



# KRISHI GAP

Promoting Sustainable and Profitable Agriculture

**KrishiGAP Digital Solutions Pvt Ltd**  
**Dec 2023**

# Standards Promoting Organizations



## International

- International Organization for Standardization- Geneva
- Food PLUS , Germany
- Global Food Safety Initiatives- Paris
- US department of agriculture



## National

- FSSAI
- Other regulatory bodies- National and State Level

# Why Food Safety and Sustainable Standards

- Economic Viability
- Environmental Protection
- Resource Conservation
- Consumer Health
- Social Responsibility
- Regulatory Compliances



To ensure well being of farmers, consumers, protect environment and promote long-term viability of the agriculture and food processing industry.

# Who are all covered



- All stakeholders within food supply chain
- Farmers, Processors, Packers, Transporters, Warehouses

# Great News for Indian Farmers



The "India Good Agricultural Practices," launched by the Quality Council of India ([www.qcin.org](http://www.qcin.org)) under the Ministry of Commerce, Govt of India, has achieved recognition as an equivalent scheme to GlobalG.A.P ([www.globalgap.org](http://www.globalgap.org)) as of August 2023.

This milestone opens up avenues for exports to over 120 countries, marking a significant step forward for the Indian agricultural sector.

# Our Mission

To promote Global food safety and sustainable standards within food supply chain towards



- Enhanced availability of skilled manpower
- Enhanced income to the farmers/processors
- Safe food to the consumers
- Dedicated to aligning with the United Nations SD Goals

This will be achieved through Krishigap Digital Platform ([www.krishigap.com](http://www.krishigap.com)) and on -farm experience zones featuring the standards demonstration, which serves as a practical learning hubs for farmers and processors

# Challenges in Adoption of Standards



Limited awareness and education on the standards. Most of the standards are in English and are complex



Non-availability of trainers in crop production clusters



Lack of information about market requirements ,the certification process and benefits of certification



A significant imbalance in efforts with 95% focused on implementation as compared to only 5% on the assessment and certification process by Certification Body

# How Krishigap addressing the challenges

## 1. **Digital Platform Access:**

Providing a one-stop digital platform access for guidance on standards with ease and scalable implementation.

## 2. **Skill Development Programs:**

Conducting skill development programs for farmer's organizations/ processors with the knowledge needed for implementation

## 3. **On-Farm Experience Zones:**

Promoting on-farm experience zones showcasing the implementation of on farm production standards- Practical learning hubs for farmers.

## 4. **Buyer Certification Connection:**

Connecting buyers to certified organizations.

## 5. **Information Repository:**

Creating a comprehensive repository of information on the standards implementation.

## 6. **Collaboration**

Fostering collaboration with Startups in the agri supply chain

# Uniqueness

- A one stop digital platform on Standards to facilitate ease and scalable implementation. **First of its kind in the market place.**
  - Establishing on- farm experience zones featuring global food safety and sustainability standards demonstration ,which serves as practical learning hubs for farmers and processors, facilitating scalable implementation . **First in the market place coming up in Hyderabad.**
  - Tailored certified training programs on standards.
  - Multi language support for farmers related standards
- A comprehensive solution benefiting farmers, processors, consumers and elevating India's position in Global Market

# Standards Covered Within Food supply Chain



## ON FARM PRODUCTION

- India Good Agricultural Practices
- Global G.A.P
- Organic NPOP and NOP and PGS
- Rainforest Alliance

## POST FARM

- ISO 22000
- FSCC 22000
- BRC Global
- BRC Packaging



## SUSTAINABLE STANDARDS

- ISO 14001
- ISO 50001
- ISO 45001
- SA 8000



# Market Opportunity

- India's food processing sector is one of the largest in the world and its output is expected to reach US\$ 535 billion by 2025-26
- 18.3% share of GVA of Agriculture and Allied Sector in total economy.
- India accounts for 10% of the world's fruit production
- US\$ 51 billion worth of agricultural and processed food products exported in 2022-23
- 100% FDI is permitted in agriculture and animal husbandry
- Over 82000 FPOs and Primary Agricultural Co-operatives with 143 million farmer base.
- India is the second largest holder of arable land in the world and largest producer of many commodities





# Customers

- Farmers organizations
- Food processors/ packers
- Food exporters/importers
- Food retailers
- Institutions in food supply chain
- Faculty & Students
- Suppliers of farm inputs

# Impact



- Focused on increased income for the farmers and processors by promoting certified produce



- Enabling entrepreneurs with digital tools and experience zones for scalable implementation , fostering ease of adoption



- Aiming to boost Indian exports ,particularly in the premium market segments ..



- Prioritizing the production of safe food
- Mitigating the impact of agriculture on climate change
- Directing efforts towards achieving UN SDG objectives

Standards play a crucial role benefiting farmers, consumers, while elevating India's position in global market

# Founder

## Mr. Srihari Kotela



- Chairperson for India Good Agricultural Practices(IndG.A.P) certification committee, appointed by Quality Council of India ([www.qcin.org](http://www.qcin.org)), an autonomous body setup by Govt of India, FICCI,CII and ASSOCHAM.
- ISO 17065 Standard technical expert for Spices Board project.
- ISO 17065 Standard expert for Medicinal Plants certification
- Received life time achievement award from the president of United States.
- Former member on various expert committees appointed by Bureau of Indian Standards, Food Safety and Standards Authority, QCI, Dept. of Ayush, Govt of India for development of National Agricultural Code, IndG.A.P, Good Hygiene and Retail Practices, Voluntary certification mark for the food processing sector etc.
- Supported by team of Advisory Board and Standards Experts

# Co-Founder

## Ms. Surbhi Agarwal

- 8+ years of experience in the software industry
- 6+ years of experience in digital marketing
- Managing team of experts in software development, project management, and customer service
- Have been a part of development of various projects within the Ministry of Agriculture, among various State and Central Ministries.



# Advisory Board

The team is assisted by experienced professionals in the industry segment



**Mr. Sanjay Dave**

Senior International expert to  
FAO and WHO



**Mr. Anil Jauhri**

Ex CEO, National Accreditation  
Board for Certification Bodies



**Ms. Sashi Sareen**

Ex CEO, Export Inspection  
Council, Ex Director, Bureau of  
Indian Standards.



**Dr. Leslie D Bourquin**

Dept. of Chair person, Food  
Safety, Michigan State  
University



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## *Thank You*

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