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**REPORT ON ACTIVITIES AND OBSERVATIONS AT WORLD  
ECONOMIC FORUM ANNUAL MEETING 2011  
AT DAVOS, SWITZERLAND FROM 26-30 JANUARY 2011**

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- A. The World Economic Forum (WEF) initiative for achieving world food security by development of agriculture through involvement of farmers is a highly laudable initiative. The world food crisis were seen as a prelude to further deteriorating situation in issues of agriculture-food production, water, land, environment and other connected issues. The competition from urbanization, industrialization and infrastructure for the land and water is a serious matter. So also, competition between food, fodder and bio fuels is equally fierce. Lack of focus by Governments in developed, developing and under developed nations was highlighted by various studies conducted by many institutions including World Development Report 2008 by World Bank.

This initiative by WEF is to prepare programs/ strategies and get them implemented through partnership between various stake holders including governments, private sector, farmers and others is unique. The deliberations at Davos, Switzerland are highly successful in achieving their objectives.

As a participant when I was invited, I was under the impression that I will be hearing many experts and politicians making speeches and preparing documents for safe keeping.

But the conclusions of the WEF were totally different and highly exhilarating. I am thankful to World Economic Forum for providing me this wonderful opportunity, which helps me in steering our organization Consortium of Indian Farmers Associations (CIFA) which represents the aspirations of 600 million small farmers of India (Details [www.indianfarmers.org](http://www.indianfarmers.org)) towards developing competitiveness, increased production and quality.

**B. MY PROGRAMS:**

1. On 27.1.2011, I participated in "**COLLABORATIVE PATHWAYS FOR A WATER SECURE FUTURE**": This session has Mr. Kofi Annan, Former Secretary General of UNO, Mr. Cao Duc Phat, Minister of Agriculture and Rural Development, Vietnam and from India Mr. Ajit Gulabchand, Chairman, Hindustan Construction Company and other important people.

The target fixed by this water committee to achieve improve agriculture productivity by 20%, reduce pollution by 20% and also reduce poverty by 20% is a implementable target. The UN agreed to work with corporate in this activity. So also, USAID has agreed to fund resources directly to selected programs including private sector. Ms.Mina Guli of Young Global Leaders has agreed to provide special initiative on this subject.

2. On 28.1.2011 at 7.30am: **“LEVERAGING PUBLIC-PRIVATE INVESTMENT TO ACHIEVE A NEW VISION FOR AGRICULTURE”** was attended by Mr. Robert B, Zoellick, President, World Bank; Mr. Jakaya M.Kikwete, President, Tanzania; Mr. Ban Ki. Moon, Secretary General, UNO as the session is considered of high priority area.

Two pilot projects under implementation by World Economic Forum in Tanzania and Vietnam were presented. The private public partnership programs in which UNO, USAID, World Bank and founder members of WEF are participating is a unique program which will benefit large number of farmers in improving productivity and assisting in marketing. To make the project viable each institution is playing a role for which it is highly suitable. Infrastructure is being built by the Government with the support of other partners. Private sector is assisting both in improving productivity and also marketing. Mr. Jerry Stiner of Monsanto who was instrumental in preparing the concept note has brought about critical issues which require to be implemented in the next 10 years. The participants specially corporates assured to take up similar activities.

I emphasized the need for involvement of local farmers in the land activities by private sector. In the context of India, the need for

- ⇒ Sustainability of small farming
- ⇒ Bringing about changes Indian government policies & mindset.
- ⇒ Involvement of private sector in technology transfer investment in infrastructure and market connectivity.
- ⇒ FDI in Agriculture

3. For me the main event was **“GENUINE GREEN GROWTH: DEVELOPMENT THROUGH AGRICULTURE”** on 28.1.2011 in which I was a panelist along with Mr. Rajiv J.Shah, Administrator, USAID; Mr.Hugh Grant, Chairman, President & CEO, Monsanto, USA; Mr. Jakaya M.Kikwete, President of Tanzania; Mr. Stefan Lippe, CEO, Swiss Re; Mr. Gregory R.Page, Chairman & CEO, Cargill, USA.

Mr. Rajiv Shah moderated in an exceptional manner by bringing about the best ideas from the panelist and participants. My main focus was on 21<sup>st</sup> century agriculture in India by small farmers that can be developed in a sustainable model by adopting modern technologies including biotechnology, mechanization, hybrid seeds partnering with markets for retailing, processing etc., and developing farmers as a knowledge manager. (Details of presentation: [www.indianfarmers.org](http://www.indianfarmers.org)).

I presented before the panel that for India agriculture development is a challenge for farmers, policy makers, experts and corporates. I emphasized that by working together Indian small farmers can provide food security to its 1200 million citizens and also economic and social security to its 600 million small farmers.

4. On 29.1.2011 "**CATALYSING SUSTAINABLE LAND USE AND THE ROLE OF THE PRIVATE SECTOR**". This session was attended by many policy makers and CEO and it was unanimously decided that in 2011 the local partners will be initiated to take up activities.

In the land usage it was keenly discussed that a platform be created for private players. The deliberations wanted a frame and vision, who will do what, and how? Identifying collaborative partners and integrating with programs and taking care of environmental issues should be inclusive. The ADM has agreed to conduct studies for this purpose.

In regard to India I gave a program for bringing together all the stake holders for sensitization as a activity.

### **C. NEW VISION FOR AGRICULTURE AND OTHER POLICY DOCUMENTS:**

Realizing a new vision for agriculture – a road map for stakeholders. Prepared in consultation with McKinsey and Company has identified farmers centric programs where in the public sector, private sector and civil society specially the large number of farmers in developing nations have prepared innovative models of collaboration. Details available in websites.

One critical issue to be added is that in all developing nations and under developed nations the number of people dependent on agriculture will remain high. These countries having divergent social backgrounds have basic problems of low literacy levels, limited access to technologies, inputs, extension & markets. In majority of the countries the gender inequalities are very high. They include low wages, more working hours, no right to property and no voice in decision making. The farmers in these countries get limited budgetary allocations. Since they have no organizations they have weak lobbies. These issues are the challenges before various stake holders.

The other reports on "Proposals from the Private Sector for engagement at scale in REDD+" in land use project, "The next billions: unleashing business potential in untapped markets", "Unilever sustainable living plan small, actions big difference" merits study and follow-up.

#### **D. OBSERVATIONS:**

Meeting great political leaders, top International CEOs and people of academic excellence from across the world is a highly exhilarating experience. The WEF organizational functioning is like a Rolex watch precision. The contents of the Agenda, selection of faculty, integrating diverse views and preparing an innovative plan for implementation is of high quality.

The organization of events, infrastructure, logistics and hospitality is of the highest quality for which I am grateful to one and all. The care taken in providing security deserves complements by all of us.

I participated in BBC show on "Leadership shifting from West to East" was discussed in detail. It was felt by the panelists as well as participants that China and India, the emerging economies have important role to play in the overall global leadership. But at the end, it is America that will continue to dominate the World Leadership. This session attended by Mr. Anand Sharma, Commerce Minister of India and the Chinese Policy Maker emphasized that the leadership is not going to be one country or one person. It has to be inclusive model in which concepts, institutions and leaderships have to play a unified role. In 21<sup>st</sup> century there is no individual leadership or a nation that can dictate terms to others. On the contrary there has to be consensus and inclusiveness in all the issues.

#### **E. MY DISCUSSIONS WITH FARMERS LEADERS:**

I had very interesting discussion with Mr. Pdraig Walshe, President of EU Farmers Union. He explained the constraints faced by European farmers who are denied of access to technologies, specially biotechnology. These technologies are opposed by environmentalists who have become a powerful influence on European Governments and they have become strong lobby and advocate impractical approach on agriculture development. Infact, these NGOs have become an impediment for the farm sector in developing nations.

Mr. Walshe was also apprehensive about the misgivings of the consumers and also insufficient attention by the Government towards farmers issues. I had opportunity to explain the same to Ms. Christine Lagarde and she was kind enough to agree to meet a delegation of European Union farmers leaders. I was happy to learn from Mr. Walshe that efforts are made to integrate farmers Unions Across the world. I suggested that CIFA will be happy to be part of its.

I am happy to have to met many dedicated people with whom I shared the concerns of food security. They include Mr. Ayla Goksel, CEO, Mother Child Education Foundation; Mr. Robert S.Zeigler, DG, IRRI; Mr. Jyotsna Puri, Green Economy Advisory, Service Unit, United Nations Environment Program; Mr. David Nabarro, Special Representative of the UN Secretary General for Food Security and Nutrition; Mr. Tim Hanstad, J.D.,, CEO, Landesa; Mr. Salum Shamte, Chairman, ACT; Mr.Ingrid Srinadh, Secretary General & CEO, CIVICUS; Mr.Rajesh Chandy, Tony and Maureen Wheeler Chair in Enterprenuership

Professor of Marketing, London Business School; Mr. Jeffrey D.Sachs, Director of the Earth Institute, The Earth Institute Columbia University, Mr. Swami Nikhilananda Saraswati, Regional Head, Chinmaya Mission; Mr. John H.McCall MacBain, McCall MacBain Foundation; Mr. Martin Dahinder, DG, Swiss Agency for Development & Corporation SDC; Mr. Abhishek Bisht, Brand Head Apollo-Europe, Apollo Tyres Ltd., Mr. Raghuram G.Rajan and Mr. Naveen Zindal.

**F. Important issues identified in the deliberations:**

1. The ADM has suggested a project proposal for studying the issues of curtailing wastage. The USAID and also UNO suggested applying directly for innovative concepts for support by them. It is an opportunity for developing nation's civil society as well as corporates.
2. Leadership change from west to east is a myth. It is individuals' dedication, hard work that matters. It is the Power of one to make change is remarkable.
3. Stagnated markets in west and growing markets in east is a reality which can be used as an opportunity by developing nations and under developed nations. This opportunity is not only in marketable items but even in employment areas of agriculture and supervisory work in EU and US. The opportunities can be utilized by partnering with corporates and others.
4. Scaling up educational work force in developing nations by Change in the educational system by prioritizing vocational courses. 2020 India needs 270 million jobs. It is hear that policy makers need to differentiate between unemployable skills that require integrating into the educational system.
5. In developing nations including India innovative local business models needs to be introduced. There is need to strengthen political institutions specially by reducing corruption and improving administration and making political system transparent and responsive.
6. Ms. Kiran Mazumdar Shaw, the dynamic Chairman & MD of Biocon India has spontaneously agreed to deal with agriculture biotechnology issues in India. From Davos itself she gave directions to her colleagues in Biotechnology industry to take up the issue of policy advocacy on priority basis.
7. The Indian CEOs Mr.Jamshyd N.Godrej, Chairman, Godrej & Boyce Mfg. Co. Ltd.; Mr. Ajit Gulabchand, Chairman & MD, Hindustan Constructions Co. Ltd.; Mr. Sunil Kanth Munzal; Mr. Shubhendu Amitabh, Senior President, Aditya Birla Group; Mr Raghupathi Singhania, Vice Chairman & MD, JK Tyre & Industries Ltd; Mr. Sanjeev Chadha, President, Middle East & Africa, Pepsico; Mr. Onkar S Kanwar, Chairman & MD, Apollo Tyres Ltd.; Mr. Rahul Bajaj, Chairman, Bajaj Auto Limited actively participated in the deliberations and when I suggested that we work together in India they readily agreed.

8. The Young and dynamic CEOs from India specially Mr. Vineet Mittal, Co-founder & MD, Welspun Energy Limited; Mr. G.Venkatesh Babu, MD, Lanco Infratech Limited; Mr.G.V.Prasad, Vice Chairman & CEO, Dr. Reddy's Laboratories Ltd., were seen participating in important sessions and made their presence felt at Davos.
9. The MNC CEOs Mr. Frits Van Dijk, Executive Vice President, Nestle; Mr. Patricia A.Woertz, Chairman & CEO, Archer Daniels Midland Company; Mr. Frans W.H.Muller, Member of the Management Board, Metro Group; Mr. Robert Berendes, Head Business Development, Syngenta, Switzerland; Mr. Zein Abdalla, CEO, Pepsico Europe; Mr. Clyde C.Tuggle, Sr. Vice President, Coca Cola Company; Mr. Hugh Grant, Chairman, President and CEO, Monsanto Company; Mr.Leslie Dach, Executive Vice President, Walmart; Mr. Jeff Raikes, CEO, Bill & Melinda Gates Foundation; Mr.Doug McMillon, President & CEO, Walmart; Mr. James C.Collins, President, DuPont Corp Protection; Mr. Daniel R.Mintz, Founding Managing Director, Olympus Capital Holdings Asia; Mr. Paul S.Walsh, Chief Executive, Diageo; Mr. Stefan Lippe, CEO, Swiss Re; Mr. Michel M.Lies, Chairman Global Partnerships, Swiss Re; Mr. Rhomas Nagy, Executive Vice President, Novozyems were actively participated in the land, water and new vision for agriculture assured me that they will extend their support for Indian programs.

#### **G. INSPIRED FOR A LIFE TIME:**

The last but the most inspiring program in Davos on 30.1.2011 was chaired by Mr. Klaus Schwab, Founder and Executive Chairman, WEF. The panelist includes an outstanding women leader of the world Ms.Christine Lagarde, Minister of Economy, Finance and Industry, Govt. of France and also Chairman of G-20; Mr. Nick Vujicic, Founder and president, Life without Limbs, USA; Ms.Raquel Helen Silva, Global Change Maker, British Council, Brazil; Mr. Daniel Joshua Cullum, Global Changemaker, British Council, Newzealand.

This session is about unlimited capacity of human beings to conceive ideas, to become a role model to others and to the entire society. Each panelist was remarkable in their own way by being as an outstanding example to fellow human beings to overcome problems and becoming an inspiration. **I can only suggest that each one who read my report look into the various websites and study the back ground of each panelist. I specially recommend [www.lifewithoutlimbs.org](http://www.lifewithoutlimbs.org).**

**"FOR ME A NEW GOAL IS THAT I WILL WORK AS IF I HAVE ONLY 24 HOURS TO LIVE."**

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