



Indian Micro Fertilizers Manufacturers
Association (IMMA)

Policy Advocacy | Knowledge Sharing | Fellowship



41st Annual Report 2024-2025

IMMA Activity Review
Driving Change, Delivering Results

IMMA Annual Activity Review 2024-25 - Driving Change, Delivering Results

Introduction

The year 2024-25 has been one of growth, consolidation, and renewed leadership for the Indian Micro-Fertilizers Manufacturers Association (IMMA). As India's foremost platform for micro-fertilizer and specialty nutrient stakeholders, IMMA has continued to champion policy reforms, knowledge sharing, industry partnerships, and leadership development. Through sustained advocacy, collaborative initiatives, and meaningful engagement with government, academia, and industry bodies, IMMA has set new benchmarks for excellence and representation.

This Annual Report captures the journey of IMMA over the past year - highlighting key achievements, activities, and milestones across policy, capacity building, member engagement, flagship events, and recognitions.

The Main Objectives of IMMA are :

- Policy Advocacy
- Knowledge Sharing
- Fellowship

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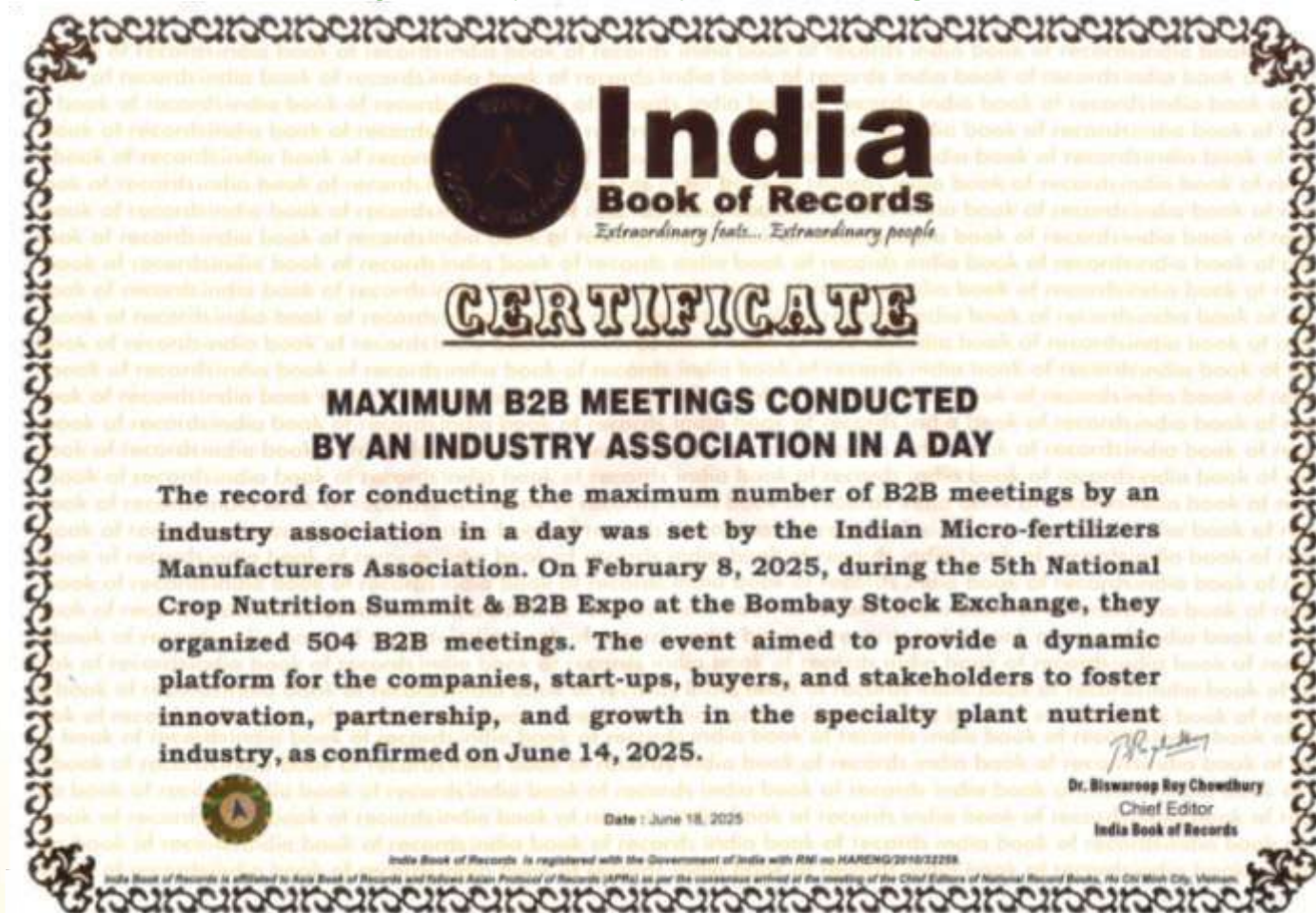
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Event Summit Report

RECORD-BREAKING FEAT

Indian Micro-Fertilizer Manufacturers Association Honored by India Book of Records for Maximum B2B Meetings in a Day at Bombay Stock Exchange



RECOGNITION FROM THE HON'BLE PRESIDENT OF INDIA

अजय कुमार सिंह

राष्ट्रपति के प्रेस सचिव

Ajay Kumar Singh

Press Secretary to the President



MESSAGE

The President of India, Smt. Droupadi Murmu, is happy to know that the Indian Micro-Fertilizers Manufacturers Association, Pune, Maharashtra, is organizing 5th flagship National Crop Nutrition Summit and B2B Conclave on the occasion of its 40th Anniversary celebration from February 7-8, 2025, at the iconic World Trade Centre and Bombay Stock Exchange, Mumbai.

The President extends her warm greetings and felicitations to all those associated with the organizations and sends her best wishes for the success of the event.

Press Secretary to the President

New Delhi
06 February, 2025

RECOGNITION FROM THE HON'BLE PRIME MINISTER OF INDIA



प्रधान मंत्री
 Prime Minister
MESSAGE



Greetings and best wishes to the Indian Micro Fertilizers Manufacturers Association (IMMA) for organising the 5th National Crop Nutrition Summit & B2B Expo.

The theme of the Summit – 'Next practices for climate-smart agriculture' is thoughtful and holds great relevance to our times.

For many years, IMMA and its members have been engaged in the vital task of enhancing crop nutrition across India. Through policy advocacy, training initiatives, and fostering collaboration, the IMMA has played a role in ensuring that micronutrients reach the agricultural value chain effectively and efficiently.

The last decade has been transformative for Indian agriculture due to the focus on reforms in every step of agriculture *Beej se Bazaar Tak*.

During this journey, we are also making every effort to ensure that our agriculture sector – from farms to fertilisers - becomes more robust, inclusive and most importantly, *Aatmanirbhar*.

The National Crop Nutrition Summit is an ideal platform to support this vision through interactive discussions, collaboration and innovation in the fertilizers and micronutrients industry.

As India moves towards achieving the vision of a *Viksit Bharat* by 2047, the emphasis on climate-conscious and sustainable practices will be crucial. This era is an opportunity to adapt our agriculture in a way that meets our diverse requirements and challenges such as climate change.

By aligning innovation with sustainability, we can ensure that the farming community remains empowered and that agricultural productivity is both - enhanced and ecologically responsible.

Best wishes to IMMA and all participants of the 5th National Crop Nutrition Summit & B2B Expo. I am sure the Summit & Expo will serve as a catalyst for many meaningful discussions and actionable strategies address techno-legal issues.

(Narendra Modi)

New Delhi

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04 February, 2025

Message from the President



Dr. Rahul Mirchandani,
President – IMMA

It gives me great pride to present IMMA's Annual Report for 2024–25, a year that has been both transformative and inspiring. Our Association has successfully deepened its role as a trusted industry voice, while also expanding its reach through policy dialogues, global collaborations, and meaningful member engagement. Together, we're driving innovation, promoting sustainable agriculture, and shaping the future of plant nutrition worldwide.

During the year, IMMA achieved several historic milestones — from hosting the 5th National Crop Nutrition Summit & B2B Expo, to receiving national recognition for excellence in agriculture, to setting a new India Book of Records benchmark with over 500 B2B meetings in a single day.

It was a moment of great pride to receive letter of appreciation from the Hon'ble President of India, Smt. Droupadi Murmu and also from the Hon'ble Prime Minister of India, Shri Narendra Modi. These achievements are testimony to the dedication and collective strength of our members.

Looking ahead, IMMA envisions a future where innovation, progressive policy, and capacity building converge to transform Indian agriculture. Together, we will work towards cultivating an ecosystem that empowers sustainable practices, where micronutrients and specialty fertilizers are not just inputs, but catalysts driving productivity, resilience, and national growth.

I extend my heartfelt gratitude to all members, partners, and stakeholders for their continued trust and support.

Message from the Vice President

The past year has reinforced IMMA's position as a dynamic and forward-looking association that not only represents the interests of its members but also contributes meaningfully to national agricultural priorities. Our collective achievements reflect the synergy between industry, policymakers, and scientific institutions.

From knowledge-sharing webinars and leadership programs with IIM Ahmedabad to policy roundtables with government officials, IMMA has consistently created platforms for dialogue and action.

These initiatives have empowered our members with greater visibility, deeper insights, and stronger networks.

As Vice President, I am deeply committed to building on this momentum. The coming year will focus on strengthening member services, advancing digital transformation in our sector, and enhancing IMMA's role as a catalyst for innovation in agriculture.

I thank our President, Managing Committee, Secretariat, and each member company for their invaluable contributions in making IMMA stronger and more impactful every year.



Mr. Sameer Pathare,
Vice President – IMMA

About IMMA

The **Indian Micro-Fertilizers Manufacturers Association (IMMA)**, established in **1983**, is the national body representing micronutrient and specialty fertilizer manufacturers across India. With over four decades of service, IMMA has worked with farmers, policymakers, scientists, and industry to make **balanced plant nutrition** a national priority.

Recognised with the **National Award for Excellence in Agriculture** as an *Outstanding Agriculture Association*, IMMA is a **statutory body under Section 38(5) of the Fertilizer Control Order, 1985** and has been a member of State Fertilizer Committees across the country.

Our Focus Areas:

1. **Policy Advocacy** – Representing industry concerns before the Government of India, State Departments, BIS, and NITI Aayog.
2. **Knowledge Sharing** – Training programmes, technical webinars, and leadership programme with apex institutes.
3. **Fellowship** – Annual retreats, member visits, and shared participation in national and international conferences.

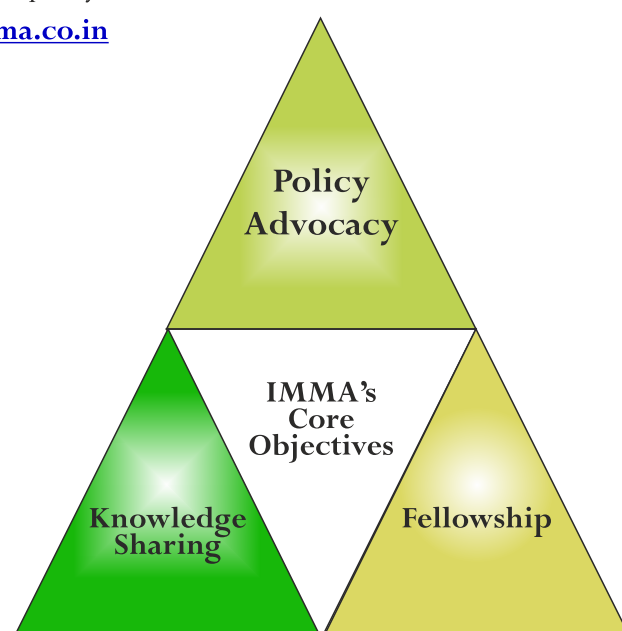
Flagship Initiatives:

- **National Crop Nutrition Summit & B2B Expo** – IMMA's annual platform for policy dialogue, innovation, and industry networking. The 5th NCNS set a national record with **504 B2B meetings in a single day at BSE (Bombay Stock Exchange)**, in 2025.
- **Industry Partnerships** – Collaborations with **FAI, BASAI, AIM, Zinc Association, SFIA, PMFAI**, and others to strengthen the sector.
- **Knowledge Sharing** – Through technical sessions, training, and the **IMMA Bulletin**, promoting research and best practices.

Vision:

To be the **trusted voice of India's micronutrient industry**, driving policies, innovations, and partnerships that enable sustainable agriculture and farmer prosperity.

For more details, visit www.imma.co.in



1. Policy Advocacy

12 September 2024 : B2G Round Table Dialogue with Government of India

IMMA successfully organised a high-level Business-to-Government (B2G) Roundtable, bringing together senior officials from the Ministry of Agriculture & Farmers' Welfare, the Ministry of Chemicals & Fertilizers, and key policymakers. The discussion focused on bridging regulatory gaps, aligning policy with ground realities, and streamlining industry practices to support innovation in the micro-fertilizers sector. The Roundtable also created a platform for IMMA members to present practical industry concerns and suggestions directly to decision-makers, laying the foundation for progressive reforms.



30 September 2024 : Meeting with Bureau of Indian Standards (BIS)

The Executive Director of IMMA engaged with the BIS to discuss the revision of the Indian Standard on Zinc Sulphate Monohydrate (Agriculture Grade Specification – 1st Revision). The meeting ensured that industry insights were incorporated into the drafting process, thereby safeguarding quality benchmarks while balancing industry feasibility. IMMA's proactive role reinforced its commitment to aligning national standards with international best practices.

21 November 2024 : Engagement with Agriculture Commissioner and Senior Officials

IMMA's President, accompanied by the Secretariat, held a detailed meeting with the Agriculture Commissioner, Dr. P. K. Singh, the Secretary Agriculture, Shri Devesh Chaturvedi. During this engagement, IMMA conveyed its appreciation for the Government's support in hosting the bilingual webinar on “Know Your Rights & Duties” under the FCO Regulations. The Association also extended a formal invitation to the dignitaries to participate in the 5th National Crop Nutrition Summit & B2B Expo 2025, further strengthening collaboration with policy makers.



04 December 2024 – Collaboration with FAI, Delhi

As an event partner with the Fertilizer Association of India (FAI), IMMA played an active role in the FAI Annual Seminar 2024, where the President of IMMA, Dr. Rahul Mirchandani, participated in a panel discussion alongside distinguished speakers, including the DDG(NRM). The panel addressed critical challenges facing the fertilizer sector, covering sustainable nutrient management, quality control, and regulatory clarity. IMMA presented industry perspectives that highlighted opportunities for collaborative solutions to strengthen agricultural productivity and farmer welfare.



12 December 2024 : Engagement with Key Stakeholders

IMMA held a meeting with Dr. Rao Saheb and Dr. Kausadikar Harihar Krishnarao, extending appreciation for their continued support and formally inviting them to participate in the upcoming 5th National Crop Nutrition Summit & B2B Expo 2025.



14 December 2024 : Government Notification on Sampling Procedure

On this day, the Government officially notified an amendment to the fertilizer sampling procedure — a significant policy development that was achieved through persistent advocacy led by IMMA, in collaboration with other industry associations. This milestone underscored IMMA's influence as a trusted policy partner, driving reforms that benefit both industry stakeholders and end-users.

07 January 2025 : Meeting with Agriculture Commissioner, Joint Secretary (INM), and NITI Aayog

The Executive Director, Dr. Rajendra Kumar Tewatia of IMMA met with the Agriculture Commissioner, Dr. P. K. Singh, Joint Secretary (INM) Shri Franklin Khobung and Director-Agriculture, NITI Aayog, Dr. Neelam Patel. IMMA extended formal invitations to attend the 5th National Crop Nutrition Summit & B2B Expo 2025, while also discussing broader themes of innovation, regulation, and future policy collaboration.



08 January 2025 : State-Level Engagement with Maharashtra Agriculture Commissioner

IMMA Managing Committee Member, Mr. Pathwardhan, Mr. Dange & Mr. Yeradkar, met with Mr. Sunil Borkar, Agriculture Commissioner of Maharashtra, extending an invitation for the National Summit. The meeting reinforced IMMA's state-level advocacy and outreach, ensuring alignment between central and state priorities.



22 January 2025 : International Delegation to PMFAI - Dubai

IMMA collaborated with PMFAI as an Event Partner at the “International Conference and Exhibition, PMFAI, 2025” in Dubai, where the Association was represented on a high-level panel. IMMA Panellist discussed on “Achieving Residue Free-integrated Nutrition Management”, underlining the role of Indian agri-inputs by improving soil health, ensuring safe and sustainable production and meeting the demand for high-quality, residue-free produce.



29 January 2025 : Meeting with Hon'ble Minister of Agriculture, Maharashtra

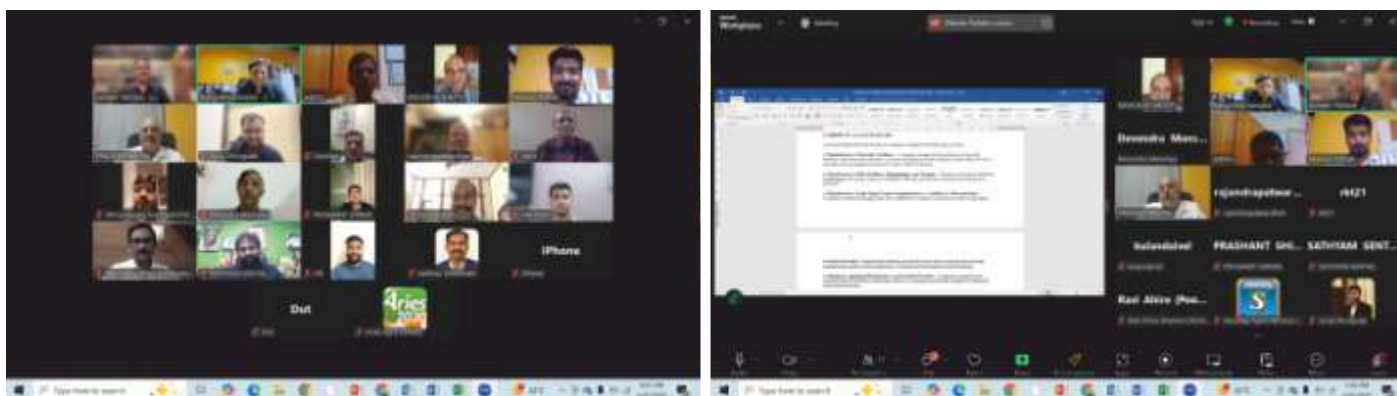
IMMA President Dr. Rahul Mirchandani, Vice President Mr. Sameer Pathare, and the Managing Committee met with the Hon'ble Minister of Agriculture, Govt. of Maharashtra, Shri Manikrao Kokate. The delegation presented IMMA's proposal on Label Claim regulations, outlining practical industry needs and regulatory suggestions. The meeting was followed by a press release to ensure wider stakeholder awareness.



25 March 2025 : Extra-Ordinary General Meeting (EGM)

The EGM marked a significant milestone in IMMA's governance reforms. Key decisions included:

- Creation of an Associate Membership category to widen participation.
- Expansion of the Managing Committee from 7 to 10 members, with a system of rotation, formation of a Council of Presidents, and establishment of an Events Committee.
- Finalisation of the IIM Ahmedabad Leadership Programme (27th to 31st May 2025) with a minimum cohort of 15 participants.
- Scheduling of the Annual General Meeting for 19th September 2025. The EGM demonstrated IMMA's commitment to inclusivity, leadership development, and forward-looking governance.



28 March 2025 : Event Partnership at Agrospectrum Technovate, Navi Mumbai

As an Event Partner, IMMA actively participated in Agrospectrum Technovate, held in Navi Mumbai. IMMA's President, Dr. Rahul Mirchandani, was invited as a panellist on “Transforming Agriculture through Innovation & Technology.” In his address, he highlighted key themes from his presentation, including the role of digital solutions, integrated crop management, and the need for collaborative innovation to drive agricultural transformation.



03 July 2025 : Partnership with SFIA for SOMS Agri Entrepreneurship festival, 2025

IMMA partnered with SFIA for the SOMS(Soluble & Organic Fertilizer Micronutrients & Stimulants), 2025, Gujarat. IMMA's President participated in the panel discussion on “The Essential Commodity Act – FCO – Ease of doing business” session with other experts to discuss key topics from his presentation “Reimagining FCO, From Control to Innovation – Enabling **One Nation One license**”, highlighting collaborative opportunities for the sector. Please refer press release



17 July 2025 : Partnered with Snail Integral at Bio Agri-next global conference & Expo 2025 at Ahmedabad.

IMMA partnered as an Event Partner for Bio-Agri-next Global Conference & Expo 2025. IMMA President joined a panel on Policy and regulatory landscape for Bio-agri products.



02 August 2025 – B2G Roundtable on Fertilizer Policy



IMMA organised its flagship B2G Roundtable, “Innovate, Regulate, Elevate: Shaping India's Fertilizer Future” at the India Habitat Centre, New Delhi. The event convened senior government officials, industry leaders, and research experts to deliberate on:

- Innovative fertilizers and quality control.
- Voluntary anti-counterfeiting measures.
- Creation of a central licensing portal for ease of doing business.
- Aligning bio-stimulant regulations with ground realities.
- Decriminalisation of non-subsidised fertilizer laws.
- Liberalised import–export policies.

The Roundtable also addressed smart labelling, digital traceability, farmer awareness campaigns, and positioning India as a global hub for non-subsidised fertilizers. It concluded with an open forum and a roadmap for collective action, reinforcing IMMA's leadership in shaping policy.



IMMA Leads the Charge on GST Reform: From Concern to Commitment

12 September, 2025: The President of IMMA, Dr. Rahul Mirchandani along with Committee Members, Mr. R. K. Patwardhan, Executive Director – Dr. R. K. Tewatia and the Indirect Taxes Partner – Ernst & Young, Mr. Pankaj Jain had a meeting with with Chairman, CBIC – Ministry of Finance (North Block) to discuss a faster to offset the burden of the inverted duty structure.

Discussions included – Inverted Duty Structure, uniform GST treatment of all micronutrients in FCO whether traded imported or manufactured and Stock-in-Trade



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Home / Banking / Micronutrient Industry Gets CBIC Assurance On GST Refunds, Uniform Tax Treatment Under Review

5 min | 11, 2025

A Micronutrient Manufacturers | #CBIC | #GST | #UniformTax

The micronutrient manufacturers have secured a key assurance from the Central Board of Indirect Taxes and Customs (CBIC).

Agri sector flags GST transition concerns; fertiliser & tractor industries seek relief on stuck credits, inversion

Agriculture and tractor industry leaders met CBIC officials to flag concerns over the GST rate cuts on fertilisers and inputs, warning that blocked credits and tax inversion could dilute the intended benefits. Nearly ₹1,200 crore worth of accumulated credits remain stuck, with CBIC assuring stakeholders of possible relief measures later this year.

Business Standard

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Home / Industries / News / CBIC promises faster GST refunds for micronutrient manufacturers

CBIC promises faster GST refunds for micronutrient manufacturers

CBIC assures micronutrient makers of faster GST refunds to offset inverted duty structure, while ruling out refunds on delayed stock-in-trade under current law

English

1:130.71 (0.36%) ↑ | BSE SENSEX 8994.7 (+35.57 (0.44%)) ↑ | NIFTY 50 2574 (+26.5 (0.43%)) ↑ | NB

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Tax credit woes: Tractor makers, insurers, fertilizer firms seek faster refunds

Tractor and fertilizer companies are requesting quicker GST refunds due to tax rate cuts effective 22 September, which will hinder their ability to recover taxes from consumers. Insurance firms are also seeking clarity on tax credits as individual health and life policies become GST exempt.

2. Knowledge Sharing

21 November 2024 : Webinar on Know Your Rights & Duties (FCO Regulations)

21 November 2024 – Webinar on Know Your Rights & Duties (FCO Regulations) IMMA conducted a bilingual (English & Hindi) webinar on the FCO regulations under the theme “Know Your Rights & Duties.” The session featured subject experts, Dr. P. K. Singh, Agriculture Commissioner and Shri Shyam Babu, Director, Central Fertilizer Quality Control & Training Institute, GOI, who provided members with practical insights into compliance obligations, regulatory frameworks, and industry best practices. The interactive format allowed participants to clarify doubts, reinforcing IMMA's role as a knowledge enabler.

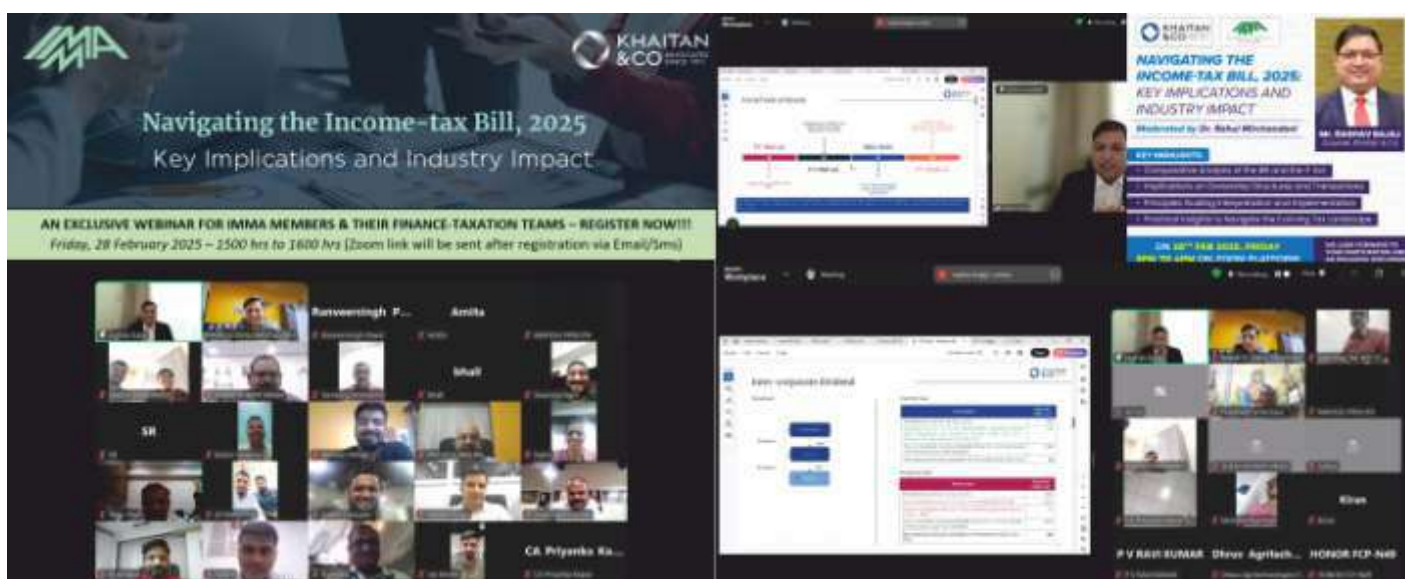


12 January 2025 : Proposal for Supply Chain Digitisation

On this day, **Prof. Debjit from IIM Ahmedabad** presented a proposal to IMMA for digitising the supply chains of member industries. The initiative aims to enhance transparency, traceability, and efficiency, offering a roadmap for technology-driven transformation of the agri-inputs sector.

28 February 2025 – Budget Analysis Webinar with Ernst & Young (EY)

IMMA, in collaboration with EY, organised a webinar to analyse the Union Budget 2025 and its implications for the agri-inputs sector. The session highlighted taxation aspects, government incentives, and industry preparedness, equipping members with actionable strategies for financial planning.



27–31 May 2025 : Next Gen Leadership Programme at IIM Ahmedabad

IMMA In collaboration with the Indian Institute of Management Ahmedabad (IIM-A) successfully conducted the Next Gen Leadership Programme from 27–31 May 2025. The initiative brought together 20 high-potential professionals from IMMA member organisations for a rigorous five-day residential programme.

This leadership initiative reflects IMMA's continued commitment to fostering future-ready talent and strengthening leadership pipelines within the Indian manufacturing sector. Considerable effort was invested in curating a world-class learning experience, leveraging IIM-A's academic excellence alongside practical business insights.

Through this programme, IMMA aims to equip emerging leaders with the strategic mindset, global outlook, and innovation-driven approach necessary to lead their organisations in an increasingly complex and competitive environment.

The following topics were covered during the programme :

- Megatrends in global agribusiness
- Preparing for International trade and global connections
- Being 'world class' Made-in-India companies
- Branding and Marketing Communication - Made for the World
- Leadership as Next Gen leaders
- Strategy and Business Development skills
- Digital Transformation
- Building Supply Chain Excellence



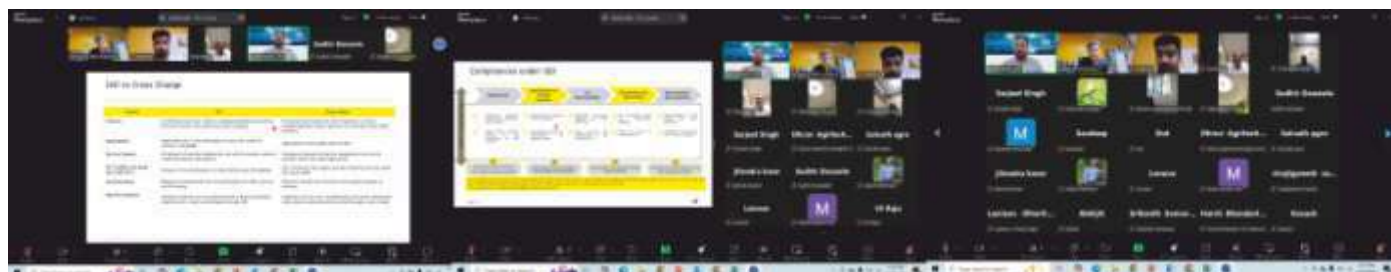
Indian Institute of Management Ahmedabad

Upon successful completion of the programme, participants were awarded certificates of participation, formally recognising them as part of IMMA's next generation of leadership and endorsing their preparedness to contribute to the future growth and global relevance of Indian industry.



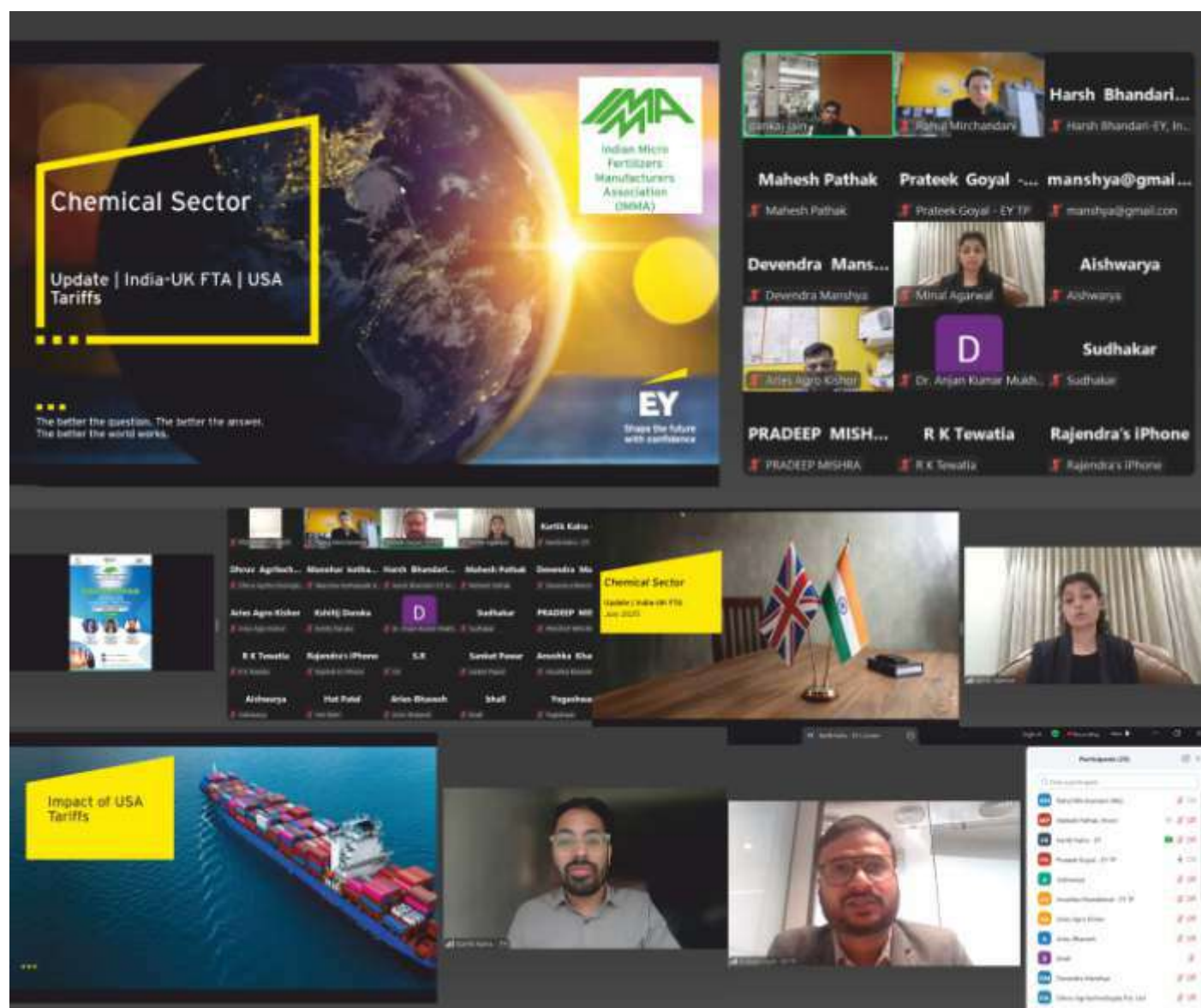
10 June 2025 : Webinar on Input Service Distributor (ISD) Taxation Model

IMMA, in partnership with EY, organised a members-only webinar on the Input Service Distributor (ISD) Taxation model, tailored specifically for IMMA members and their teams. The session clarified technicalities, compliance issues, and practical applications, enabling member companies to optimise their tax strategies.



25 August 2025 : Webinar on UK-FTA & US Tariffs

IMMA, in collaboration with EY, organised a webinar focusing on the UK Free Trade Agreement and US tariff structures, with a special emphasis on Chapters 28, 31, and 38 of the Customs Tariff. The discussion provided members with a nuanced understanding of trade opportunities, tariff challenges, and compliance obligations. A detailed note is attached as Annexure.



11-12 June 2025 : Advanced QC Training Programme at Ramnarain Ruia Autonomous College & SIES Institute of Packaging

IMMA conducted a two-day Quality Control (QC) training programme exclusively for member companies, as an extension of previous training modules. Day 1 at Ramnarain Ruia Autonomous College, Mumbai, focused on Analytical Training on Agri-biologicals Inputs and Day 2 at SIES Institute of Packaging, Navi Mumbai, on QC on Packing Material, equipping participants with advanced skills for ensuring consistent product quality. The sessions received strong participation and positive feedback, showcasing IMMA's role in continuous capacity building.



Participant's Felicitation



3. Fellowship

13 September 2024 – Visit to Rashtrapati Bhavan

IMMA organised a special visit for its members to Rashtrapati Bhavan, Delhi. The visit offered members a unique experience of India's iconic heritage and governance seat, reinforcing pride and unity within the Association.



14–16 September 2024 – Rishikesh Retreat

A retreat was organised for IMMA members and their families at Rishikesh. With a participation of 20 members along with their families, the retreat featured indoor and outdoor activities, team-building exercises, and cultural engagements. It provided a relaxed platform for networking and bonding, creating lasting memories for all participants.



05 December 2024 – Visit to Kartarpur and Golden Temple

IMMA organised a spiritual visit exclusively for the Managing Committee members and Secretariat to Shri Kartarpur Sahib Corridor and the Golden Temple, Amritsar. This initiative combined cultural enrichment with team bonding, offering members a memorable experience.



Flagship Events & Partnerships

13 September 2024 – 40th Annual General Meeting (AGM)

IMMA held its 40th Annual General Meeting at the Constitution Club of India, New Delhi. The AGM reviewed the year's progress, adopted key resolutions, and set the direction for the Association's future activities. Members engaged in constructive dialogue, reaffirming IMMA's role as a representative body for the micro-fertilizers sector.



04 December 2024 – Event Partnership with FAI

As part of its partnership with FAI, IMMA provided its members with pavilion space during the event. This initiative not only enhanced member visibility but also fostered harmony, networking, and collective representation under the IMMA umbrella.



07-08 February 2025 : 5th National Crop Nutrition Summit & B2B Expo, Mumbai

IMMA successfully organised its flagship 5th National Crop Nutrition Summit & B2B Expo in Mumbai. Supported by associations including FAI, BASAI, and others, the event attracted participation from leading industries, research organisations, and government bodies.

Highlights included:

- Appreciation letters from the Hon'ble President of India, Smt. Droupadi Murmu and also from the Hon'ble Prime Minister of India, Shri Narendra Modi, recognising IMMA's efforts.
- Over 500 B2B meetings conducted at the Iconic Bombay Stock Exchange (BSE), creating new business opportunities.
- High-level deliberations on innovation, technology, and sustainable crop nutrition. The event also set a national benchmark for collaboration and industry mobilisation.



INAUGURAL SESSION



IMMA FAMILY OF BRANDS PRODUCT DISPLAY



COMMUNIQUE SIGNING

Based on the discussion, the following were the key recommendation that will support and strengthen the micro-fertilisers industry in the country:

- National Campaign for Genuine Product Purchases
- Ease of doing Business – simplified registration process
- Strengthening state level engagements
- Promoting Make in India – recognition for speciality crop nutrition manufacturers
- Liberalising export import of non-subsidized fertilisers and plant nutrients
- CSR Recognition for knowledge sharing & farmer training
- NABL- Accredited Reference Lab for Micronutrient Testing
- Clear Guidelines for Licensing of Nutrient & Bio-stimulant combinations

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Event Summit Report



8th February 2025 : Day 2 of the National Crop Nutrition Summit - B2B EXPO at (BSE) Bombay Stock Exchange, Mumbai



17–19 March 2025 : International Delegation to CAC, Shanghai

IMMA members participated in the China Agrochemical Conference (CAC) held in Shanghai, representing India's micro-fertilizer industry on a global platform. The event facilitated exposure to international markets, networking opportunities, and learning about cutting-edge innovations.



31 May 2025 : Summit Post - Event Report Release & Recognition of Next-Gen Leaders - IIM Ahmedabad

The Managing Committee released the Post-Event Report of the 5th National Crop Nutrition Summit & B2B Expo, Mumbai. On this occasion, IMMA also recognised Next-Gen Leaders by presenting certificates of participation and mementos. The cohort of young professionals from the Next Gen Leadership Programme at IIM Ahmedabad was specially appreciated for their commitment and achievement.



17 July 2025 – IMMA at Bio-Agri Next Global Conference & Expo 2025

IMMA partnered as an Event Partner for Bio-Agri-next Global Conference & Expo 2025.



Achievements & Recognitions

1. National Award for Excellence in Agriculture

IMMA was honoured with the National Award for Excellence in Agriculture, recognised as an outstanding agriculture association. This award affirmed IMMA's credibility and contributions at the national level.



IMMA's 5th National Crop Nutrition Summit & B2B Expo 2025 achieved a historic milestone by conducting 504 back-to-back B2B meetings at the Bombay Stock Exchange (BSE). This feat was officially recognised in the India Book of Records as the maximum number of B2B meetings conducted by an industry association in a single day in India.



The Association's B2G Roundtable culminated in significant policy outcomes, including deliberations on voluntary anti-counterfeiting measures, digital traceability solutions, and the development of a centralised licensing portal. These outcomes demonstrated IMMA's proactive role in shaping India's fertilizer future.

Our Heroes
Chains:

The Indian Micro-Fertilizer Manufacturers Association (IMMA) can only do so much to decriminalization of non-subsidized fertilizer violations. It proposed that non-subsidized fertilizers should be removed from the Economically Weaker Section (EWS) list, as there is no longer any shortage of fertilizers or food in the country.

The ECA has served its purpose and its punitive provisions now act as a deterrent for new players in the industry, participants at a Business-to-Government (B2G) Roundtable Conference organized by the IMMA in New Delhi, said.

Rishi Manchanda, President of IMMA, and subsidy state shouldn't be the criterion for fertilizer. It's time to define and remove price violators and

driven regulations. The association called for the immediate updating of State notified fertilizer grades. It emphasized leveraging open source soil health data to India's state-specific formulations.

AK Nayak, Deputy Director-General, Natural Resource Management, Indian Council of Agricultural Research (ICAR), said, "Sustainable and optimal soil health management requires updated nutrient formulations." He said inclusion in the Fertilizer Control Order (FCO) will be calibrated by efficacy data instead of relying solely on trifluoroborate.

BIO-STIMULANT NORMS
 The conference expressed concerns over bio-stimulant regulations, especially post-enforcement of the June 16 norms. Industry officials said, "The need to transcend trade wars and sought immediate

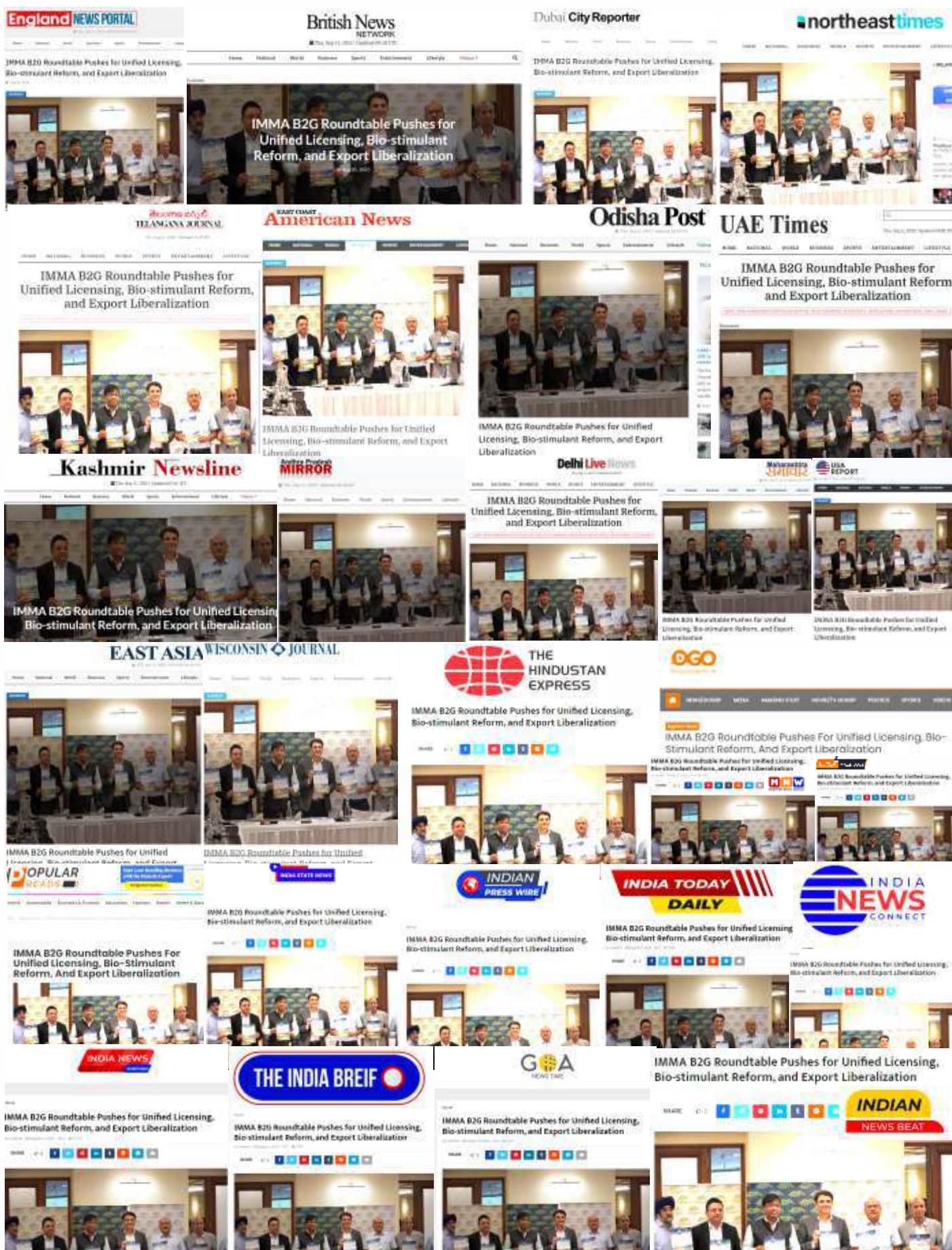
assurances from India, Director of the General Food and Nutrition Quality Control and Training Institute, Patancheru, acknowledging the challenge. He said ongoing training of lab analysts and chemists will narrow the readiness gap. He promised support in co-developing qualitative testing kits for on-site verification.

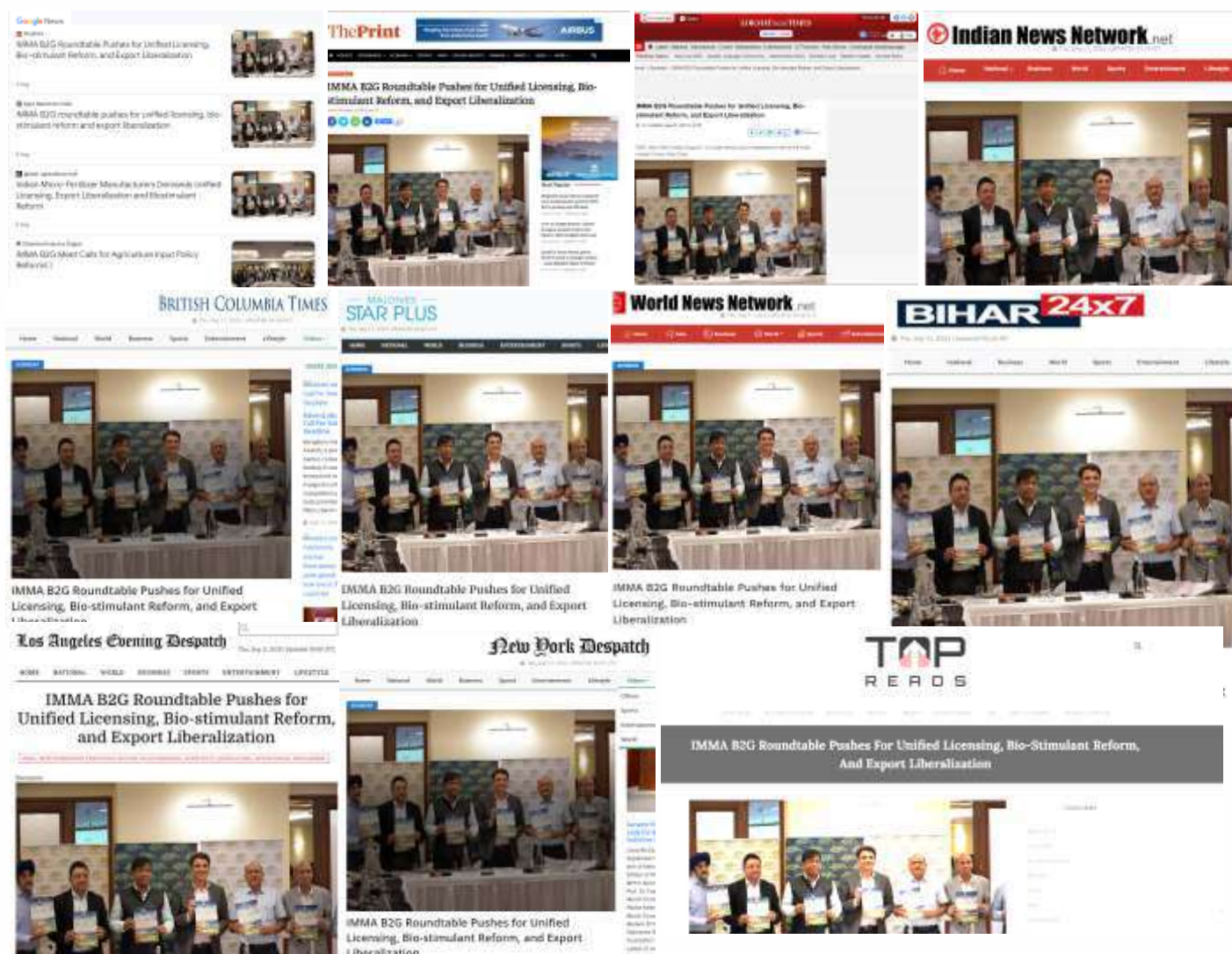
The industry representative also allowed the sale of pre-June 16 stock until expiry and provisioned approval of labs accredited by the National Accreditation Board for Testing and Calibration Laboratories (NABL) till the end of the year. The NABL in the States are fully regulated. Debashis Mandal, Head – Soil Science, ICAR-Pune, said, "We would significantly boost trust among farmers and agri-dealers."

The roundtable called for a unified digital licensing system under the "One Nation, One License" paradigm.

WATER

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Conclusion :

The year 2024-25 reaffirmed IMMA's role as a catalyst for policy reforms, a knowledge hub, a community builder, and a platform for industry recognition. With achievements ranging from record-setting events to national awards, IMMA has demonstrated its commitment to innovation, advocacy, and leadership. The Association remains dedicated to advancing the interests of its members and contributing to the transformation of India's agricultural sector.

2nd Edition Compendium

COMPENDIUM: MICRONUTRIENT FERTILIZERS IN INDIA

This Compendium is a comprehensive and authoritative pool of information on various aspects of Micronutrient Fertilizers such as:

Importance, Availability and Uptake • Methods of Supplementation • Integrated Nutrient Management • Impact on Human Health • Recent Advances in Agriculture Technology • Industry Trends

Particulars	Price
Hard cover (Colour)	INR 3,000/-
Black & White	INR 1,500/-



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