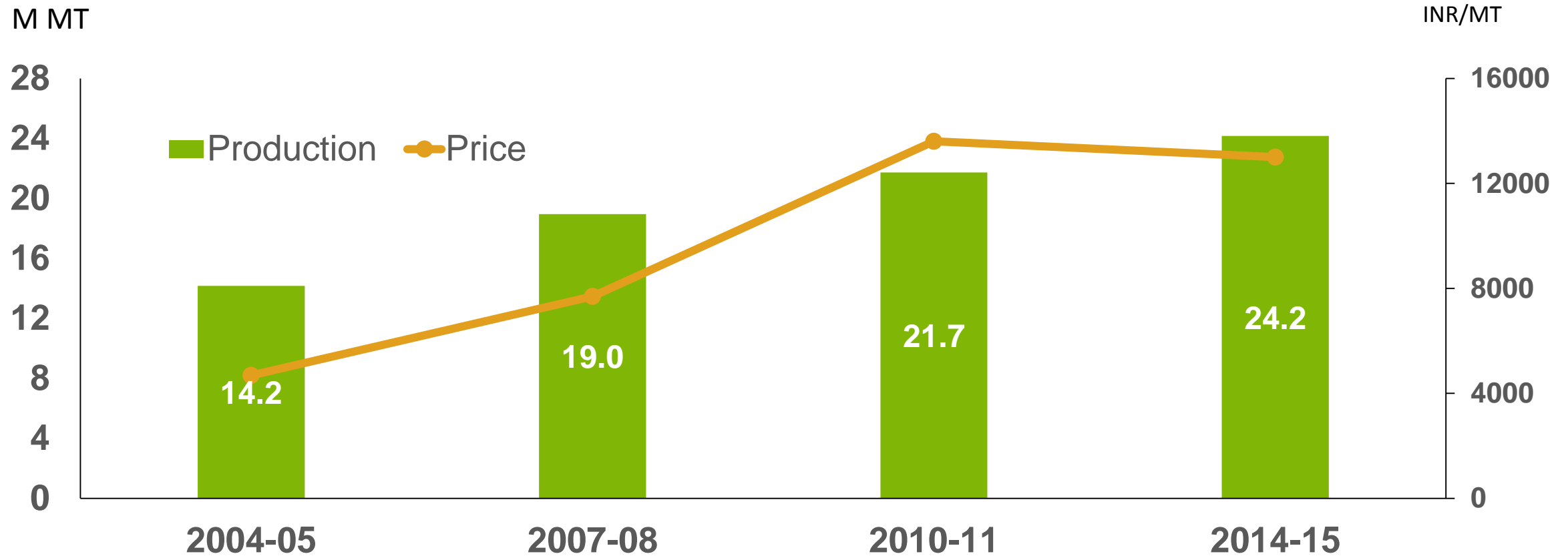


A-‘maize’-ing Potential

Ajit U K Nair
16th July 2017



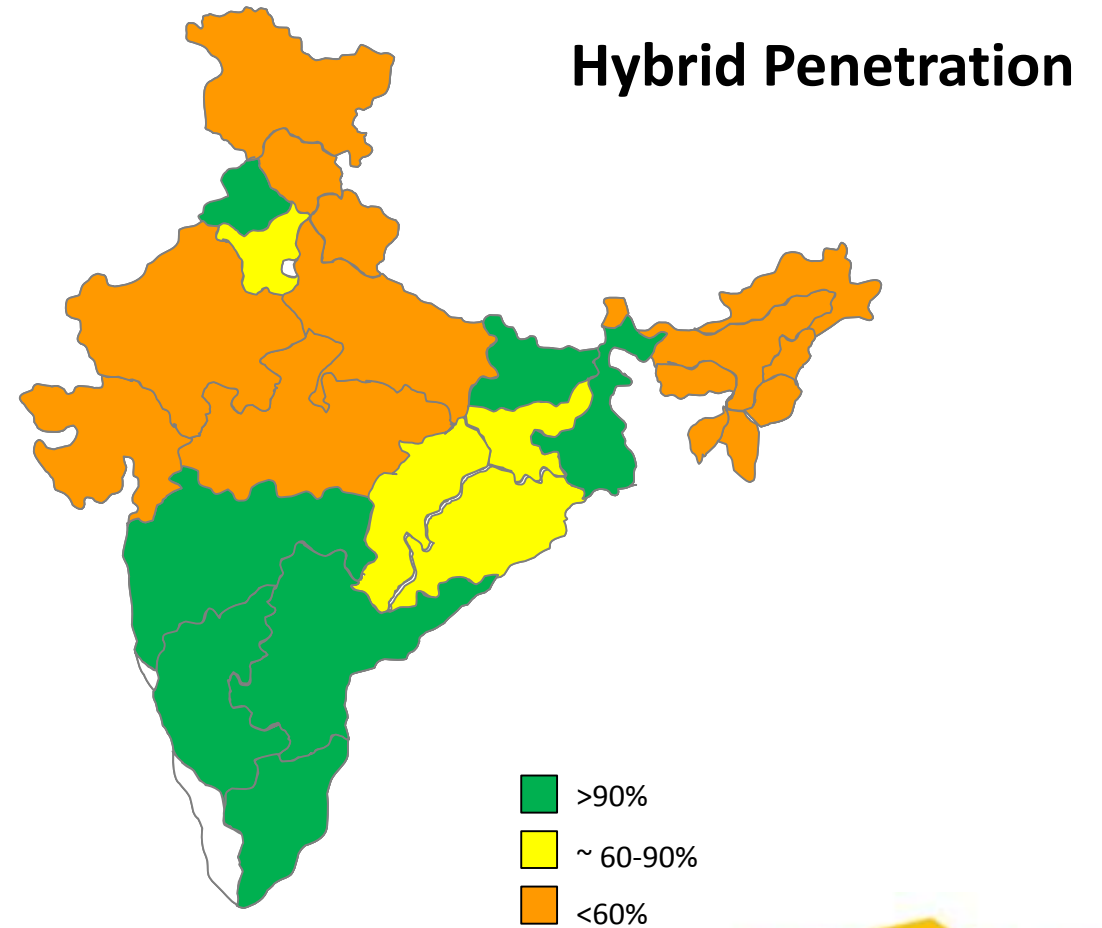
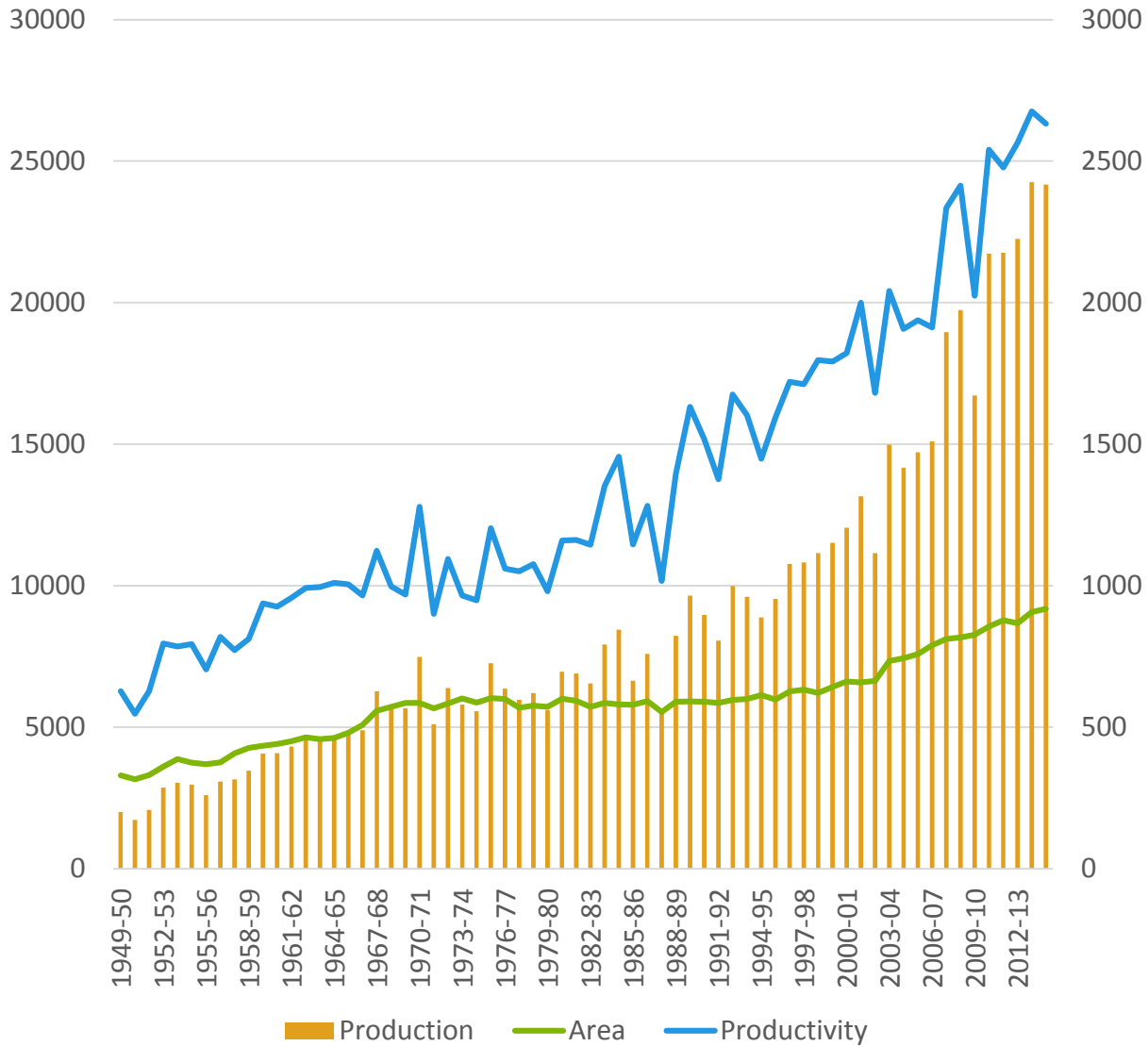
8 million of our farmers AND a yellow revolution



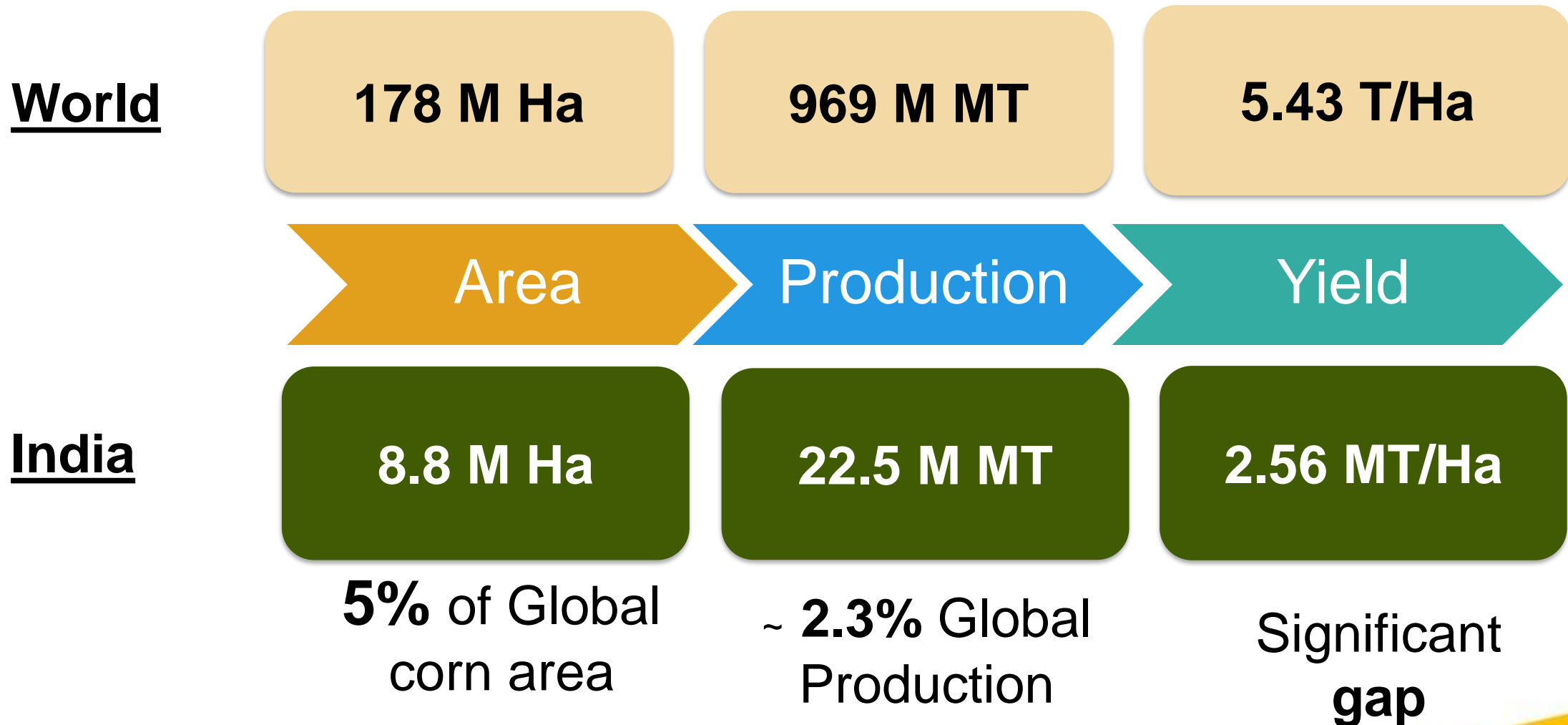
Our maize FARMERS have made it happen



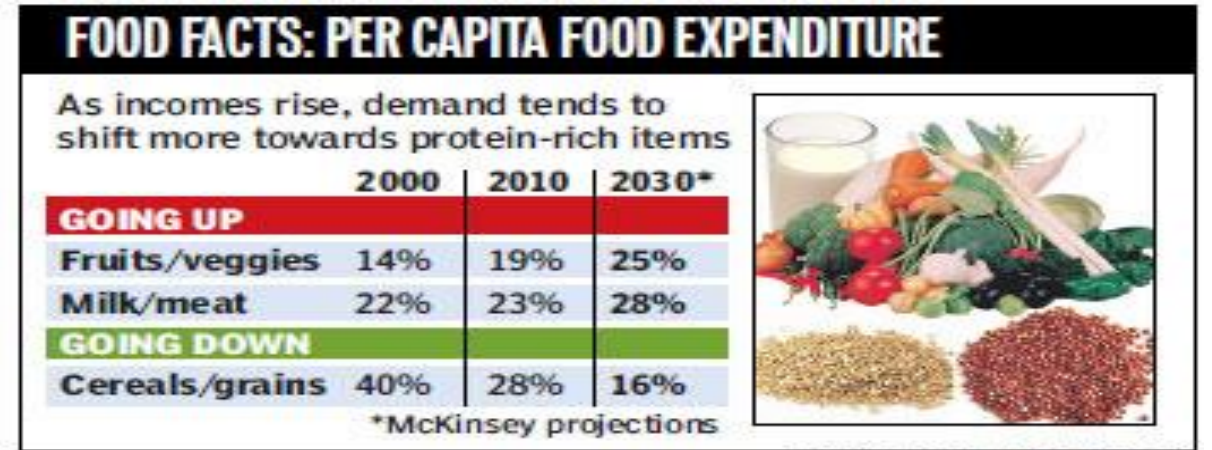
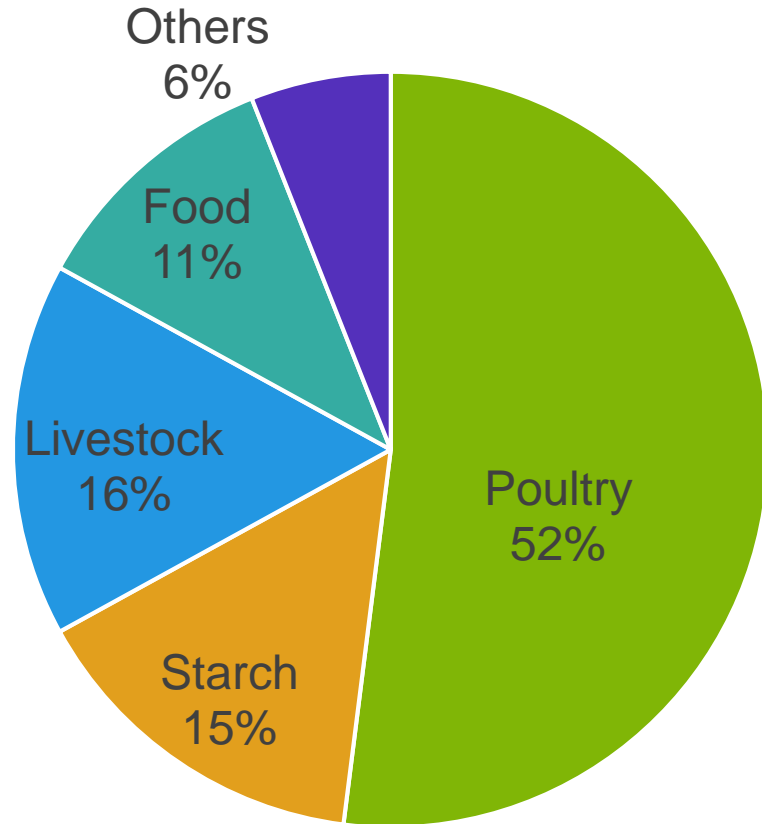
... by growing more ACRES and adopting HYBRIDS



However, INDIA is only a drop in the maize OCEAN



Domestic demand driven by Feed and Starch



SOURCE: RBI, CSO, NSS, MGI

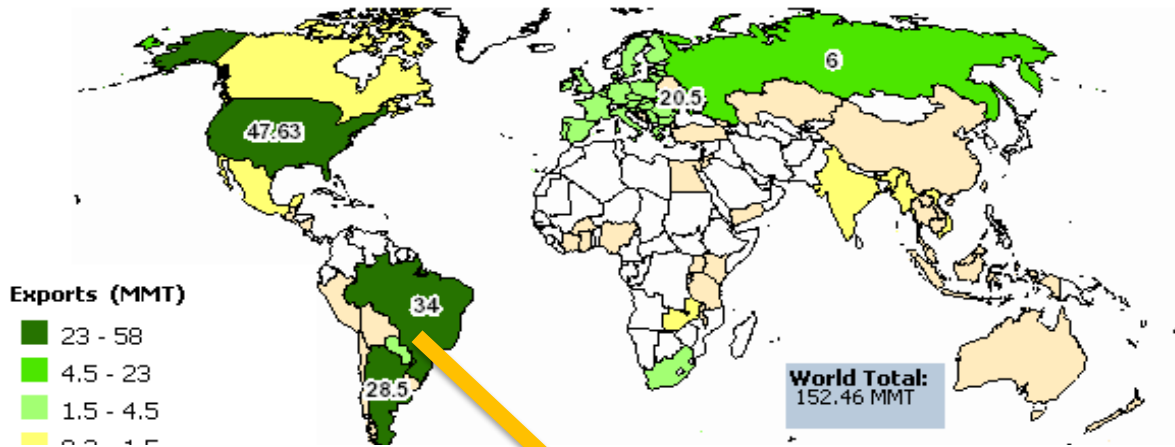
Year	Production
2014/15	24.17
2015/16	22.56
2016/17	25.00

Our unique position... in Asia

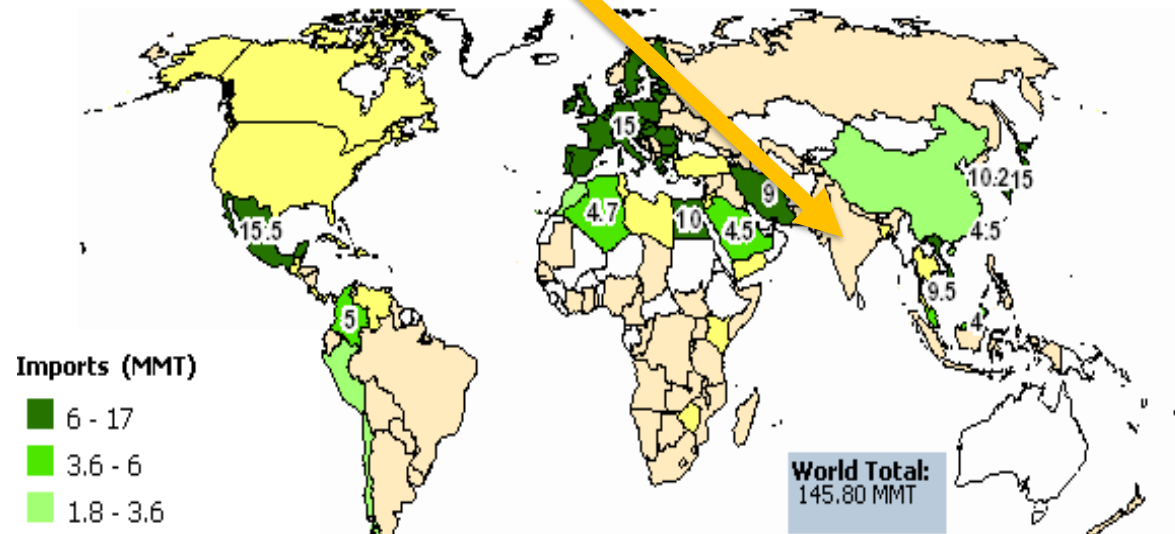
- Exports

- 2009/10: 1.9M MT
- 2012/13: 4.7M MT
- 2014/15: 3.2M MT
- 2015/16: 0.5 M MT

2017/2018 Corn Exports



2017/2018 Corn Imports



Source: PSD Online (Updated: July 12, 2017)
<https://apps.fas.usda.gov/psdonline>

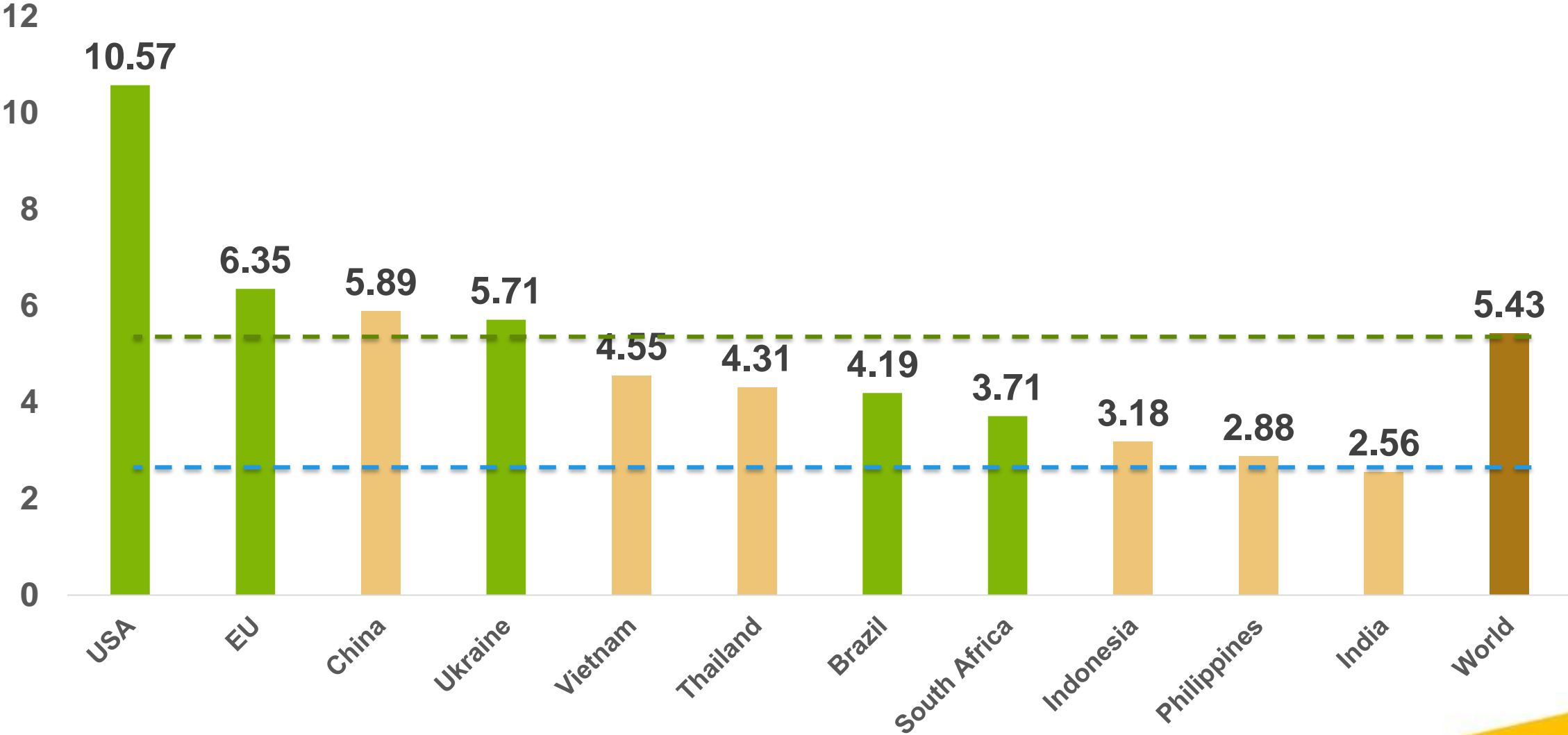


To meet Tomorrow Demand

MORE is required....

	2015/16	Possible Demand Scenario's
Requirement (M MT)	23.5	30 -35
Area (M ha)	8.8	9.5
Yield (MT/ha)	2.56	3.16 – 3.68

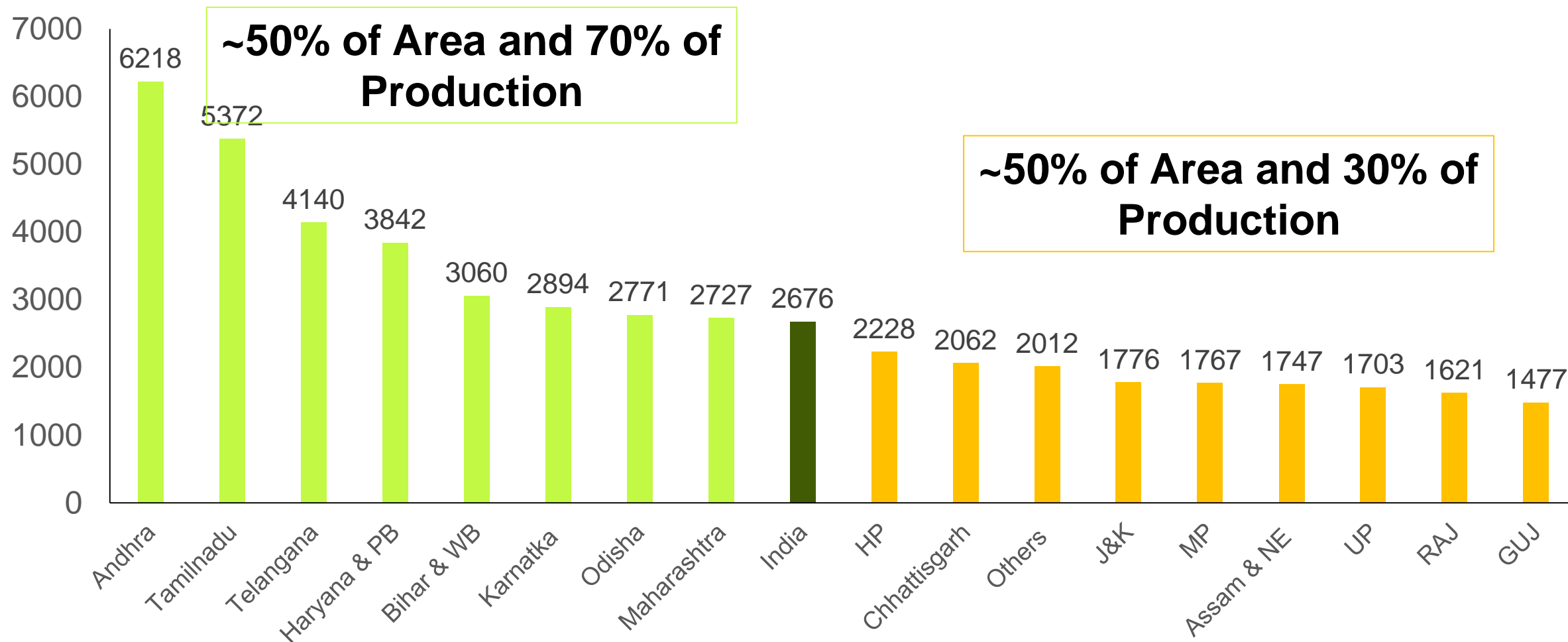
Tremendous potential lies ahead.....



Source: USDA 2015-16



Productivity across states



~50% of Area and 70% of Production

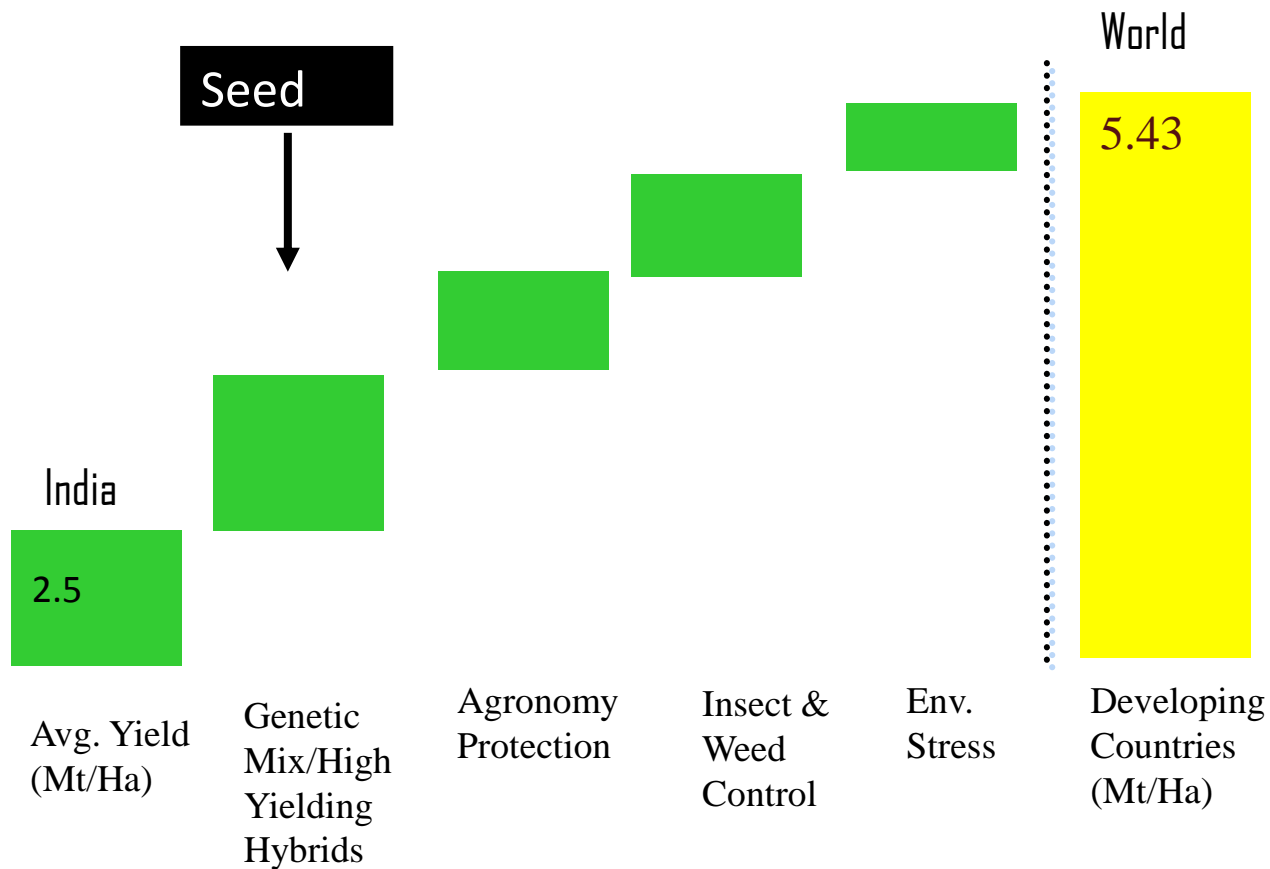
~50% of Area and 30% of Production



Unlocking Our Potential



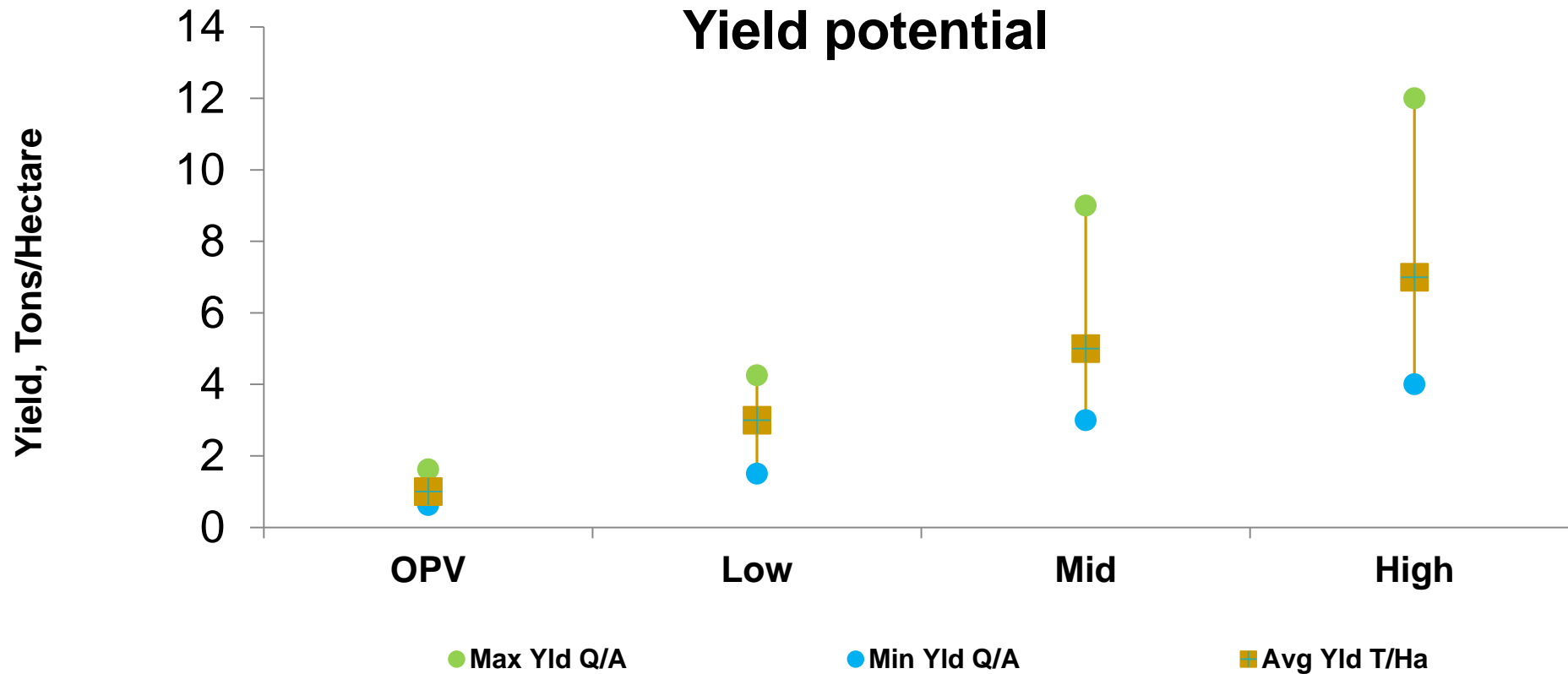
Integrated approach critical in delivering Yields for for Tomorrow



Opportunity Mix – increase per unit production

- Improved seed
- Agronomy
- Mechanization
- Biotech
- Harvest and Post Harvest
- Market linkages

The potential clearly exists... yields will play a role



Source: MON estimates

Help farmers improve their productivity...

Better quality
seeds

Help Improve
his agronomic
practices



Mechanization &
new Input
technologies

Harvest and
Post Harvest

Market and
information for
better ROI

FARMRISE: Platform to provide smallholder farmers with access to information to increase yields & improve livelihoods

Monsanto Farm Advisory



Call Center

- Agronomy and Hybrid selection
- Farmer Query resolution
- > 600000 Yearly

IVR System

- Weather & commodity price
- Hindi, Marathi, Gujarati, Telugu & Kannada
- >100000 yearly

Mobile App – Pilot Underway

- Agronomy Corn , Cotton & tomato
- Agronomy , Weather, commodity price,
- Hindi, Marathi & Kannada

PARTNERSHIP, the key to unlocking potential

