



**Wheat Products  
Promotion Society**  
*Since 1988*

# News Letter

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## **WPPS announces 6th International Wheat Seminar**

WPPS to hold its biennial International Wheat Seminar on February 10-11, 2012 in New Delhi along with Roller Flour Millers' Federation of India; Delhi Roller Mills Association; Society of Indian Bakers and All India Bread Manufacturers' of India. The theme of the International Seminar is will be "Wheat & Wheat Products - Food and Nutrition Security". Advisory Group and Organizing Committees have been formed.

Key officials and industry representatives have been invited as members of Organizing Committee which will be chaired by Mr. Ravi Krishna and co-chaired by Mr. B. Shantilal. M/s Assocom-India has been retained Coordinator and Manager for the Seminar.

## **3rd International Group Meeting on Wheat Productivity Enhancement under Changing Climate, February 9-12, 2011**

The University of Agricultural Sciences (UAS, Dharwad), in collaboration with Directorate of Wheat Research [ICAR, Karnal (Haryana)], CIMMYT, Mexico and PVP&FR (New Delhi) hosted the 3rd International Group Meeting on Wheat Productivity Enhancement under Changing Climate on February 9-12, 2011. WPPS was one of sponsor of the seminar. Around 350 delegates comprising research workers, planners, administrators, extension functionaries from across India and abroad participated in the three-day meet. UAS vice-chancellor Dr. R. R. Hanchinal said UAS has been considered as a lead centre in wheat research in the country. Dharwad centre is pioneer in dicoccum wheat research and is first in the world to develop semi-dwarf dicoccum wheat varieties.

The workshop aimed at discussing trends in production and productivity of new wheat varieties, constraints in wheat production under changing climate and demand of important wheat varieties, value addition of wheat grains and export potential of wheat etc. Karnataka Agriculture Minister Mr. Umesh Katti inaugurated the workshop in the presence of CIMMYT (Mexico) Director General Mr. Thomas Lumpkin, Former Director of CIMMYT Mr. Sanjay Rajaram, Ronnie Coffman of Cornell University ( USA), Secretary (agriculture) Government of India Mr. P. K. Basu were key speakers.

## **WPPS Honors:**

WPPS has always been appreciating commitment & dedication to excellence shown by their key Hony. Members Shri Vinod Kapoor and Mr. Ravi Krishna. In order to recognize their notable contributions in past several years, their contagious enthusiasm and unbridled ambition for meeting the objectives of the society, WPPS decided to honor both our Hony. Members. Mr. Vinod Kapoor could not attend this meeting due to bereavement in his family.

Mr. R. P. Jain presented special Appreciation Award to Mr. Ravi Krishna in presence of all members present.



**L-R: Mr. Prem Goyal, Mr. A. N. Gupta,  
Mr. Ravi Krishna, Mr. R. K. Garg and Mr. R. P. Jain**

## **Strengthening WPPS**

In order to increase the network of members from different sectors of wheat industries, WPPS has proposed and approved new categories of membership so that a greater thrust can be put into getting more members to strengthen activities of WPPS, from emerging segments of wheat industry, like Pasta, Ready to Eat, Health & Nutrition products, etc. Academics institutes are proposed included as members in a new category.

**UPDATE FROM WPPS**

## Rajasthan to supply fortified wheat through PDS

Rajasthan government announced distribution of the fortified wheat flour through Public Distribution System (PDS) in several phases across the State. The seven divisional headquarters and four district headquarters would be covered in the first phase. Addressing a review meeting of the Food and Civil Supplies Department, Chief Minister Mr. Ashok Gehlot said the State Government would generate public awareness about the benefits of fortified wheat flour through a campaign on the lines of a similar drive for iodised salt. Laboratories would also be established for testing the flour. Mr. Gehlot gave instructions for opening new laboratories in both public and private

sectors for ensuring quality control of flour. The meeting also deliberated on making the laws against adulteration more stringent by bringing the offence into the non-bailable category punishable with life imprisonment. The fortified wheat flour will be distributed under the PDS in the first phase shortly at Jaipur, Jodhpur, Ajmer, Udaipur, Bikaner, Kota and Bhartpur divisional headquarters and Nagaur, Barmer, Churu and Bhilwara district headquarters. He said action would be initiated shortly for preparing new ration cards for consumers after studying the procedure of their issuance in Chhattisgarh and in southern States, where the process.

## Foodgrains Production in 2010-11 Estimated at 232.07 MT

The second advance estimates of crop production for 2010-11 have been released of February 9, 2011. India is likely to produce 232.07 Million Tons of foodgrains during 2010-11 compared to 218.11 Million Tons last year. This is only marginally below the record production of 234.47 Million Tons of foodgrains in 2008-09. Wheat production is likely to achieve record 81.47 Million Tons in current season. Central Statistics Office (CSO) has estimated that the agriculture, forestry and fishery sector is likely to show a growth of 5.4% in its GDP during 2010-11, as against the previous year's growth of 0.4%. The second advance estimates of crop production for 2010-11 confirm the findings of CSO. It may be noted that such a high level of production will be achieved despite significant crop damage due to widespread drought in Bihar, Jharkhand, Orissa and West Bengal and the effects of cyclones, unseasonal & heavy rains, and severe cold wave & frost conditions in several parts of the country. The major credit for this second highest ever production goes to the resilience shown by our farmers. However, their efforts would not have yielded such rich dividends without the backing of our scientists and the extension machinery in the States. The Central Government has supported these efforts through several policy initiatives. There has been huge increase in investment in recent years – Gross Capital Formation in Agriculture as a proportion of agricultural GDP has gone up from 14.1% in 2004-05 to 21.3% in 2008-09. MSPs of major crops such as paddy, wheat and pulses have increased by between 75% to 125% between 2004-05 and 2010-11.

### The production estimates for major crops for 2010-11

In Million Tons		
Crop		Estimates
Foodgrains	–	232.07
Rice	–	94.01
Wheat	–	81.47
Coarse Cereals	–	40.08
Maize	–	20.03
Pulses	–	16.51
Tur	–	3.18
Urad	–	1.45
Moong	–	1.12
Oilseeds	–	27.85
Soyabean	–	10.47
Groundnut	–	6.81

## Vision 2015 to Enhance Post-Harvest Facilities

The Government has adopted Vision 2015 which has suggested strategy to ensure faster growth of the food processing sector. The Vision 2015 provide for enhancing the level of processing of perishable to 20%, enhancing value addition to 35%. Due to fragmented supply chain and lack of adequate processing infrastructure along the value chain, the processing levels in the country are quite low resulting in considerable amount of wastage of agri and horticulture produce. As per a study conducted by the Central Institute for Post Harvest Engineering and Technology, Ludhiana, post harvest losses in 2009 were estimated to be Rs. 44,530 crore. This information was given by the Minister of State for Food Processing Industries, Shri Harish Rawat in a written reply in the Lok Sabha on March 08, 2011.

### Union Budget

The excise on biscuits above 100 per kg which was 4%, has now been increased to 5%.

## FBMI supported AIB Biscuit Production Course

Federation of Biscuits Manufacturers' Association of India supported Biscuit Production Course was organized by AIB International and Assocom-India at Institute of Hotel Management, Mumbai on February 14-16, 2011. The program was conducted by Dr. Kirk O'Donnel, Vice President – Education, AIB International along with array of speakers from industry.



A view of participants



## Making Wheat Flour Fortification a National Agenda

In order to recognize contribution of key policy makers and donors for their initiative and effort for successful launch of Wheat Flour Fortification” in states of Gujarat, Madhya Pradesh, Bihar and Delhi; Roller Flour Millers Federation of India honored and felicitated the senior policy makers and bureaucrats from different states for their committed support and guidance.

These included: Dr. S. K. Nanda, Mr. Ashok Das, Mr. Tripurari Sharan, Mr. R. Ramanujam, Principal Secretary, Food and Civil Supplies, MP; Mr. Ajit Kesari, Commissioner and Secretary, MP and Mr. K. C. Gupta, Managing Director, MP State Civil Supplies Corporation, MP; Mr. N. P. Mandal,



Mr. A. N. Gupta felicitating Mr. Ashok Das

Dy. Secretary, Food and Civil Supplies, Bihar, Mr. Dharam Pal, Secretary (Food) Delhi, Dr. V. K. Jain,

Additional Secretary (Food) Delhi, Mr. D. S. Grewal, Secretary (Food) Punjab, Mr. Ram Niwas, Home Secretary-cum-Secretary Food, Chandigarh, Ms. Navraj Sandhu, Financial Commissioner & Principal Secretary, Haryana and Mr. Vinod Kapoor, eminent flour miller, trainer and an ardent supporter of wheat flour fortification movement.



Mr. Jay Naidoo, Chairman, Global Alliance for Improved Nutrition (GAIN) and former minister in Nelson Mandela government in South Africa talked about successful example of fortified wheat flour made available in South Africa and in other countries.

## AIBMA's 25th Annual Session

All India Bread Manufacturers' Association convened its 25th Annual Session on 12th March at New Delhi. The members unanimously elected Shri Ramesh Mago, CMD, Kitty Bread and Food Industries, Ludhiana as its President for the third consecutive year. Shri Pankaj Agarwal, Britannia Industries Ltd and Shri N. L. Mehta Hindustan Unilever (modern Bread) were elected the Senior Vice President and Vice President respectively for the second term. Shri Sandeep Ahuja, a young entrepreneur from Lucknow, was elected as the Hony treasurer of the Association.



The session was attended by the Who's who of the Bread manufacturing industry. Shri Ramesh Mago in his speech thanked the members for the faith entrusted in him and resolved to take initiatives for promotion of Bread industry in the country. He stressed that there is need to change the mindset that the Bread is a sickman's diet. He said that today 30-40 variants of bread are easily available on the shelves of the neighbourhood store in the cities and one does not need to go to a special bakery. Some of the more common types of bread on offer are multi-grain, whole wheat, garlic, dalia, fenugreek and more. But this trend is yet to catch up in the rural areas and hinterland.

With so many new variants of bread available in the market it is important to bring home the point that bread is a health Food and including bread in everyday diet improves ones health. The growing awareness about health and globalisation, people have become more adventurous in their eating habits thereby pushing the demand for new health-based or flavoured breads. Manufacturers were urged to be innovative and also particular about quality and hygiene. The per capita consumption of bread is 2.3 kg per year and the growth rate is around three percent annually. It is still not an organised sector.

A recent data analysis by Omega Analytics reveals that the organised sector production of bread comes up to 1,500,000 mt (megatonne). In this regard he proposed to start a campaign with the support of members. He requested members to support the campaign which would be on lines of the egg promotion campaign. He even devised a punch line for the campaign – Eat Bread for a strong Body and head. He also urged the members to focus on modernisation and upgradation of technology. He pointed out that maintenance of

Hygiene and food safety and quality standards is the key to success and beat competition. In this context he announced that to spread awareness about the various certifications and standards, the Association would organise Training programmes and Seminars in different regions of the country. Shri Pankaj Agarwal joined him in thanking the members for their support and stressed that through cost efficiency the industry would be able to keep its promise of supplying quality bread at economical prices. Shri N L Mehta requested members to follow the standards and said that the Association is a platform which can be used by the members for assistance in respect of information on technology and ingredients.

### SIB held its Annual General Meeting

Society of Indian Bakers held its Annual General Meeting on March 12, 2011, New Delhi.

Following were elected or re-elected for the year 2011-12 :

President	Senior Vice President	Vice President	Secretary
Mr. J. N. Kushwaha	Mr. D. V. Malhan	Mr. Ajit P. Divadkar	Mr. C. R. Khare
Joint Secretary	Treasurer	Editor	Associate Editor
Mr. P. R. Chaudhry	Mr. B. K. Sharma	Mr. S. C. Dubey	Mr. Vivek Arora

**Executive Committee Members:** Mr. P. M. Sankaran, Mr. Bashir Ahmed Sufi, Mr. Jai Prakash, Mr. Sujit Balan, Mr. Chandresh Tejabhai Kashagra, Mr. M. M. Rehman, Dr. Shahid Siddiqui.

### UPCOMING EVENTS

#### WPPS Event

April 11, 2011

Organizing Committee Meeting -  
International Wheat Seminar 2012.

May 13, 2011

Annual General Meeting, WPPS.

February 10-11, 2012

6th International Wheat Seminar, New Delhi.

#### Other Events Year 2011

April 7-8

Workshop on Extrusion Processing,  
Ludhiana.

June 2-4

Short Course on Flour Milling, New Delhi.

June 7

IGC Grains Conference.

August 27 -29

AAHAR Expo, Chennai.

### WPPS OFFICE BEARERS

- Mr. Adi Narayan Gupta, *Chairman*  
Email: chairman@wpps.org
- Mr. Ravi Krishna, *Vice Chairman*  
Email: vchairman@wpps.org
- Mr. Raj Kumar Garg, *Hony. Secretary*  
Email: hsecy@wpps.org
- Mr. Prem Gupta, *Hony. Treasurer*  
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