

Sustainability Matters & IndiAgri Present

REGIONAL POLICY DIALOGUE SERIES

CLIMATE CHANGE & IMPACT ON AGRICULTURE

Bhopal- May

Chandigarh- June

June 5, 2025 | Chandigarh

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Event Overview

Event: Roundtable Discussion & Awards

Time: 10:00 AM – 2:30 PM | *Followed by Lunch*

Theme: Climate Change & Impact on Agriculture

Attendees: Distinguished participants, including:

- Policy makers
- Bureaucrats
- Agriculture experts
- Agribusiness owners
- Agri startup founders
- Progressive farmers

Climate Change & Impact on Agriculture

Punjab has long been at the forefront of India's agricultural journey. From leading the Green Revolution to supporting national food security, the state has consistently shown the way. Today, with climate change posing urgent challenges, Punjab is once again poised to lead—this time towards a more sustainable, climate-resilient agricultural future.

Decades of monocropping and changing climate patterns have taken a toll, with groundwater levels dropping dramatically from 3–10 metres in the late '90s to over 30 metres today. Yet, Punjab is fighting back through bold reforms: promoting crop diversification, direct seeding of rice (DSR), solar irrigation, MSP-backed procurement of alternative crops, and targeted support for sustainable technologies. The upcoming Regional Policy Dialogue in Chandigarh will build on this momentum, bringing together experts, policymakers, and institutions to create a replicable blueprint, one that places Punjab back at the centre of India's agricultural transformation.

Session 1 | 11:15 AM – 12:00 PM

Water Security and Sustainable Irrigation: Reversing Groundwater Depletion in Punjab

This session explores Punjab's innovative approaches to sustainable water management, including solar-powered irrigation, efficient cropping, and precision technologies. Panelists will examine the impact of policy, technology, and community efforts on restoring water tables, ensuring year-round supply, and cutting energy use. The discussion will also consider how Punjab's model can be adapted for other water-stressed farming regions in India.

Session 2 | 12:00 PM – 12:45 PM

Strategies for Restoring Soil Health and Ensuring Sustainable Farming in Punjab

Soil degradation from monocropping, chemical-heavy farming, and climate change has weakened Punjab's soil fertility and crop yields. This panel will highlight the urgent need for soil regeneration through nutrient management, crop diversification, regenerative practices, and bio-fertilizers.

Session 3 | 01:00 PM – 01:30 PM

Harnessing Digital Innovations to Make Punjab's Agriculture Globally Competitive

In today's agri-market, transparency and sustainability are vital for premium value and global access. This panel will explore how Punjab can use digital traceability tools like Basmati.Net to verify product origin, boost supply chain transparency, and meet global environmental standards.

Event Flow

10:30 AM – Registration

11:00 AM – 11:15 AM: Welcome Remarks and Introduction

11:15 AM – 12:00 PM: Session 1

12:00 PM – 12:45 PM: Session 2

01:00 PM – 01:30 PM: Session 3

01:30 PM – 02:15 PM: Award Ceremony

2:30 PM: Lunch

Award Categories



-  **Water Sustainability Leadership Award:** Recognizing outstanding efforts to conserve water and reverse groundwater depletion
-  **Soil Health Regeneration Champion:** Honoring those restoring soil fertility and promoting sustainable farming practices for long-term agricultural productivity
-  **Climate-Resilient Farming Innovator:** For pioneering climate-smart agricultural methods that enhance farm resilience and sustainability
-  **Digital Excellence Award:** Celebrating advancements in digital platforms ensuring product authenticity, supply chain transparency, and environmental accountability
-  **Agriculture Sustainability Award:** Recognizing efforts towards sustainability
-  **AgTech Innovations:** Recognising those leveraging new technologies to address challenges and promote sustainability in agriculture
-  **Progressive Farmer Award:** Honoring a forward-thinking farmer who exemplifies innovation, sustainability, and leadership in adopting modern agricultural practices.

How to Submit Award Entries

Make a PDF file of 150-word write up on your work, insert 2 relevant photos and mail to info@thegreymatters.in

Award Nomination Process

1. A company, individual, organisation can apply for a maximum of three categories
2. All entries must be done carefully and as per the defined processes here
3. For each category, an entry must contain the following:
 - (a) A 200 word write up (Hindi or English) about the project highlighting its impact, both qualitative and quantitative. Special mention must be made, wherever applicable, about possible replication and scaling up of the model/intervention
 - (b) Two to three supporting photographs
 - (c) Wherever possible, upto three digital link of quality feature or social media posts
 - (d) Contact details including email id and phone number of the person whom additional queries could be addressed to. All four segments, clearly demarcated, should be converted into a single PDF and sent through an email to: info@thegreymatters.in
 - (e) Write Award Category in the Subject, and a small covering note of not more than 3 lines in the body of the mail
4. Pay Online Processing Fee of Rs 5,000 + GST per entry. Bank Details and UPI are given below

Nomination Fee Submission Details

Account Name:
GreyMatters Communications & Consulting Pvt. Ltd.
Bank A/c # 50200013750090
Bank Name: HDFC Bank Ltd.
IFSC Code: HDFC0001343



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Sponsorship Opportunity

Connect with industry experts, policymakers, and innovators while showcasing your commitment to climate resilience and responsible farming. Exclusive branding, networking opportunities, and thought leadership exposure and branding in this high-impact dialogue series. Benefit from extensive statewide and national media coverage through our strategic interventions.

Sponsorship Categories: Platinum, Gold, Silver, and customized options available. Detailed sponsorship benefits will be shared upon request.

Speaking Opportunity

Position yourself / your company leaders as a thought leader through this critical dialogue shaping policy and practice.

About Organisers

Sustainability Matters

A cross-sectoral platform driving impactful conversations, collaborations, and recognition in sustainability. Spanning agriculture, energy, water, mobility, urban development, and corporate responsibility, it hosts summits, forums, awards, and roundtables to unite policymakers, innovators, businesses, farmers, and civil society in shaping a sustainable future for generations to come.

www.sustainabilitymatters.in

 @Sustainablty

IndiAgri

A portal dedicated to news, views and issues in agriculture in India. It is a sincere attempt to establish a platform where people can exchange their information, ideas, and resources to contribute to the discourses in agriculture domain. *IndiAgri.in* is designed to capture information on policies, perspectives, problems, people, trends, good practices.

www.indiagri.in

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GreyMatters Communications

A firm offering advisory services in public affairs, public relations, political communications, government communications, corporate social responsibility, reputation building, social media and crisis management. Established in 2010, Grey Matters design communications campaigns and deploy robust solutions to build credible visibility for brands and organizations.

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Contact for speaking opportunities, panels, sponsorship & other queries

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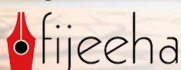
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