

## Workshop on Development of Biofortified Crops' Value Chains for Nutritional Security in South Asia

**Organised by** Tata-Cornell Institute for Agriculture and Nutrition, Cornell University  
International Food Policy Research Institute-South Asia Institute of Economic Growth, Delhi

**Venue:** NASC Complex, Pusa, New Delhi

**Date:** January 31, 2019

*Draft Agenda*

Time	Session
<b>9.30 a.m. - 10.15 a.m.</b>	<b>Inaugural session</b>
9.30 a.m. - 9.35 a.m.	Inaugural remarks by Chair – <b>P K Joshi</b> , <i>Director, IFPRI-South Asia, New Delhi</i>
9.35 a.m. - 9.40 a.m.	Conceptualisation of the workshop – <b>Chandra Sekhara Rao</b> , <i>Professor, Institute of Economic Growth, Delhi</i>
9.40 a.m. - 9.45 a.m.	Nutritional security through biofortification - <b>Prabhu Pingali</b> , <i>Professor of Applied Economics &amp; Director Tata-Cornell Institute, Cornell University, Ithaca, USA</i>
9.45 a.m. - 10.10 a.m.	Keynote paper - <b>Binu Cherian</b> , <i>Country Manager, HarvestPlus, Hyderabad</i>
10.10 a.m. - 10.15 a.m.	Closing remarks by Chair
<b>10.15 a.m. - 11.30 a.m.</b>	<b>Technical Session I</b> <b>Chair: Bharat Ramaswami</b> , <i>Professor, Indian Statistical Institute, Delhi</i>
10.15 a.m. - 10.30 a.m.	<b>The challenges of developing and releasing biofortified rice varieties -</b> <i>C.N.Neeraja, L.V.Subba Rao and S R Voleti, Indian Institute of Rice Research, Hyderabad</i>
10.30 a.m. - 10.45 a.m.	<b>Understanding the seed system and farmers' and consumers' preferences to scale up biofortified crops –</b> <i>Bhushana Karandikar, Ekin Birol, Melinda Smale and Michael Tedla-Diressie</i>
10.45 a.m. - 11.00 a.m.	<b>An analysis of agronomic and economic performance and technology efficacy of biofortified rice varieties -</b> <i>B. Nirmala and C.N.Neeraja, Indian Institute of Rice Research, Hyderabad</i>
11.00 a.m. - 11.15 a.m.	<b>Biofortification versus food fortification: a comparative perspective -</b> <i>Prabhu Pingali and Bhaskar Mittra, TCI</i>
11.15 a.m. - 11.30 a.m.	Discussions and closing comments
<b>11.30 a.m. – 11.45 a.m.</b>	<b>Tea Break</b>

Time	Session
11.45 a.m. – 1.00 p.m.	<p><b>Panel Discussion I: “Role of the Private Sector in developing value chains for biofortified foods”</b>  <b>Chair – Venkatesh Mannar, President, The India Nutrition Initiative (TINI)</b></p>
	<ul style="list-style-type: none"> <li>• <b>Richa Arora</b>, COO, Consumer Products Business, Tata Chemicals</li> <li>• <b>Vilas Shirhatti</b>, Convener - Research and Innovation Council, Future Consumer Limited</li> <li>• <b>K.Chattopadhyay</b>, Principal Scientist, National Rice Research Institute, Cuttack</li> <li>• <b>J.C. Rajput</b>, Director, Nirmal Seeds</li> <li>• <b>Harish Sharma</b>, Product Agronomist, Pioneer Seeds</li> </ul>
1.00 p.m. - 2.00 p.m.	<b>Lunch break</b>
2.00 p.m. - 3.15 p.m.	<p><b>Technical Session 2</b>  <b>Chair: J.V. Meenakshi, Professor, Delhi School of Economics</b></p>
2.00 p.m. - 2.15 p.m.	<p><b>Scale up of biofortified high iron pearl millet and high zinc wheat varieties through Public feeding programmes in India -</b>  <i>Venkatesh Mannar and Erick Boy</i></p>
2.15 p.m. - 2.30 p.m.	<p><b>Social marketing strategies to increase the demand for biofortified crops: evidence from OFSP trial in U.P. -</b>  <i>Kathryn Merckel, Cornell University</i></p>
2.30 p.m. - 2.45 p.m.	<p><b>Development of targeted and effective delivery strategies for biofortified crops: Tools, methods and data -</b> <i>Devesh Roy and Ekin Birol</i></p>
2.45 p.m. - 3.00 p.m.	<p><b>From women's willingness to pay for biofortified rice variety- a micro level study -</b> <i>Amtul Waris and C N Neeraja, Indian Institute of Rice Research, Hyderabad</i></p>
3.00 p.m. - 3.15 p.m.	Discussions and closing comments
3.15 p.m. - 3.30 p.m.	<b>Tea Break</b>
3.30 p.m. - 4.30 p.m.	<p><b>Panel Discussion II: “Role of the Private sector in developing value chains for biofortified foods”</b>  <b>Chair: Purnima Menon, Senior Research Fellow, International Food Policy Research Institute</b></p>
	<ul style="list-style-type: none"> <li>• <b>Rajan Sankar</b>, Program Director- Nutrition, Tata Trusts</li> <li>• <b>Nidhi Sharma</b>, Head, Donor Administration &amp; Impact Research, Akshaya Patra Foundation</li> <li>• <b>D.K. Yadava</b>, ADG (Seed), ICAR (tbc)</li> <li>• <b>Pramod Kumar Tiwari</b>, Joint Secretary (P &amp; FCI), Ministry of Consumer Affairs, Food and Public Distribution, GoI</li> <li>• <b>Abhijit Banerji</b>, Professor, Delhi School of Economics</li> <li>• <b>ShreekanthAttaluri</b>, Principal Scientist, International Potato Center, Bhubaneswar</li> </ul>

Time	Session
<b>4.30 p.m. - 5.15 p.m.</b>	<b>Closing session</b> <b>Chair: Prabhu Pingali</b>
4.30 p.m. - 4.50 p.m.	Open House
4.50 p.m. -5.00 p.m.	Remarks by <b>P K Joshi</b>
5.00 p.m. -5.10 p.m.	Closing remarks: <b>Prabhu Pingali</b>