



Third Edition



Agriculture & Rural Communication Summit & Awards 2025

Marked the beginning with a Strong Message to Close the Knowledge Gap in Agriculture

Post Event Report



www.snailintegral.com

LOOKING TO ENHANCE EFFICACY OF YOUR TREATMENTS IN THE FIELD?

WE GOT YOU COVERED!



DRONE APPLICATIONS

Introducing Silwet Target & Silwet Focus



DESIGNED FOR SYSTEMIC PESTICIDES

Introducing AgroSpreed Prime



POWDER FOR SOIL-WETTING AND CONDITIONING

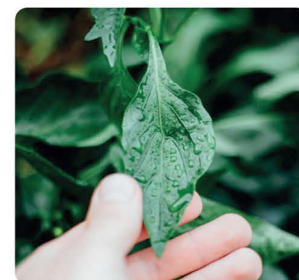
Introducing Silwet EcoPower



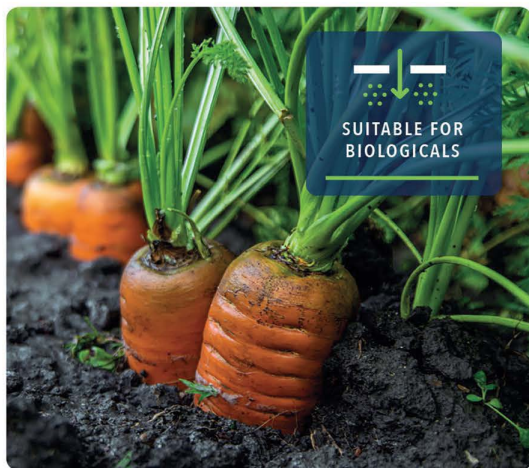
LONG-LASTING ANTIFOAMS



ORGANOSILICONE SUPERSPREADERS



SUITABLE FOR BIOLOGICALS



ORGANIC LISTED PORTFOLIO

Introducing Silwet Eco



NATURALLY DERIVED

Introducing AgroSpreed 960



DISCOVER OUR PORTFOLIO OF SOLUTIONS FOR YOUR FORMULATIONS

Silwet
BY MOMENTIVE

SAG
BY MOMENTIVE

AgroSpreed
BY MOMENTIVE

Leaders Highlight "Trust-Driven Communication" as Essential for Addressing Global Challenges and Maximising India's Agri-Export Potential



The third edition of the **BRAND R.Comm, Agriculture & Rural Communication Summit & Awards 2025** powered by **Epilogic** and Supported by **Novonesis** began at the Holiday Inn, Aerocity. The inaugural session centred on the theme **"Integrating Communication from Soil to Market - National & Global Outlook."** The summit brought together policymakers, industry leaders, and agricultural scientists who emphasised the importance of clear, timely, and trustworthy communication to empower farmers and enhance India's agriculture on the global stage.

The session began with a ceremonial lamp lighting and Saraswati Vandana, creating a setting of wisdom and teamwork for the day's discussions.

In his welcome address, **Mr Amit BK Khare**, Founder and Managing Partner of Snail Integral Pvt. Ltd., emphasised the summit's main goal. "In this digital era, lots of communication is happening. It is our privilege and duty to make sure this communication reaches the right person at the right time, without spreading false information. The transfer of knowledge from lab to land and land to land is essential for our progress," he said.





The keynote was presented by Padma Bhushan Awardee, **Prof. RB Singh**, Former Chancellor of CAU, Imphal. Prof. Singh focused on the critical role of soil health. "Communication is essential; innovation leads to development. Real prosperity comes from ending poverty," he stated. He urged a collaborative approach, saying, "Digitalisation must go hand-in-hand with the development of new solutions. Only then will we achieve the true green evolution of the green revolution."

Offering a global perspective, **Mr. Gijs Manneveld**, Managing Director of EpiLogic GmbH, Germany, discussed communication in relation to data and science. "Communication is data, and data is science. Farmers are losing money; we need to ask ourselves how we can communicate effectively. India is a major player on the world stage, and effective communication could unlock its full potential," he noted.



Mr. Sushil Kumar Bahuguna, Commercial Leader of Agriculture and Process Industries at Momentive Performance Materials (India) Pvt. Ltd., connected the day's theme to World Soil Health Day. "Soils communicate, and they communicate through productivity. Our communication needs to flow from the soil, to the crop, to the market, and to the industry," he said. He stressed the importance of proactive soil regeneration, saying, "post-correction is not enough; we must add carbon back into our soils. Carbon sequestration is critical for regenerating this precious resource."

The session wrapped up with a thank you from Padma Shri Awardee, **Dr. Arvind Kumar**, Former Founder VC of RLBCAU, Jhansi. He underscored the summit's relevance to national goals. "On this Soil Health Day, this program highlights the essential role of soil. Agriculture communication must connect the farmer, the market, and the whole value chain," he said. Addressing important issues, he added, "With 78 million tons of food wasted, we need to find ways to protect the soil and reduce loss. I thank Snail Integral for creating this platform to link innovation with the field. Let's work together to turn lab knowledge into land success for our farmers."



The inaugural session also saw the launch of a Knowledge Paper **"From Soil to Market"** by a **Market Insight Consultant** and the **second edition of The SnailShow Coffee Table Book**, contributing significantly to agricultural communication resources.

The summit continues throughout the day with technical panels and an awards ceremony, aiming to encourage a collaborative discussion on building resilient, sustainable, and globally competitive agricultural systems through strategic communication.

BRAND R.Comm is a leading annual platform focused on discussing agriculture and rural communication in India. It gathers stakeholders across the value chain to address challenges, share insights, and celebrate innovations that advance the sector, with a strong emphasis on farmer prosperity and sustainable growth.

Experts Outline Path for Resilient Agriculture, Emphasising Soil Health and Smart Seeds as Essential Foundations



1st technical Panel Points Out Need for Policy Support, Digital Tools, and Integrated Solutions to Help Smallholder Farmers Face Climate Challenges

The first session of the **BRAND R.Comm Summit 2025**, titled "**Soil & Seed - The Foundation of Agricultural Growth**," gathered leading agricultural experts to discuss how to build sustainable farming systems. Following a presentation by **Mr. Gijs Manneveld**, MD, **EpiLogic**, In the course of his presentation, Mr. Gijs Manneveld has outlined the work being done at EpiLogic as it pertains to applied phytopathology and the fight against global food security, specifically with regard to fungal hazards. Mr. Manneveld emphasises the need to continually monitor for resistance, given that pathogens are evolving in response to the introduction of both modern fungicides and host resistance. To assist clients in determining their risk levels and preparing for changes in their potential future productivity based on these evolving risks, EpiLogic uses sophisticated, miniaturised resistance-testing systems, in both in-vivo and in-vitro, as well as molecular data analysis, to identify and assess patterns of evolution for resistance and susceptibility throughout Europe. The panel discussed the practical challenges and innovations required to secure India's agricultural future.





Moderated by **Mr. Sahil Malik**, Secretary General, NBIF & Founder and MD, Kisan Agrovet. He restated the key goal of all agricultural-based innovation: 'To supply a farmer with a resolution.' When further detailing the general concept of this panel, he stated that for a solution to be sustainable, it must be based on the foundation of established seed systems and healthy soil. 'Ultimately, where we plant our seed and the type of seed is what forms the basis for the rest of the agriculture process; therefore, we must continue to develop our seed and soil assets to guarantee that any agricultural solutions that we develop are both practical and sustainable for the agricultural community.' The session reached a clear agreement: while technology and data are available, the main obstacle is providing affordable, accessible, and trustworthy solutions for farmers.

Building on Data: From Soil Cards to Smart Action

Dr. Rajeev Dwivedi, Business Manager - South Asia, Novonosis highlighted the value of collected data, stating, "Every nation builds on its soil. With 28 crore geo-tagged soil samples, we have a critical amount of data." However, he noted the problem of this data being locked away in ICAR and state universities. The call was to integrate this information and create actionable insights for India's 14 crore farming households.



Addressing Soil Degradation

Dr. Shailendra Singh, COO - Agribusiness Division, Zydex Group identified two major issues: soil compaction and falling organic carbon levels. He supported a comprehensive approach, saying, "Using regenerative practices like cover crops, along with soil conditioners and modern technology, is essential." He emphasised that for these solutions to be adopted, they must balance effectiveness with convenience for farmers and cost.

Policy and Practical Challenges for Small Farmers

Mr. Muraari Agarwal, Director, Atharva Agro Chemicals Private Limited, focused on small and marginal farmers who work with limited budgets. He outlined a multifaceted strategy to reduce farming risks, including the use of digital tools for training and transparency, facilitating collaborations to reduce financial costs, offering subsidies and customised hiring options for expensive technology, and enhancing insurance support against climate risks.



Seeds of Change: Legislation and Communication

Mr. Mrinmoy Choudhury, Director Marketing, Savannah Seeds Pvt Ltd discussed the crucial role of the seed sector. With a shrinking farming workforce and increasing pest pressures from climate change, he emphasised the need for a "standard strategy" to communicate effectively with farmers. He called for clear regulations, advocating for a "One Nation, One Seed Law" to simplify the sector and support India's development goals.

The Importance of Biologicals and Closing the Loop

Mr. Rajiv Choudhary, NBIF Vice President, emphasized the obvious lack of knowledge among farmers regarding soil health, as well as how alarmingly low the carbon levels of Indian soils are. Farmers must be educated broadly on the proper ways to use soil amendments such as seaweed. Although there are more than 146 registered bio-stimulants available on the Indian market, he urged for additional supportive government regulations and better enforcement of current tools like the Soil Health Card. Additionally, his primary points were that a more comprehensive view between all the beneficial molecules and microbes in the soil cycle, from when they are applied to when they are harvested, is essential, and within that cycle, farmers need to use products that actively counteract the long-term negative effects of chemical fertilizers.



Conclusion : The session concluded that the foundation of agricultural growth is under stress but can be repaired. Moving forward requires a coordinated effort: converting soil data into useful recommendations for farmers, enacting supportive and clear policies, making integrated regenerative practices cost-effective, and ensuring the seed system is strong and well-communicated. The agreement was clear that the health of the soil and the quality of the seed are the essential first links in a chain that leads to national food security and farmer success.

BRAND R.Comm 2025 Panel Calls for a Balanced Approach in Crop Protection, Promotes IPM and Biologicals for the Future



Industry Leaders Emphasise the Need to Combine Chemicals and Bio-Solutions and Communicate Clearly with Farmers to Achieve Sustainable Productivity



The second technical panel at the **BRAND R.Comm Summit 2025**, themed **"Agri-Input Industry : Balancing Productivity with Responsibility,"** discussed how to address the challenges of food security and environmental care. **Dr. Kalyan Goswami**, Director General of the Agro Chem Federation of India (ACFI), moderated the session, which explored crop protection amidst changing regulations and the push for sustainability.

Dr. Goswami underscored the vital role of agriculture in the economy and nutrition. He warned against practices that harm the soil and emphasised the importance of responsible chemical use for ensuring safe food and maintaining lasting soil health.

The Biological Imperative and a Wake-Up Call

Mr. Debabrata Sarkar, CMD of MicroAlgae Solutions & President - APAC (Alga Energy), pointed out that agriculture has a limited timeline. He referenced studies suggesting only 60 years of farming remain if degradation continues. "Balance is key," he stated, promoting biologicals like microalgae. "Healthy soil captures carbon dioxide. No soil means no crops, no food, and ultimately, no us," he said, emphasising that soil health is essential for survival.



IPM: The Strategic Path Forward

Dr. J.C. Majumdar, Chief Scientific Advisor, CCFI, noted India's high food production but insisted on the need to reduce pesticide use. "The potential for Integrated Pest Management (IPM) is significant right now," he said, mentioning advancements in biologicals. He urged the establishment of clear Economic Threshold Levels (ETL), precise definitions for new molecules, and increased research and development for innovative solutions with organic amendments.

Integrating the Toolbox: Chemicals and Biology

Dr. Abhijit A. Pujari, Director, SWAFE Bioworks Pvt. Ltd. & Director, EpiLogic India Pvt. Ltd. shared a vision for the future based on integration. "The combined action of chemicals and microbes is powerful," he explained. He supported the use of biochemicals to improve soil nutrient quality and insisted that regulations should differentiate them from pure chemicals. "The right mix of biologicals and chemicals in integrated practices is the way forward," he concluded.





Harnessing Nature's Potential

Mr. Tanmaye Seth, CEO of Aquagri Processing, discussed the contribution of seaweed-based biostimulants in sustainable farming. He positioned them within IPM and Integrated Nutrient Management (INM) frameworks and encouraged the industry to collectively pursue ecological balance.

Bridging the Last Mile : The Communication Imperative

Mr. Amit Kumar Singh, Sr. VP at Bharat Certis Agriscience, highlighted the importance of farmer adoption. He pointed out that distributors are the "real connectors" who bridge the knowledge gap between innovators and farmers. Stressing the need for responsible communication, he stated, "It's the duty of reputable companies to ensure clear communication on proper product use and dosage to farmers." He supported a farmer-focused approach to create ETLs in cooperation with growers.



Conclusion : The panel agreed that the future of crop protection doesn't have to be a choice between chemicals and biologicals. Instead, it should involve a strategic integration of both. This balanced approach requires strong research and development, reasonable regulations, and crucially, effective communication channels that empower every farmer to use these tools responsibly. The session concluded that this holistic method is vital for maintaining productivity, protecting the environment, and securing India's agricultural future.

BRAND R.Comm 2025: Industry Leaders Advocate for a New Green Revolution Fueled by Smart Nutrition and Net-Zero Goals



Fertiliser Panel Calls for Integrated Regulations, Nano-Tech, and Fortified Products to Balance Farm Profitability with Planetary Health

The **third technical panel** at the **BRAND R.Comm Summit 2025**, titled **"Fertiliser Industry - Reimagining Nutrition for Sustainable Agriculture,"** brought together top industry executives to outline a transformative path for crop nutrition. The discussion followed a presentation by **Dr. Sanjay Nagi**, Founder & MD of Market Insight Consultants. He demonstrated the critical importance of data-driven insights on developing successful marketing strategies for agriculture. He explained how Market Insight's focus on delivering value-added research and consulting services enhances clients' marketing efforts. Through understanding market dynamics and consumer behaviour, agribusinesses gain insight into their competitors and their consumers, allowing them to develop more competitive advantage, ultimately create better-informed strategic plans, and execute tactical programs that achieve business objectives across multiple geographic areas, and focused on balancing productivity, profitability, and planet health for a resilient agricultural future.



This session was moderated by **Mr. Dinesh Singh**, Business Head of Fertilisers at Reliance Industries Limited, the session began with a strong assessment. "For 70 years, farmers have used chemicals, and soil carbon has dropped from 1% to 0.3%. It's time to rethink," he stated, emphasising Reliance's commitment to this change. He announced plans for a 55 CPG (Compressed Biogas) plant to turn parali (crop residue) into energy, aligning fertiliser production with environmental goals. "We are moving from Annadata (food provider) to Urjadata (energy provider), aiming for net carbon zero by 2035," he declared.



The Call for Unified Regulation and Nano-Innovation

Mr. Manoj Varshney, MD and CEO of IFFCO-MC Crop Science, pointed out a major structural challenge. "Farmers deal with pest and nutrition issues, but these are governed by two separate regulations. We need a single integrated regulatory framework," he argued. He supported new technologies, such as nano-nutrients, which are well-suited for the farm level and have the potential to act as protein enhancers. He urged collaboration between regulators and the industry to advance such innovations.

Digitisation for Precision and Trust

Mr. Dushyant K. Tyagi, CEO of Farmgate Technologies, stressed that enhancing farmer profitability requires a connected, data-driven approach. "Agriculture is an asset. Digitisation and plot-level intelligence through geotagging reveal what's often invisible, like nutrient dynamics," he explained. He directly linked this traceability to building consumer trust in fortified products, creating a positive cycle from farm to market.





Biologicals: The 'Salad' for Soil Health

Mr. Navdeep Mehta, Business Head of Agribusiness at Gencrest, made a powerful analogy. "Choosing between chemicals and biologicals is like picking junk food over a healthy salad. Biologicals serve as a blood transfusion for the soil," he said. He highlighted their role in improving water retention and nutrient availability, but noted that slow adoption needs a multi-stakeholder ecosystem to take innovations from the lab to the field.

Fortification: From Filling Stomachs to Nourishing a Nation

Mr. Manas Tewari, Biologicals Portfolio Lead at Yara Fertilisers India, linked soil health directly to national health. "Biological solutions help restore stressed soils. Today, we must think beyond just yielding to nutrition," he said, pointing out that 40% of Indian children are zinc-deficient. "Fortified products are essential. We are filling stomachs, but we need to nourish bodies to build the future of our developing nation."



Conclusion : The panel collectively envisioned the **"next green revolution"** as one driven by integration of regulations, chemical and biological tools, and digital intelligence with practical agronomy. The consensus was clear: sustainable nutrition relies on policy reforms that support customised and nano-fertilisers, a collaborative effort to mainstream biologicals for soil recovery, and a firm commitment to producing nutrient-rich food for a healthier India while moving toward ambitious net-zero carbon targets.



BRAND R.Comm 2025: Agri-Biologicals Panel Charts Ambitious Roadmap for India's Bio-Revolution, Calls for Regulatory Harmony and Farmer-Led Adoption



Industry Leaders Identify Policy Evolution, Carbon Credits, and Export Potential as Key Levers to Scale Bio-Inputs from Niche to Mainstream

The fourth technical panel at the **BRAND R.Comm Summit 2025**, **"Agri-Biologicals Industry - Driving the Bio-Revolution in Crop Care,"** delivered a detailed plan for transitioning biology from a complementary input to the main focus of sustainable agriculture. Moderated by **Mr. Vipin Saini**, CEO of BASAI, the discussion, themed **"From Inputs to Intelligence,"** covered important topics such as regulation, adoption, and impact.



Shifting the Paradigm: From Security to Intelligence

Mr. Saini framed the discussion by recommending a strategic shift from "food security to nutrient security." He emphasised that biologicals are crucial for producing healthy food. He highlighted the importance of the Economic Threshold Level (ETL) in optimising pesticide use and integrating biologicals into effective Integrated Pest Management systems.

The Integration Imperative : Learning from Legacy and Innovation

Dr. Bakul Joshi, President & COO, T Stanes and Company LTD. pointed out the success of biologicals like Bt cotton and argued against a simple choice. "The future depends on smart integration. Biologicals help prevent pest resistance and resurgence, protecting the effectiveness of chemical tools," he explained, positioning bio-solutions as vital for sustainable crop care strategies.



Evidence from the Field and the Frontier of Science

Dr. Prafull Gadge, CEO & Principal Scientist, Biome Technologies Pvt. Ltd. shared real-world evidence. "Our commercial-scale cultivation of grapes and onions in Maharashtra uses no chemical fungicides and relies entirely on a biological protocol," he stated. He discussed innovative work with plant peptides and nutritional synergies that create a comprehensive plant protection system, moving beyond single-mode solutions.

The Regulatory Chasm: A Call for Harmonisation and Clarity

The panel expressed shared concern about the regulatory landscape. **Dr. A John Peter**, CMD - Varsha Bioscience and Technology Pvt. Ltd. & President - BIPA, noted the delay between innovation and registration. "We need a clear, science-based regulatory framework that distinguishes between biopesticides, bio-stimulants, and biofertilizers, and aligns with global standards," he urged. The panel agreed that evolving regulations is the most significant driver for the industry.





Scaling Adoption: Affordability, Trust, and the Power of Demonstration

Discussing the challenges of adoption, **Mr. Ravish Singh**, Head Marketing - Crop Nutrition & Biologicals, SML Limited focused on mindset rather than marketing. "We must stop presenting biologicals as a cheap alternative. We need to show them as effective solutions for specific issues like managing residues for exports or revitalising soil," he said. He supported a "farmer-first" model where local trials and peer verification build strong trust.

The Enabling Ecosystem: Chemistry, Carbon, and Communication

The discussion emphasised that biologicals need collaboration. **Mr. Sushil Kumar Bahuguna**, Commercial leader - Agriculture and Process Industries (IMEA), Momentive Performance Materials (India) Pvt. Ltd. showed how adjuvant chemistry boosts the effectiveness of biological applications, enhancing soil wetting and foliar uptake. The panel also examined the crucial role of bio-inputs in achieving carbon neutrality and regenerative agriculture, highlighting their capacity to generate carbon credits and enhance soil organic carbon, thereby directly linking farming practices to climate finance.



Bridging the Policy-Implementation Gap

Ms. Shantwana Dixit, Specialist Policy Advocacy Corporate Affairs, UPL Limited addressed the gap between policy goals and real-world impact. "While programs exist, farmer awareness and access are low. Policy must pair with strong communication and involve the distribution channel to work effectively," she noted. The panel recommended utilising the significant export potential of residue-free produce as a key driver for biologicals, creating market demand.

Conclusion: A Collaborative Leap Forward

The panel concluded that India's bio-revolution is at a pivotal moment. The transition **"from inputs to intelligence"** needs a combined effort: streamlined regulations to foster innovation, targeted communication to build farmer confidence, integration with digital tools for precision, and recognition of their role in climate-smart agriculture. The call was for all stakeholders, including industry, government, and academia, to collaborate in making biologicals the smart, profitable, and environmentally friendly choice for every Indian farmer.

BRAND R.Comm 2025 Culminates with Visionary CEO Panel : Laying the Groundwork for a Collaborative, Farmer-Led Agri-Future



Industry Titans Unveil a Unified Blueprint for 2030, Championing Trust, Sustainability, and Public-Private Synergy to Propel India to Global Prominence

The **BRAND R.Comm Summit & Awards 2025** concluded with an important final session. It brought together a powerful panel of chief executives from India's top agri-input companies. Moderated by **Mr. Rajvir Singh Rath**, Director of Agricultural Affairs & Policy at Bayer CropScience, the discussion on **"The Future of Agri & Rural Communication"** went beyond typical conversations. It created a shared strategic plan for the industry's path toward 2030 and beyond.

Mr. Rath set a clear foundation for the talk. He stated, "While the power of communication is essential for building strong brands, the farmer remains the heart of our universe. Every strategic decision and every campaign must be crafted with the farmer's needs and long-term success as the primary focus."



Building Farmer-Centric Brands: From Transactional Marketing to Foundational Trust

The CEOs agreed that genuine communication must shift from simple promotion to the foundation of lasting trust and partnership.



Mr. Rajesh Aggarwal, Managing Director of Insecticides India Limited, emphasized the critical need for clarity and honesty. He said, "Communication must be completely accurate and clear for the end-user. While mass media raises awareness, farmers have the right to receive straightforward, actionable guidance on how to use products safely and effectively."

Dr. Rahul Mirchandani, Chairman and Managing Director of Aries Agro Limited, described a detailed, feedback-driven approach. He noted, "We build trust digitally through loyalty programs and, more importantly, by creating direct feedback channels from every farmer interaction. We identify, document, and share local success stories because the most effective communication is simple, clear, and based on peer validation."



Mr. Sudheer Godara, CEO of Scimplify, shared a moving story from Rajasthan. There, a farmer credited a solution with a 15-fold boost in productivity and called him a benefactor. He reflected, "This moment humbles us and shows our significant impact. It urges us to view our role in a holistic way. Our products are powerful tools. Yet, that power comes with a deep responsibility to understand and manage their entire lifecycle."

The Essential Triple-Bottom-Line: Balancing Profitability, Planet, and Prosperity

The discussion examined how to balance corporate success with ecological sustainability and improving farmers' livelihoods.



Mr. Ankur Aggarwal, Executive Chairman and Managing Director of Crystal Crop Protection Limited, addressed a common challenge in the market. He explained, "Product lifecycles have shortened dramatically. Today, a product that is moderately effective with excellent marketing often outperforms a better technical solution that fails to reach the farmer. Our industry's communication must champion the right agronomic choices, prioritizing

Mr. Anant Kulkarni, President and CEO of ICL Growing Solutions India, pushed for a focus on creating value instead of just competing. He said, "We work on understanding and solving farmers' specific problems to create real value. Communication is a means for growth, but to maintain and improve value as markets evolve, it must be based on solid, trusted results and continuous engagement."



The Collaborative Engine: Public-Private Partnerships as Drivers for Global Leadership

A significant part of the symposium focused on collaboration as a key driver for innovation and securing India's position in the global arena.



Mr. Toru Tamura, Managing Director of Bharat Certis Agriscience Ltd., introduced a three-part framework of responsibility involving excellent manufacturing, effective policy advocacy, and education for farmers. He stated, "We must guide farmers toward registered, quality products and measure their positive impacts. Strong, supportive policies and dynamic partnerships are not just important; they are essential for allowing crop protection technologies to play their crucial role in national food security."

Mr. Virendra Goswami, Country Head for India at Tessenderlo Kerley International, highlighted the strategic advantages of government initiatives. He referenced the custom use of drone technology, saying, "The Indian agro-ecological landscape requires tailored solutions. Our future lies in working together, not in competing against each other." He added an important note for global competitiveness: "To nurture a true culture of innovation and attract investment, we must show greater respect for intellectual property, patents, and trademarks, moving from imitation to authentic invention."



BRAND R.Comm: A Future-focused Platform for Ecosystem Collaboration

The leaders agreed that the BRAND R.Comm platform is a vital, neutral space for breaking down barriers between sectors. They see it as the incubator for the public-private dialogues and cross-industry partnerships they support. This collaboration is crucial for bringing stakeholders together on significant shared challenges, such as creating consistent regulatory policies, credible sustainability standards, and national, unified farmer education efforts.

Conclusion: A Strong Call for Change

The final session ended with a strong, united plea for a shift in approach. The shared vision for 2030 is an Indian agri-industry that centers its dialogue around farmers, focuses on delivering value, fosters collaboration through impactful public-private partnerships, and innovates with respect for intellectual property in order to achieve global leadership. The clear takeaway is that the future will not be shaped by individual companies competing but by an interconnected ecosystem working together, with honest and empowering communication as its core strength.

BRAND R.Comm 2025 Honours Excellence in Agri-Communication at Grand Gala Awards Night in New Delhi

New Delhi, December 5, 2025. The **third edition** of the **BRAND R.Comm Agriculture & Rural Communication Summit & Awards 2025** wrapped up successfully with a prestigious Gala Awards Night at the Holiday Inn, Aerocity, New Delhi. The event celebrated outstanding contributions to agri-communication, farmer engagement, and sustainable growth.

The evening brought together industry leaders, policymakers, innovators, and communication experts shaping agriculture's communication, perception, and adoption across India. After a heartfelt live performance by poet and motivational speaker **Dr. Varsha Singh**, the ceremony recognised excellence in two main categories: **Nomination-Based Awards** and **Jury-Based Awards**.

The awards highlighted the importance of strategic, credible, and farmer-focused communication in closing the gap between innovation and adoption. They also aimed to strengthen trust across the value chain and build resilient agri-brands.

Acknowledging Our Valued Sponsors and Partners

The success of **BRAND R.Comm 2025** was thanks to the strong support from partners and sponsors. The organising committee expressed sincere gratitude to:

Powered By Sponsor: EpiLogic

Supported By Sponsor: Novonesis

Sponsors: Momentive Performance Materials, Thakar Chemicals Ltd., AquAgri Processing Pvt. Ltd.

Registration Kit Partner: Crop Care Federation of India (CCFI)

Memento Sponsor: Agro Chem Federation of India (ACFI)

Lanyard Sponsor: CropLife India

Industry Association Partners: Biological Agri Solutions Association of India (BASAI), Bio-pesticide Industry Alliance (BIPA), National Biofuel Innovation Forum (NBIF)

Research Partner: Market Insight Consultants (MIC)

Media Partners: Fasal Kranti and Pestology

Strategic Partner: Ray Consulting, Agri Network Consultancy (ANC)

Global Partner: BioAgTech World Congress & Expo, Global BioAg Alliance

Their combined support strengthened the summit's mission to promote meaningful dialogue and responsible communication in the Indian agricultural sector.

Nomination-Based Awards: Celebrating Campaign and Corporate Excellence

The first part of the evening honoured organisations and professionals whose communication efforts have had a clear impact on rural outreach and brand trust



Company of the Year - Aries Agro Limited

Aries Agro Limited was recognised for its leadership in specialty plant nutrition and its deep, measurable impact on Indian agriculture through precision-driven, residue-free solutions. Its nationwide farmer engagement, mechanisation demos, and strong “Make in India” commitment have significantly enhanced nutrient efficiency, farmer profitability, and self-reliance.



Emerging Company of the Year - Bharat Certis Agriscience Ltd.

Bharat Certis Agriscience Ltd. was awarded for rapidly building a science-led, sustainability-focused organisation with strong manufacturing and R&D capabilities. Its innovation in novel chemistries, export excellence, and commitment to IPM and IRM practices position it as a rising force in India’s agrochemical ecosystem.



Best Outdoor Campaign - Varsha Bioscience & Technology

Varsha Bioscience & Technology earned this award for its science-led outdoor campaign that made biological solutions visible and credible at the field level. Through demonstrations, local-language communication, and rural engagement, the campaign drove strong farmer trust and adoption of sustainable practices.



Best Rural Engagement - Gencrest Bio Products

Gencrest Bio Products was recognised for its highly impactful “Khet Khilenge, Sapne Sajenge” campaign, which blended mobility, retail activation, and digital outreach. The initiative achieved exceptional reach, lead generation, and business growth while setting benchmarks in measurable rural engagement.



Best PR Campaign - Insecticides India Limited

Insecticides India Limited received this award for its innovative and high-visibility PR campaign for Torry Super. The creative storytelling, farmer-centric demonstrations, and extensive media coverage successfully transformed a technical weed-management solution into a nationwide conversation.



Best Digital Marketing Award - JU Agri Sciences

JU Agri Sciences was honoured for redefining agri-digital communication through purpose-driven, vernacular, and data-led engagement. Its integrated digital ecosystem, including the JU Anthem and hyperlocal content, set new benchmarks for scale, trust, and farmer connect.



Best Brand Campaign (TVC) - UPL SAS Limited

UPL SAS Limited won this award for its powerful and insight-led TVC campaign that successfully transitioned farmers to a superior formulation. The campaign achieved massive visibility, strong farmer recall, and complete customer migration while reinforcing brand leadership.



Best Integrated Communication Award - ICL India

ICL India was recognised for its “AgriReach 360” programme, which seamlessly integrated outdoor, on-ground, influencer, and digital channels. The initiative delivered consistent, farmer-relevant messaging that moved audiences from awareness to adoption at scale.



Best Communicator (Male) - Mr. R.K. Goyal, Verdesian USA

Mr. Goyal was honoured for his ability to simplify complex agri-science into clear, actionable insights across the APAC region. His communication leadership has accelerated adoption of nutrient-use-efficiency solutions and strengthened stakeholder confidence.



Best Communicator (Female) - Ms. Sarita Bahl

Ms. Bahl received this award for her outstanding contribution to strategic communications and public affairs across global organisations. Her ability to connect business, policy, sustainability, and reputation with clarity has delivered exceptional impact and industry recognition.



AI Leadership Excellence - Coromandel International Limited (Crop Protection Chemicals)

Coromandel International Limited was awarded for pioneering immersive VR-based farmer education in crop protection. Its innovative use of AI and virtual reality has transformed agri-learning, improved adoption, and set a national benchmark in AgriTech-driven communication.

Jury-Based Awards: Honouring Industry Leadership and Legacy

The second part paid tribute to visionary leaders whose work continues to influence the agri-input and rural communication ecosystem



NextGen Seed Award - Savannah Seeds Pvt. Ltd.

Savannah Seeds Pvt. Ltd. was recognised for advancing next-generation rice innovation through world-class breeding and research. Its focus on high-yielding, climate-resilient varieties is shaping the future of sustainable rice farming in India.



Sustainability Champion Award - Zydex Industries

Zydex Industries received this award for its breakthrough regenerative farming technologies that restore soil health and reduce chemical dependency. Its innovations have made sustainable agriculture both practical and profitable for farmers.



Growth Catalyst Award - Mr. Dinesh Singh, Reliance Industries

Mr. Singh was honoured for driving large-scale transformation in fertilizers through organic, regenerative, and circular-economy models. His leadership has empowered millions of farmers while linking agriculture with climate-positive pathways.



Shakti Award - Ms. Komal Shah Bhukhanwala, Sumil Industries

Ms. Bhukhanwala was recognised for her visionary leadership and scientific excellence in agrochemicals and biologicals. Her work has advanced sustainable, low-residue solutions while empowering farmers through knowledge and innovation.



Visionary Entrepreneur Award - Dr. Manoj Kumar Rupa, Capsber Agriscience

Dr. Rupa received this award for pioneering microbial and recombinant innovations that address soil degradation. His science-driven, farmer-centric approach has positioned Capsber as a future-ready agribiotech enterprise.



Pioneer Award - Mr. Debabrata Sarkar, MicroAlgae Solutions India

Mr. Sarkar was honoured for his pioneering contributions to microalgae-based biologicals and climate-smart agriculture. His leadership has accelerated global partnerships and positioned India as a key player in green agri-innovation.



Changemaker Award - Mr. Manoj Varshney, IFFCO-MC Crop Sciences

Mr. Varshney was recognised for leading a strategic shift toward integrated, sustainable, and farmer-centric crop solutions. His leadership is shaping IFFCO-MC into a future-ready agri-input organisation.



Policy Driver Award - Mr. Rajvir Singh Rathi, Bayer CropScience

Mr. Rathi received this award for his sustained contribution to agricultural policy, regulatory alignment, and public-private collaboration. His leadership has enabled science-led reforms benefiting farmers and the agri-input ecosystem.



Voice of the Year - Mr. Ankur Aggarwal, Crystal Crop Protection

Mr. Aggarwal was honoured for his influential industry voice and leadership in driving innovation, sustainability, and farmer empowerment. His strategic vision has strengthened Crystal's growth and shaped national conversations on responsible crop care.



The night's highest honour, the **Lifetime Achievement Award**, was conferred upon **Dr. R. G. Agarwal**, Chairman Emeritus, Dhanuka Agritech Ltd., in recognition of his decades-long contribution to India's agri-industry and unwavering commitment to farmer empowerment.

Although Dr. Agarwal could not be physically present due to a family emergency, he graciously shared his message and blessings with the audience through a special video address, which was warmly received and met with heartfelt appreciation from the gathering.

Key Recommendations to Government & Policymakers

Inaugural Session - Integrating Communication from Soil to Market

01

Make Trust-Driven Communication a Policy Pillar

Embed clear, verified, and farmer-centric communication as a core component of all agricultural schemes to prevent misinformation and improve adoption.

02

Strengthen Lab-to-Land Knowledge Transfer

Accelerate mechanisms that convert scientific research into simple, field-ready advisories, using digital platforms and local-language communication.

03

Integrate Soil Health into National Communication Strategy

Position soil health and carbon regeneration as central narratives across extension programs, exports, and sustainability policies.

04

Use Data as a Communication Tool

Leverage soil, crop, and productivity data to create actionable insights for farmers, not just reports for institutions.

05

Align Farmer Communication with Global Market Goals

Link residue-free, sustainable farming practices with export communication strategies to enhance India's global agri-brand.

06

Encourage Public-Private Collaboration in Outreach

Enable structured partnerships with industry and knowledge platforms to expand last-mile communication and farmer awareness.

Policy Takeaway

Effective agricultural growth depends not only on innovation, but also on how clearly, timely, and accurately it is communicated from the soil to the market, both locally and globally.

1st Technical Session : Soil & Seed - The Foundation of Agricultural Growth

01

Translate Soil Data into Action

Integrate Soil Health Card and ICAR datasets into a unified digital system that delivers simple, crop-specific advisories directly to farmers.

02

Prioritise Soil Regeneration

Promote long-term soil health by incentivising organic carbon restoration, biological inputs, and regenerative practices beyond input-based subsidies.

03

Design Policies for Smallholders

Expand custom hiring centres, targeted subsidies, and digital extension tools to reduce cost and risk for small and marginal farmers.

04

Simplify Seed Regulations

Move toward a “One Nation, One Seed” framework to streamline approvals, encourage innovation, and improve farmer access to quality seeds.

05

Support Responsible Biological Adoption

Ensure clear, uniform regulations for biologicals and bio-stimulants and integrate them into official agronomic recommendations.

06

Strengthen Farmer-Centric Communication

Ensure clear, local-language communication is a core part of policy rollout to facilitate accurate understanding and adoption at the farm level.



2nd Technical Session : Agri-Input Industry - Balancing Productivity with Responsibility

01

Promote Integrated Pest Management (IPM) as National Practice

Strengthen IPM adoption by formally integrating biologicals, biostimulants, and chemicals within crop protection advisories.

02

Establish Clear Economic Threshold Levels (ETLs)

Develop crop- and pest-specific ETLs in collaboration with farmers to ensure judicious and need-based pesticide use.

03

Differentiate Regulations for Bio and Chemical Inputs

Establish clear regulatory distinctions between chemicals, biochemicals, and biologicals to facilitate innovation and promote the safe adoption of these products.

04

Accelerate R&D for Sustainable Crop Protection

Incentivise research on new molecules, organic amendments, and bio-based solutions to reduce long-term chemical dependency.

05

Strengthen Farmer-Centric Communication

Mandate clear usage, dosage, and safety communication across labels, advisories, and extension platforms.

06

Leverage Distribution Networks for Last-Mile Education

Recognise distributors and dealers as key knowledge partners in responsible input usage and farmer training.

Policy Takeaway

A balanced crop protection strategy, which combines chemicals, biologicals, and effective communication, is essential to safeguard productivity, soil health, and environmental sustainability.

3rd Technical Session : Fertiliser Industry - Reimagining Nutrition

01

Adopt an Integrated Regulatory Framework

Move toward a single, harmonised regulation covering fertilisers, biologicals, and nano-nutrients to simplify adoption and innovation at the farm level.

02

Promote Nano & Customised Fertilisers

Accelerate approvals and policy support for nano, fortified, and customised fertilisers to improve nutrient use efficiency and reduce environmental impact.

03

Mainstream Biologicals in Nutrition Programs

Integrate biological inputs into official fertiliser recommendations to restore soil organic carbon and improve long-term soil health.

04

Leverage Digital Tools for Precision Nutrition

Support geotagging, plot-level data, and digital traceability to enable precise nutrient application and build trust in fortified produce.

05

Link Fertiliser Policy with Net-Zero Goals

Encourage circular models such as crop residue-to-energy initiatives and align fertiliser manufacturing with carbon neutrality targets.

06

Shift Focus from Yield to Nutrition Security

Promote fortified fertilisers and nutrient-rich crop outputs to address micronutrient deficiencies and improve national health outcomes.

Policy Takeaway

The next Green Revolution must be driven by smart nutrition, integrated regulation, biological support, and digital precision, striking a balance between farmer profitability and planetary health, as well as net-zero ambitions.

4th Technical Session : Agri-Biologicals Industry - Driving the Bio-Revolution

01

Harmonise Bio-Input Regulations

Create clear, science-based, and globally aligned regulations that distinguish between biopesticides, bio-stimulants, and biofertilizers to reduce approval delays.

02

Mainstream Biologicals in IPM Frameworks

Integrate biologicals formally within IPM and ETL-based crop protection advisories to optimise pesticide use and prevent resistance.

03

Enable Farmer-Led Adoption Models

Support local field trials, demonstrations, and peer validation to build farmer trust and accelerate the adoption of new technologies.

04

Link Biologicals with Carbon & Climate Policies

Recognise bio-inputs under carbon credit, soil carbon, and regenerative agriculture programs to connect farming with climate finance.

05

Strengthen Last-Mile Communication Channels

Pair policy initiatives with structured communication and distributor involvement to improve awareness and correct usage at the farm level.

06

Leverage the Export Potential of Residue-Free Produce

Promote biologicals as a pathway to residue-free crops and global market access, creating demand-driven adoption.

Policy Takeaway

India's bio-revolution requires regulatory clarity, farmer confidence, climate alignment, and strong communication to move biologicals from niche inputs to mainstream agricultural intelligence.

CEO Panel - The Future of Agri & Rural Communication

01

Embed Farmer-Centric Communication in Policy Design

Ensure that all agricultural policies and schemes prioritise clear, simple, and farmer-first communication, focusing on real on-the-ground needs.

02

Strengthen Public-Private Partnerships (PPPs)

Enable structured PPP models for farmer education, technology deployment, and responsible input usage.

03

Promote Trust-Based Brand and Market Practices

Encourage transparency, correct product usage, and outcome-based communication to build long-term trust with farmers.

04

Support Value Creation Over Volume Growth

Align policy incentives to reward quality, sustainability, and farmer profitability, not just product sales.

05

Protect Innovation Through Strong IP Frameworks

Enforce patent and trademark protection to encourage innovation and enhance India's global competitiveness.

06

Facilitate Industry-Government Dialogue Platforms

Support neutral platforms like BRAND R.Comm to break silos, align stakeholders, and co-create future-ready policies.

Policy Takeaway

India's agricultural future depends on farmer-centric communication, collaborative ecosystems, and trust-driven value creation, supported by strong public-private partnerships and innovation-friendly policies.

Glimpse of The BRAND R.Comm Summit & Awards 2025



Glimpse of The BRAND R.Comm Summit & Awards 2025



Glimpse of The BRAND R.Comm Summit & Awards 2025



Brands that trust us

THANK YOU



 **Snail integral**

Call : +91 9354342588, +91 8750807676

Email : info@snailintegral.com

Office : Q-170141, 14th Avenue Gaur City - 2, Noida Extension

www.snailintegral.com