

**Dr. P.K. Singh**  
**Director Extension**



**Directorate of Extension**  
**Sardar Vallabhbhai Patel University of**  
**Agriculture & Technology, Meerut-250110**

Letter No. SVP/EXT/2024/5514

Dated: 18-01-2024

**Deputy Director General**

ICRO

NPC Building (3<sup>rd</sup> floor),

Utpadakta Bhawan, 5-6 Institutional Area,

Lodhi Road, New Delhi – 110003

**Subject: Conclave on Sustainability, Productivity & Green Growth – regarding.**

Sir

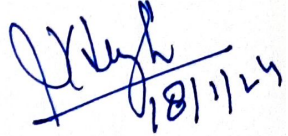
The Sustainability Conclave has been organized by National Productivity Council in collaboration with Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut on 9<sup>th</sup> January, 2024 at University Headquarter with august presence of Director General NPC, Director, NPC, Regional Director, NPC, Kanpur besides our Hon'ble Vice Chancellor and other dignitaries.

The budget for organizing the event was Rs. 2.50 Lacs out of which Rs. 1.50 Lacs were sent as advance by NPC. **Kindly release the remaining amount of Rs. 1.00 Lac so that we may pay the bills and after final settlement of all the bills utilization certificate will be sent.**

Kindly find enclosed proceeding of the Conclave.

Thanking you.

Enclosed as above.

  
(P.K. Singh)

Cc:

1. Regional Director, NPC-Kanpur.
2. PA to VC for kind information to Hon'ble Vice-Chancellor.

# Conclave Proceeding



# Conclave

## On Sustainability, Productivity and Green Growth

Jointly Organized By

National Productivity Council, DPIIT, Ministry Of Commerce & Industry, GOI

With Indian Potash Limited as Industry Partner

**09 January, 2024**

In collaboration with  
**Directorate of Extension**

Sardar Vallabhbhai Patel University Of Agriculture & Technology, Meerut (U.P.) 250110

### PROGRAMME SCHEDULE

12.30 PM – 01.45 PM	Registration of participants	
01.46 PM – 02.00 PM	Poster exhibition - Visit by dignitaries	
02.01 PM – 02.15 PM	Inaugural Ceremony (Lightening of lamp & Welcome of Guests)	
02.16 PM – 02.25 PM	Welcome address	Dr. P. K. Singh Director Extension
02.26 PM – 03.00 PM	Setting the context and about IPL Centre for Rural Outreach (ICRO)	Dr Rajeev Ranjan, IAS Retd. Director, ICRO National Productivity Council
03.01 PM – 03.15 PM	Address by Chief Guest	Shri S. Gopalakrishnan, IAS Director General National Productivity Council
03.16 PM – 03.40 PM	TEA BREAK	
03.41 PM – 04.10 PM	Ecofriendly and sustainable agriculture – IFFCO approach	Dr. Tarunendu Singh Chief (Agricultural Services) IFFCO Limited
04.11 PM – 04.30 PM	Sustainability & Environmental issues for Green Growth	Dr. D. K. Sharma Professor & P.S. IARI, Pusa
04.31 PM - 04.35 PM	Certificate Distribution Ceremony	
04.36 PM – 05.00 PM	Presidential Address	Dr. K. K. Singh Hon'ble Vice Chancellor SVPUAT, Meerut
05.01 PM – 05.10 PM	Vote of Thanks	Dr. Ramji Singh Registrar SVPUAT, Meerut

The Sustainability Conclave was organized on 09 January, 2024 at Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut (U.P.) by the National Productivity Council, DPIIT, Ministry of Commerce & Industry, GOI and Indian Potash Limited as Industry Partner. The Conclave was attended by Post Graduate Students & Faculty of the University.

The dignitaries at Conclave included Dr. K.K. Singh, Hon'ble Vice Chancellor of SVPUA&T, Meerut, Shri S. Gopalakrishnan, IAS, Director General, NPC, Dr. Rajeev Ranjan, Retd., IAS, Director, NPC, Dr. Ramji Singh, Registrar, SVPUA&T, Meerut, Shri Sunil Kumar, Regional Director, NPC, Kanpur, Dean College of Agriculture, Horticulture, Biotechnology, Post Harvest Technology, Technology, Veterinary Science and Sugarcane Technology besides Directorate of Research.

The dignitaries saw the Posters Exhibition prepared by the students and interacted with them. The posters were evaluated by a committee constituted by Hon'ble Vice Chancellor.

The programme started with lighting of lamp followed by presentation of bouquet of flowers & Mementos to the dignitaries. Dr. P.K. Singh, Director Extension and Coordinator of the programme welcomed all the dignitaries along with students & faculty. Dr. P.K. Singh highlighted about the Conclave and thanked National Productivity Council for organizing the Conclave at Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut.

The first speaker of the Conclave Dr. Rajeev Ranjan, IAS (Rtd.) highlighted the issues related to climate change and importance of green growth. Dr. Ranjan emphasized the concept of sustainability for economic environment through balanced growth with adoption of innovative technologies.

The second speaker Shri S. Gopalakrishnan, IAS highlighted the Genesis of NPC & highlighted the 5Ps of the Sustainable Development Goal : People, Planet, Prosperity, Peace & Partnership. He emphasized on productivity & green growth in relation to climate change impacts.

The third speaker Dr. Tarunendu Singh, Chief (Agricultural Services), IFFCO highlighted the Concern with bulk fertilizers. He also dealt with the science behind Nano urea & Nano DAP. He underlined the benefits of IFFCO Nano fertilizers which leads to less environment footprints because these are safe for users, for crops & environment.

The fourth speaker Dr. D.K. Sharma, Professor & Principal Scientist, IARI, Pusa, New Delhi highlighted about green growth & its components. He also talked about critical aspect eco-efficiency and its relationship with climate change. He also emphasized about policy needs for promoting climate-smart agriculture.

Dr. K.K. Singh, Hon'ble Vice Chancellor in his presidential address emphasized the role of green growth for sustainability of the environment. He also underlined the climate change in relation to productivity & concern for future. The over use of fertilizers and water for crop productivity is also a serious issue which needs to be tackled immediately to conserve the environment for sustainable growth.

Three winners of poster exhibition were awarded. Miss Gajjela Indira, Dept. of Agronomy got First Prize, followed by Miss Priyanka Rani of College of Veterinary Science awarded Second Prize while Miss Umara Rehmani, Dept. of Plant Pathology got Third Prize.

Two Appreciation Certificates also given for participating in Energy & Water Audit sponsored by ICRO-IPL. M/s Rakmo Press Pvt. Ltd., New Delhi and M/s Rapid Controls Pvt. Ltd., New Delhi received the certificates.

The Conclave ended with formal vote of thanks.

# Poster Competition Award Winners



# Appreciation Certificate for Participating in Energy & Water Audit



M/S Rakmo Press Pvt. Ltd., New Delhi



M/S Rapid Controls Pvt. Ltd., New Delhi

# Dignitaries



# Speakers



**Dr. Rajeev Ranjan, Retd., IAS**  
Director, NPC



**Shri S. Gopalakrishnan, IAS**  
Director General, NPC



**Dr. Tarunendu Singh**  
Chief (Agricultural Services)  
IFFCO, Gurugram



**Dr. D.K. Sharma**  
Principal Scientist  
IARI, Pusa, New Delhi

# जलवायु परिवर्तन के लिए मनुष्यों की बदलती हुई जीवनशैली: गोपलाकृष्णन

मोदीपुरम: राष्ट्रीय उत्पादकता परिषद वाणिज्य मंत्रालय व प्रसार निदेशालय के तत्वावधान में मंगलवार को सरदार वल्लभ भाई पटेल कृषि विवि में एक दिवसीय टिकाऊ उत्पादकता,



हरित वृद्धि पर कॉनक्लेव का आयोजन किया गया। कार्यक्रम में उद्योग पार्टनर इंडियन पोटैश लिमिटेड की सहभागिता रही। निदेशक प्रसार डॉ. पीके सिंह ने मुख्य अतिथि कुलपति डॉ. केके सिंह, आईएस महानिदेशक राष्ट्रीय उत्पादकता परिषद वाणिज्य मंत्रालय एस गोपालाकृष्णन, सेवानिवृत्त आईएस निदेशक आईपीएल डॉ. राजीव रंजन का प्रतीक चिन्ह देकर स्वागत किया। अतिथियों ने दीप जलाकर कार्यक्रम का शुभारंभ किया। इस दौरान राष्ट्रीय उत्पादकता परिषद वाणिज्य मंत्रालय द्वारा तीन कृषि विज्ञान केंद्रों पर पर संचालित अमृत इंटरन प्रोजेक्ट की प्रगति का प्रस्तुतिकरण किया। डॉ. केके सिंह ने टिकाऊ खेती के तीन महत्वपूर्ण स्तम्भों-पर्यावरण, सामाजिक, आर्थिक पहलुओं पर चर्चा की। विश्व में ग्रीन हाऊस उत्सर्जन गैसों, जलवायु परिवर्तन, जल संकट आदि के कारण उत्पन्न परिस्थितिक असंतुलन पर चिंता व्यक्त की। साथ ही साथ उन्होंने टिकाऊपन के सात लक्ष्यों को पूर्ण करने के लिए उत्प्रेरित किया। डॉ. राजीव रंजन ने अमृत इंटरन प्रोजेक्ट, सीएसआर गतिविधियों आदि का प्रस्तुतिकरण किया। साथ ही कृषि रसायनों/उर्वरकों के अति प्रयोग से उत्पन्न होने वाली पर्यावरण संबंधित समस्याओं से अवगत कराकर उनके युक्ति संगत प्रयोग पर जोर दिया। उन्होंने उद्योगों के ऊर्जा ऑडिट कराने की सलाह दी। गोपालाकृष्णन ने अपने संबोधन में जलवायु परिवर्तन के लिए मनुष्यों की बदलती हुई जीवनशैली को जिम्मेदार बताया। कहा कि वस्तु के उत्पादन के लिए रसायनों का प्रयोग व गैसों का उत्सर्जन होता है, जिससे ग्लोबल वार्मिंग की समस्या उत्पन्न होती है। इफको के तरुनेन्दु सिंह ने नैनो यूरिया के प्रयोग पर जोर दिया, क्योंकि इसके प्रयोग से पर्यावरण में प्रदूषण कम होता है। डॉ. डीके शर्मा ने ग्रीन ग्रोथ के लिए टिकाऊ व पर्यावरण मुद्दों पर चर्चा की और वास्तविक सफलता के लिए वृद्धि को सामाजिक पर्यावरण के अनुकूल बनाने के लिए जोर दिया। कार्यक्रम में विद्यार्थियों द्वारा लगाई गई प्रदर्शनी में अतिथियों ने पोस्टर प्रदर्शनी, श्री अन्न, पर्यावरण सुरक्षा, टिकाऊ खेती आदि का निरीक्षण किया। तीन सर्वश्रेष्ठ विद्यार्थियों को सम्मानित किया गया। कार्यक्रम में डॉ. अनिल सिरोही, डॉ. बीआर सिंह, डॉ. सतेन्द्र कुमार, डॉ. मुकेश कुमार, डॉ. केजी यादव, डॉ. पीके सिंह, डॉ. एसके लोधी, डॉ. एसके त्रिपाठी, डॉ. हरिओम कटियार आदि मौजूद रहे।