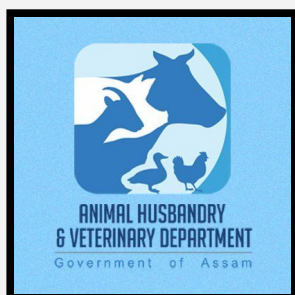


Report of B2B / B2G Meet



National Livestock and Poultry Show-2019, Guwahati, Assam

Organized by



Animal Husbandry & Veterinary Department & Assam Livestock & Poultry Corporation Ltd.

November 2019

A program organized on 9th November 2019 as a part of National Livestock and Poultry Show-2019, Guwahati



***Department of Animal Husbandry and Veterinary
Government of Assam***

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Chenikuthi, Guwahati-781003, Assam
<https://animalhusbandry.assam.gov.in/>***

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Technical collaboration



***Vet Helpline (India) Pvt Ltd
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Objective

The event held on the sideline of National Livestock and Poultry Show -2019. The objective was to engage the visiting guests, companies, NGOs, agencies, and local entrepreneurs (Individuals / Companies) in meaningful networking discussions. The goal was to achieve business to business (for B2B) and development partnerships (in the context of B2G) in critical livestock value chain related investment areas.

Scope

The event covered various sub-sectors, e.g. Dairy, Poultry, Piggery, etc. focusing on the entire value chain (from Farm to Fork).



Picture 1 Farm to Fork -Livestock value chain

Participant profile

The event was open for the following categories of participants:

- Interested investors seeking partners
- Companies in livestock linked business
- Traders /Aggregators / Trade-related private agencies
- A representative of industry associations/producer group
- Individual entrepreneurs / Startup organizations
- NGOs and other development organizations

A total of eighty-four (84)participants from different sub-sectors pre-registered for the event. However, only sixty-four (64) attended the event. Based on the information provided during registration, the participants belonged to five groups, such as Dairy, Poultry, Piggery, Goatery, and Services. Fig 1 indicates the percentage of participants in each group.

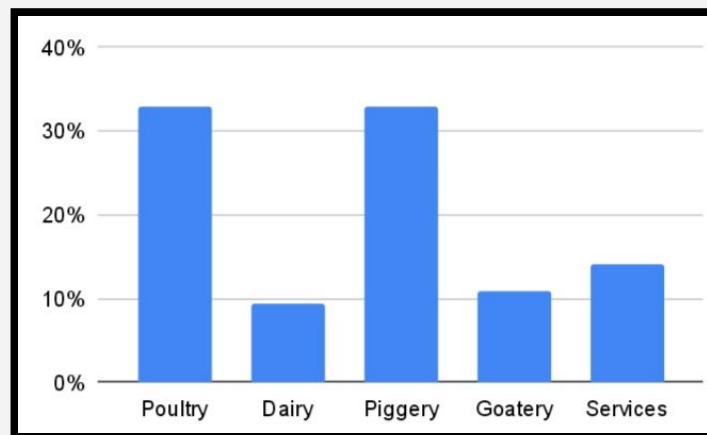


Figure 1: Sub-sector-wise participants

Limitations

The key limitation of the event was as follows:

- Limited diversity of the participants with only a few known companies/organizations from outside Assam
- A large number of participants in comparison to the facility within the venue
- Limited time availability
- Lack of time for one to one engagement with participants before the event for pre-event preparation of participant (who are not used to B2B / B2G events) and the listing of expectations thereof before the event
- Absence of sector nodal officers of the Department for interaction (B2G discussions) due to other ongoing activities concurrent with the event
- Budgetary constraints to organize networking hi-tea following the event.

Conduct of event

Participants were invited to take their seats as per sub-sector-based tables: Dairy, Feed, Goatery, Piggery, Poultry, and Services. Dr. P C Das, Director, Animal Husbandry and Veterinary, Government of Assam gave the welcome address. The coordinator then introduced other attending officers and requested participants to introduce themselves using a style as follows:

- Name and the location of the business.
- A brief account of the business and how the same different from others within the chosen sub-sector?
- Any expansion plan or a new idea?
- The kind of partnership expected, e.g., Support for aggregation, farm input procurement, marketing, joint investment, consultancy, etc.

The coordinators mapped the interest areas of each of the participants and also identified the participants/organizations who can be resourceful and can help in networking.

The coordinators then initiated and facilitated table-wise discussion as per the following guideline:

- What does the market demand?
- Any new or innovative initiative within the sub-sector? Or is there any new and emerging business opportunity /challenge?
- Any specific learning from across the country?
- The resource persons/institutions who can help?

The event concluded with the remark of Dr. P N Konwar, Senior Administrative Officer of Assam Livestock and Poultry Corporation Limited. Due to limitations, hi-tea could not be organized within the venue for the participants to further allow one to one networking. However, few participants made their effort to engage one to one.

Summary of discussion

The majority of participants highlighted market demand for quality, safety, and convenience. There are the emergence of organized efforts aimed at collective operation, aggregation of produce, and value addition.

The participants feel emerging opportunities in

1. Organized breeding operations (All sub-sectors)
2. Commercial layer farming (including aggregation, grading, and marketing of eggs produced in the backyard / free-range)
3. Custom feed milling and fodder based solutions (Using locally available ingredients and possible innovations thereof)
4. Private diagnostic and veterinary services
5. Organized skill training (for supervisory level workers)
6. Livestock based food processing
7. Value-added product retailing (including setting up of livestock product-based food joints /restaurants)
8. Livestock-based tourism.

A synthesis of participants discussions listed following as challenges/constraints in the context of livestock linked business operation within Assam:

1. The inadequate availability of good animals for commercial farming and required support services for scientific breeding.
2. The inadequate organized and collective public/industry-led efforts for disease control and inadequate last mile availability of important diagnostics and vaccines.
3. The inadequate initiatives to ensure the competitive cost of production and supply of skilled persons (both in the services sector and at a supervisory level)
4. The inadequate ecosystem support to facilitate aggregation, transportation, scaling up of production, and market share of local brands.
5. The inadequate access to different modes of finances, incubation support and inadequate investor-friendly policies
6. Price volatility both in the context of farm inputs and livestock products

7. The inadequate administrative, legal, and regulatory framework to ensure availability of land for value chain critical commercial operations, prevention of exploitation of local farmers, adherence to good farming practices, prevention of adulteration, pollution control, water use, etc.

Following are few B2G (Business to Government) ideas discussed during the interactions:

1. Private sector industry-level collaboration in notified cluster areas for the implementation of the National Animal Disease Control Program for FMD and Brucellosis (NADCP -FMD/Brucellosis)
2. Collaboration with private manufacturers/importers for last-mile delivery of Classical Swine Fever vaccines/kit for pregnancy diagnosis in cattle etc.
3. Collaboration with industry associations for research and development related feeding management and other cost control measures
4. Collaboration with industry association for cluster mapping, livestock product traceability and improved trading of live animals, e.g., goat.
5. Collaboration with a group of private veterinarians for setting up of 24x7 veterinary hospital for pet / exotic and rescued urban wild animals.
6. Collaboration with existing private diagnostic laboratories for improvement of human resource capacity and logistic arrangements related to sample collection and dispatch from interior areas
7. Private sector collaboration for quality breeding services, e.g., the supply of quality sexed semen of Indian breeds.
8. An entity with equity participation of government and local entrepreneurs for import of broiler breeder chick and setting up of broiler breeding farm for quality production of day-old chick (DoC) with competitive price
9. Private sector collaboration for market availability of fodder seeds, awareness creation on good harvesting practices, e.g., for Maize and availability of fodder based products, e.g., silage, etc.

Take away by participants

The following are few takeaways for participants of the event

- New business contacts and preliminary understanding of business/development partnerships
- New business ideas
- Various sources of information and resource points
- Learning-related to government policies and initiatives

Select feedbacks

“The government should constitute an expert committee to examine the possibility of price control on various farm inputs, retail market price and Minimum Support Farmgate Price (MSP) for livestock products to address the constraints of price volatility.”

By. Dr. Chambal Koch

"Financial institutions should be more farmer/entrepreneur friendly to encourage faster growth of the livestock industry"

By. Mr. Dibyajyoti Bhuyan

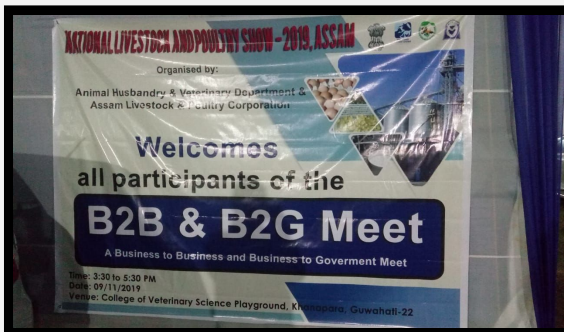
“This type of event helps in business networking and the growth of local enterprises. The government should regularly support the organization of such events.”

By. Mrs. Bornali Baruah Duwarah

List of resources shared with the participants

1. Strategy papers of Animal Husbandry and Veterinary Department
2. Government of Assam’s “Livestock Sector Investment Promotion Policy” document (to be effective from 1st Jan 2020)
3. Various publications introducing the activities of Directorate of Animal Husbandry and Veterinary and Directorate of Dairy Development.
4. Background note related to livestock sector investment opportunities in Northeast India prepared by Vet Helpline India Pvt Ltd.
5. Model Projects in livestock sector prepared by North Eastern Development Finance Corporation Ltd (NEDFi)

Glimpses of the event



List of participants

Sl. No.	Name	Sector	Sl. No.	Name	Sector
1	Rajiv Bordoloi	Piggery	33	Dr. Dwipen Baishya	Poultry
2	Pranab Milan Gogoi	Piggery	34	Dr. Pankaj Lal Gogoi	Poultry
3	Dr. Chambal Koch	Poultry	35	Pranjit Choudhury	Poultry
4	Timirbijoy Srikumar	Piggery	36	Mintu Sharma	Dairy
5	Sri Jyoti Prasad Baruah	Goatery	37	Pradip Kr. Boro	Piggery
6	Sri Prasun Rajkonwar	Dairy	38	Sandeep Sharma Mazinder	Poultry
7	Sri Manuj Sama	Poultry	39	Dibakor Saikia	Goatery
8	Mrs Bornali Boruah Duwrah	Goatery	40	Dr. Hemen Bharali	Poultry
9	Sri Chandra Sakhar Goswami	Poultry	41	Ponkaj Thengal	Goatery
10	Sri Jayant Gogoi	Services	42	Banil Rajkhowa	Piggery
11	Sri Joydat Konwar	Piggery	43	Nityajyoti Saharia	Poultry
12	Sri Kushal Deka	Poultry	44	Amitabh Mukherjee	Services
13	Dr. Deepak Goswami	Poultry	45	Linton Saikia	Piggery
14	Pinakhi puron borah	Piggery	46	Raja Ram Mohan Rao	Poultry
15	Runa Rafique	Piggery	47	Abdul Jalil	Dairy
16	Sibajit Kalita	Piggery	48	Jyotish Bora	Piggery
17	Dr. Pradyut Baruah	Services	49	Bimal Deka	Piggery
18	Dr. Amit Rabidas	Services	50	Amrit Pradan	Goatery
19	Dr Anirban Choudhury	Services	51	Pankaj Upadhyay	Goatery
20	Bibhuti Dutta	Services	52	Roshan Rai	Poultry
21	Bhupinder Singh	Piggery	53	Ruprann Barua	Dairy
22	Ashwani Dalal	Piggery	54	Dr. Lakhi Prashad Bharali	Dairy
23	Arindom Hazarika	Piggery	55	Dr. Kishor Das	Dairy
24	Anabil Goswami	Piggery	56	Dibyajyoti Bhuyan	Poultry
25	Jayanta Barman	Services	57	Putul Sonowal	Poultry
26	Dr Srimonta Sharma	Services	58	Dadul Haque Ahmed	Poultry
27	Manoj Basumatary	Piggery	59	Dhanbahadur Chetri	Poultry
28	Mrinal Bora	Piggery	60	Pradip More	Poultry
29	Madhurjya Bordoloi	Piggery	61	Dr. Raja Das	Poultry
30	Jugal Chandra Sonowal	Piggery	62	Sukhwinder Singh	Piggery
31	Abhijit Patra	Goatery	63	Dr. Pranjit Pratim Koch	Poultry
32	Dr. Partha Choudhury	Poultry	64	Dr. Monideepa Bhattacharya	Services