

Proceeding Report of

Rajasthan Sustainability Conclave : Productivity and Green Growth

Held on 12 January, 2024 at

Rajasthan Agricultural Research Institute, Durgapura, Jaipur

Jointly Organized by

National Productivity Council, DPIIT

Ministry of Commerce & Industry, Govt of India

&

Sri Karan Narendra Agriculture University, Jobner-Jaipur

With

Indian Potash Ltd. As Industry partner



IPL Centre
for Rural Outreach



PROGRAMMESCHEDULE

09:15AM–10:00AM	Registrationofparticipants	
	InauguralCeremony	
10.00AM	Lightingoflamp	
10.05AM	SaraswatiVandana	
10.10AM-10.15AM	InvocationofUniversityso ng	
10.15AM-10.25AM	Welcome ofGuestsbyPresentatio nofBouquet,Shawland Turban &Memento toGuests	
10.25AM-10.35AM	WelcomeAddress	Dr. A.S.Baloda,Director,RARI
10.35AM-11.05AM	Key NoteAddress(Settingthec ontextandabout IPLCentreforRuralOutrea ch(ICRO)	Dr.RajeevRanjan,IASRetd.Di rector,ICRO NationalProductivityCouncil
11.05AM-11.15AM	AddressbyGuestofHonor	Sh.GyanPrakash, Vice- PresidentRCCI,Jaip ur

11.15-11.25AM	Address by Chief Guest	Sh.SGopalakrishnan, IAS, DGN ational Productivity Council
11.25-11.40AM	Presidential Address	Prof.(Dr.)Balraj Singh, Hon'ble V C, SKNAU, Jobner
11.40AM-11.55AM	Prize Distribution for Energy Audit	
11:55AM-12:15PM	Hi-TEA	
12:15PM-01:00PM	Promoting ESG concept for Green Growth Productivity in Agro-based input Industries	Shri Virendra Kumar Verma Manger Marketing IPL
01:00PM-1:45PM	Sustainability & Environmental issues for Green Growth	Prof.(Dr.)Balraj Singh, Hon'ble V C, SKNAU, Jobner
1:45PM-2.30PM	Green Growth for Sustainable development	Dr. Dinesh Kumar Sharma, Prof., Environ.Sci. IARI, New Delhi
2.30PM-02:40PM	Remarks about Sustainability Conclave & Vote of Thanks	Shri Mukesh Singh Regional Director National Productivity Council Jaipur
02:40PM onward	Lunch	



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Programme proceeding

The Rajasthan Sustainability Conclave :Productivity and Green Growth was organized by Rajasthan Agricultural Research Institute,Durgapura, S.K.N. Agricultural University Jobner, Jaipur at ATKC Hall on 12th January 2024. Conclave is important interim collaborative association and partnership with Govt, Industry and society. The National Productivity Council, DPIIT, Ministry of Commerce and Industry, GoI, ICRO-NPC, and as a IPLs Industry partner join hand with Rajasthan Agricultural Research Institute, Durgapura, to conduct National level conclave at RARI, all the participating Institutes has been working at different levels in sustainable approaches, and came forward to discuss and enlighten the stakeholders about several means of sustainable goals. The conclave has participated by diverse group of participants researchstudents and academia fromagricultural science, Durgapura, Senior extension functionaries of Rajasthan Govt.,Progressive farmers of Zone IIIA, persons of processing industries industry association, & local productivity council Jaipur.

The dignitaries ofRajasthan Sustainability Conclave : Productivity and Green Growth were Prof. (Dr.) Balraj Singh, Hon'ble Vice-Chancellor, SKN Agriculture University, Jobner, Dr. Rajeev Ranjan, IAS (Rtd), Director, ICRO, National Productivity Council,Dr. S. K. Sharma, ADG, (HRM), ICAR, Dr. A.S.Baloda, Director, Rajasthan Agricultural Research Institute,Sh.Gyan Prakash, Vice President, Rajasthan Chamber of Commerce &Industry, Jaipur, Prof.Dinesh Kumar Sharma, Department of Environmental Science, IARI, New Delhi and Sh. Mukesh Singh, Regional Director, National Productivity Council, Jaipur. The program started with the lighting of the lamp before the Goddess Ma Saraswati. The welcome address for the conclave was delivered by Dr. A.S. Baloda, Director ,RARI who highlighted that the whole planet is experiencing a very serious challenges of climate change, energy and resource

depletion, environmental pollution, severe food crisis that's need to tackle through development and transfer of the green technologies so that sustainable economic growth can be achieved. While delivering the key note address, Dr. Rajeev Ranjan, IAS (Rtd) explained that productivity and green growth are two essential components of sustainability that can help in achieving a balanced growth. Productivity refers to the efficient use of resources to produce goods and services, while green growth refers to economic growth that is environmentally sustainable. There is need to encourage innovation and creativity to find new ways to reduce environmental footprint while maintaining economic growth through the adoption of new technologies, processes, and practices that are more environmentally sustainable. Furthermore, there is need to promote sustainable consumption patterns among all, means educating people about the importance of reducing waste, conserving water and energy, and choosing products and services that are environment friendly. Sh. Gyan Prakash, Vice-president, RCCI, Jaipur assures the house that the industrialists are ready to contribute in achieving sustainable growth through industrialisation of new innovations pertaining to green growth and make them available to end user at affordable prices so that each one can enjoy their healthy life. The third speaker, Dr. S.K. Sharma, ADG (HRM), ICAR, New Delhi opined that green growth might have positive impact on economic growth and we should shoulder the responsibility to reduce the emission of green house gases. To achieve this, the ICAR is designing and developing IFS models capable of reducing green house gases in atmosphere, reducing the dependence of external inputs, recycling of farm residues and improving the efficiency and living standards of small and marginal farmers. There is need to popularizing them among the stake holder.

Sh. Virendra Kumar Verma, IPL highlighted that sustainable agriculture is a potential solution to correct and prevent these burgeoning problems. Sustainable agriculture is crucial in modern farming practices to ensure the long term health and

production of agricultural systems. He further stress upon that the traditional fertilizers are contributing to nutrient runoff causing water pollution and soil degradation. The IPL is concern to educate farmers about the soil nutrition and it's balance using the Potash in their crops through farmers training program / Seminars / field Days / workshops.

Except Sikkim and Andhra Pradesh, the adoption of sustainable agriculture is on the margins throughout the country. Likewise, the impact evidence about its outcomes on the economic, social and environmental front is limited. Further, we should leverage existing evidence to scale-up context-specific SAPSs. The scale-up could start with rain fed /dryland areas, as they are practicing low-resource agriculture, have low productivities, and primarily stand to gain from the transition. There is a need to broaden the national policy focus from food security to nutritional security and yield to total farm productivity. It would help to recognize the crucial role that sustainable agriculture could play to ensure India's nutrition security in a climate-constrained world. Further, he also mentioned that Corporate Social Responsibility is strongly connected with the principles of Sustainability; an organization should make decisions based not only on financial factors, but also consider the social, environmental and ethical consequences. As a Corporate Citizen, Prof., Dr.Dinesh Kumar Sharma, awared the house on issues of climate change and it's possible impacts on agriculture. Climate change may severely reduced crop yields and lowers nutritional quality of the produces. Further, the extreme events like drought, frost and terminal heat stress may affect the food and nutrient consumption. Overall, the climate change could may it more difficult to grow crops, raising of animals & ultimately the life of humans on the planet. Overall, our efforts should be towards net zero emission. He also spoke about the need to take initiative to reduce greenhouse gases, so that the green growth can be achieved.

Dr. Balraj Singh in his presidential address highlighted that the SKN Agriculture University is also contributing in sustainability and green growth through developing innovative farming techniques, precision agriculture technologies & transfer it to the end users in effective. The University has also taken initiative towards sustainability through work on water conservation sanitation and hygiene, waste management, Mushroom cultivation & Agro forestry. The introduction of Mushroom farming & IFS modules, cluster based green house technologies to the villagers helps in generating revenues besides creating awareness above the green growth. Further, the University is also trying to increase collaborations with government bodies, industry players, research institutions, which can foster the need of green ecosystems. As a government / corporate citizen, receiving various benefits out of society, it is our co-extensive responsibility to pay back in return to the society in terms of helping needy people by facilitating in education, good health, food, clothes, etc., keeping the environment clean and safe for the society by adhering to the best industrial practices and adopting best technologies, and so on.

The last speaker of the conclave was Sh. Mukesh Singh, Regional Director, NPC initiated the talk by briefing the house above the NPC. He narrated that the 5Ps of the SDGs are People, Planet, Prosperity, Peace & Partnership. He appreciated the efforts made by SKNAU, Jobner to achieve sustainable growth. There is an urgent need that all stakeholders i.e. government / corporate

Agencies, entrepreneurs and consumers should come together and build a greener and more sustainable society. Specifically, the creation of sustainable entrepreneurial ecosystems is essential to achieve green growth and economic development.

The conclave came to an end with a small question and answer session from the audience and speaker and ended with post conference lunch.

Media coverage

The programme has also covered by local university media and telecasted on DD news Rajasthan. The link of the same telecast one can find on DD youtube channel by click <https://youtu.be/4oYLYsspSA8?si=UwilWNkEJI3Z9arX> . The programme is overwhelming appreciated by audience.





