

SPIRITZ

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Happy Waves in Wine Glass



Dialogue

John Barker, Director General, OIV

M. Chapoutier

An Indian Toast to French Wines

Spotlight

Varchasvi Shankar

Vinod Giri Takes Charge of BAI

Maize is slated to be the next big raw material for ethanol production and distilleries. Recognising the value of maize, the UP Distillers' Association (UPDA) has been taking giant steps in promoting maize cultivation across the state while also collaborating with American organisations to collaborate on the latest technologies, as informed by **Rajneesh Agarwal, Secretary General, UP Distillers' Association.**



UPDA Bets Big on Maize

In the recent years, the UP Distillers' Association has emerged as a leading industry association, having initiated proactive steps on maize emerging as a vital crop or feedstock for ethanol production. A landmark step has been the signing of a MoU with the Indian Agricultural Research Institute (IARI) and discussions at an advanced stage with the Indian Institute of Maize Research (IIMR). The prime objective is to undertake large-scale evaluation of newly developed hybrid maize varieties which promise higher ethanol recovery and improved protein quality with lower Aflatoxins in distillers dried grains with solubles (DDGS).

"Moving forward, maize shall play a nuclear role in further growth of UP and India to achieve the ambitious E-20 blending target," says Rajneesh Agarwal.

Maize at the Forefront

In 2023-24 ethanol tender, there is a target of producing over 30 percent i.e. about 198 crore litres from maize feedstock alone, which translates into a requirement of 5 million MT of maize. Given the time-bound importance, certain UPDA members have already proceeded on fast-track with sowing in their respective catchment areas, procuring the best of seeds available from both public and private organisations. As of now, not

only does India have limited produce of maize but its quality upliftment requires a paradigm shift.

The Ministry of Agriculture has recently advised state governments to plan and promote cultivation of maize in areas around 50-100 km of distilleries through special projects under the Rastriya Krishi Vikas Yojana (RKVY) and public-private partnership for Integrated Agriculture Value Chain Development (PPPIAVCD) scheme. "The UP government is at the forefront of this campaign and has initiated all-round steps on maize production, allocating a budget for the same," Rajneesh Agarwal states. The UPDA has extended its support and cooperation for the robust

government programme. It has been decided to together develop a roadmap to take this

Promoting UP's Liquor Business

The UP Distillers' Association (UPDA), since 1983, is an apex state body representing the distillery segment of UP. It has been rendering advocacy role on policy and regulatory matters, garnering official recognition from numerous state and central government bodies.

As an active participant in the UP-liquor growth story, UPDA stands tall with unwavering dedication to quality and innovation with national & international collaborations.

campaign forward involving all the stakeholders, namely, farmer-producer organisations, seed

makers, sowing and harvesting machine manufacturers as well as all the others concerned in developing this full ecosystem.

The UP government has allocated Rs 30 crore to take maize production to the next level. The key areas to work on include efforts to increase crop intensity, develop high-yielding varieties, and undertake crop diversification with special incentives and subsidies for machinery, in maize cultivation.

It also includes harvesting, providing incentives to farmers in UP's catchment areas, replicating the encouraging model prevalent in Gujarat, technology infusion initiatives, developing a dedicated online market like e-NAM for maize growers to ensure better pricing and allow for direct contact among farmers and industries. The efforts extend beyond national borders as UPDA's leadership team had the privilege of attending the Global Ethanol Summit in Washington, in October 2023 organised by the US Grains Council (USGC), a premier

body under the US Department of Agriculture.

Fostering International Collaborations

USA is a global leader in the production of corn and ethanol. Given the importance of maize as a potential future feedstock in India, USGC has agreed to partner with the UPDA on a corn programme. To foster collaboration and innovation in the ethanol sector, a groundbreaking MoU was signed between the UPDA and the USGC in New Delhi, on 23rd April 2024.

"The future vision of this understanding is to take a deep-dive into the Indian agrarian space and ecosystem to establish innovative farming and logistical practices derived from the latest US and other global technologies for integration of higher ethanol blends into the ecosystem," points out Rajneesh Agarwal. The collaboration will provide for training for maximisation of ethanol co-products and leveraging of the digital platforms. \$

Dosh

Tahaangat

DJ Khyber

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Live Music Starts : 6:30PM
Dilli Haat, Pitampura

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