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Aahar 2023: Food processing & hospitality



**MPEDA:
India
among top
5 sea food
exporters**



The Indian hypermarket for in-person, competitive shopping



Vaibhav Kaushik awarded for spice and herb exports



Barriers for recyclable food laminates

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DS Group's initiative for women farmers

#SaluteTheFarmHER highlights contribution of women

Ahead of International Women's Day, DS Group, a multi-business corporation and a leading fast moving consumer goods (FMCG) conglomerate, has announced a new initiative titled #SaluteTheFarmHER to highlight the contribution of women farmers in agriculture.

India is an agrarian economy where about 54.6% of the total workforce is engaged in agricultural and allied sector activities. While farming is perceived to be a male activity, agriculture employs about 80% of rural women, as per Niti Ayog. Yet there is a lack of recognition. The group identified the need to sensitize the audience, create awareness, empower, and



aplaud rural women for their efforts.

Conceptualized by Grapes, the initiative began with a video to highlight this gap to people. The video showed when kids were asked to draw a farmer; most of them conjured up the image of a male. To change this perception, the group intends to approach leading media

houses, agricultural bloggers, and stock footage portals to include the images of both male and women farmers while covering news.

Talking about the initiative, a spokesperson of DS Group said, in the 'New India', rural women are leading the change in the social, economic, and environmental spheres. Empowering them can make way for a substantial leap towards the growth of the economy."

Through their farm-based livelihood projects, which incubate women cultivators, business owners, and skilled farm laborers, DS Group's CSR activities have worked towards improving the lives of 24,000 women farmers in 12 agrarian states till now. ■

Agriculture packaging solutions from UFlex

At Krishi Darshan Expo 2023, Hisar, Haryana

UFlex Limited, one of India's largest multinational flexible packaging and solutions companies, exhibited its wide range of innovative, sustainable, and value-added packaging formats for the Indian agricultural sector from 18 to 20 February at Krishi Darshan Expo 2023. The event was held at the farm machinery training and testing institute under the ministry of agriculture and farmers welfare, department of agriculture, cooperation & farmers welfare in Hisar, Haryana.

UFlex's flexible packaging business showcased its wide range of innovative packaging structures for packing large



UFlex exhibited its packaging formats for the Indian agricultural sector at Krishi Darshan Expo 2023 Representative. Photo PackExpo exhibition in the US

quantities of products. These include woven polypropylene (WPP) bags, WPP pinch bottom bags, big bags with sliders, along with a wide range of 3D and 4D pouches for packing large quantities of agricultural supplements such as seeds and fertilizers.

To help enhance brand recall and prevent counterfeiting threats, these packaging structures have a hot foil stamping feature. They bear a unique QR code that includes information related to the manufacture of the packed contents and the date of packaging. The QR code can be linked to the brand's website – creating an engagement platform for consumers. ■