

SUTRA 2025

The Sustainable Trade Summit

Sourcing with Purpose:

India's Commitment to Inclusive and Sustainable Growth

EVENT REPORT





Foreword from our Global CEO

SUTRA 2025 once again brought together an incredible mix of perspectives, ideas, and partnerships – all driven by a shared vision for more responsible and resilient value chains. The conversations and collaborations that emerged reaffirm the strength of collective action in addressing the social and environmental challenges shaping our industries today.

At IDH, we believe that transformation happens when businesses, governments, and communities work together with a common purpose. SUTRA embodies that belief – it is a platform where ambition turns into action, and collaboration leads to lasting change.

Building on this momentum, we will launch the India Markets Initiative in 2026 – our new flagship to position India as a global hub for inclusive, climate-resilient, regenerative sourcing, grounded in a strong business case for gender-responsive value chains and powered by India's strengths in digital innovation and AI - to drive concrete, scalable transformation on the ground.

I am deeply grateful to our partners and teams whose continued dedication makes this possible. The momentum from SUTRA 2025 – and the journey we now begin with the India Markets Initiative – will inspire and guide our joint efforts toward a more sustainable, inclusive future.

Daan Wensing

Global CEO and Chair of the Executive Board, IDH

Foreword



Foreword from the Desk of Shri. Rohit Kansal, Additional Secretary, Ministry of Textiles

India today stands at a historic juncture – a nation deeply rooted in its traditions of craftsmanship and community, now poised to redefine what responsible growth looks like in the 21st century. Across our farms, factories, and markets, a quiet but powerful transformation is underway. It is a shift from volume to value, from extraction to regeneration, and from isolated efforts to integrated ecosystems of change. This is the promise of responsible sourcing – to make every link in our value chains reflect India's enduring commitment to inclusion, innovation, and integrity.

Responsible sourcing is not merely an ethical choice; it is an economic and strategic one. As global markets demand greater accountability, transparency, and traceability, India's strength lies in its ability to combine sustainability with scale. Our challenge – and opportunity – is to ensure that every product that carries the mark of India also carries the story of fairness, resilience, and environmental stewardship. This is how we will maintain our competitiveness while fulfilling our responsibility to people and the planet.

To achieve this vision, collaboration must be our defining approach. No single actor – government, private sector, or civil society – can solve these complex challenges alone. True transformation happens when policies, markets, and people align; when innovation is shared; and when purpose unites profit with progress.

It is in this spirit that SUTRA – and IDH's leadership behind it – represents and example of how platforms can connect farmers to financiers, brands to communities, and global ambition to local action.

As we move forward, our collective task is clear – to design models that match India's scale and ambition, driven by courage, clarity, and collaboration. Together, through SUTRA and the spirit it embodies, we can weave a new narrative of growth – one that is competitive, compassionate, and truly regenerative.

Shri Rohit Kansal

Additional Secretary, Ministry of Textiles
Government of India

Foreword



From the Country Director, IDH India

Opening SUTRA 2025, Jagjeet Kandal set the tone for two days of purposeful exchange and collective intent. He welcomed leaders from business, government, and civil society, reminding them that SUTRA—meaning “thread” in Sanskrit—represents the strength of connection and the beauty of collaboration.

He described SUTRA not as a conference but as a loom—a space where ideas, solutions, and partnerships are woven into lasting change. Reflecting on progress since SUTRA 2024, he noted how initiatives once seen as pilots are now evolving into pathways with scale, investment, and measurable outcomes.

Placing this moment within India’s broader trajectory, Jagjeet highlighted how the nation’s digital infrastructure, sustainability-linked finance, and manufacturing growth are reshaping global expectations of responsible trade. He called it “a revolution in sourcing” defined by shared accountability and inclusion.

He urged participants to go beyond dialogue—to act. Every stakeholder, he said, holds a piece of

the solution: policymakers who enable, businesses that embed impact, financiers who share risk, farmers and communities who innovate at the frontlines. He invited each participant to identify one barrier they could help remove and one action to carry forward into the next SUTRA.

He closed with a simple, powerful reminder:

“A single thread is fragile, but when threads come together, they weave strength—they weave resilience.”

— Jagjeet Singh Kandal, Country Director India, IDH



Foreword from the SUTRA Desk

Jasmer Dhingra, Director Programs, IDH India & Lead Curator, SUTRA 2025

Each year, SUTRA renews its purpose—to connect people shaping the future of India's sustainable trade. This year's theme, Sourcing with Purpose: India's Commitment to Inclusive and Sustainable Growth, captured not just a conversation but a collective conviction.

SUTRA 2025 became a space where ambition turned into alignment. From ministries and market leaders to farmer organizations and innovators, every voice contributed to reframing how sourcing can drive both equity and regeneration. The dialogue moved beyond compliance to creativity—showing that responsible trade can be profitable, inclusive, and deeply human.

India's moment is one of convergence. Its digital backbone, vibrant enterprises, and community institutions are together forging a model of growth that values both people and planet. The conversations at SUTRA reminded us that innovation and inclusion are not parallel tracks—they are twin engines of resilience.

What makes SUTRA distinct is its continuity. Each edition carries the wisdom of the last and the ambition of the next, tying together ideas, institutions, and

individuals into a common journey. In 2025, we saw intent translate into portfolios, pilots evolve into platforms, and aspirations mature into accountability.

As we look ahead, our task is clear: to keep deepening the connections between farmers and financiers, between policy and practice, between markets and nature. For it is only when these threads intertwine that India's sourcing story becomes truly transformative.



SUTRA is not an end—it's an ongoing weave of purpose. The next chapter begins now, written together through every action, every alliance, and every act of courage toward a more just, regenerative future.”

**—Jasmer Dhingra, Director Programs,
IDH India & Lead Curator, SUTRA 2025**

Foreword



Event Overview

Hosted by **IDH**, SUTRA 2025 served as India's premier platform for driving dialogue, partnerships, and action toward ethical, sustainable, and inclusive sourcing. In its third edition, the summit brought together **600+ leaders** from government, business, finance, and civil society under the theme "**Sourcing with Purpose: India's Commitment to Inclusive and Sustainable Growth.**"

Over two impactful days, the event showcased innovations in regenerative agriculture, climate-smart supply chains, and ESG practices, while enabling strategic networking, B2B/B2G engagement, and global collaboration.

SUTRA 2025 was more than a summit, it became a movement that reinforced India's commitment to embedding sustainability and equity across sourcing systems, paving the way for a fairer, greener, and more resilient future.

 **600+**
Participants

 **65+**
Speakers

 **13**
Sessions

 **10**
Exhibitors at our SEC

 **20+**
Partners



Session

From Soil to System: Reflections from India's Farm Frontlines

Farmers across India are proving that regeneration begins in the soil and grows through solidarity.

The opening session of SUTRA 2025 – “From Soil to System” – set the tone for the summit by turning the spotlight on India’s true changemakers: smallholder farmers who are shaping the country’s sustainable sourcing story from the ground up. The discussion moved beyond challenges to highlight **how innovation, inclusion, and resilience are being redefined by India’s farm frontlines**.

From the organic tea fields of Assam to women-led millet collectives in Karnataka and farmer-producer networks in Madhya Pradesh, the panel embodied the spirit of “India at work” – quietly transforming agriculture into a system rooted in self-reliance, regeneration, and equity.

Their stories revealed that climate resilience is not a distant goal, but a lived reality – visible in practices like intercropping, soil health restoration, biodiversity conservation, and seed sovereignty. Women’s groups, in particular, emerged as powerful agents of change – building community seed banks, linking traditional knowledge to enterprise, and demonstrating that regeneration and entrepreneurship can coexist.

A key takeaway was that **farmers are no longer mere cultivators; they are innovators, ecosystem stewards, and system leaders**. Their collective leadership signals a paradigm shift – from dependency to co-creation, from short-term productivity to long-term resilience. The session

underscored that **India’s transition from soil to system will depend on scaling these local solutions through trust, collaboration, and inclusive markets**.

Panelists:

- a. **Madhurima Gogoi**, Tea Agri-preneur, Assam
- b. **Bibi Jan, Founder**, Bibi Fatima Women’s SHG Head, Karnataka
- c. **Puttaswamy Gowda**, Coffee Lead Farmer, Karnataka
- d. **Yogesh Dwivedi**, CEO, Madhyabharat Consortium of Farmers Producer Company Limited

Moderator: Biswajit Behera, Associate Director, Palladium India

Key Insights:

- **Farmers are central to climate action** – as innovators, not beneficiaries.
- **Climate adaptation begins at the farm level** – with indigenous knowledge and regenerative practices.
- **FPOs are crucial bridges** between local innovation and market systems.
- **Collaboration and inclusion** are the true levers for sustainable sourcing.



“We conserve 350 desi seed varieties because our soil remembers what sustainability means.”

— Bibi Jan



“When women lead, sustainability becomes a household habit — not just a farming technique.”

— Madhurima Gogoi



“Our farmers don't need sympathy; they need systems that value their knowledge and pay them fairly”

— Yogesh Dwivedi

Session **Commons, Climate and Capital: Aligning Business with Landscape Resilience**

**Restoring India's commons is becoming the
smartest investment in climate, community, and
competitiveness.**

This session explored one of SUTRA 2025's most powerful ideas – that nature is the most important supplier and that aligning commons, climate, and capital is essential for India's long-term sourcing resilience.

The discussion reframed capital as more than finance – as leadership, design, and trust. From ITC's "farm-farming-farmer" model linking livelihoods and landscapes, to Laudes' multi-country Regenerative Production Landscape Collaborative, the session spotlighted how blended finance and shared governance can scale climate resilience. Black Baza Coffee's biodiversity-linked sourcing showcased how business and ecology can coexist authentically, while Meghalaya's model of community-owned resources demonstrated government as an enabler, not a controller. Arief Rabik's vision for Bamboo Commons showed how local genius and capital sequencing can transform "unbankable" landscapes into investable, community-led ecosystems.

The session's deeper message was clear: India's green transition will be determined by how it restores its commons – water, soil, and forests – through partnerships that embed equity and ecology into the core of business. True collaboration, as the moderator concluded, does not mean uniformity – it means each actor playing their part toward a shared regenerative goal.

Panelists:

- a. **Dr. Arshiya Bose**, Founder, Black Baza Coffee co
- b. **Litul Baruah**, Senior Programme Manager, Laudes India
- c. **Prabhakar Lingareddy**, Executive Vice President & Head- Social Investments, ITC Limited
- d. **Wankit K. Swer**, General Manager, Meghalaya Basin Management Authority
- e. **Arief Rabik**, Executive Director, Bamboo Village Trust

Moderator: Pooja Trivedi, Anchor; Markets Pathway-Common Ground (Vrutti)

Key Insights:

- Capital must be redefined as social, ecological, and moral – not just monetary.
- **Regenerative landscapes** thrive when private sector, policy, and communities co-own the agenda.
- **Biodiversity and livelihoods** are inseparable; healthy ecosystems sustain equitable markets.
- **Collaboration is orchestration** – not uniformity.



“We must move from crop-based to ecosystem-based thinking – resilience is not built field by field, but landscape by landscape.”

— Lilit Barua



“We must look at lives and landscapes together – because one cannot thrive without the other.”

— Prabhakar Lingareddy



“Farmers are geniuses – socially, ecologically, and spiritually for their landscapes.”

— Arief Rabik

Session

Inclusive by Design: Embedding Smallholders in Modern Procurement Models

Inclusive sourcing is emerging as the new business model—where equity drives efficiency and resilience alike

The Inclusive by Design session at SUTRA 2025, brought together a dynamic mix of corporate and agri-business leaders to explore how responsible sourcing can move from rhetoric to reality by integrating India's 126 million smallholder farmers into resilient, future-ready supply chains.

The conversation moved beyond compliance checklists to the why and how of inclusion. HUL's regenerative programs in tea and coffee demonstrated that sustainability is no longer a CSR aspiration but a business imperative, as smallholders now produce over 60% of India's output in both crops. Arya.ag showcased how tech-led Smart Farm Centres—many of them women-managed—combine digital traceability with financial and warehousing services to make farming market-led and self-sustaining. McCormick's "Grown for Good" initiative highlighted the importance of simplifying global sustainability standards into farmer-friendly language, while DS Group brought candour on the pricing dilemma—how to make direct procurement viable without eroding farmer or corporate margins.

Across the board, a shared insight emerged: inclusion must be by design, not default. Partnerships, fair contracting, traceability, and co-created market standards can convert smallholder engagement into a competitive advantage.

The discussion underscored that purpose-led procurement isn't about paying more—it's about paying fair and building systems where every actor, from farm to factory, gains value.

Panelists:

- a **Dr. Poonam Pandey**, Senior Manager Sustainability, McCormick Global Ingredients Ltd
- b **Prabhakant Jain**, GM & CSR Head, DS Group
- c **Mandeep Singh Tuli**, Head of Foods Procurement, India and Pakistan Turkey Arabia Bangladesh, Hindustan Unilever Limited
- d **Shenoy Matthew**, Chief Sustainability Officer, Arya.ag

Moderator: **Sagarika Bose**, Regional Head – CSR, India and APAC, SAP

Key Insights:

- **Smallholders** are indispensable for food and commodity security; inclusion is a business necessity.
- **Regenerative agriculture**, technology, and traceability are reshaping corporate sourcing.
- **Responsible contracting** must balance fairness with financial viability.
- **Multi-stakeholder** partnerships are the only path to scale resilient supply chains.



SUTRA 2

Sustainable Trade S
October 8th & 9th, 2025 | Le Mé
Sourcing with Pur
India's Commitment to Inclusive and Sustai
Conceptualized and Hosted by: idh transforming markets



“We have to make climate-resilient farming market-led — it must pay for itself, not run on grants.”

– Shenoy Mathew, Arya.ag



“The FPO must learn to compete at market price — only then is the supply chain truly sustainable.”

– Prabhakant Jain, DS Group



“On one hand you're improving farmer incomes, and on the other you're securing your premium supply — it's a clear win-win.”

– Mandeep Singh Tuli

Session

Building Resilient Dairy Systems: Future Technology and Blended Finance for India's Dairy Revolution

A new generation of digital tools and blended finance is redefining how milk, markets, and livelihoods flow together.

The discussion reimagined milk as a digitally traceable, climate-aligned, and women-led asset class. Central to this vision was Reproof – a blockchain-powered, patent-pending platform positioned as the technological sutradhar of India's dairy revolution. Reproof enables full traceability and real-time oversight across breeding, productivity, finance, and carbon impact – turning the informal dairy economy into a verifiable, investable system. By linking artificial insemination records, animal health data, milk testing, and payment milestones, it builds digital trust between farmers, financiers, and markets.

The session's standout message was that resilience lies in integration – of genetics with germplasm innovation, of blended finance with traceability, and of technology with local intelligence. Through projectized lending, AI-based cattle identification, and circular models linking biogas, fodder, and carbon credits, dairy can become India's next regenerative growth story.

Ultimately, the panel called for a new social contract – one where farmers evolve into climate-smart entrepreneurs, women lead digital cooperatives, and platforms like Reproof anchor a dairy economy that is data-rich, equitable, and globally competitive.

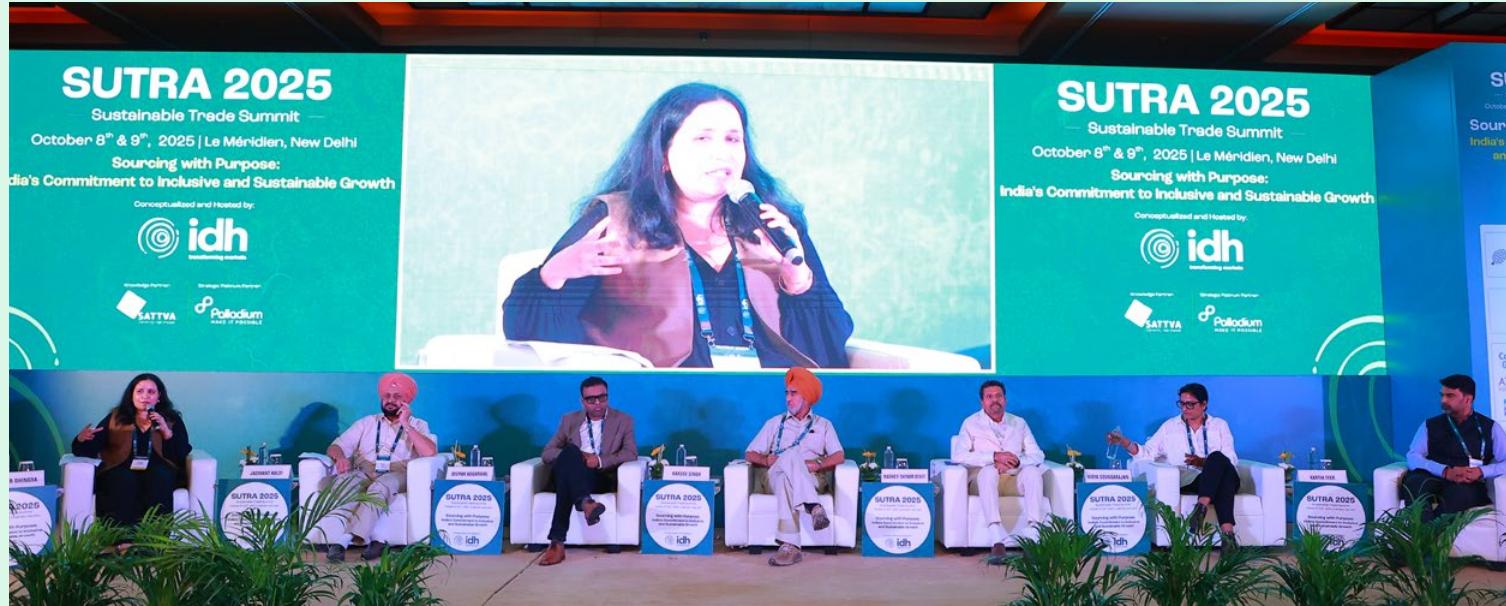
Panelists:

- a **Radheshyam Dixit**, Founder and Chairman, Ananda Dairy
- b **Deepak Agarwal**, Co-Founder, Co-CEO and CFO, Moneybox Finance Limited
- c **Jaswant Kalsi**, Chief Operating Officer, Centre of Excellence for Dairy Skills in India
- d **Vidya Soundararajan**, Founder and CEO, Eyekym Risk Resolutions
- e **Karthik Iyer**, Founder and CEO, Human Ventures

Moderator: **Jasmer Dhingra**, Director Programs India, IDH

Key Insights:

- **Germplasm improvement**, traceability, and technology are key to climate-positive productivity.
- **Blended finance and digital verification** can make dairy investable, de-risked, and scalable.
- **Capacity building** for AI technicians and local youth can bridge science with practice.
- **Circular dairy ecosystems** link milk, energy, carbon, and employment for holistic resilience.



“Germplasm is not science for science’s sake – it is the foundation of nutrition, trust, and farmer prosperity.”

– Radheshyam Dixit, Ananda Dairy



“Money has no emotion – the moment data proves reliability; capital will flow to dairy.”

– Karthik Iyer, Human Ventures



“Farmers are innovative – but our skilling systems must now match their pace.”

– Jaswant Kalsi, Centre of Excellence for Dairy Skills in India



Workshop **Beyond Cost:** **The Business Case for Social Procurement**

The Beyond Cost workshop at SUTRA 2025, moderated by Sattva Consulting, brought together business leaders and sustainability practitioners to unpack how inclusive procurement can be a source of competitiveness—not just compliance. The discussion explored how companies are embedding inclusion, fairness, and traceability into their sourcing models to build resilient and socially responsible supply chains.

Panelists agreed that inclusive procurement is not about philanthropy; it's about performance. It is the next frontier of ESG, integrating fairness and human dignity into the DNA of supply chains. The session reframed procurement as a lever for both risk reduction and value creation: 60% of global supply chain disruptions stem from social or environmental causes, making inclusion an operational necessity, not an ethical afterthought.

Speakers emphasized that true inclusion means protecting, not displacing, informal and marginalized workers as efficiency and automation rise. They stressed that smallholder farmers, waste pickers, and women must not be excluded by modernization but integrated through fair value sharing, gender-sensitive contracting, and grievance redressal mechanisms. Discussions also addressed

the persistent “premium and patience gap”—farmers and enterprises investing in sustainability need price premiums and long-term commitments, but companies often hesitate to provide them.

Yet, encouraging examples emerged of CSR evolving into strategic ecosystem investment, of data being used to understand farmer livelihoods holistically, and of FPOs creating direct traceability and cost savings. The takeaway was clear: inclusive procurement is not just about who we buy from, but how responsibly and equitably value is distributed across the chain.

Hosted By: Aarti Mohan, Co-founder and Partner, Sattva Consulting

Key Insights

- **Inclusive procurement** is a business strategy for de-risking, not a CSR add-on.
- **The future of ESG lies** in fair value distribution and worker inclusion.
- **“Patient capital”** is needed to sustain behavioral shifts toward sustainability.
- **CSR is moving from charity** to ecosystem-building for inclusive markets.



“Inclusive procurement is not about cost—it’s about shared value.”

– Workshop Participant

“Sustainability is a behavioral shift, not a technology plug-in. It needs patient capital and consistent commitment.”

– Panel Contributor



Session

Blindspots to Blueprints: Building Climate-Ready Manufacturing Systems

India's industries are turning their blind spots into blueprints, transforming upstream emissions into opportunities for circular, net-zero growth.

Blindspots to Blueprints, delivered a fitting crescendo – a look at how India's manufacturing sector can shift from climate ambition to climate action.

The session began by confronting the blindspots of global industry: every year, 5.1 billion trees are cut, 500 million tons of crop waste burned, and 60 percent of clothing discarded within a year – hidden costs embedded deep in supply chains. Nicole called for a materials revolution, where agricultural residues and waste textiles replace forest-derived fibres, creating low-carbon, circular industries that can generate rural jobs and cleaner skies.

Taking that vision into manufacturing reality, Nandagopal's Future Forward Factory offered a practical blueprint for decarbonising India's 45,000 textile mills, combining renewable energy, process innovation, and blended finance. Demonstration mills, he argued, can act as catalysts – proving that deep emission cuts and business viability can go hand in hand.

The panel moved the focus from ambition to the agency. Collaboration emerged as the common denominator – between innovators, financiers, manufacturers, and policymakers – to build a just, inclusive transition. India's industrial sector, the speakers agreed, has the potential not just to reach net zero, but to model fair zero – where every

tonne of carbon reduced also strengthens jobs, skills, and shared prosperity.

Keynotes:

- a **Nicole Rycroft**, Founder and Executive Director, Canopy
- b **E. Nandagopal**, Director- Climate & Energy Practice, Grant Thornton Bharat LLP

Panelists:

- a **Snehit Kumar**, Chief Manager - Corporate Sustainability, Arvind Limited
- b **Raj Kumar**, Impact Investment Consultant, Agri3 Fund and Navaka Social Business Fund
- c **Vivek JM**, Environmental Policy and Resource Efficiency Advisor, GIZ

Moderator: **Anjali Krishnan**, Senior Manager Circularity & Decarbonization, IDH

Key Insights:

- Diversifying material inputs is a business continuity strategy, not just a climate imperative.
- The next industrial revolution will be circular – fueled by waste, data, and design.
- Decarbonization must embed just transition principles – jobs, skills, and equity.
- India can lead the next-gen material revolution by linking waste, innovation, and livelihoods.



“Every 24 hours, 2.5 million trees fall to feed our supply chains – it’s time to rewrite that equation.”

– Nicole Rycroft, Canopy



“Future-forward factories prove that innovation and viability can coexist – if we collaborate.”

– E. Nandagopal, Grant Thornton Bharat



“We must move from net zero to fair zero – where decarbonization creates jobs, not displacement.”

– Vivek JM, GIZ

Workshop

Beyond Compliance: Strategic CSR Pathways for Responsible and Climate-Resilient Sourcing

India's companies are transforming CSR from a legal obligation into a long-term strategy for inclusion and climate resilience.

The discussion reframed Corporate Social Responsibility (CSR) as a strategic lever for responsible sourcing and long-term supply chain resilience. With India's annual CSR corpus crossing ₹1 lakh crore, the discussion urged companies to move beyond transactional philanthropy and use CSR capital to future-proof sourcing ecosystems, strengthen farmer institutions, and embed equity and climate resilience into the value chain.

The panel showcased how forward-looking businesses are linking CSR with core procurement priorities. Arvind's "Earning, Education, and Environment" model ties its cotton supply chain to regenerative practices, fair wages, and women's economic participation. Lupin demonstrated how a healthcare company can strategically deploy CSR for water stewardship, farmer productivity, and livelihood diversification—building resilience in its agricultural sourcing base. Sehgal Foundation emphasized how corporate partnerships, when rooted in local ownership, can accelerate regenerative agriculture, strengthen FPOs, and create shared value between producers and buyers.

The discussion highlighted that CSR, when designed with a sourcing lens, can become the R&D arm of responsible business—a space to pilot innovations in traceability, regenerative practices, and gender-intentional engagement

before mainstream adoption. The next decade of CSR, the panel agreed, will belong to companies that integrate people, planet, and procurement into a single purpose-driven strategy—turning compliance into competitive advantage.

Panelists:

- a. **Niraj Kumar Lal**, Group Head – CSR, Arvind Limited & CEO – Arvind Foundation
- b. **Tushara Shankar**, Head CSR, Lupin Ltd & LHWRF
- c. **Anjali Makhija**, Trustee & CEO, SM Sehgal Foundation

Moderator: : **Srikrishna Murthy**, CEO & Co-Founder, Sattva Consulting

Key Insights

- CSR can de-risk supply chains by strengthening sourcing ecosystems at origin.
- Strategic alignment of CSR with procurement drives inclusion and climate adaptation.
- Women-led and regenerative programs create long-term social license and supply stability.
- The future of CSR lies in co-investment models—where business growth and community resilience are mutually reinforcing.



“CSR is the R&D lab for responsible sourcing—it’s where business tests the future it wants to scale.”

— Srikrishna Murthy, Sattva Consulting



“True resilience comes when farmers, factories, and brands share the same prosperity equation.”

— Niraj Kumar Lal, Arvind Limited



“When CSR is tied to sourcing, it delivers impact that is both measurable and market relevant.”

— Tushara Shankar, Lupin Ltd

Session

Investing in Intelligence: How AI is Reshaping Agriculture's Future

AI is transforming India's farms from data-poor to decision-rich, turning information into dignity and resilience for millions of growers.

At SUTRA 2025, the session *Investing in Intelligence* brought together global tech leaders, policymakers, and agribusiness innovators to explore how Artificial Intelligence (AI) is redefining the future of Indian agriculture – from data to decision, and from pilot to scale.

The conversation highlighted India's unique readiness for an AI-powered agricultural revolution – enabled by its digital public infrastructure (Aadhaar, UPI, ONDC) and a growing ecosystem of public–private collaboration. Google and the World Bank's open network pilot in Uttar Pradesh demonstrated how "agentic AI" can deliver real-time, hyperlocal advisories – linking weather data, satellite imagery, and market prices to a farmer's WhatsApp or voice interface. This fusion of AI with trust is transforming advisory, insurance, and procurement systems into tools for equity and scale.

Panelists showcased the breadth of innovation already underway: ITC's AI-driven crop calendars and "Crop Doctor" are empowering millions of smallholders; Kshema's AI underwriting model enables insurance payouts within hours; Wadhwani AI's co-created models embed accountability into algorithmic design; and Reliance Foundation's "phygital trust network" demonstrates how data and empathy together drive inclusion.

The session's central message was clear: India's agricultural transformation will not be led by technology alone, but by the intelligence of collaboration – where AI becomes an amplifier of

human intention, building systems that are as inclusive as they are intelligent.

Masterclass By:

- a **Dipika Prasad, Product Lead** - Digital Public Infrastructure, Google Cloud
- b **Yuvraj Ahuja**, Digital Agriculture Consultant, World Bank Group

Moderator: Michael Minkoff, Director Business Development, Athena Infonomics

Panelists:

- (a) **Mayur D. Gohil**, Vice President, ITC MAARS
- (b) **Rajesh Nani Dasari**, CEO, Kshema General Insurance
- (c) **Sonali Ghike**, Senior Program Manager, Agriculture, Wadhwani AI
- (d) **S. Senthilkumaran**, Head, Platforms & Applications, Reliance Foundation

Moderator: Deepa Karthikeyan, Co-Founder & Partner Athena Infonomics

Key Insights:

- India's digital public infrastructure gives it a global edge in AI-enabled agriculture.
- Open networks and interoperability lower costs and bridge public–private innovation.
- AI adoption must balance efficiency with ethics, privacy, and farmer trust.
- The future of AI in agriculture is phygital – blending technology with human touch.



“AI is not the answer — it’s an amplifier of human intention.”

— Dipika Prasad, Google Cloud



“When technology meets trust, farmers move from data users to data owners.”

— Yuvraj Ahuja, World Bank Group



“Every claim we pay in hours proves that AI can make fairness faster.”

— Rajesh Nani Dasari,
Kshema General Insurance

Session

Transforming India's Palm Oil Story – Balancing Growth, Self-Reliance and Sustainability

India is rewriting the palm-oil story by proving that self-reliance and sustainability can grow from the same tree.

The conversation marked a strategic shift in tone – from defence to design. India's palm oil story is being reimagined not as a catch-up narrative, but as a chance to build a sustainability-first model from the ground up.

With 100% of India's oil palm grown by smallholders under a transparent, government-backed framework, the country is uniquely positioned to achieve food security without compromising forests, fairness, or climate goals.

Panelists agreed that sustainability need not be imported; it can be innovated locally. An India-specific framework – simple, digital, and incentive-based ("as easy as UPI") – could make traceability and certification accessible even for the smallest farmer. Meanwhile, the sector's circular economy potential is already visible: 99% green energy in milling, zero-waste valorisation, and rising adoption of regenerative practices.

Speakers called for an India-specific sustainability standard, simple, tech-enabled, and incentive-driven – "as easy as UPI" – to ensure traceability without burdening farmers. The conversation reframed palm oil's narrative from controversy to climate opportunity: a high-yield, circular, and versatile crop that can strengthen livelihoods, reduce import dependency, and position India as a responsible producer in global markets.

The takeaway was clear – With palm oil already meeting 60% of India's edible oil demand, domestic expansion under the National Mission on Edible Oils – Oil Palm (NMO-OP) presents a once-in-a-generation opportunity to design a low-carbon, farmer-led, and globally credible model.

Panelists:

- a. **Sanjeev Asthana**, CEO, Patanjali Foods
- b. **Dr. Bhavna Shah**, Deputy CEO, N K Proteins Pvt. Ltd., Vice President, IVPA
- c. **Saugata Niyogi**, CEO, Godrej Agrovet – Oil Palm Division
- d. **Ashwin Selvaraj**, Deputy Director, RSPO India

Moderator: **Vudit Ajmera**, Senior Manager, IDH

Key Insights:

- India can leapfrog older models by embedding sustainability in policy and practice from inception.
- Sustainability is now an economic advantage, not a compliance burden – driving efficiency, investor confidence, and global competitiveness.
- Technology is the missing bridge – digital traceability and credit models can democratize certification.
- Domestic production is low-risk and high-reward – positioning India to claim premium markets for responsibly sourced palm oil.



“Climate change is not knocking on our door anymore – it’s already sitting in our living room.”

– Bhavna Shah, IVPA



“Sustainability in India is not a challenge, it’s an opportunity – we can design it right from day one.”

– Sougata Niyogi, Godrej Agrovet

“Sustainability isn’t just good ethics – it’s good business.”

– Sanjeev Asthana, Patanjali Foods

Session Leadership in Transition – Rethinking Governance and Social Impact in the ESG Era

India's boardrooms are discovering that true leadership in the ESG era isn't about compliance—it's about conscience, courage, and creating value that endures beyond profit.

As ESG (Environmental, Social, and Governance) shifts from a voluntary framework to a cornerstone of modern enterprise, this pivotal SUTRA 2025 session asked a hard question: Is ESG in India truly driving transformation—or merely meeting compliance checklists?

Dr. Beena opened with a clarion call for true ESG maturity—a model where profit, policy, and purpose are no longer in tension but interwoven into a shared accountability framework. She argued that boardroom commitment, corporate culture, and leadership integrity—not regulations alone—determine whether ESG becomes performative or transformative.

Mollshree highlighted the “last-mile disconnect” between corporate declarations and supply-chain realities, warning that ESG in India risks becoming ornamental without continuous feedback loops and worker-level accountability. She called for governance that measures value creation across the full ecosystem, not just the boardroom.

Vishwa urged companies to reframe ESG through three anchors: risk management, resilience, and value creation. He underscored the potential of the Business Responsibility and Sustainability Report (BRSR) as a blueprint for institutionalising transparency and resilience—and advocated lighter, adaptive frameworks for MSMEs, which make up the foundation of India's supply chains.

Prabhakar added that the next phase of ESG leadership must rest on trusteeship, transparency, and strategic foresight. He cautioned that without internal ESG capacity and board-level literacy, corporates risk treating sustainability as a project rather than a philosophy.

The session concluded that India's ESG transition will succeed only when conscious capital replaces compliance capital—when sustainability becomes a competitive advantage rooted in equity, ethics, and evidence-based governance.

Chair: Dr. M. Beena, IAS, Textile Commissioner, Office of the Textile Commissioner and Development Commissioner (Handlooms), Ministry of Textiles, Gol

Panelists:

- a. **Mollshree Garg**, Managing Partner, ERM
- b. **Prabhakar Lingareddy**, EVP & Head- Social Investments, ITC Limited
- c. **Vishwa Bhattacharya**, Director, Global Sustainability, Tata Consumer Products

Moderator: Manish Shankar, Director, Palladium India

Key Insights:

- **From Checklists to Compass:** ESG must evolve from a compliance checklist to a compass guiding corporate behaviour and investment priorities.
- **From Boardrooms to Backyards:** Impact must flow through every tier of the supply chain, not remain an elite conversation.
- **From CSR to Strategy:** Sustainability should move from peripheral spending to core value creation.
- **From Risk Mitigation to Reputation Building:** Transparent governance is now the most durable form of corporate capital.
- **From Regulation to Culture:** India's edge will come from embedding trusteeship and responsibility into business DNA—not waiting for mandates.



“Corporates must move beyond profit and compliance to embrace social good as a central tenet of business.”

– Dr. M. Beena, IAS, Ministry of Textiles



“ESG can’t remain a boardroom conversation—it must cascade into every link of the value chain.”

– Mollshree Garg, ERM

Report Launch

From Risk to Resilience: The Business Case for Addressing Gender- Based Violence in Agricultural Value Chains

When workplaces become safe and inclusive, supply chains become stronger, communities more stable, and businesses more profitable.

Launched at SUTRA 2025 by IDH India, the report From Risk to Resilience redefines gender-based violence (GBV) as a strategic business issue — one that directly affects productivity, innovation, and profitability. Drawing on evidence from the Women's Safety Accelerator Fund (WSAF), lead author Manisha Majumdar highlighted that GBV extends beyond physical harm to include biases, unequal relationships, and everyday practices that silently erode workforce potential. Globally, GBV costs businesses an estimated \$1.5 trillion annually, while in India's tea estates, the WSAF demonstrated how addressing safety reduced absenteeism by 3%, increased productivity, and boosted revenue by up to 7%. The report offers data-driven proof that gender equality is not an expenditure but an investment in people, performance, and sustainable business growth. Its central message: creating

safe, inclusive workplaces is not philanthropy — it is the foundation of resilient, future-ready supply chains.

Key Insights:

- **Beyond Ethics:** Addressing GBV enhances productivity, retention, and supply-chain stability.
- **Hidden Costs, Visible Gains:** Unchecked bias and violence drain innovation; equality multiplies it.
- **From Compliance to Competitiveness:** Equality and safety strengthen brand credibility and ESG outcomes.
- **Invest in Resilience:** Every rupee spent on workplace safety returns multiple times in loyalty and growth.



From Risk to Resilience:

The Business Case for Addressing
Gender-Based Violence in Agricultural
Value Chains

Scan to Download the Report !



**“Addressing gender-based
violence isn’t just compliance
— it’s smart business.”**

— Manisha Majumdar, Lead Author

Session: **Inclusive Tech, Resilient Farms – Unlocking Agritech for Women in Agriculture**

India's agritech revolution will not succeed through algorithms alone – it will thrive when innovation speaks in women's voices and works for their realities.

At SUTRA 2025, the session Inclusive Tech, Resilient Farms spotlighted a central truth: India's agricultural transformation will not be powered by technology alone, but by the inclusion of the 41% of its workforce who are women. The discussion reframed inclusion not as charity, but as strategy. From AI-driven advisory systems to IoT-based traceability and women-led Farmer Producer Organizations, panelists highlighted models that combine technology with agency. Sapna shared Microsoft's Farm of the Future model in Baramati, where voice-based, local-language advisories boosted yields by over 40%. Ranjith underscored how digitizing dairy chains revealed women as reliable agents of transparency and reinvestment. Marije emphasized that "purposeful sourcing" must embed gender equity and community resilience into procurement, while Devi called for co-ownership and design innovation to overcome systemic gender barriers in mechanization.

Nishant provided evidence that women's participation in farm decision-making consistently raises productivity and income, reaffirming the business case for gender intentionality. Collectivization, gender-balanced datasets, and digital public infrastructure that reflects women's realities emerged as recurring priorities.

The session concluded with a bold proposition: if technology is the enabler, women must be the architects of agricultural resilience. Inclusive innovation, supported by philanthropy, data integrity, and intentional design, can redefine not just who benefits from agritech – but who builds it.

Panelists:

- a. **Sapna Nauhria**, Industry Director, Microsoft
- b. **Marije Boomsma**, Global Director Strategy & Insights, IDH
- c. **Devi Murthy**, Business Development Advisor, Shell Foundation
- d. **Nishant Gupta**, Social & Environmental Impact Advisor, Walmart Foundation
- e. **Ranjith Mukundan**, CEO, Managing Director & Co-founder, Stellapps Technologies

Moderator: Shreejit Borthakur, Lead- Agritech, C4IR India, World Economic Forum

Key Insights:

- **From Inclusion to Intention:** Gender equity must be a core design principle of agritech, not a retrofit.
- **From Data to Dignity:** Bias-free, gender-balanced datasets are key to equitable AI and digital services.
- **From Access to Agency:** Collective ownership models can unlock capital, confidence, and scale.
- **From Philanthropy to Proof:** De-risking early innovation accelerates business adoption of gender-inclusive tech.



“Women are not just the users of technology – they are the innovators of resilience.”

– Marije Boomsma, IDH



“AI speaks a different language until it learns to listen in hers.”

– Sapna Nauhria, Microsoft



“Inclusive design isn’t charity; it’s smart engineering for a fairer future.”

– Devi Murthy, Shell Foundation

Workshop: **Barriers to Breakthroughs – Co- Creating a Financing Roadmap for Inclusive Supply Chains**

India's next financial revolution will be built not on collateral, but on confidence – where capital flows to trust, resilience, and impact across inclusive supply chains.

The Barriers to Breakthroughs workshop convened an exceptional cross-section of capital innovators to unpack how capital can move from the margins of sustainability to the mainstream of inclusion.

The conversation began with a fundamental shift in framing: capital is not scarce – confidence is. India's agri- and textile-linked SMEs, FPOs, and social enterprises are struggling not for intent but for instruments – cash-flow financing, blended funds, and patient capital that recognise risk differently. Speakers argued that traditional collateral-based lending systematically excludes those creating the most impact. Rajesh Jain emphasised that trust and data, not just assets, should define creditworthiness.

Arindom Datta mapped the investment continuum – from grant to venture to equity – and argued that sustainability should be treated as an innovation sector where impact and growth coexist. Vivek Sinha highlighted the catalytic role of the GAP Fund in building investable FPOs through capital expenditure and technical assistance, bridging the “first-loss” gap that keeps rural enterprises unbankable. Vishal Dev introduced WWF's climate-risk and biodiversity-risk filters, tools that help financiers integrate nature and climate metrics into lending decisions. Nilotpal Pathak underlined the power of cash-flow-based and buy-back-linked lending as the next frontier for inclusive finance.

The session's message was clear: inclusive capital must now move from risk aversion to risk intelligence. By blending finance, technology, and nature-linked risk analytics, India can design a new class of financing – one that funds not just assets but adaptation, not just profits but purpose.

Panelists:

- a. **Vivek Sinha**, Team Lead-Fund Manager, Access GAP
- b. **Vishal Dev**, Director - Sustainable Business, WWF India
- c. **Arindom Dutta**, Venture Partner, Omnivore
- d. **Nilotpal Pathak**, Partner - Sagacia Growth Partners

Moderator: Rajesh Jain, Co-founder & President-Partnerships, Ayekart

Key Insights:

- **From Risk to Resilience:** Financial innovation must recognise smallholders and MSMEs as resilient assets, not high-risk borrowers.
- **From Collateral to Credibility:** Digital traceability and transaction data can replace physical collateral in credit assessment.
- **From Climate Cost to Capital Catalyst:** Nature and climate-risk tools can help banks align finance with sustainability outcomes.
- **From Grants to Growth:** Blended finance and catalytic funds can unlock scale for inclusive enterprises across agrifood and textiles.



“When smallholder agriculture is treated as a risk asset, it fails. We need risk-smart investment that sees farmer resilience as value, not cost.”

— Arindom Datta, Omnivore



“For 80 percent of supply-chain actors, it's not about collateral — it's about cash flow, digital footprints, and trust.”

— Rajesh Jain, Ayekart Fintech



Workshop: **Bridging Worlds:** **India's Path Between** **Food Sovereignty** **and Global Agri-Trade** **Leadership**

India stands at the crossroads of sovereignty and sustainability – poised to shape global agri-trade through science, standards, and shared prosperity.

The Bridging Worlds session at SUTRA 2025, brought together a powerhouse panel to explore how India can balance food sovereignty with global agri-trade leadership. The discussion reflected a new phase for Indian agriculture – one where science, sustainability, and trade converge to define competitiveness.

Dr. Smita Sirohi framed food sovereignty as not just self-sufficiency, but a transition toward safe, nutritious, and traceable food systems. She underscored the urgency of investing in traceability infrastructure, science-policy linkages, and capacity building for farmers and institutions to meet emerging global standards. She called for “a systematic approach that combines science-based standards with farmer empowerment.”

Sumeet Mittal highlighted structural price and policy mismatches that distort incentives for sustainable production – particularly where India’s MSPs outpace global market prices. He noted that aligning farmgate economics, yield improvement, and technology adoption will be key to building both farmer viability and export readiness.

From a global lens, Laurent le Danois acknowledged the need for regulatory alignment under frameworks like the EU Green Deal and EUDR (Deforestation Regulation) while urging “cooperative, not coercive” trade models. He emphasized the importance of joint frameworks that balance environmental integrity with developmental realities.

Pramit Chanda called for India to take ownership of the sustainability agenda, leveraging its scale, innovation, and policy influence to become a “standard maker” rather than a passive

participant. He envisioned India as a bridge between the Global North and South – a voice that can redefine sustainability through inclusivity, technology, and shared accountability.

The session concluded with a clear message: India’s agri-trade future must rest on trust, traceability, and transformation – ensuring that farmers, policies, and global markets move forward together.

Panelists:

- a. **Dr. Smita Sirohi**, National Professor, M.S. Swaminathan ICAR Chair
- b. **Pramit Chanda**, Global Director - Textiles & Manufacturing, IDH
- c. **Sumeet Mittal**, CEO India, Louis Dreyfus Company
- d. **Laurent le Danois**, Team Leader Cooperation Section - Delegation of the European Union to India & Bhutan

Moderator: Dr. Arpita Mukherjee, Professor, ICRIER

Key Insights:

- **India's food sovereignty must evolve from self-sufficiency to nutrition security and traceable value chains.**
- **Science-based standards and digital traceability are the cornerstones of future agri-trade credibility.**
- **Sustainability will thrive only when economic incentives align for smallholders.**
- **India's global strength lies in shaping inclusive, partnership-based trade frameworks.**
- **True leadership in agri-trade will come from bridging policy, science, and farmer realities.**



“Trade and sustainability must grow together – partnership, not prescription, is the future.”

– Laurent le Danois, EU Delegation to India



“Our farmers don’t just feed India – they feed the world’s expectations of safety, sustainability, and fairness.”

– Dr. Arpita Mukherjee, ICRIER

Closing Fireside chat: Catalyzing Inclusive Growth- From Grassroots to Global Markets

India's next leap in inclusive growth will come from connecting the power of communities with the design of markets – where trust, equity, and innovation move as one system.

The Closing Fireside Chat of SUTRA 2025 – Catalyzing Inclusive Growth: From Grassroots to Global Markets – served as a fitting culmination to two days of dialogue on systems thinking, markets, and inclusion. The conversation grounded SUTRA's vision back in the soil of lived experience. Renana spoke of SEWA's journey from 250 members to over 3.1 million grassroots women workers, describing how local leadership and cooperatives transformed vulnerability into resilience – most powerfully demonstrated during the COVID-19 crisis. SEWA's aagevans (community leaders) ensured survival through innovation – shifting garment units to mask production, turning food sellers into medicine vendors, and digitizing rural markets. Her insight was clear: trusting communities to lead their own recovery is the ultimate model of resilience.

Anil traced Samunnati's evolution from a lender to a market-maker – proving that finance, when rooted in trust, can catalyze transformation. By treating smallholders as entrepreneurs rather than beneficiaries, Samunnati redefined agri-finance to “make markets work for farmers, not off them.” His pivot to working exclusively with FPOs in 2016 was a watershed moment, unlocking both social and trade capital and showing that finance is necessary but never sufficient – connection, capacity, and confidence are equally vital.

Both leaders converged on one message: inclusive growth must be locally anchored, systemically designed, and globally aware. Empowered collectives and regenerative finance can together shape a future where markets, gender equity, and sustainability move in sync.

Panelists:

- a. **Anilkumar SG**, Founder & CEO, Samunnati
- b. **Renana Jhabvala**, Chairperson, SEWA Bharat

Moderator: **Jagjeet Singh Kandal**, Country Director India, IDH

Key Insights:

- **Inclusive growth begins when institutions trust the intelligence of the grassroots.**
- **Finance is a catalyst** – but only when paired with markets, knowledge, and dignity.
- **Women's leadership is the most under-recognized driver of community resilience.**
- **The future lies in localizing growth** – investing in people, place, and purpose.



Sourcing with Purpose: India's Commitment to Inclusive and Sustainable Growth

“True empowerment begins when solutions grow from what people need, not what others think they should need.”

– Renana Jhabvala, SEWA Bharat



“Finance is important, but never sufficient. True change comes when capital meets connection and confidence.”

– Anilkumar SG, Samunnati



Sustainability Experience Center: Showcasing Innovation in Action

The Sustainability Experience Center at SUTRA 2025 brought the conference theme to life – offering delegates an immersive view of sustainable solutions, technology innovations, and inclusive business models from across sectors.

Each booth represented a live story of change – demonstrating how sustainability, innovation, and inclusion can coexist in business and production systems.

Exhibitors:

1. Global Agri-Entrepreneurship Academy

The Global AE Academy is a pioneering platform dedicated to transforming rural youth into successful Agri-Entrepreneurs (AEs) who strengthen inclusive, sustainable, and resilient food systems across Asia and Africa.

The Academy is committed to empowering young entrepreneurs with the skills, knowledge, and confidence needed to enhance farm productivity, create local employment, and promote climate-smart agricultural practices.

Its vision is to enable 500,000 youth to become catalysts of rural economic growth, driving farmer prosperity, gender inclusion, and environmental sustainability.

The Academy's mission focuses on building entrepreneurial capacity through a structured curriculum covering agri-business management,

agri-technology, sustainable farming, and market integration, blending global expertise with local relevance.

Through strategic partnerships with governments, agribusinesses, financial institutions, and development organizations, the Global AE Academy serves as a knowledge and innovation hub offering Training of Trainers (ToT), incubation support, and mentorship.

With a strong emphasis on digital learning, experiential training, and field-based incubation, the Global AE Academy continues to shape the future of agriculture by nurturing enterprises, strengthening rural economies, and creating lasting impact.



2. Centres of Excellence for Agriculture Skills in India (CEASI)

Centres of Excellence for Agriculture Skills in India (OEASI), under Agriculture Skill Council of India, is a leading institution in agricultural skilling and capacity building, with a presence across 15+ states. CEASI has upskilled 20,000+ farmers, 5,000+ professionals, supported 150+ FPOs and empowered 3,000+ women through targeted initiatives. In collaboration with leading organizations such as PepsiCo, UPL, Nuziveedu Seeds, and Nestlé, CEASI implements sustainable, climate-resilient and livelihood enhancement projects, impacting 30,000+ lives on ground nationwide.



3. Digital Green Trust

Digital Green is a social impact organization that helps farmers harness technology and data to build resilient, prosperous communities. Founded in 2008 out of Microsoft Research, we began with a community video approach that transformed agricultural advisory and have since scaled our work with governments, the private sector, and civil society through digital and AI-driven platforms. Our flagship solution, FarmerChat, is an open-source, multilingual, hyperlocal platform that delivers real-time, climate-smart guidance. In just nine months, it has reached 200,000+ farmers in India—40% women—supporting decisions on crops, pest management, and markets with over 60% acting on its advice.



4. Hand In Hand India

Hand in Hand India is a global not-for-profit organisation, dedicated to fighting poverty and creating sustainable livelihoods since 2004.

The organisation takes a holistic approach, recognising that poverty is not just a lack of income but a complex issue shaped by social, economic, and environmental factors.

Its mission focuses on empowering communities through job creation, access to credit, education, skill development, health initiatives, and environmental management.

By enabling micro-entrepreneurs and small businesses to grow, the organisation fosters financial independence and long-term resilience.

Education and skill development initiatives equip individuals to thrive in changing economic landscapes, while health interventions ensure community members are able to participate fully in economic activities.

Environmental stewardship is integrated across programs to safeguard natural resources and promote sustainability. Through this multi-dimensional approach, Hand in Hand India builds self-reliant individuals and resilient communities.

Over the years, its initiatives have helped millions escape poverty, secure livelihoods, and improve their quality of life, establishing the organisation as a pioneer in sustainable poverty alleviation.



5. Saamuhika Shakti

Saamuhika Shakti is a Bengaluru-based collective impact initiative dedicated to empowering waste picker communities to lead secure and dignified lives. Supported by the H&M Foundation, the initiative brings together 12 expert organizations, each contributing diverse expertise and resources to tackle the systemic challenges faced by waste pickers.

A central focus of the program is building an inclusive textile waste ecosystem in Bengaluru through process, business, and behavioral innovations.

By standing in solidarity with waste pickers, Saamuhika Shakti promotes a more sustainable, just, and equitable society.

The initiative amplifies the voices and contributions of communities often overlooked, ensuring their work is recognized, their rights respected, and their livelihoods strengthened.

Through systemic interventions and collaborative action, Saamuhika Shakti fosters empowered communities and a society where every individual and contribution is valued.



6. Vrutti (Procuring with Purpose)

Vrutti – Livelihood Impact Partners is a pioneering development organization committed to creating inclusive and sustainable livelihood opportunities for small producers, nano-enterprises, and vulnerable communities. With over two decades of experience, Vrutti works through an ecosystem approach that combines on-ground interventions, market linkages, and policy-level advocacy to build wealth, resilience, and dignity for marginalized groups. Its innovative models enable communities to not just survive, but to grow and thrive as active participants in mainstream markets.

A key pillar of this work is Social Procurement—a strategic effort to integrate social enterprises into corporate and institutional supply chains. In partnership with SAP CSR India, Vrutti and Sattva Consulting is leading the national initiative Powering Social

Enterprises through Social Procurement, which connects impact driven enterprises with large buyers, enabling companies to source products and services that create measurable social and environmental benefits.



7. SM Sehgal Foundation

S M Sehgal Foundation is a public charitable trust registered in India in 1999, dedicated to strengthening community-led development initiatives across rural India.

The Foundation's mission is to achieve positive social, economic, and environmental change by empowering rural communities to lead secure, prosperous, and dignified lives.

As a rural development NGO, Sehgal Foundation works across five core program areas: Water Management, Agriculture Development, Local Participation and Sustainability, Transform Lives One School at a Time, and Outreach for Development.

With over two decades of experience, the Foundation operates across thirteen states, designing and implementing interventions rooted in collective action and local participation. Its teams engage in participatory research, policy dialogue, impact assessment, and community media to inform effective decision-making and sustainable solutions.

Through capacity building, training, and education initiatives, S M Sehgal Foundation continues to address critical rural development challenges and drive lasting impact across communities.



8. Suraj Shree Chemicals Limited

Suraj Shree Chemicals Limited, established in 1975 and has since grown into a trusted name in sustainable agri-biotechnology and organic solutions for agriculture and allied sectors.

For over four decades, SSCL has been committed to enhancing crop health, livestock productivity, and environmental wellbeing through innovative, residue-free biological products.

The company envisions becoming a global leader in sustainable biotechnology, ensuring food safety, environmental health, and prosperity for farming communities.

SSCL's mission focuses on replacing harmful synthetic chemicals with organic, botanical, and biological alternatives, empowering farmers with cost-effective and high-quality solutions.

Over the years, SSCL has diversified its portfolio to include biofertilizers, liquid bio-fertilizers, bio-pesticides, animal nutrition products, waste management solutions, and advanced agricultural inputs. In recent years, the company has also expanded into wellness segments such as cosmeceuticals and nutraceuticals, leveraging its biological expertise.

With a strong focus on quality, innovation, and sustainability, Suraj Shree Chemicals continues to positively impact farmers, agri-businesses, and global markets.



9. Trace X Technologies

TraceX is a blockchain-powered food traceability platform focused on building climate-resilient and sustainable supply chains for the future.

The platform delivers end-to-end digital traceability, sustainability insights, and regulatory compliance solutions, enabling businesses to build transparent and accountable supply chains. TraceX supports organizations in meeting global regulatory and sustainability standards, including EUDR, CSRD, and CS3D, while driving inclusive and responsible growth.

The company envisions transforming global supply chains into transparent, sustainable, and resilient ecosystems that benefit businesses, consumers, and the planet. Its mission is to empower enterprises with innovative technology solutions that ensure traceability, sustainability, and compliance, fostering trust across the value chain.

With a strong emphasis on transparency, data integrity, and impact-driven innovation, TraceX is shaping the future of responsible global supply chains.



Participant Voices

“SUTRA 2025 was insightful and exceptionally well organized. It has inspired us to translate conversations into meaningful actions for a greener, more sustainable future.”

“Meaningful participation of women in sustainable value chains and social impact ecosystems should be strengthened.”

-SUTRA Attendees



“The wider message is that strong sustainability practices directly translate into strong business outcomes. As more stakeholders realise this, it will become clear that adopting responsible practices is the only way forward. It benefits us, protects future generations, and creates resilient, future-ready businesses.”

-Sanjeev Asthana, CEO, Patanjali Foods



“It was a highly enriching experience. The panels and discussions were exceptionally well curated, and the manner in which SUTRA is advancing the agenda on equality—particularly gender equality and the responsible use of AI—was both insightful and thought-provoking. The structure and depth of the discussions made the sessions especially engaging and impactful.”

-Sapna Nauhria, Industry Director, Microsoft



“I arrived with some concern about the state of sustainability, especially as several companies appear to be stepping back from their commitments. However, this platform reaffirmed that sustainability—across both environmental and social dimensions—is very much real and gaining momentum. This is driven by a clear business case that companies, NGOs, researchers, and policymakers increasingly believe in. While the climate case and associated business risks are now well understood, we must articulate the social case with equal clarity by identifying risks, opportunity costs, potential gains, and the ways in which different sectors are evolving.”

- Marije Boomsma, Global Director Strategy & Insights, IDH



“The conversations have been extremely rich, and India is uniquely positioned to lead the next generation of materials innovation. The country benefits from abundant agricultural residues, significant textile waste streams, a strong entrepreneurial culture, and an established industrial backbone through its mills. India is already a respected global supplier in both the textile sector and agri-residue-based packaging. The key focus now is on enabling scale by creating the right conditions for India to be at the forefront of producing low-carbon, resilient textiles and packaging from materials that are currently treated as waste. This year, several aspects of SUTRA’s work have been particularly impressive to me.”

-Nicole Rycroft, Founder and Executive Director, Canopy



“While there was considerable discussion around AI, at Moneybox Finance we already operate over 40 WETs and have significant experience with artificial insemination. However, the sessions offered new and valuable insights, particularly on the level of detail required when developing improved breeds. I gained a deeper understanding of the importance of tracing the origin of the bull, semen sourcing, quality parameters, and complete lineage history. This is an area we intend to focus on more closely going forward, and it was a particularly insightful takeaway from the discussion.”

-Deepak Aggarwal, Co-Founder, Co-CEO and CFO, Moneyboxx Finance Limited



“There has been a great deal to learn from SUTRA, particularly through its thoughtfully curated panels featuring experts from diverse fields. One of my key takeaways came from the session on finance, where I gained valuable insights into the financing models being introduced by the government—an area that is often not sufficiently discussed within my domain. Hearing directly from bankers and finance specialists was a significant “aha” moment for me, complemented by the richness of the ongoing sessions.”

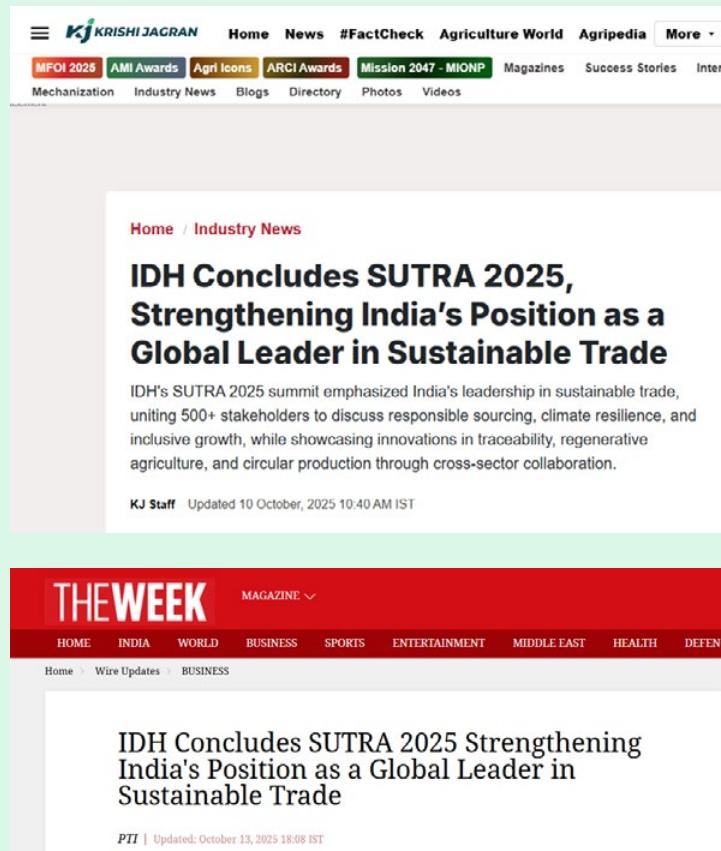
- Dr. Smita Sirohi, National Professor
M.S. Swaminathan ICAR Chair

Media Coverage Summary SUTRA 2025

The post-event media outreach for SUTRA 2025 generated 143 media mentions across a diverse mix of national, sectoral, and regional outlets. Coverage included a strong presence in both Category A and Category B publications, indicating high editorial acceptance and broad dissemination of the event narrative. Prominent outlets such as PTI, ResponsibleUs, Krishi Jagran, Krishi Jagat, and several digital agriculture and sustainability platforms featured the event highlights.

A significant majority of the stories carried the headline "IDH Concludes SUTRA 2025, Strengthening India's Leadership in Sustainable Sourcing", demonstrating consistent messaging and strong pickup of the core press communication. The repeat appearance of this headline—reflected in over 130+ articles—contributed to strengthening IDH's positioning around responsible sourcing, market transformation, and cross-sector collaboration.

Overall, the media coverage successfully amplified SUTRA 2025's core themes and strengthened its visibility across mainstream, development, agriculture, and policy-focused media ecosystems. The broad reach across digital and print platforms underlined the relevance of the event and supported IDH's continued credibility in convening multi-stakeholder dialogues on sustainable value chains.



The screenshot shows a news article on the Krishi Jagran website. The header includes navigation links for Home, News, #FactCheck, Agriculture World, Agripedia, and More. Below the header are links for MFOI 2025, AMI Awards, Agri Icons, ARCI Awards, Mission 2047 - MIONP, Magazines, Success Stories, Interviews, Mechanization, Industry News, Blogs, Directory, Photos, and Videos. The main content features a headline: "IDH Concludes SUTRA 2025, Strengthening India's Position as a Global Leader in Sustainable Trade". The article summary states: "IDH's SUTRA 2025 summit emphasized India's leadership in sustainable trade, uniting 500+ stakeholders to discuss responsible sourcing, climate resilience, and inclusive growth, while showcasing innovations in traceability, regenerative agriculture, and circular production through cross-sector collaboration." The author is KJ Staff, and the update is from 10 October, 2025, 10:40 AM IST.



The screenshot shows a news article on The Wire website. The header includes links for English, हिन्दी, തെക്കൻ, and മല. Below the header are links for HOME, POLITICS, ECONOMY, WORLD, SECURITY, LAW, SCIENCE, and SOCIETY. The main content features a headline: "IDH Concludes SUTRA 2025, Strengthening India's Position as a Global Leader in Sustainable Trade". The author is PTI, and the update is from 13/Oct/2025, 5 min read. The article summary is identical to the one on Krishi Jagran.



The screenshot shows a news article on the Press Trust of India website. The header includes links for HOME, NATIONAL, INTERNATIONAL, BUSINESS, ENTERTAINMENT, SPORTS, CRIME, LEGAL, HEALTH & SCIENCE, FACT CHECK, PRESS RELEASES, BHASHAJNIR, and a search bar. The main content features a headline: "IDH Concludes SUTRA 2025, Strengthening India's Position as a Global Leader in Sustainable Trade". The author is PTI, and the update is from Monday, Oct 13, 2025 16:10:59 (IST). The article summary is identical to the ones on Krishi Jagran and The Wire.

Acknowledgements

On behalf of IDH, we extend our heartfelt appreciation to all who made SUTRA 2025 a meaningful and memorable platform.

This year, SUTRA once again reflected its evolution into a living ecosystem of purpose — sustained by candid exchange, courageous ideas, and collective ambition.

We thank our:

- **Distinguished Guests & Keynote Speakers**
for elevating the dialogue and inspiring bold aspirations.
- **Government Ministries & State Representatives,**
for their guidance and leadership, giving this platform legitimacy, scale, and policy relevance.
- **Private Sector Partners — Companies, Investors, and Industry Associations**
for bringing ambition, accountability, and a spirit of co-investment and collaboration.
- **Farmer Leaders and FPO Representatives**
for being the heart of this dialogue and grounding it in lived realities.
- **Civil Society Partners, Knowledge Institutions & Research Collaborators**
for their wisdom, empathy, and constant reminder of the “why” behind our work.

A Special call out to our partners & sponsors for SUTRA 2025:

Our Platinum and Knowledge Partners: for co-shaping SUTRA 2025 and expanding its reach and impact.

- **NISCOPS**
- **Palladium**
- **Sattva Consulting**

Session Partners:

1. Athena Infonomics
2. Centres of Excellence for Agriculture Skills in India (CEASI)
3. Common Ground Initiative
4. ERM
5. Kshema General Insurance
6. SAP
7. SM Sehgal Foundation
8. Vrutti

Associate Partners:

1. Arvind Limited
2. Black Baza Coffee co.
3. Grant Thornton Bharat
4. Indian Council for Research on International Economic Relations (ICRIER)

5. ITC Limited
6. MoneyBoxx
7. Reliance Foundation
8. WWF India

SEC Partners:

1. Centres of Excellence for Agriculture Skills in India (CEASI)
2. Digital Green Trust
3. Global Agri-Entrepreneurship Academy
4. Hand In Hand India
5. Saamuhika Shakti
6. SM Sehgal Foundation
7. Suraj Shree Chemicals Limited
8. Trace X Technologies
9. Vrutti (Procuring with Purpose)

SUTRA will continuously weave together business, government, civil society and farmer organizations into a more resilient fabric of inclusive, sustainable trade. Together, you helped make SUTRA not just an event — but a fabric of shared progress.

Let us continue to grow with purpose — for our farmers, our markets, and our collective future.

PARTNERS

Platinum Partners



Knowledge Partner



Session Partners



Associate Partners



NOTES

NOTES

