

Dear Friends,

Sub: SHARING DAVOS EXPERIENCE FROM 26-30 JANUARY 2010

I had the privilege of participating in World Economic Forum from 26-30 at Davos, Switzerland. I am invited by the WEF organizers and perhaps the only farmers delegate in the entire session.

It is unique as it provided many opportunities for our CIFA a farmers organization from a developing and large nation, India which has 1200 millions of population and 600 million small farmers. India has been achieving 6-8% growth in service and industry sector since 1990 process of liberalization. However, in Agriculture it hardly achieved 1% growth between 1990-2010. On the contrary, China has been achieving equal growth both in agriculture and other sectors.

For us in Consortium of Indian Farmers Associations (CIFA) details: (www.indianfarmers.org) it is a challenge! Our fellow Indian Entrepreneurs, Doctors Engineers and Economists (Industry & Service Sector) have achieved fame & prosperity and are considered as globally competitive. If so, how can we make farmers of India who are called ANNADATAS for over 5000 years and are socially considered as best in our society be made competitive in the 21st Century.

We in CIFA have drawn a strategy and program of action. In the past 10 years we have been working with Agriterra, an organization based in The Netherlands which is focusing on networking and empowerment of farmers in developing nations. Our experiences supported by Agriterra gave us an opportunity to interact and participate in many International Conferences specially farmers and civil society members working in rural areas.

We worked with PASSAGE, Agricord, World Rural Forum, World Bank and many other institutions. They encouraged us in understanding the importance of women empowerment, policy advocacy, lobbying and partnering for program.

We wish to take forward the agriculture sector by adopting modern technologies – Hybrid seeds, Biotechnology, Mechanization, Water Conservation and other high productivity activities. We will join hands with industries (marketing, retailers, processors, exporters) to have backward, forward linkage to understand the changing trends of consumers and utilize global opportunities.

We 600 million small farmers of India would like to become knowledge managers. For us, in India, agriculture in 21st Century is an enterprise, not simply a livelihood. We would like to utilize the opportunities provided to us by our governments, international organizations, including World Economic Forum, World Bank, FAO, Research Institutions-public & private (IRRI, Monsanto, ADM, DuPont, Syngenta) to improve productivity. We would like to join hands with retailers (Indian & MNCs) including Reliance, Nestle, MOR, Wallmart - Bharathi and others so as to utilize high end consumers and 300 million middle class customers is a great opportunity. We

will continue to work with Industrial organizations specially Confederation of Indian Industry and other input and processing.

The WEF has provided a great opportunity to CIFA to join the main stream of International public private institutions. We look forward to work with all the partners in both in India and Internationally. A report on my activities and observations at Davos is enclosed for your perusal and suggestions. I take this opportunity to thank and acknowledge every one of you for kind support and advice.

Requesting for your kind comments.

Yours Sincerely
P.Chengal Reddy
Secretary General

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