multi state global conclave

AGRI CULTURE

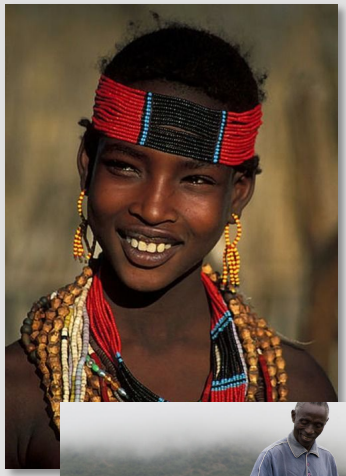
The New Age Economic Engine

Sikkim Madhya Pradesh Jharkhand Rajasthan Bihar Chattisgarh

PHD CHAMBER

PROGRESS HARMONY DEVELOPMENT

Estd. - 1905



"Cultural Landscape arises from the harmonious combination of nature and human work."

URGENT NEED TO FOCUS ON THIS EMERGING GLOBAL ISSUE

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Agri & Culture, if properly managed, can be instrumental in enhancing social inclusion, improving quality of the environment, providing social cohesion and **– on the economic side** – stimulating tourism development, creating jobs and enhancing investment climate

PHDCCI is keen to promote multi-stakeholder platforms that have a clear focus on important issues that will face the world in the foreseeable future and have a long-term impact

FAO's
Globally Important
Agricultural Heritage
Systems (GIAHS)
is referred to as
"dynamic conservation".

Rather than preserving the sites as museums honoring the past, their evolution and change continue, encompassing a holistic vision of "agri-culture".

Food and Agriculture Organization of the United Nations

Globally Important Agricultural Heritage Systems (GIAHS)

In China's rice-fish site, farmers increased income from marketing their products, and tourism increased from 2000 visitors in 2004 to 25000 in 2010.

In Algeria, work opportunities created by the project have brought young farmers back to the oases systems. Youth working and investing in the oases increased from 2 to 23 percent.

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Objective of the Conclave

To catalyze the enhancement of quality of life for rurban & rural areas by creating 'Thought leadership & Networking' platforms in the following areas:

1.	**Agricultural Protection:**	Showcase best practices in Farm 2 Fork initiatives
2.	**Cultural Preservation:**	Create Indian Cultural Platforms & connect globally
3.	**Environmental Responsibility:**	Encourage CSR in waste & watershed management
4.	**Tourism Enhancement:**	Enlarge Heritage tourism by adding agri-heritage
5.	**Economic Empowerment:**	Leverage relevant networks & market linkages of PHDCCI

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Food and Agriculture Organization of the United Nations

FSSI

EUROPEAN EXPERT NETWORK ON CULTURE (EENC)

National NBB Bee Board

NDDB National Dairy Development Board

NECTAR delivering technology, serving people

North East Centre for Technology Application & Reach

Techno-economic initiatives
Flood Modelling
Communication
Rehabilitation
TOSS
BAANS

PROPOSED STAKEHOLDERS

MINISTRY OF AGRICULTURE
MINISTRY OF FOOD PROCESSING
MINISTRY OF TRIBAL AFFAIRS
MINISTRY OF TOURISM
MINISTRY OF CULTURE
MINISTRY OF RAILWAYS
STATE GOVERNMENTS

NORTH EAST COUNCIL
DIPLOMATIC MISSIONS
With interest in the Agri, Culture & Tourism Sectors

LOCAL PSU's & BANKS
LOCAL SOCIAL SECTOR ORGs
MARKET LEADERS
INDUSTRY & PHD Members

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1. **The events will be held deep in the states with huge local inclusion and state participation.**
2. **Diplomatic representation and strategic tie-ups will be the highlights of this conclave.**

WHAT IS IN IT FOR THE STAKEHOLDERS

- Deep reach and direct penetration into stakeholder target group
- Platform for showcasing schemes, guidelines and services
- Sharing & exchange of best practices and local knowledge
- Technical sessions and roundtables to match stakeholder needs
- Networking opportunity with complementary organizations
- Broad-basing and narrowcasting on one single event platform
- Supply & Market side opportunity mapping, directly with community
- Goodwill & Connect with community for future inroads

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- It has been some 12 000 years since humans gave up their hunter-gatherer ways.
- They started to stay in one place and grew food and practiced agriculture
- They built communities, raised cultures and continue to do so. Be them Urban, Rural or Rurban.
- **Where ever humans go, or have gone, they have carried their food production methods and their culture with them.**

THANK YOU

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IDEATION STARTERS

The management of our Agri + Cultural landscape is probably best divided into three strategic lines:

- **Conservation**
- **Sustainability & development**
- **Communication**

Strategic Line 1 (Conservation)

- Bio-entrepreneurship development
- Agri-culture-tourism conflict resolution
- Protection of environmental and ethnographical heritage.
- Reforestation and endemic flora recovery
- Biodiversity and habitat program
- Unique tree & fauna catalogue
- Waste & water management
- Urban forestry stocktaking (inventory)

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Strategic Line 2 (sustainability & development)

- Creating organic gardens / orchards /farms
- Historical irrigation system maintenance
- Micro storage & preservation
- Use of historic agricultural land for heritage crops
- Peri-urban agriculture and sustainable development

Tourism and environment program.

- Route around alleys and the historical groves.
  Carriage route , Botanic route , Unique Trees route, Ornithological
- Gastronomic Tourism
- Eco-ethnological & cultural tourism

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Strategic Line 3 (Communication)

Raising awareness, education, research and communication

- Program for aspirational training of Youth
- 'Learning by Reaching' through global partnerships
- Promoting "World Heritage" trademark and GI marks
- Local expositions and traditional knowledge publications
- International programs to Conserve and preserve
- Inter-state and global cultural exchange programs
- Research and documentation