



**Wheat Products
Promotion Society**
Since 1988

News Letter

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Wheat Products Promotion Society was formed in the year 1988 by some leaders in wheat based industries and has been working since then for growth and development of this very important industry in the country. The primary objective of WPPS is to disseminate Information, Education and Communication for improving industry's performance and profitability. WPPS has sponsored and supported seminars, industry study and training, market studies, workshops, wheat popularization programs to promote consumption of wheat, and similar other activities in respect of all aspects of wheat and wheat products. Participation in WPPS activities has been from wheat scientists, growers, traders & exporters, millers, manufacturers, bakeries & biscuit makers, entrepreneurs, technologists, vendors of materials & equipment, business analysts & domain specialists. WPPS has received support and participation from all governmental agencies, Ministries and State departments in all activities, and has provided a common platform for all stake holders in wheat chain, from farm to the market.



Keeping in view fast changing business environment for development and growth of Industry and suggestions from our esteemed members, WPPS has decided to produce a news letter for disseminating information of it's activities, that of other associations who are members, and general information that could be of use. News letter will be received by not just to our members, but widely circulated to reach all key sections of stake holders in this very important industry. Six or more issues are proposed in a year. As this is our first effort, we will be grateful for suggestions to make the News Letter more valuable for all concerned. We request information on activities and plans of member associations which will be included in abstract form, considering small space available in what is intended to a compact bulletin.

I solicit support from all members which will make this communication venture a success.

Adi Narayan Gupta
Chairman
Wheat Products Promotion Society

Wheat Sown in Over 28.1 and Pulses in 14.1 Million Hectare

As per data received from States, wheat has been sown in over 28.1 million hectare, which is 0.72 million hectare more than last year on this date. The pulses acreage is up by 0.84 million hectare compared to last year.

The cropped areas this year and last year for major rabi crops are as follows:

Crop	million hectares	
	This year's area [as on 7th January]	Last year's area [as on 7th January]
Wheat	28.125	27.408
Rice	0.550	0.732
Jowar	4.086	4.446
Maize	0.991	1.034
Total of coarse cereals	5.872	6.271
Total pulses	14.158	13.3.13
Total of food grains	48.705	47.724
Total oilseeds	8.884	8.655

Computerization of PDS Operations

Government has approved implementation of the scheme of computerization of Targeted Public Distribution System (TPDS) operations in a phased manner to improve the efficiency and effectiveness of the TPDS. In the first phase, the scheme has been approved for implementation on pilot basis in three districts each of Andhra Pradesh, Assam, Chhattisgarh and Delhi and piloting of foodgrain bag tracking in one district in Chhattisgarh. The scheme shall concentrate on key functional area, namely, allocation, off take reporting, storage, movement, finance, licensing & regulation and grievance redressal.



Prospects of New Wheat Crop

SK.Singh, Directorate of Wheat Research, Karnal

Wheat is the second most important crop after rice in India and occupies approximately 28.5 million hectare area. Area, production and productivity of wheat has gone up to the tune of 2.9, 12.2 and 4.2 times, respectively as compared to 1950. Wheat in India is cultivated in almost every state except Kerala, About 91.5% of the wheat produced in six states viz. Uttar Pradesh, Punjab, Haryana, Madhya Pradesh, Rajasthan and Bihar. Uttar Pradesh continues to be the highest producer of wheat with 27.8 million tons (mt) followed by Punjab (15.26 mt) and Haryana (10.5mt). The contribution from Punjab and Haryana is mainly

attributed to their high productivity (4.31 & 4.21 tons/ha, respectively) whereas the contribution of other states such as Uttar Pradesh and Madhya Pradesh is due to relatively large area (approx. 50% of the total area) sown to wheat. The states of low wheat productivity have shown an increasing trend in grain yield per unit area in recent past but the stagnated productivity levels in highly productive states of Punjab and Haryana is posing a major concern for future production targets. The present yield plateau is the major concern for achieving the targeted wheat production of 90 million tons by 2020. However, bridging the yield gap between experimental and farmers' fields can solve the problem to a considerable extent. With the existing technologies, about 21.8 mt wheat can be added to the national basket. It is expected that present technologies can be further refined and popularized so that wheat production can be enhanced to meet our future demand for the food and nutritional security.

Crop year	Area (mha)	Production (mton)	Yield (t/ha)
1950-51	9.75	6.46	0.66
1960-61	12.93	11.00	0.85
1970-71	18.24	23.83	1.31
1980-81	22.28	36.31	1.63
1990-91	24.17	55.14	2.28
2000-01	25.73	69.68	2.71
2007-08	27.70	78.56	2.80
2008-09	27.80	80.68	2.90
2009-10	28.52	80.71	2.83

Source: Agricultural Statistics at a Glance, 2010

WPPS to support DWR's 3rd International Group Meeting (IGM) on "Wheat Productivity Enhancement under Changing Climate".

This program is being organized by Directorate of Wheat Research, Karnal and University of Agricultural Sciences (UAS), Dharwad on February 9-12, 2011 at UAS, Dharwad. The Directorate of Wheat Research, Karnal had earlier organized two group meetings. In order to increase the productivity further, the future genotypes should be capable of yielding beyond 7 t/ha (i.e. at least one ton yield advantage over the commercial varieties), must be resource efficient and disease resistant. Furthermore, in view of the global climate change, there is need to highlight importance of abiotic stresses viz., heat, drought, salinity and water logging. For this, research efforts are to be made in form of time bound projects at regional level to tackle various new problems arising due to climatic changes. For Details contact: Organizing Secretary, 3rd IGM, Account No. 31320789261, IFS Code: SBIN0003151, SWIFT CODE SBIINBB264, Payable at State Bank of India, Krishinagar, UAS, Dharwad, Karnataka, India

4th National Seminar on Baking Innovations

WPPS Supported Seminar on 4th National Seminar on Baking Innovation – India. The seminar was organized by The Society of Indian Bakers (SIB) in association Bakers Association of Kerala (BAKE). The seminar was attended by more than 300 bakers who showed an environment of growth and forward looking approach to meet with innovations and challenges in bakery industries with mergence of the Bake. Shri Tony Chammany, Worshipful Mayor, Municipal Corporation of Cochin inaugurated the seminar; Shri Dominic Presentation, Member of Legislative Assembly, Kerala was the Chief Guest of the Seminar.

The key focus was on Innovations and ideas to create new, healthy and affordable products for consumers; policy or process affecting retail baking industries; and Food Safety and Standards, etc. Dr. A. S. Bawa, Director, Defence Food Research Laboratory, Mysore; Shri L.R. 'Pat' Kandhari, Founder President, Society of Indian Bakers; Shri P. M. Sankaran, President, Bakers Association of Kerala (BAKE); Shri Jai Prakash, Chairman, Organizing Committee; Shri J.N. Kushawaha, President, Society of Indian Bakers and other Eminent Speakers and panelists addressed on latest issues and development in baking industry. Two specific workshops for demonstration of Banana & Dates. Whole Grain Cake, Eggless Muffins and display of healthy bakery products and Cake Decoration were the key attraction of the seminar. Overall it was a great show attended by almost 400 delegates across the Country.



The Impact of Warehousing (Development & Regulation) Act on Agri Business

Mr. I. C. Chadda, Dy. General Manager (Tech.), Central Warehousing Corporation

Warehousing refers to the activities involving storage of goods in a systematic and orderly manner thereby ensuring proper upkeep and preservation of the goods from the time of their purchase or production till their actual use or sale.



Development of agro processing and agricultural marketing need, therefore, strong warehousing system. The Warehousing (Development & Regulation) Act, 2007 has come into force w.e.f. 25th October 2010. Warehousing Development & Regulatory Authority (WDRA) has been also constituted under this Act w.e.f. 26th Oct. 2010. The enactment of Warehousing (Development & Regulation) Act, 2007 has been the outcome of a very long consultative process, following the immense need to make provisions for negotiability of the Warehouse Receipt and facilitate trade in the warehouse receipt. The new Warehouse Receipt Law intends to introduce Negotiable Warehouse Receipt including System in the country to make it fully Negotiable Instrument.

The act prescribes the form and manner of registration of warehouses and issue of Negotiable Warehouse Receipt NWR including, electronic format WDRA will register and accredit warehouse intending to issue Negotiable Warehouse Receipts and put in place, a system of quality certification and grading of commodities, with a view to protect the interests of holders of Warehouse Receipt against fraud, negligence and malpractices. WDRA has received nearly 300 applications for registration of warehouses, with a capacity of more than 9 lac tonnes till date. The authority has notified 40 agri commodities for the purpose of issuing, NWR by the registered warehouses. The main objective of the new law is to increase credit flow from the banks in rural areas. This would in turn result in higher returns to the farmers and better quality to the consumers through a strong legal backup. As per this law, only such warehouses, which are registered with the Authority, will be authorized to issue Negotiable Warehouse Receipt.

WDRA may not grant a certificate of registration, unless it is satisfied that the warehouses in respect of which the application has been made, has got adequate facilities and safeguards required to warehouse goods of the nature specified in the application and the applicant satisfies the prescribed financial, managerial and other eligibility criteria. The warehouse man is liable for a loss or injury to the goods caused by his failure to exercise such care and diligence in regard to the goods as a careful and vigilance owner of the goods, would exercise in his custody in similar conditions. The introduction of Negotiable Warehouse Receipt System in the country will not only help farmers, avail better credit facilities and avoid distress sale, but will also safeguard financial institutions by mitigating risks inherent in credit extension to the farmers. WDRA will help in creating efficient warehousing system that would include quality testing, standardization and marketing. The creation of efficient linkages between the producer and the market through easy availability of loans will make agri-business a viable preposition for the farmers.

FBMI held its 60th AGM

Federation of Biscuits Manufacturers of India (FBMI) held its 60th Annual General Meeting (AGM) on December 22, 2010 in New Delhi. Ms. Mariamma R. Iyer was re-elected as President of FBMI. During her presidential speech she mentioned that biscuit industry is growing at 15% in current value terms with major constraints including higher rate of VAT and cost of raw material. Though manufacturers continue to provide affordable indulgence products especially cookies and sandwich biscuits to middle class consumers by focusing large-scale promotions and new launches on semi-premium brands.



Flour Fortification training for Millers of Madhya Pradesh and Bihar

GAIN – RFMFI organized two Millers at Bhopal and Bihar on 28, 2010 respectively. The objective Flour Millers about the Wheat technologies. Flour Millers chemists attended both the Key Speakers of this programs were Mr. Millers' Federation of India; Ms. Deepti Asia; Dr. Subrata Dutta, Coordinator, IFFN; Mr. Anuj Maheshwari, Flour Milling



training programs for Flour September 21, 2010 and September of the programs is to make aware Flour Fortification, its necessity, including mill owners, millers and programs and took keen interest.

Raj Kumar Garg, President, Roller Flour Gulati, Senior Program Associate South Mr. Vinod Kapoor, Master Trainer, GAIN; Consultant.

India Flour Fortification Network organized a Millers Training Program at Hotel Homotel, Chandigarh on December 6, 2010.

India Flour Fortification Network is a network of interested partners to see discernible change in nutritional status of population specially micronutrients through flour.

Presently its members include representatives from Wheat Products Promotion Society, Roller Flour Millers Federation of India, Micronutrient Initiative, Global Alliance for Improved Nutrition, UNICEF, WHO, WFP, A2Z, National Institute of Nutrition (NIN), International Council for Control of Iodine deficiency (ICCIDD) Council. Opening session at the Millers Training Program had introductory remarks from Adi Naryan Gupta, Chairman WPPS & Senior Vice President, RFMFI; Ravi Krishna, Vice Chairman, WPPS; Dr. Shariqua Yunus, Program officer, Health and Nutrition, World Food Program; Naresh Ghai, President, PRFMA; Vinod Mittal, President, CRFMA; Vinod Kapoor, Master Trainer & Expert on Flour Fortification and Dr. Subrata Dutta, Coordinator-IFFN Training sessions were conducted by Mr. Vinod Kapoor, Mr. Ravi Krishna and Dr. Subrata Kumar Datta.

The key suggestion and recommendations made at the program were:

1. The fortification program is already in place in Punjab and Chandigarh. IFFN can actively take it up for Haryana and Himachal Pradesh.
2. An appropriate and effective Monitoring and Evaluation should be put in place in all states where the IFFN partners have so far introduced the programs with financial and technical support. By putting the same in place, we can assure ourselves that the project is achieving sustainability otherwise we will have to wait for outcome after another round of NFHS and then postmortem will make us lose precious years of work that IFFN partners have done till now for the last 10-15 years.



UPCOMING EVENTS

WPPS Event

February, 2012 6th International Wheat Seminar.

Other Events Year 2011

February 14 - 16 Biscuit Production Course, IHM, Mumbai, Maharashtra supported by FBMI.

February 17 - 18 Advancement in Baking, Kochi, Kerala.

March 10 - 14 AAHAR, New Delhi

April 5 - 6 VI International Grain Trade Conference, Egypt.

June 7 IGC Grains Conference.

August 27 -29 AAHAR, Chennai.

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**WHOLE WHEAT
CHAKKI FRESH
ATTA**

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