



## PRESS RELEASE

# FIL Industries Private Limited Leaves a Mark at CII Apple Conclave, Seeks Innovation and Sustainable Agricultural Practices

February 15<sup>th</sup>, 2024

FIL Industries Private Limited, India's largest apple integrator, played a pivotal role in addressing the challenges faced by apple farmers of Jammu and Kashmir while participating in the (CII (Confederation of Indian Industry) Apple Conclave held on 15th February 2024.

The conclave, organized by the CII, featured notable contributions from industry leaders and experts, including Mr. Syed Junaid Altaf, Vice Chairman of CII J&K and Executive Director of FIL Industries. In his capacity as a prominent CII representative, Mr. Syed Junaid Altaf welcomed the Vice-Chancellor of SKUAST and the Joint Director of Horticulture, whose invaluable guidance and support continue to drive innovation and excellence in the agricultural eco-system of the region.



The theme of this year's conclave, "Sustainable Innovations of Apple Growers of Kashmir," at CII Apple Conclave highlighted the crucial role of apple production in the region's socio-economic landscape. Mr. Syed Junaid Altaf emphasized the challenges faced by apple growers and stressed the need for quality improvement and increased quantity. While acknowledging the positive step of the "Minimum Import Price," he called for continued government support. He further urged for strengthening coordination between growers and horticulture officials, emphasizing the importance of infrastructure enhancement, affordable credit, and best agricultural practices.

During the panel discussion, the expert speakers delved into pioneering strategies to enhance crop management. FIL's Senior Vice President – Sales & Marketing, Mr. Ramnik Sharma also participated in the insightful discussion which revolved around implementing novel techniques to overcome challenges faced by apple farmers for Crop Management, with a focus on sustainable and innovative practices.

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