, and quality assurance, with these factors varying meaningfully across market segments.

Historically, coordination among exporters, buyers, and supporting ecosystem participants has remained fragmented. Rice transactions frequently involve multiple intermediaries, overlapping regulatory processes, and complex operational requirements across jurisdictions. These dynamics can extend timelines, raise transaction costs, and require sequential or intermediated engagements to establish market access and build commercial relationships, particularly for new entrants or expanded market participation.



The Bharat International Rice Conference 2025 was conceived to address these structural constraints through a consolidated engagement platform for the rice ecosystem. The conference brought together participants across the value chain, including exporters, millers, logistics providers, inspection and fumigation agencies, packaging and input suppliers, agri technology firms, and institutional stakeholders. International participation reflected differentiated demand profiles, with delegations from African markets focused on staple supply and affordability, West Asian markets characterised by high volume import requirements, Southeast Asian markets emphasising varietal specificity, and developed economies where traceability, quality assurance, and regulatory compliance are central considerations. This composition enabled Indian participants to engage with diverse global demand segments within a single, structured forum.

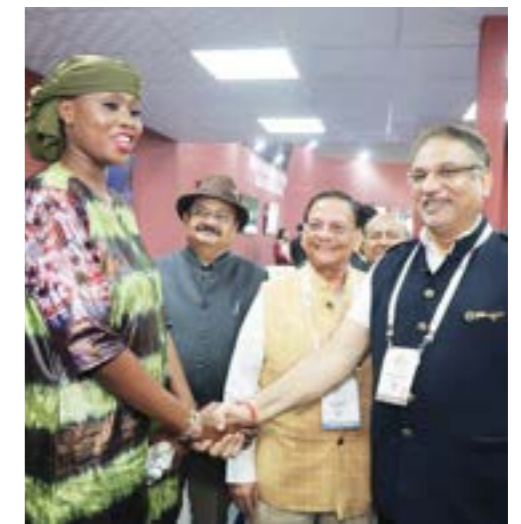
The economic benefits for exhibitors and buyers were substantial and can be summarized as follows:

- Exhibitors were able to engage directly with multiple buyers from diverse geographies in a compressed timeframe.
- Companies could demonstrate milling quality, varietal handling, packaging, logistics, and regulatory compliance alongside discussions of pricing and volume.
- The platform accelerated trust formation and reduced the time from initial engagement to commercial commitment.
- Buyers gained structured visibility of India's rice offerings, including staple, region-specific, and GI-tagged varieties.
- The conference facilitated portfolio diversification, identification of differentiation opportunities, and assessment of long-term sourcing potential.

Commercial outcomes reflected both scale and diversity. Export commitments concentrated in staple rice categories aligned with African and Asian markets, demonstrating India's ability to serve high-volume, cost-sensitive segments efficiently. At the same time, selective discussions and commitments in specialty and GI varieties highlighted the potential for value addition and market diversification. These outcomes illustrate that the conference successfully bridged operational, regulatory, and commercial dimensions of trade in a single forum.

Beyond immediate trade outcomes, BIRC 2025 strengthened coordination across the rice ecosystem. Participants aligned on operational processes, logistical planning, and regulatory compliance, reducing information asymmetries that often increase execution risk in international rice trade. Knowledge exchange across milling, logistics, compliance, and input utilization further enhanced operational capabilities and market credibility. These effects contribute to more predictable supply chains and smoother execution, supporting repeat engagement and long-term commercial relationships.

BIRC 2025 demonstrates that a purpose-built, ecosystem-wide platform generates outcomes extending beyond individual deals. The conference accelerated market access for exporters, provided buyers with structured comparative sourcing, and reinforced the operational and institutional foundations of India's rice ecosystem. Its design, scale, and diversity of participation validate its role as a strategic platform for global rice trade and position it to generate even greater economic impact in future editions.





CHAPTER

# 03

**ENGAGEMENTS  
DURING THE  
CONFERENCE**

# Farmers' Role and Engagement at BIRC

BIRC placed farmers at the heart of India's rice story, giving them direct access to the value chain, foreign buyers, collaboration, and growth opportunities

Farmers formed the core of discussions and activities at BIRC 2025, reflecting their integral role in India's rice ecosystem and export strategy. Their participation enabled direct engagement with policymakers, exporters, international buyers, and other stakeholders, facilitating the exchange of information on production practices, quality standards, and market requirements. The conference underscored the importance of involving primary producers in shaping the country's rice trade and value chain.

Approximately 5,000 farmers from across India participated in the conference, representing diverse rice-growing regions. Farmers and Farmer Producer Organisations (FPOs) exhibited over 1,000 rice varieties, including those with Geographical Indication (GI) status and other indigenous classifications. This engagement allowed farmers to demonstrate the diversity of India's rice production and gain practical insights into market demand, quality expectations, and potential export opportunities.



The conference facilitated direct interactions between farmers, FPOs, and international buyers, enabling participants to understand international quality standards, regulatory requirements, and operational considerations for exports. Several farmers and FPOs reported initiating discussions on sourcing arrangements and exploring ways to align production practices with market expectations. In addition, farmers participated in sessions focused on knowledge sharing and capacity development, covering topics such as production optimization, quality management, certification processes, and marketing practices. These discussions provided participants with practical information to support informed decision-making and participation in both domestic and international markets.

The outcomes of BIRC 2025 demonstrate that the active involvement of farmers is essential for a robust and competitive rice export ecosystem. Participation of farmers and FPOs strengthened understanding of production standards, quality requirements, and market dynamics, highlighting their central role in advancing India's rice trade.





# Cultural Showcase at the Conference

5 curated cultural segments; 100+ artists performed

Cultural expression from 20+ Indian States were showcased

8+ distinct art forms presented

The Cultural Showcase was integrated into the conference programme to present India's regional diversity and cultural heritage to domestic and international delegates in a structured and representative manner. The programme was designed to complement the conference objectives by providing contextual understanding of India's agrarian and cultural landscape.

The Day 1 programme commenced with Saraswati Vandana, curated by Ms. Babita Singh and performed by 12 artists, serving as the formal opening segment and welcoming participating delegates. This was followed by the Grand Welcome Show, curated by Ms. Babita Singh, featuring 20 artists representing 20 Indian states. Region-specific dance forms were used to welcome international and national participants and to reflect India's geographical and cultural diversity.

The Grand Cultural Show, curated by Mr. Louis and performed by 40 artists, presented a structured cultural narrative drawn from multiple states, including Punjab, Gujarat, Odisha, West Bengal, Uttar Pradesh, and Karnataka. The segment highlighted traditional dance forms, regional costumes, and visual

depictions linked to rural and farming communities, aligning cultural representation with the conference's focus on agriculture and primary producers.

Semi-classical musical compositions, curated by Ms. Rashmi Dutt, featured three sitarists and one tabla artist. The segment showcased classical music traditions and provided a balanced cultural component within the conference schedule.

The cultural programme concluded during the Gala Dinner, curated by Ms. Babita Singh and performed by 32 artists. The segment included a fusion performance combining Chhau, Kathak, and Bharatanatyam, followed by region-specific acts including Kashmiri, Gujarati, Punjabi, Sufiyana, and patriotic song and dance performances.

Overall, the Cultural Showcase provided a representative overview of India's regional traditions and cultural practices. The programme supported conference objectives by facilitating cultural exchange, reinforcing national identity, and offering international delegates structured exposure to India's diversity alongside formal deliberations.

| Performance Name                    | Choreographer    | No. of Artists |
|-------------------------------------|------------------|----------------|
| Saraswati Vandana                   | Ms. Babita Singh | 12             |
| Grand Welcome Show                  | Ms. Babita Singh | 20             |
| Grand Cultural Show                 | Mr. Louis        | 40             |
| Soulful semi-classical compositions | Ms Rashmi Dutt   | 4              |
|                                     | Ms. Babita Singh | 32             |







CHAPTER

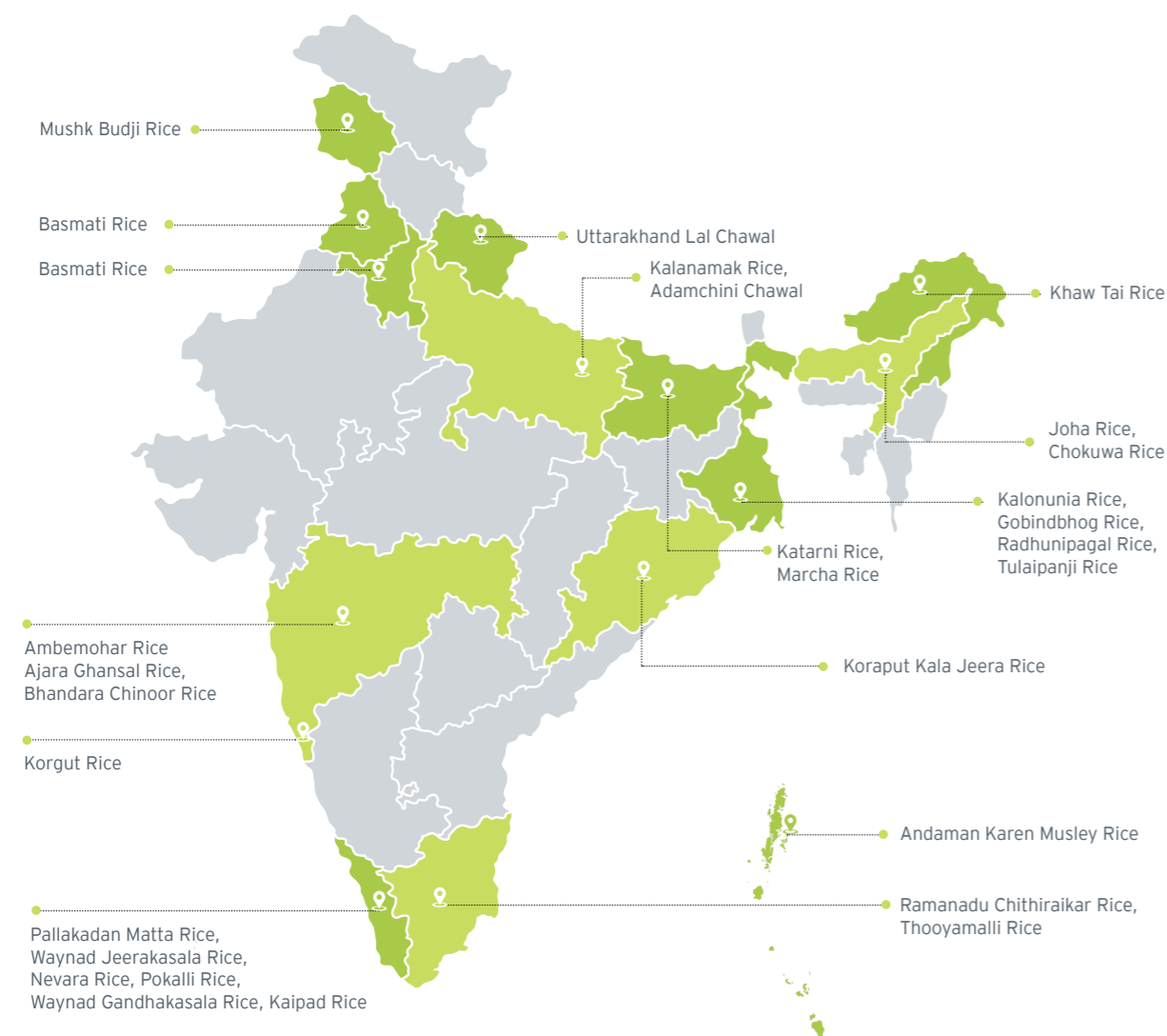
# 04

SHOWCASE OF  
INDIA'S RICE  
LEADERSHIP

# Showcasing India's GI Rice Varieties

The Government of India has placed emphasis on promoting Geographical Indication (GI)-tagged agricultural products as a strategic measure to enhance market recognition, secure premium value, and provide differentiated opportunities for Indian producers in the global marketplace. The Government has facilitated international engagement, supporting exporter-buyer linkages, trial consignments, and structured awareness campaigns in markets including the United Kingdom, South Korea, Bahrain, the United States, and the United Arab Emirates, establishing provenance, traceability, and quality assurance.

Building upon this intent, BIRC 2025 provided a platform to showcase GI and other specialty rice varieties, enabling direct interaction between producers, exporters, and international buyers, consolidating market access, and accelerating adoption of India's distinctive rice offerings.



# Characteristics of GI-Tagged Rice Displayed

| GI VARIETY                     | DESCRIPTION   |
|--------------------------------|---|
| <b>Ambemohar Rice</b>          | Traditional, short-grain aromatic rice  |
| <b>Korgut Rice</b>             | Plump, husky, and brown in colour, and generally require parboiling before consumption  |
| <b>Kalonunia Rice</b>          | Premium, indigenous aromatic rice from North Bengal   |
| <b>Koraput Kala Jeera Rice</b> | Rare, indigenous, aromatic black rice variety from Odisha   |
| <b>Gobindbhog Rice</b>         | Premium, aromatic, short-grain paddy variety native to West Bengal  |
| <b>Katarni Rice</b>            | Premium, strongly aromatic, short-grain landrace native to Bihar  |
| <b>Uttarakhand Lal chawal</b>  | Highly nutritious traditional variety grown in the state's high Himalayan regions, such as Ranikhet, Munsiyari, and Bageshwar |
| <b>Basmati Rice</b>            | Signature nutty flavor, floral aroma, and ability to elongate significantly without breaking during cooking                   |
| <b>Pallakadan Matta Rice</b>   | Bold, short-red grains, earthy aroma, and highly nutritious profile thanks to its intact red bran layer                       |
| <b>Waynad Jeerakasala Rice</b> | Premium, traditional, short-grain aromatic rice indigenous to Kerala  |
| <b>Kalanamak Rice</b>          | Distinctive black husk, exceptional nutritional profile, and an intense, sweet floral aroma                                   |
| <b>Khaw Tai Rice</b>           | Glossy white color, long-to-short grain shape, natural floral fragrance, and naturally sweet, subtle taste                    |

| GI VARIETY                        | DESCRIPTION  |
|-----------------------------------|--|
| <b>Mushk Budji Rice</b>           | Short, bold grains with an ivory-colored, translucent sheen from Kashmir                                   |
| <b>Ramanadu Chithiraikar Rice</b> | Bold, round grains with a dark outer bran layer and a distinctly red inner kerne                           |
| <b>Ajara Ghansal Rice</b>         | Short and bold grains with a grain ratio of 3.61:5.5 mm. It elongates moderately upon cooking              |
| <b>Radhunipagal Rice</b>          | Short-bold kernels measuring roughly 3.57 mm in length and 1.86 mm in width                                |
| <b>Bhandara Chinoor Rice</b>      | Short to medium length with a slender, sword-tip shape   |
| <b>Tulaipanji Rice</b>            | Buttery-floral fragrance, medium-long slender grains, and light, cottony-soft texture when cooked          |
| <b>Marcha Rice</b>                | Short, bold grains that closely resemble black pepper (which inspired the name 'Mircha')                   |
| <b>Thooyamalli Rice</b>           | Pearly white, slender grains and subtle floral aroma   |
| <b>Joha Rice</b>                  | Superfine glossy kernels, soft texture, and health-promoting nutraceutical properties                      |
| <b>Nevara Rice</b>                | Therapeutic properties, easy digestibility, and exceptional nutritional profile                            |
| <b>Pokalli Rice</b>               | Resilient, salt-tolerant, and organic  |
| <b>Waynad Gandhakasala Rice</b>   | Captivating sandalwood-like aroma, short-bold golden-yellow grains, and soft, non-sticky cooking texture   |
| <b>Kaipad Rice</b>                | High mineral content, distinctive taste, and ecological resilience   |
| <b>Chokuwa Rice</b>               | Requires no boiling or cooking; the whole grains become soft and edible simply by soaking in water         |
| <b>Adamchini Chawal</b>           | Distinctive strong fragrance, short-bold grains, intermediate amylose content, and excellent digestibility |
| <b>Andaman Karen Musley Rice</b>  | Nutritional density, distinct aroma, and remarkable resilience in saline island environments               |

## Culinary Demonstration using Indian Rice Varieties

- The Culinary Pavilion at BIRC 2025 showcased the use of Indian rice varieties in rice-based dishes linked to 26 identified priority import markets, as part of the Conference programme.
- Indian rice varieties were used in food preparations corresponding to consumption formats prevalent in markets of Indonesia, the Philippines, Saudi Arabia, Vietnam, Iraq, the United States of America, Malaysia, Côte d'Ivoire, China, the United Kingdom, Benin, France, the United Arab Emirates, Brazil, South Africa, Belgium, Japan, Mexico, Senegal, Germany, Kenya, Cameroon, Mozambique, Canada, the Netherlands, and the Republic of Korea.
- The Pavilion showcased preparation of these dishes using Indian Basmati, non-Basmati, and specialty rice varieties, in accordance with cooking practices followed in the respective markets.
- The Pavilion formed part of the Conference activities aimed at demonstrating the use of Indian rice in international cuisines, consistent with the export potential of approximately ₹1.8 Lakh Crore articulated in the context of BIRC objectives.



### Riz Forestier

Creamy French rice enriched with forest mushrooms and herbs, offering earthy elegance and rustic sophistication.



Mushk Budji



### Kedgeree

Smoked fish and spiced rice harmonised with gentle aromatics, reimagining a traditional British breakfast as a composed entrée.



Kalanamak



### Kabsa

Long grain slow-cooked spiced rice infused with warm Middle Eastern aromatics, delivering depth, fragrance, and ceremonial richness.



Wayanad Jeerakasala (Kaima), Nagri Dubraj



### Nasi Goreng

Wok tossed fried rice seasoned with sweet soy and spices.



Nagri Dubraj



### Timman Bil Jizar

Tender rice subtly sweetened with caramelized carrots and spices, reflecting the quiet warmth of Iraqi home cooking.



Nagri Dubraj



### Rice Pudding

Creamy rice simmered in sweet milk with vanilla, offering a soft, comforting American dessert.



Govindobhog, Kalanamak



### Sticky Rice Dumpling

Glutinous rice wrapped around a flavorful filling, offering a soft and satisfying bite.



Chakhao White rice, Khao Tai (Khamti)



### Com Chiên

Fragrant stir-fried rice tossed with savory seasonings, delivering a bold and comforting Vietnamese staple.



Govindobhog, Nagri Budraj, Wayanad Jeerakasala



### Nasi Ayam

Tender poached chicken served with aromatic rice, offering a comforting and flavorful classic.



Mushk Budji



### Dum Pukht Biryani

Aromatic rice slow-cooked with spiced ingredients, delivering rich flavor and depth.



Basmati



### Sushi

Delicately seasoned rice paired with fresh ingredients, offering a light and refined bite.



Mushk Budji, Chakhao Black rice, Chakhao White rice, Kalajeera / Adamchini



### Payasam

Sweet rice simmered in milk with delicate flavors, offering a warm and comforting dessert.



Govindbhog, Kalanamak, Musqbudgi



### Riz Gras

Rich, tomato-infused rice cooked with spices and vegetables, offering a bold and hearty bit..



Kola Joha



### Donburi

Warm rice topped with savory ingredients, creating a hearty and comforting bowl..



Mushk Budji, Chakhao Black rice, Chakhao White rice, Kalajeera / Adamchini



### Bibimbap

Warm rice topped with assorted vegetables and savory elements, creating a balanced and flavorful bowl.



Chakhao (White), Khao Tai (Khamti)



### Chicken Sticky-Rice Dim Sum

Sticky rice wrapped with savory chicken, delivering a rich and comforting bite.



Khao Tai (Khamti), Chakhao white rice



### Rice & Cheese Stuffed Burritos

Soft tortillas filled with rice and melted cheese, delivering a warm and satisfying bite.



Lal Dhan (Red rice), Wayanad Jeerakasala (Kaima)



### Fried Rice

Simple stir-fried rice tossed with light seasonings, offering a versatile and comforting dish.



Nagri Dubraj, Wayanad Jeerakasala (Kaima)



### Kimchi Fried Rice

Spicy stir-fried rice with fermented kimchi, delivering a bold and umami-rich flavor.



Adamchini`



### Jambalaya

Soulful Louisiana (USA) classic of seasoned rice gently layered with seafood and spices, elevated with precision and balance.



Kola Joha







## Launch of AI-Based Sorting Technology for Rice Milling Industry

Kinetic Process Technology (India) Pvt. Ltd. launched an AI-based sorting technology for the rice milling industry during the conference. The system represents an advancement over conventional colour sorting processes currently used in rice milling operations.

Traditional colour sorters function by identifying differences in colour to separate grains. The newly introduced technology integrates artificial intelligence, enabling the system to analyse large volumes of data and recognise variations in grain shape and size in addition to colour parameters.

Earlier, segregation of out-of-shape or size-variant grains was largely dependent on mechanical grading systems. The AI-based

solution allows this process to be carried out electronically, improving precision while reducing reliance on multiple mechanical units.

The technology also addresses operational challenges associated with mechanical graders, including power consumption, manpower requirements, and space utilisation. In addition to colour-based sorting, the system enables electronic segregation of broken grains within the same process flow.

The launch reflects a move towards increased automation and process optimisation in the rice milling sector. Adoption of such technologies has the potential to enhance consistency, operational efficiency, and quality management in rice processing.

The machine is India's first AI-based rice sorter that can analyse big data to recognise grain shapes in addition to colour, enabling more precise sorting of out-of-shape grains.

It allows simultaneous electronic sorting of broken grains along with colour sorting, reducing reliance on multiple mechanical graders and associated operational costs.



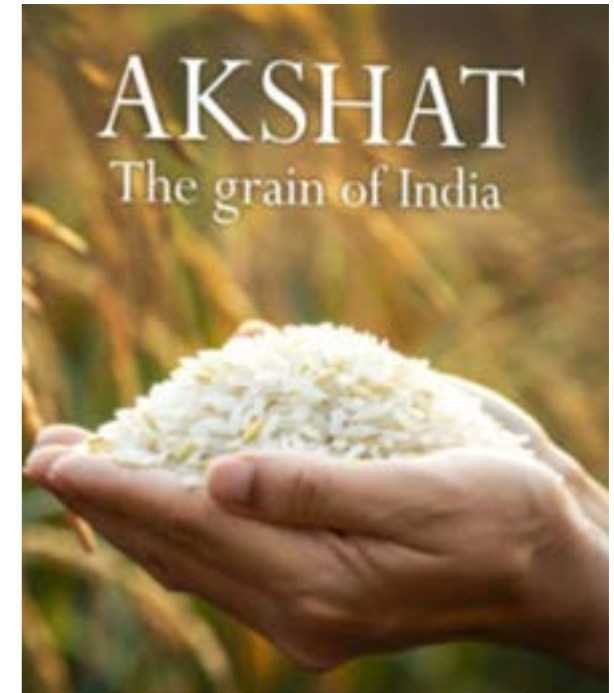


## Book Launch: *AKSHAT - The Grain of India*

AKSHAT launched at the Bharat International Rice Conference, presents an integrated examination of rice as a foundational element of India's agricultural systems, cultural history, and economic transformation. The publication situates rice within a long-term analytical frame that connects early domestication, institutional development, and contemporary food system priorities.

The book documents archaeological and archaeobotanical evidence establishing the Indian subcontinent as an early centre of rice domestication, with cultivation systems shaped by monsoon ecology, riverine landscapes, and region-specific agronomic practices. It explains the distinct evolutionary trajectory of Indian rice, including the development of proto-indica varieties and subsequent genetic exchange with East Asian rice systems, which together expanded productivity and diversity across South Asia.

Rice is examined as an organizing element of India's social and cultural institutions. References from classical texts, regional traditions, and ritual practices are synthesized to demonstrate how rice functioned simultaneously



as sustenance, symbol, and medium of social continuity. The treatment remains descriptive, documenting how agricultural production, belief systems, and community practices evolved in parallel over time.

The publication provides a structured account of India's post-Independence transition from food deficit to self-sufficiency, with emphasis on rice-led productivity growth during the Green Revolution. It outlines the interaction between scientific innovation in breeding, public investment in irrigation and research, and institutional mechanisms such as procurement and price support. These elements are linked to outcomes in food security, rural livelihoods, and India's current position in global rice markets. The book therefore showcases rice as a vital crop, bridging traditional practices, biodiversity, nutrition, and modern food system policies in India.





CHAPTER

# 05

**TECHNICAL  
SESSIONS**

# Snapshot of Technical Sessions

Over two days, BIRC 2025 conducted eight technical sessions with APEDA, exporters, international buyers, research institutions, certification and food-safety experts, logistics and insurance specialists, and state agriculture officials. Discussions focused on global market trends, logistics, sustainable agronomy, nutrition, varietal diversification, organic systems, assurance frameworks, financing, and sector governance, outlining the technical and institutional priorities for India's rice sector toward Viksit Bharat 2047.

## Global Rice Market Evolution

Discusses global demand-supply shifts in rice and India's evolving role in international markets.

## Improving Rice Agriculture & Nutrition

Focuses on technology, climate resilience, productivity improvement, and nutrition outcomes in rice cultivation.

## Quality Certification and Food Safety

Addresses certification, inspection, traceability, and alignment with global food safety standards.

## Organic Rice and Rice Products

Focuses on organic certification, farmer participation, GI branding, and access to global markets.

## Shipping Logistics for Rice Trade

Covers port infrastructure, customs processes, multimodal logistics, and digitalisation in rice exports.

## Value Addition in Rice

Examines processing, branding, fortified products, and new value-added rice categories for export growth.

## Logistics, Credit, and Insurance

Discusses packaging, warehousing, export credit, insurance, and risk mitigation across the rice value chain.

## Way Forward for Rice Towards Viksit Bharat 2047

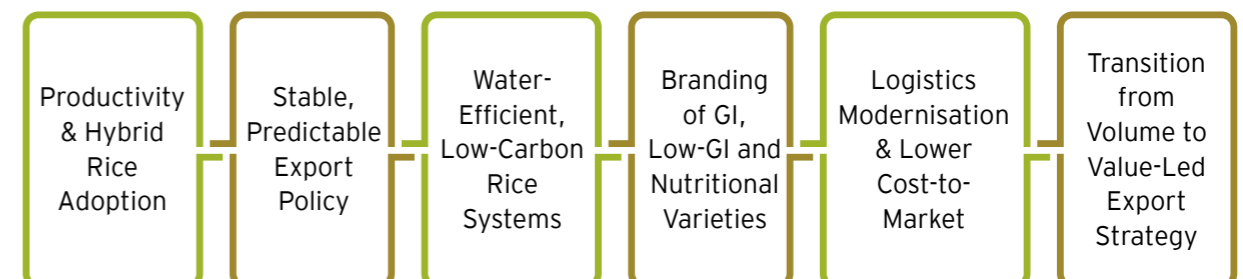
Outlines key reforms, diversification pathways, and strategic priorities for India's rice sector going forward.

# Session 1: Global Rice Market Evolution

Technical Session 1 reviewed India's rise from a food-deficit nation to the world's largest rice exporter. Productivity gains, wider seed adoption, infrastructure expansion, and resilient value chains now enable India to supply nearly one-third of global traded rice. The session highlighted the need to shift from volume-driven exports to value, branding, and sustainability. Panelists noted opportunities in hybrid, low-GI, heritage, glutinous, and Japonica varieties, as well as environmentally compliant markets. Key factors for competitiveness include stable policy, higher productivity, water-efficient cultivation, traceability, and brand-building toward Viksit Bharat 2047.



## Key Levers Identified



# Panelists

“ Dr. Gulati opened the session by situating India’s rise from food scarcity in the 1960s to its present status as the world’s largest rice exporter. He emphasized the need to shift from mere “food security” to “nutritional security,” stressing diversification into low-GI, zinc-rich, climate-resilient varieties. He warned against unsustainable groundwater depletion and methane emissions from flooded rice systems. He called for stable export policies, hybrid rice adoption, long-term supply partnerships, and a decisive move toward water-efficient, low-carbon rice aligned with Viksit Bharat 2047. ”

**Dr. Ashok Gulati**  
Distinguished Professor, ICRIER (Chairperson)



“ Dr. Garg highlighted how India’s farmers have rapidly adopted technology, enabling production to reach ~149 Million tonnes with sizeable marketable surplus. He noted that dietary shifts and diversification incentives (millets, jowar) have increased available rice for exports. He stressed that India sits on large stocks—nearly 68-70 Million tonnes at peak—creating headroom for sustained export expansion. Dr. Garg reiterated confidence that India can realistically reach 30 Million tonnes of exports in the next few years, driven by rising acceptance in Africa and West Asia. ”

**Dr. Prem Garg**  
National President, IREF



“ As Moderator, Mr. Mayank Bhardwaj opened the session by anchoring the discussion in the global rice market’s evolving fundamentals and India’s shifting competitive position. He highlighted that while India is the world’s largest rice exporter, the debate must now move beyond scale toward yield gaps, hybrid adoption, water intensity, sustainability pressures and value realisation. Through targeted questions on productivity, trade dynamics, logistics, and premium-market penetration, he steered the panel to articulate how India can transition from volume-led exports to value-led competitiveness. ”

**Mr. Mayank Bhardwaj**  
Lead, Energy & Commodities, Thomson Reuters (Moderator)

“ Mr. Gupta traced the export surge from 10 Million tonnes in 2015-16 to over 22 Million tonnes today, crediting improved port infrastructure, supply-chain resilience during the pandemic, and market diversification. He underscored that despite high volumes, India’s value realisation remains low due to its positioning as the “cheapest source.” He argued for branding traditional varieties (Sona Masuri, Matta, Govindbhog), entering glutinous rice markets, and securing preferential access in Southeast Asia. He identified an export potential of an additional 7-8 Million tonnes with targeted market strategies. ”

**Mr. Nitin Gupta**  
Deputy Country Head, Olam Agri



“ Mr. Carrello emphasized that volumes alone cannot define success; competitiveness hinges on pricing, yield, and transparency. He stressed that global buyers require data-rich, predictable supply systems and that sustainability compliance will soon be non-negotiable. He framed Africa as the structural demand engine but urged India to diversify into higher-value segments. He also noted that as subsidies depress costs, environmental and economic sustainability must converge, and India must prepare for more disciplined, information-driven global rice markets. ”

**Mr. Piero Carrello**  
Global Head, Agriculture & Food Pricing, S&P Global



“ Mr. Kaushik highlighted the rising global interest in India’s GI-tagged, heritage, and medicinal rice varieties, noting their low-GI and nutritional advantages. He cautioned that in Indica markets, India and competing origins collectively produce nearly twice the global demand, forcing prices down to marginal-cost levels. He emphasized that branding, varietal portfolios, and global DNA-mapped registries are critical to escape pure cost-based competition. He projected major growth in specialty rice and urged scientific expansion of niche varieties for export. ”

**Mr. Anupam Kaushik**  
MD, National Cooperative Exports Ltd.



Mr. Khan argued that branding and consistent quality can transform even basic commodities, citing ITC's success with Aashirvaad Atta. He projected similar potential for Indian rice—if states scale unique varieties, ensure consistent supplies, and adopt sustainable agronomy. He stressed water-efficient DSR/AWD, reduction of methane emissions, and zinc-enriched nutrition varieties as future differentiators. He warned that maize, wheat, and rice are now interlinked through ethanol demand, making climate variability a binding risk on domestic availability.

**Mr. Khaled Hussain Khan**

VP, Bulk Commodities & Supply Chain, ITC Ltd.



Mr. Rao discussed evolving logistics capacity, noting that India now utilizes nearly 50 ports for rice shipments but still lags competitors who operate through fewer, highly efficient hubs. He flagged the need for deeper East-Coast infrastructure and lower logistics costs to match Vietnam and Thailand. He urged focus on margin improvement through premium varieties rather than only volumes. He supported the long-term target of 30 Million tonnes but emphasized the importance of branding, standardization and consistency in export execution.

**Mr. B.V. Krishna Rao**

President, The Rice Exporters Association (TREA) Kakinada Chapter

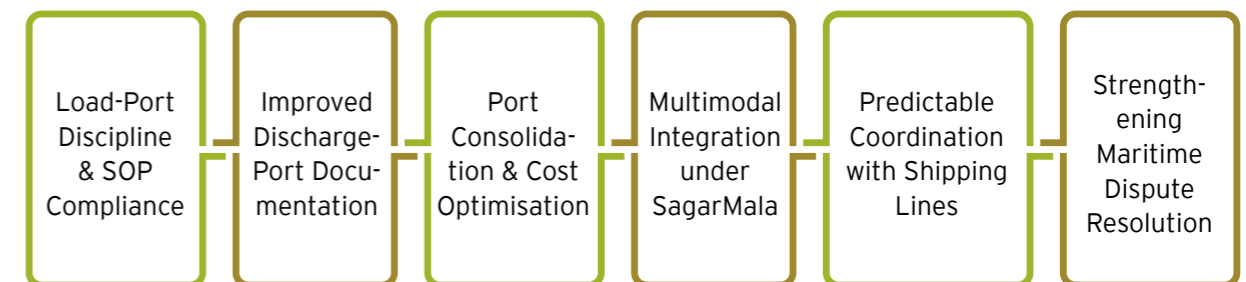


## Session 2: Shipping Logistics for Rice Trade

Technical Session 2 examined the operational, infrastructural and regulatory elements shaping India's rice-export logistics. Speakers highlighted that logistics efficiency directly determines financial viability, with cargo claims, transit delays and documentation gaps raising costs for exporters—especially MSMEs. The session showed that cargo damage typically originates from preventable lapses at load ports (hold cleaning, dunnage, moisture control), poor ventilation during voyage, and weak documentation at discharge ports. On the systems side, India's port capacity has doubled, but fragmentation across ~50 ports keeps logistics costs higher than Thailand and Vietnam. The panel stressed the need for coordinated planning between exporters, shipping lines and ports, along with fuller adoption of digital platforms like IPA's PORTAL for documentation and scheduling. Maritime dispute mechanisms, especially low-cost industry arbitration, were identified as essential for reducing operational and legal exposure. The session concluded that logistics, digitalisation and risk-management form the backbone of India's future export competitiveness.



### Key Levers Identified



## Panelists

As moderator, Asim Anand framed the session by contrasting India's strong production potential with persistent logistical constraints. He noted that port fragmentation, delays and inconsistent coordination often offset gains made upstream in farming and processing. By probing panelists on claims, port readiness and digitalisation, he highlighted a central theme: efficiency at the logistics interface matters as much as yield or export volume, and coordinated action between exporters, customs authorities and shipping lines is essential for competitiveness.

**Mr. Asim Anand**

Managing Editor, Agriculture & Food Pricing, S&P Global Commodity Insights



Amitabh Kumar explained that India's port infrastructure has doubled in capacity and will double again in the next 6-7 years, driven by Sagarmala and major private-terminal expansion. However, fragmentation across many ports adds cost and operational inconsistency. He advocated a hybrid model: minor ports as feeders and major hubs for foreign-leg shipment. He emphasized digital integration—customs, ports, shipping lines and banks—to improve transparency, visibility and scheduling. He noted that inland waterways (Ganga-Brahmaputra) can unlock hinterland export potential.

**Mr. Amitabh Kumar**

Former Director General of Shipping and Independent Director, Great Eastern Shipping Company Ltd



Ashwin Shanker provided a detailed, practice-based explanation of how most cargo claims arise and how they can be prevented. He identified load-port lapses—unclean holds, inadequate dunnage, poor hatch sealing, use of steel hooks, and acceptance of rice above 14% moisture—as primary causes of caking, infestation and shortages. He stressed strict evidence collection, photographic documentation and immediate notes of protest. He also recommended low-cost industry arbitration under IREF for rapid dispute resolution, reducing exporters' exposure to expensive foreign litigation.

**Mr. Ashwin Shanker**

Partner, Chambers of George Rebello



## Session 3: Improving Rice Agriculture and Nutrition

Session 3 explored how India can reconcile higher rice productivity with sustainability imperatives amid mounting water stress, labour shortages and methane emissions. The discussion underscored that sustainable farming will scale only when it reduces farmer cost, simplifies operations and enhances profitability. Speakers highlighted that DSR, AWD, mechanisation, cluster demonstrations and integrated nutrient-pest management can materially cut irrigation demand and chemical load—but adoption depends on reliable advisory, equipment access and behavioural change. Carbon-credit mechanisms, traceability-linked premiums and digital MRV frameworks were identified as emerging enablers capable of financing this transition. The panel stressed that genomics-led varietal upgrades, coordinated FPO clusters, and high-quality digital public infrastructure (AgriStack, AI-based advisory) are foundational to scaling climate-resilient systems. The session concluded that India's rice transition must centre around lowering cost, raising reliability and embedding sustainability into market incentives, rather than treating climate-resilient farming as a compliance burden.



### Key Levers Identified



# Panelists



As Moderator, Mr. Pratik Parija framed the discussion around India's dual challenge of raising rice productivity while managing water stress and methane emissions. He highlighted that journalists see the disconnect between farm-level practices, policy intent, and sustainability outcomes, prompting his questions on how India can simultaneously lift yields and reduce environmental externalities. Through pointed, field-grounded queries, he steered the conversation toward practicality—farmer incentives, technology adoption, economics of sustainability, and the market's readiness to reward climate-aligned production.

**Mr. Pratik Parija**

Journalist, Bloomberg News (Moderator)



Mr. Sethi stressed that sustainable rice farming becomes viable only when it improves farmer profitability rather than imposing additional burdens. He explained that India's input subsidies (urea, power, irrigation) distort incentives, while groundwater depletion in the northern states makes current practices untenable. He highlighted mechanization, cluster-based demonstrations, zero-till wheat, stale seed-bed preparation, AWD, and residue incorporation as core levers to cut costs and reduce emissions. He emphasized that sustainability must be taught as ease, profit and risk-reduction, not environmental altruism.

**Mr. Sanjay Sethi**

National Technical Coordinator, FAO, UN



Ms. Garg outlined how large-scale adoption of DSR, AWD, biochar use, and residue incorporation requires intensive farmer handholding, machinery access and trust. She detailed Varaha's full-stack model local consultations, digital MRV, geo-tagging, remote sensing, biogeochemical modelling, and carbon-credit monetization which enables smallholders to adopt low-emission practices with economic certainty. She stressed that behavioral barriers, infrastructure gaps and lack of continuous advisory hinder adoption, but structured incentives via carbon markets and traceability-linked premiums can decisively shift farmer behavior.

**Ms. Ankita Garg**

Co-founder & COO, Varaha



Mr. Amit Vatsayan emphasised that demand for sustainable and specialty rice is rising, but credibility rests on robust traceability, strong internal control systems and verified digital infrastructure. He noted that varieties like Kalonamak and black rice can unlock premium markets if backed by genomic improvements, FPO networks and last-mile extension through KVKs and PM-PRANAM. He underscored the government's role in lowering information asymmetry via AgriStack and AI-enabled advisories. His future vision rests on the "4C framework"—convenient, cheaper, coordinated and climate-resilient rice production systems.

**Mr. Amit Vatsayan**

Partner and Leader, Social, Skills and Sustainability Sectors, EY

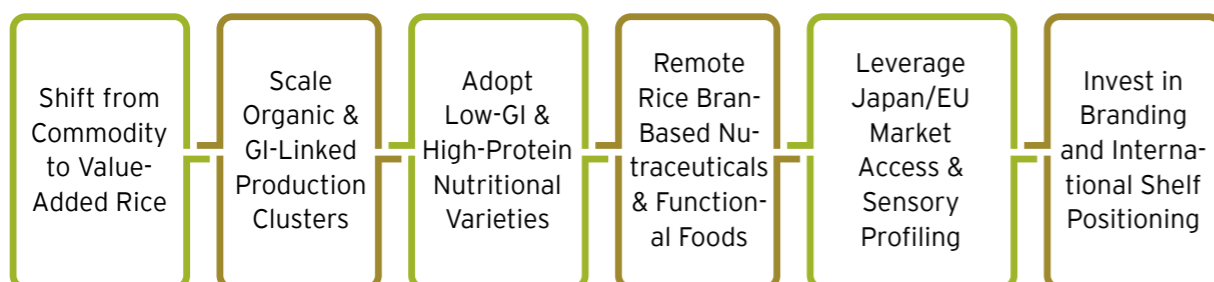


# Session 4: Value Addition in Rice

The session underscored that India's next phase of rice-sector competitiveness lies in value-added, organic, fortified and nutritionally enhanced products, rather than bulk commodity exports. Speakers agreed that India's varietal diversity, organic ecosystems in the Northeast, and IRRI-led innovations in low-GI and high-protein rice create a strong pipeline for premium global markets. APEDA showcased clear evidence of international demand—from sushi-grade sticky rice varieties to rice crackers and ready-meal formats—demonstrating that India can enter mainstream retail shelves, not just diaspora niches. States like Odisha and Manipur highlighted scalable farmer-level models through organic certification, MSP-linked incentives, natural farming and FPO-led procurement. The panel emphasised that value addition must be supported by processing infrastructure, R&D, branding, market access negotiation and consistent policy signalling. Collectively, the discussion positioned organic and value-added rice as India's strongest pathway to higher realisation, farmer income growth, and sustained export leadership.



### Key Levers Identified



## Panelists



Dr. Tarun Bajaj emphasised that despite exporting ~21 million tonnes of rice, India captures limited value because 80-85% of Basmati and most non-Basmati still move as bulk consignments. He argued for a decisive pivot towards branded, processed and fortified formats from ready meals to rice-based snacks so margins are retained domestically. Using broken rice as an example, he urged conversion into noodles, biscuits and nutraceuticals rather than exporting it cheaply. He positioned value addition as essential for farmer income growth and long-term global competitiveness.



**Dr. Tarun Bajaj**  
Director, Basmati Export Development Foundation, APEDA



Ashutosh Sinha framed the session as a shift from “why value addition” to “how India operationalises it.” He highlighted that India's export scale does not automatically translate into premium realisation unless value chains move from bulk dispatch to productised, branded formats. Through pointed questions, he pushed the panel to outline actionable steps—varietal selection, market-back product design, processing infrastructure, incentive frameworks and export-market alignment—stressing that India's next competitiveness frontier lies in blending genetics, processing innovation and brand-building into a coherent value-addition strategy.



**Mr. Ashutosh Sinha**  
Senior Editor, The Economic Times (Moderator)



Dr. Sreenivasulu explained that rice must evolve into a nutrition- and functionality-led category, given India's diabetes burden and rising global demand for healthier staples. He showcased IRRI's low-GI and high-protein varieties (GI 45-55) with strong export premiums, along with prototypes like low-GI semolina and poha that retain nutritional integrity post-cooking. He outlined higher-order value chains—bran-based nutraceuticals, protein isolates, antioxidant beverages and bioethanol—arguing that India can unlock 3-4x value by scaling these pipelines through clusters, certification and industry partnerships.



**Dr. Nese Sreenivasulu**  
Principal Scientist & Head, International Rice Research Institute, Philippines



Mr. Behera described Odisha's incentive architecture designed to pull farmers into value-addition channels—MSP plus 800/quintal support, and ~1,000/quintal for aromatic and specialty rice suited for processing. He highlighted cluster-based processing, promotion of low-GI and organic varieties, and partnerships with IRRI for varietal improvement. He referenced state schemes like Amruta Anna Yojana and temple-linked procurement to stabilise demand. His central message: value addition is meaningful only when it translates into assured markets and higher farm-gate realisation.

**Mr. Arun Kumar Behera**

Joint Director of Agriculture, SP&C, Govt. of Odisha



Vinita Sudhanshu stressed that global demand for value-added rice—meal kits, crackers, convenience foods—is expanding, and India can win these segments with varietal profiling, sensory validation and market-back product design. She detailed APEDA-IRRI collaboration, particularly the Japan screening where 14-15 Indian lines with sticky traits were refined to seven, three excelling in sushi applications. She noted that APEDA's role spans market access, packaging guidance and regulatory readiness, and that India must target mainstream retail shelves rather than diaspora niches.

**Ms. Vinita Sudhanshu**  
General Manager, APEDA



Peter Salam highlighted Manipur's transformation into a 10,000 MT black-rice ecosystem, with ~5,000 MT now certified organic and exported to the UK, Switzerland and UAE. He credited contract farming, FPO/FPC aggregation and APEDA partnerships for formalising the value chain. He noted that the Northeast's pigmented, sticky and indigenous varieties offer unique global positioning if processing capacity is strengthened. He argued that with assured procurement and investor participation, production could double in 2-3 years, anchoring the Northeast as an organic-rice hub.

**Mr. Peter Salam**

Director of Agriculture, Government of Manipur

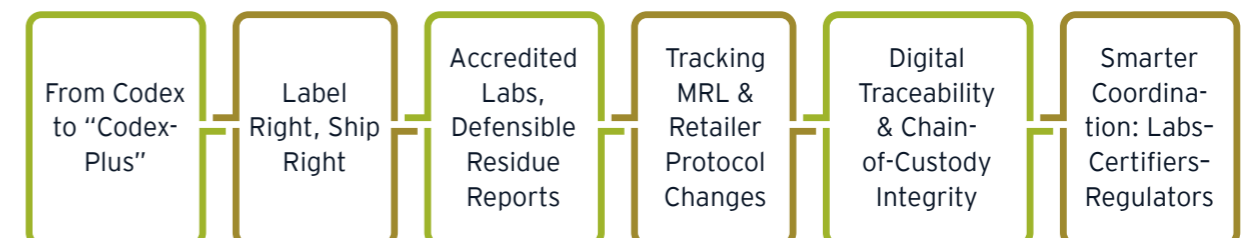


## Session 5: Quality Certification and Food Safety

Technical Session 5 on Quality Certification and Food Safety highlighted that India's export reliability in rice now depends less on intrinsic product failure and more on regulatory precision, especially in high-value "Codex-Plus" markets. Speakers underlined that many rejections are triggered by labelling non-conformities—not pesticide or microbiological failure—with minor errors in artwork, declarations or symbols leading to detentions. The session stressed that destination markets frequently tighten MRLs and private retailer protocols ahead of Codex, making continuous regulatory tracking, not static compliance, essential. Accredited laboratory networks and defensible residue testing were identified as core safeguards, alongside benchmarking Indian schemes with global standards to avoid duplicative audits. Panellists' emphasised that certification discipline must be continuous and documentation-ready, rather than audit-day oriented, supported by strong coordination between scheme owners, certifiers, accredited labs and regulators. The discussion concluded that precision in labelling, traceability and residue compliance now defines India's credibility in premium rice markets.



### Key Levers Identified



# Panelists



Dr. Tarun Bajaj, as Chairperson, explained that India's FSSAI standards broadly track Codex, but many importers—particularly the EU—impose stricter “Codex-Plus” norms, especially on MRLs. He stressed that many consignments are rejected on labelling lapses rather than safety, and urged exporters to pre-clear labels with buyers. He highlighted APEDA's web-based traceability systems and clarified that rejection losses fall largely on exporters, making precision in standards, testing and labelling commercially critical.

**Dr. Tarun Bajaj**

Director, Basmati Export Development Foundation, APEDA (Chairperson)



Mr. Soumik Mondal brought the certifier perspective. He clarified that CBs audit against standards owned by APEDA/ QCI and that genuine compliance must be maintained year-round, not only on audit day. He identified weak food-safety culture and poor tracking of changing international MRLs as key causes of rejection. He argued that certification “cost” is really investment in hygiene and testing that underpins brand trust, and advocated deeper digital integration of certifier, laboratory and regulator databases.

**Mr. Soumik Mondal**

Head - Certification, SGS



Mr. Pratik Parija, Journalist with Bloomberg News, served as Moderator. He framed the discussion around why food safety and certification are now central to India's rice exports, repeatedly asking how Indian standards align with “Codex-Plus” regimes and why rejections still occur. Through pointed questions on MRLs, labelling errors, traceability and certification costs, he steered the panel to spell out practical gaps and solutions for exporters, especially MSMEs navigating complex and dynamic destination-market requirements.

**Mr. Pratik Parija**

Journalist, Bloomberg News (Moderator)



Dr. Priyanka Sarkar spoke as scheme owner and accreditor. She underlined that QCI benchmarks Indian schemes with global standards to avoid duplicative compliance, and that both exporters and certification bodies must know destination-specific MRLs, labelling and process rules. She emphasised strict oversight of certification bodies—their auditors, systems and use of accredited labs—and stressed that robust, digital traceability from farm to fork, backed by technically and digitally trained personnel, is essential for credible, contest-ready assurance.

**Dr. Priyanka Sarkar**

Project Manager, QCI Research Institute, Philippines



# Session 6: Organic Rice & Rice Products

Technical Session 6 on Organic Rice & Rice Products examined what it will take for India to move from scattered certified pockets to a coherent, scalable organic rice export system. Speakers noted that while certified area and farmer participation have grown, assured market linkage and stable price realisation remain weak links. The discussion highlighted three structural gaps: limited aggregation of farmer-level volumes, shortage of trained ICS and certification manpower, and uneven access to quality bio-inputs and advisory on organic agronomy. North-Eastern and naturally low-input regions were identified as India's distinctive advantage, especially for pigmented, sticky and heritage rice varieties, provided contamination-free procurement and branding are in place. The session also stressed that organic rice should be treated both as a grain and as an ingredient for higher-value formats such as pasta, flour, snacks, baby food and rice protein. Certification integrity, regional branding and purpose-built value chains were seen as central to long-term competitiveness.



## Key Levers Identified



# Panelists



As Chairperson, Shri Abhishek Dev opened the discussion by outlining India's growing organic market—USD 140 Billion globally and USD 666 Million in Indian organic exports. He highlighted organic rice as the largest export segment and stressed that while certification and area under organic farming are expanding, marketing and assured procurement remain bottlenecks. He urged the panel to explore ways to scale production, strengthen market linkages, ensure fair farmer pricing, and build reliable supply chains for organic rice.



**Mr. Abhishek Dev**  
Chairman, APEDA (Chairperson)



Dr. Bose moderated the deliberations, framing organic rice as a high-potential export commodity, especially for regions like the Northeast. She emphasised linking certified farmers with export markets, strengthening PGS-NPOP transitions, and scaling processed organic rice formats. Her questions steered the panel toward actionable insights on certification credibility, farmer training, supply-chain integrity, and global market expectations. She also underscored APEDA's ongoing sensitisation programmes for stakeholders under the revised NPOP standards.



**Dr. Saswati Bose**  
General Manager, APEDA (Moderator)



Dr. Sharma explained how the Participatory Guarantee System (PGS) empowers small and marginal farmers through peer learning and training-led certification. He noted the strong organic rice potential—especially traditional varieties like Kala Jeera and Tulsi Phul—and stressed the need to close technology gaps via KVKs, master trainers and natural farming initiatives. He supported the new PGS-to-NPOP transition rule but highlighted challenges in scaling small clusters into export-ready certified units without strong institutional linkage.



**Dr. Gagnesh Sharma**  
Director, National Centre for Organic & Natural Farming (NCONF)



Mr. Jadhav highlighted global certification challenges: low farmer awareness, multiple international standards, limited skilled manpower for ICS management, and rising “greenwashed” labels diluting organic integrity. He drew parallels with Denmark’s strong organic ecosystem, stressing the importance of government policy, consumer education and farmer motivation. He called for transition incentives, harmonised standards, and structured agri-entrepreneurship pipelines to bridge the gap between producers and exporters, ensuring traceability and credibility in organic rice exports.

**Mr. Anil Jadhav**

Regional Director - South Asia & Middle East, ECOCERT India Pvt Ltd



Mr. Ray shared nearly three decades of experience in organic supply chains, emphasising that success depends on commitment, market clarity and rigorous farm-to-shelf traceability. He explained the complexities of aggregating smallholder rice, maintaining contamination-free post-harvest processes, and meeting diverse global standards. Citing his experience exporting red rice, sticky rice and regenerative-certified basmati to premium retailers like Whole Foods, he showcased India’s potential in value-added products such as rice pasta, rice protein and baby-food-grade rice.

**Mr. Tapan Ray**

Founder & CEO, Pratithi Organic Foods Pvt Ltd



Mr. Suiam discussed Meghalaya’s organic strengths, noting its traditional, chemical-free cultivation and rising certified area. He highlighted niche varieties such as black sticky rice and white sticky rice, emphasising their protein-rich profiles and export promise. He outlined Meghalaya’s strategy of expanding certified area, building farmer capacity, partnering with NCOL for assured procurement, and purifying indigenous seed varieties. He stressed the need for a coordinated Northeast identity to position the region as an organic rice hub.

**Mr. Maqbool Lyngdoh Suiam**

Chief Administrative Officer, MEGNOLIA - Meghalaya Natural & Organic Farming Society



Mr. Mittal described NCOL’s role as a multi-state cooperative representing over 10,000 PACS and 10 Million farmers, aiming to build trusted organic supply chains under the “Bharat Organics” brand. He stressed that organic basmati has strong export traction but argued that India’s real opportunity lies in non-basmati heritage varieties. He highlighted the need for consumer education, reliable certification (PGS and NPOP), and market-driven product strategies to secure better value for farmers and scale exports through NCEL.

**Mr. Vipul Mittal**

Managing Director, National Cooperative Organics Limited (NCOL)

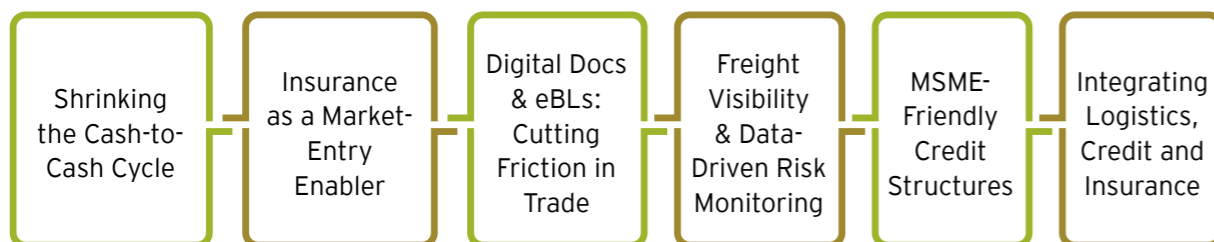


# Session 7: Logistics, Credit and Insurance

Technical Session 7 on Logistics, Credit and Insurance highlighted that export competitiveness in rice is shaped as much by time and liquidity as by price. Panelists underlined that long transit durations—especially to Europe—stretch the cash-to-cash cycle and lock working capital for both exporters and importers. MSME exporters are particularly constrained by bank limits and thin buyer information, making it harder to take positions in new markets. The session showcased how invoice factoring, receivable-backed finance and transit-period financing against shipping documents can ease liquidity without waiting for traditional limits. Export credit insurance was positioned as a critical enabler, de-risking banks and exporters when entering new or volatile corridors. Across interventions, digital documentation, shipment visibility and integrated data streams emerged as foundational to reduce information risk, speed up underwriting and align logistics, credit and insurance as a single exposure-management system rather than three disconnected functions.



## Key Levers Identified



# Panelists



Opening the discussion, Mr. Sandip Das framed logistics, banking and insurance as the backbone of export competitiveness, noting that longer Europe-bound voyages mechanically lengthen the cash-to-cash cycle and elevate working-capital risk. He invited the panel to outline actionable instruments that compress liquidity timelines while safeguarding risk across newer and established corridors.

### Mr. Sandip Das

Assistant Editor, Financial Express (Moderator)



Mr. Deepak Gandhi addressed speed and flexibility in financing. Traditional bank limits can lag time-sensitive orders; in contrast, factoring/discounting decisions within 24-48 hours against clean documents can unlock working capital rapidly. Where buyer information is thin (e.g., first-time Africa sales), Drip's transit-period financing against the original Bill of Lading (CAD) provides liquidity for the 30-60 day voyage, with the BL serving as control until payment is made; standard DA 30/60/90 structures are also supported once buyer performance data accumulates.

### Mr. Deepak Gandhi

Director Growth, Drip Capital



Mrs. Arpita Sen explained the role of India's export credit agency in de-risking trade for both exporters and lending banks. She highlighted ECGC's twin verticals—buyer/bank risk cover for exporters and cover for banks' pre- and post-shipment advances—and underlined the growing need for insurance amid geopolitical and insolvency shocks. For MSMEs, she noted higher percentage covers, options up to 100% (subject to terms), and assignment of policies to banks, enabling more liberal and cheaper credit. She added that ECGC underwrites buyers in 239 countries and is moving towards API-based integrations (DGFT, Customs) to speed monitoring and claims, while early loss-mitigation and coordinated recovery (including debt collectors and resale/reshipment) remain critical to outcomes.

### Mrs. Arpita Sen

General Manager and Chief Underwriting Officer, Export Credit Guarantee Corporation of India Limited





Mr. Vikram Sadia argued that trade still operates on “old-fashioned” rails relative to banking and insurance. He called for a standardised digital platform spanning product, freight quotes and documentation; broader adoption of e-documents/eBLs, IoT-enabled tracking, and AI-based predictive freight indices; and integrated data-sharing so exporters, banks and insurers can trace containers, validate ETAs and automate limits. He noted that five-year route data and machine-learning models can meaningfully improve price discovery and voyage planning for rice cargoes.

**Mr. Vikram Sadia**

Founder & Director, AgriGuru Online, AgriSea Trade, Agri Trade, Export-Import & Agri Tech



Mrs. Shweta Bukshet described how advance payments plus long voyages tie up cash at both ends, often for up to six months once downstream customer credit is included. Dual-sided solutions—invoice factoring for exporters and import-side terms for buyers—can create a “win-win” and broaden participation beyond large incumbents. She urged product innovation to move beyond raw rice into ready-to-cook/ready-to-eat (khichdi, pulao, biryani) and other convenient, shelf-efficient formats (e.g., freeze-dried packs), aligning with vegan/gluten-free trends to access mainstream EU retail rather than niche diaspora aisles.

**Mrs. Shweta Bukshet**

Director, Rajesh Global Food GmbH

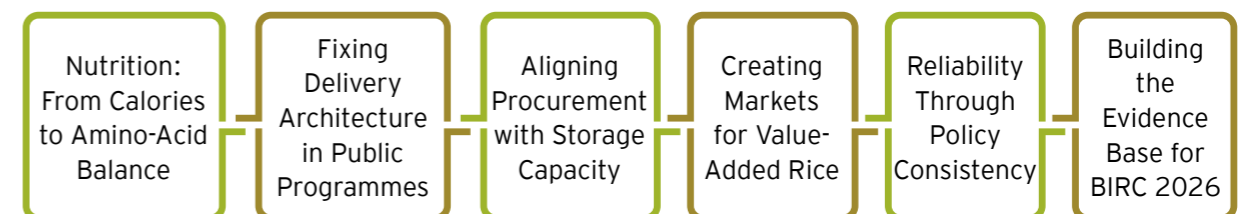


# Session 8: Way Forward for Rice Towards Viksit Bharat 2047

The concluding session synthesised insights from all eight technical sessions and reflected on how India’s rice sector must evolve to align with the goals of Viksit Bharat. Speakers stressed that India must shift from calorie-centric thinking to amino-acid-aligned nutrition, with programme outcomes shaped more by delivery architecture than by production volumes. The discussion highlighted operational mismatches in procurement and storage—where state-level procurement has sometimes exceeded storage capacity—underscoring the need for systemic planning rather than volume-driven targets. Panelists noted that India has previously demonstrated its capacity to create new global markets, as seen with branded parboiled rice, and emphasised the feasibility of similar value-added repositioning. Equally, exporters’ confidence hinges on policy predictability, especially around customs valuation and duty calculations, where earlier inconsistencies have affected sentiment. The panel concluded that the evidence generated across sessions now provides the analytical base for designing the BIRC 2026 intervention roadmap.



### Key Levers Identified



# Panelists



As moderator, Manisha Gupta steered the discussion toward practical market-development pathways. She asked the panel to identify what industry and institutions must prioritise to access higher-value rice markets, given exporters' logistical, regulatory and financial constraints. Her questions probed how India could shift the product mix away from bulk commodity positioning into branded, differentiated categories, and how alignment between government, industry platforms and financing mechanisms can be strengthened to support that transition.

**Ms. Manisha Gupta**

Group Commodities Editor, CNBC-TV 18 (Moderator)



Co-moderating, Ajit Pai framed the closing session as a moment to step back and ask where India's rice sector stands on product evolution, commercial differentiation and long-term direction to 2047. He linked themes from all eight technical sessions—trade readiness, value addition, nutrition, logistics and policy predictability—and positioned rice as a proxy for the broader economy. His focus was on converting the rich evidence base from BIRC 2025 into a sequenced intervention roadmap for BIRC 2026.

**Mr. Ajit Pai**

Strategy Lead Partner, EY GPS (Moderator)



Sanjay Sethi stressed that nutrition outcomes require a shift from calorie counting to amino-acid completeness, highlighting lysine as a limiting amino acid in cereal-heavy diets. Drawing on programme experience, he used the Anganwadi system to show that delivery architecture and adherence, not grain availability, are the binding constraints. He argued that rice must be located within a broader diet-composition logic and that public delivery systems need to be realigned with nutrition science to deliver genuine impact.

**Mr. Sanjay Sethi**

National Technical Coordinator, FAO UN



Dev Garg focused on procurement-storage system design. He noted that in several seasons, state procurement has exceeded physical storage capacity, which should be read as a risk signal rather than a success metric. He recalled India's experience in creating new external markets for branded parboiled rice to demonstrate that moving from commodity exports to defined category formats is feasible when product design, branding and sustained market development work together.

**Mr. Dev Garg**

Vice President, IREF



Satyam Shivam Sundaram examined how duty-calculation mismatches and inconsistent interpretation of customs valuation parameters have previously affected exporter sentiment. He explained that such post-facto liabilities are risk-creating events even for compliant firms and can dampen appetite to enter new markets. He emphasised that predictable policy signalling and time-consistent administration are essential to preserve India's reliability as a supplier and to support exporters in taking calibrated positions in global value chains.

**Mr. Satyam Shivam Sundaram**

Partner, SaT, EY





CHAPTER

# 06

VISIBILITY AND  
COLLABORATION



## Press and Media Coverage

**3,74,87,747**

TOTAL IMPRESSIONS

**88,68,331**

TOTAL REACH

**32,76,420**

TOTAL ENGAGEMENT

**1,03,304**

TOTAL FOLLOWERS

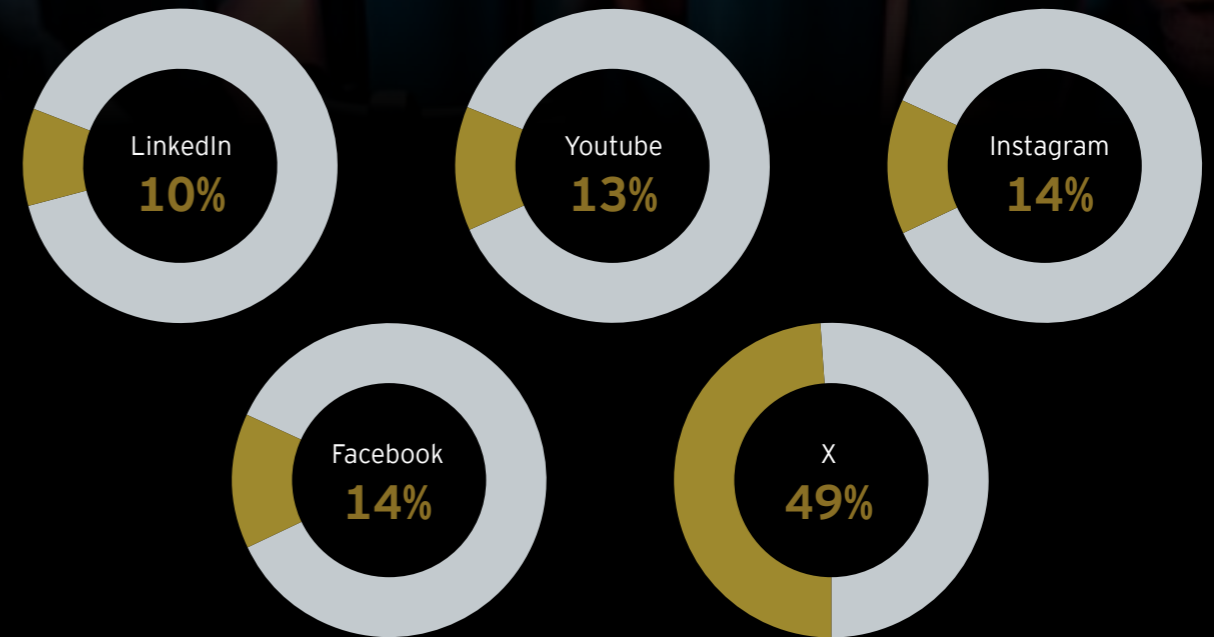
**4,718**

TOTAL COUNT OF POSTS

**~₹27.9 Crore**

TOTAL PR VALUE

### Posts/Stories Published:



### Performance by Social Media Platforms:



**1,64,96,842**



**1,03,55,771**



**61,11,308**



**43,99,225**



**1,24,601**

### Engagement/Interactions Break-Up:



**32,19,425**



**25,254**



**17,719**



**8,738**



**5,284**

Followers Gained



90,400



7,040



4,477

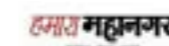
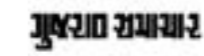


992



395

## Press and Media Coverage



# India Mission Promotion

|  |   |   |  |
|--|---|---|--|
| Embassy of India, Brussels (Belgium & Luxembourg)  | Embassy of India, Moscow (Russia)         | Consulate General of India, Sydney (Australia)                          | Embassy of India, Malabo                               |
| Embassy of India, Tbilisi (Georgia)                | Embassy of India, Dushanbe (Tajikistan)   | Embassy of India, Warsaw (Poland)                                       | Embassy of India, Doha                                 |
| Consulate General of India, San Francisco (USA).   | Embassy of India, Minsk (Belarus)         | Embassy of India, Tallinn (Estonia)                                     | Consulate General of India, Perth                      |
| Embassy of India, Berlin (Germany).                | Embassy of India, Bern (Switzerland)      | High Commission of India, Male (Maldives)                               | Embassy of India, Lima, Peru                           |
| Embassy of India, Ndjamena (Chad)                  | Embassy of India, Astana (Kazakhstan)     | Embassy of India, Belgrade (Serbia)                                     | Embassy of India, Lisbon                               |
| Embassy of India, Madrid (Spain)                   | Embassy of India, Brasilia (Brazil)       | Embassy of India, Manila (Philippines)                                  | Embassy of India Hanoi, Vietnam                        |
| Embassy of India, Yerevan (Armenia)                | Embassy of India, Warsaw (Poland)         | Consulate General of India, Toronto (Canada)                            | Embassy of India, Dili, Timor Leste                    |
| Embassy of India, Bern (Switzerland)               | Embassy of India, Madrid (Spain)          | Embassy of India, Warsaw (Poland)                                       | Consulate General of India, Houston                    |
| Consulate General of India, Houston (USA)          | Embassy of India, The Hague (Netherlands) | Embassy of India, Belgrade (Serbia)                                     | Consulate General of India Johannesburg (South Africa) |
| Embassy of India, Sao Tome (Sao Tome and Principe) | Embassy of India, Bamako (Mali)           | Embassy of India - Bishkek Kyrgyzstan                                   | Embassy of India, Dushanbe, Tajikistan                 |
| Embassy of India, Vienna (Austria)                 | Embassy of India, Rome (Italy)            | India in France (Consulate General of India, St. Denis, Reunion Island) | Embassy of India, Dakar (Senegal)                      |
| Embassy of India, Jakarta (Indonesia)              | Embassy of India, Tbilisi (Georgia)       | Embassy of India, Copenhagen  | Embassy of India, Kuwait City                          |
| Embassy of India, Cairo (Egypt)                    | Embassy of India, Praia (Cape Verde)      | Consulate General of India, Saint Denis                                 | Embassy of India, Praia, Cabo Verde                    |
| Embassy of India, La Paz (Bolivia)                 | Embassy of India, Brasilia (Brazil)       | Embassy of India, Baghdad   | Embassy of India, Algiers                              |

# Partner and Sponsorships



## Sponsorship Category



# Awards and Recognition

## Trade, Processing, Retail, Export

### Excellence in Trade Facilitation

- Prakash Jain (Bombay Rice House, Mumbai)
- Vishal Khandelwal
- Atul Goel (AK Agency, Bareilly)
- Shiv Shankar Khandelwal (Gondia)
- Pawan Tulsyani (Pawan Commercials)
- Kanagvel (Aruna and Company, Hyderabad)
- Shree Gopal Jhawar (RK Canvassers, Raichur)
- Sharad Jhawar (RKC Group of Companies, Mumbai)
- Pravin Jhawar (Maruti Enterprise, Burdwan)
- Ram Murthy (Manikanta Concerns, Warangal)
- Surinder Jindal (Jindal Traders)
- Yogesh Garg

### Recognition in Trade Facilitation

- Sandeep Khandelwal (Sanjay Trading Co, Raipur)

### Excellence in Processing

- Anoop Goyal / Nominee (Shriram Food Industry Ltd, Nagpur)
- Sandeep Dhanejani (Sai Hanumant Rice Industry, Raipur)
- Shanker Mehani (Fair Food Industries, Katni)

### Recognition in Processing

- Punjab - Pulkit Gupta (Garg Rice Mill)

### Excellence in Retail Distribution

- Ridhish Agarwal (Shri Bankey Bihari Trading Co.)
- Ayush Gupta (Gupta & Sons)

### Excellence in Export

- International - Navdeep Singh (Wing Agro)

### Recognition in Export

- Yudhister Chawla (D.R. Commodities Pvt Ltd)

### Recognition for Young Entrepreneur

- Saksham Gupta (Gupta Exim)

## Customs, Maritime, Preservation, Sustainability

### Excellence in Customs Handling Facilitation

- Shree Mahavir Logistics
- C.R. Logistics

### Excellence in Customs Clearance Facilitation -Emerging

- Royal Global Services

## Customs, Maritime, Preservation, Sustainability

### Excellence in Customs Facilitation

- Aashirvad Shipping - Narendra Ji Ramanie

### Excellence in Maritime Shipping -Containers

- Navkar Corporation Ltd

### Excellence in Maritime Law

- Brahmand Law Offices

### Excellence in Cargo Preservation

- Cargo Care Solutions

### Recognition for Sustainable Solutions

- Vikram Sadiya

### Excellence in Maritime Services

- Aashirvad Shipping - Narendra Ji Ramanie

### Excellence in Shipbrokering

- Brisk Marine Services LLP

### Excellence in Shipbroking - Emerging

- Rishabh Agrawal (Grandfam Ventures)

## Agri-Trade, Freight, Finance, Special Awards

### Excellence in Agri-Networking

- Vibhor Jain

### Excellence in Global Agri-Trade - Emerging

- Aditya Birla Global Trading Pte Ltd

### Excellence in Freight Forwarding - Containers

- Hind Logistics & Cargo (India) Pvt Ltd - Nikhit Ramdasani

### Excellence in Quality Compliance

- Krishi Rasayan Group

### Recognition for Agri-Tech Innovation

- Kinetic Machinery - Sumresh (Kinetic Process Technology India Pvt Ltd)

### Recognition for Supporting Agri-Trade & Farmer Development

- Rajesh Pahlaria (KRIBHCO Agri)

### Excellence in Service Banking

- ECGC Ltd (Govt of India Enterprise)

### Recognition for Agri-Automation

- Accord Automation Pvt Ltd

### Excellence in Credit Insurance

- ECGC Ltd

### Lifetime Excellence Award in Rice

- Vijay Setia (Chaman Lal Setia Exports Ltd)

### Legacy Exporter with 100+ Years of Heritage

- OM SOM Group, Mumbai

### Excellence in Multinational Trade

- Nitin Gupta (Olam Global Agri PTE Ltd)

### Recognition for Multinational Trade

- Wilmar International

### Best Stall Display at BIRC 2025

- Ritesh Kumar (Swan International)

## Awards Distribution



## Gala Dinner



# Testimonials



*This conference was different from typical trade events—it focused more on data, explanations, and education rather than just sales. For a first edition, it delivered a well-structured and meaningful experience.*

– Conference Attendee



**India | Service & Logistics Connectivity**  
*The arrangements were well managed, and the event helped us connect with service providers, shippers, and industry peers. It also resulted in additional business post-conference.*

– Sunda, Macro



## Turkey | Rice-Exclusive Differentiation

*Unlike large food exhibitions where rice is just a subcategory, this event focused exclusively on rice, making it easier to find the right suppliers, millers, and partners.*

– Arush Jagi, Bun Group, Turkey



## India | Professional Organisation

*The event was professionally organized and stands among the better agro-commodity conferences we have attended this year.*

– Shinas, ABS Drybox Pvt. Ltd.



## Turkey | Business Leads & Market Insight

*The event was highly productive for us. We met reliable partners, gained strong market insights, and initiated discussions that are likely to convert into confirmed business.*

– J. Harle, Adroid Horses Company, Turkey



## International Delegate | Structured First Contact

*The exhibition served as an effective first point of contact. While deals take time, the platform enabled meaningful introductions and sustained follow-up discussions.*

– International Delegate



## Ethiopia | Multi-Stakeholder Access

*The conference connected us with manufacturers, exporters, shippers, government participants, and even competitors. These interactions led to additional business during and after the event.*

– Hashim, Ethiopia



## India | Networking & Repeat Intent

*We made a significant number of contacts at the event. It was well organized, and we look forward to participating again next year.*

– Umesh, Export Trading Group (ETG)



## UAE | References, Insights & Continuity

*BIRC provided valuable references and business insights that were directly relevant to us. The exhibition was well managed, and we intend to participate again in future editions.*

– Pervvis, Akani Footstep Trading, UAE



## Global Showcase | Indian Rice Positioning

*This conference effectively showcased Indian rice to international buyers through buyer-seller meetings, technology displays, and a dedicated culinary experience.*

– Industry Representative



## Benin | Importer-Exporter Platform

*This meet created a single platform where importers and exporters could connect directly. We met several new suppliers, making it a valuable opportunity for future trade.*

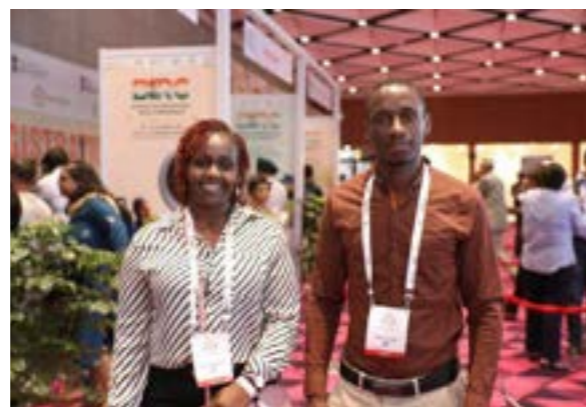
– Kiriti Yadav, Rice Importer, Benin



## India | Exhibitor Confidence & Growth

*As first-time exhibitors, the experience exceeded our expectations. We plan to increase our participation and continue engaging with this platform annually.*

– Shuba Aaral, SRL Foods (Sri Amish Lal Foods Pvt. Ltd.)









# About the Organiser

Indian Rice Exporters' Federation (IREF) is a national apex body for the rice ecosystem, representing the sector's diverse commercial and institutional stakeholders on one platform



~7,750

Member entities

172+

Countries served

## Member composition

Exporters and Foreign Buyers | Millers and Processors | Packaging, Certification, Shipping, Inspection, Finance, Logistics | Farmer-Producer Organizations and Cooperatives

### Core activities

- Policy advocacy
- Trade promotion
- Trade advisory and facilitation
- Price intelligence and market data
- Media and transparency (commodity trade)
- Digital tools
- Sustainability and capacity building
- Alternative dispute resolution

### Vision

Prioritise global competitiveness anchored in quality, sustainability and traceability; stable and resilient export markets; enduring prosperity for India's farmers, rural enterprises. The federation seeks a rice economy efficient in resource use, respectful of ecological thresholds and recognized worldwide for reliability and integrity.

### Mission

Represent the entire rice value chain—exporters, millers, processors, importers, and allied services—through transparent, data-informed, and solutions-oriented engagement. It aims to enable fair and efficient markets; reduce frictions in trade, finance, logistics, and compliance; and foster predictable, rules-based commerce. By convening stakeholders across government, industry, and academia, IREF works to strengthen India's leadership in global rice and to broaden opportunities for participants at every node of the chain.



“One Nation”, “One Trade”, “One Policy”

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RB

The background is a solid orange color. In the center, the words "See You!" are written in a large, white, sans-serif font. The text is framed by two stylized rice stalks, one on the left and one on the right, rendered in a lighter shade of orange. Below the text, there is a thin white horizontal line.

# See You!

## **Bharat International Rice Conference BIRC 2026**

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Date: October 23-25, 2026

Venue: Bharat Mandapam, Pragati Maidan,  
New Delhi, India

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For more information and participation visit:

<https://birc.in/>