

SUTRA 2025

— Sustainable Trade Summit —

October 8th & 9th, 2025

Le Méridien, New Delhi, India

Sourcing with Purpose:
India's Commitment to
Inclusive and Sustainable
Growth

Conceptualized and Hosted by:



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Brochure

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The Sustainable Trade Summit (SUTRA), hosted by **IDH**, is a premier platform to convene government, business, and civil society stakeholders to advance ethical, sustainable, and responsible sourcing in global value chains.

Now in its third edition, **SUTRA 2025** is themed “**Sourcing with Purpose: India’s Commitment to Inclusive and Sustainable Growth.**” The summit highlights the urgency of collaborative action to embed sustainability and equity across sourcing systems.

By sourcing with purpose, **India is charting a path of economic growth that is both environmentally responsible and socially inclusive**—inspiring global partnerships for a fairer, greener future

India’s Commitment to Sustainable Agriculture and Inclusive Trade

India is embedding sustainability at the heart of its agricultural and trade transformation. Flagship initiatives like the **National Mission on Sustainable Agriculture (NMSA)** and **Bharatiya Prakritik Krishi Paddhati (BPKP)** are advancing climate-resilient, low-input natural farming—reaching **4.7 million farmers across 26 states** by 2024. The **Soil Health Card Scheme** has benefited over **230 million farmers**, promoting efficient input use and healthier soils.

India is also a global tech powerhouse—leveraging **AI, IoT, and remote sensing** to optimize yields, forecast climate risks, and enhance traceability across supply chains. From **smart irrigation** to **blockchain-enabled traceability**, tech-led solutions are helping India scale **responsible sourcing** and build **sustainable, transparent value chains**.

Social equity is embedded in this vision. Through **DAY-NRLM**, over **80 million rural women** are participating in inclusive supply chains.

On the global stage, India reinforced its leadership during its **G20 Presidency (2023)** with the **Deccan High-Level Principles**—championing climate-smart agriculture, digital innovation, and farmer-centric systems.

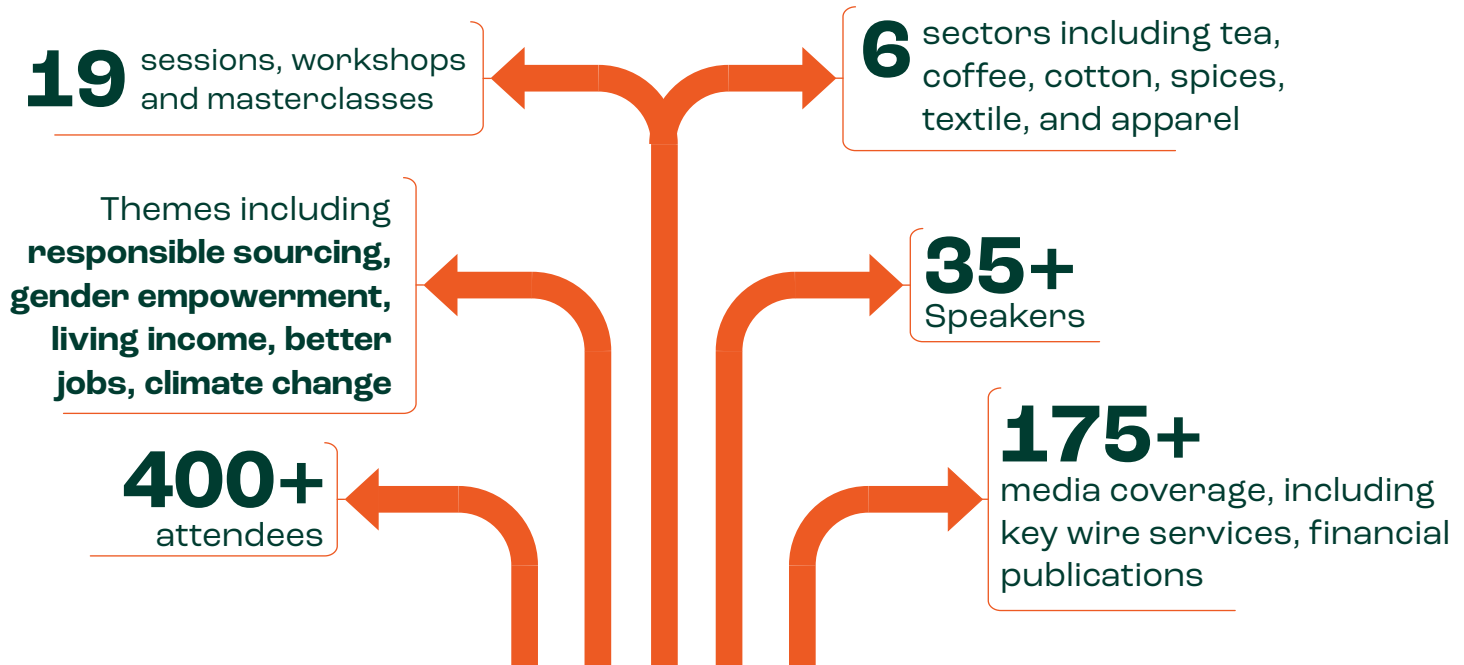
As a rising economic and innovation leader, India is shaping the future of global trade—anchored in sustainability, inclusion, and resilience.

At SUTRA 2025, we look forward to inspiring hope and action, encouraging stakeholders to join hands in creating a sustainable and inclusive future for all.



Glimpses of SUTRA 2024

Theme: Accelerating Responsible Sourcing in Indian Markets



Key messages from the event



The EU corporate sustainability due diligence directive is a legislative act that sets a target for the member states towards responsible procurement. This directive has a huge impact on the way products are being sourced."

Ms. Marisa Gerards, Ambassador of the Kingdom of the Netherlands to India



We believe that large corporations can make a significant impact, but real change happens when each of us recognises that we, too, can make a difference. We can look up to the giants among us, learn from them, and do our own work."

Sushama Shrikandath, Managing Director AVT McCormick



The enhanced use of technology increases efficiency in the supply chain and, more importantly, provides personalised solutions to the farmers. For example, today, every farmer can create a personalised crop calendar based on soil type, the crops they want to grow, when they want to sell, and the climatic conditions, along with personalised advisory based on external factors."

Sachin Sharma, Vice President and Head - Agri and Dairy Operations, ITC



Eminent speakers from SUTRA 2024

Government and Multilaterals

Ms. Marisa Gerards

Ambassador of the Kingdom of the Netherlands

Mr. Ajeet K. Sahu

IAS, Joint Secretary, Ministry of Agriculture & Farmers Welfare

Mr. Raman Wadhwa

Director, DAY-NRLM, Ministry of Rural Development

Mr. Mithileshwar Thakur

Secretary General, Apparel Export Promotion Council (AEPC)

Dr. Suruchi Mittar

Chief Industry Officer, Invest India

Dr. Lalit Gabhane

Director General, National Safety Council

Ms. Rita Menon

IAS, Member, Stakeholder Committee, LABS & ex-Secretary, Ministry of Textiles

Mr. Ranjit Prakash

National Coordinator, International Labour Organisation (ILO)

Ms. Nusrat Khan

Program Specialist, UNDP

Ms. Kanta Singh

Deputy Country Representative, UN Women

Mr. Senthil Kumar

Director of Research, Coffee Board of India

Private Sector & Industry Leaders

Mr. Sanjeev Asthana

CEO, Patanjali Foods

Mr. Sudhakar Desai

CEO, Emami Agrotech & President, IVPA India

Mr. Sougata Niyogi

CEO – Oil Palm, Godrej Agrovet

Ms. Sushama

Shrikandath

Managing Director, AVT McCormick

Mr. Sachin Sharma

VP & Head – Agri & Dairy Ops, ITC

Mr. Srikanth Ambati

VP – Olam Food Ingredients

Mr. Dheeraj Talreja

President, AAK – India, South Asia & Sub-Saharan Africa

Mr. Anukool Joshi

Director – Agro, PepsiCo India
Mr. Mandeep Singh Tuli,
Procurement Director, HUL

Mr. Avik Banerjee

Materials Program Lead, H&M

Mr. Anuj Agarwal

Head of Coffee India, Louis Dreyfus Company

Mr. Shashank Kumar

Co-founder & CEO, DeHaat

Mr. Ramkumar Menon

Chairman, World Spice Organisation

Mr. Amandeep Panwar

Founder & CEO, Bharat Rohan

Ms. Symala Gowri

Senior Manager, Sustainability, Jayanti Herbs & Spices

Mr. K G Rajeev

Sr. GM (Diversification), Tata Coffee

Ms. Anuja Kadian

Director, Corteva & Chair, FICCI Task Force on Sustainable Agriculture

Ms. Sasmita Patnaik

Gender Advisor, Tetra Tech

Funding, Finance & Investment Organizations

Mr. Hemendra Mathur

Co-founder, ThinkAg & Venture Partner,
Bharat Innovation Fund

Ms. Megha Jain

Senior Advisor, Private Sector, Bill &
Melinda Gates Foundation

Mr. Emmanuel Murray

Investment Director, Caspian

Ms. Sonali Shahpurwala

MD & Head – Inclusive Banking, HSBC India

Mr. Raj Kumar

Consultant, Agri3 Fund & Yunus Business
Fund

Mr. Aleen Mukherjee

Senior Lead, Samunnati

Mr. Sriram Appulingam

General Manager, Bankers Institute of Rural
Development (BIRD)

Not-for-Profits, Farmer Organizations & Civil Society

Ms. Jyoti Sharma

Country Director, Organic Cotton
Accelerator

Mr. Vilas Shinde

Chairman, Sahyadri Farms

Ms. Deepika Rao

Executive Director, CIVIDEP India

Mr. Ajay Jalan

Director, Mokalbari Tea

Mr. Rajesh Bhuyan

Director, Trustea Sustainable Tea
Foundation

Mr. Rajendra Jog

Executive Director, Syngenta Foundation
India

Ms. Bhagyashree Joshi

India Community Manager, Open
Supply Hub

Knowledge Partners, Advisory & Consulting

Ms. Aarti Mohan

Co-founder & Partner, Sattva Consulting

Ms. Ambika Jugran

Principal, Impact Measurement, Sattva
Consulting

Mr. Apurv Khandelwal

Senior Program Lead, CEEW

Mr. Shreejit Borthakur

AgriTech Lead, World Economic Forum

Mr. Daan Wensing

Global CEO, IDH

Ms. Tran Quynh Chi

Global Sourcing Director, IDH

Mr. Jagjeet Singh Kandal

Country Director, IDH India

Ms. Jasmer Dhingra

Director – Programs, IDH

Mr. Madhu K. A.

Country Manager, LABS Initiative, IDH

Mr. Jatin Bavishi

Program Manager, IDH

About SUTRA 2025

In a rapidly evolving global economy, sustainability is no longer a choice — it's a business imperative.

SUTRA 2025 is India's premier platform where the public and private sectors converge to lead the next era of responsible, inclusive, and profitable growth.

Under the powerful theme — "Sourcing with Purpose: India's Commitment to Inclusive and Sustainable Growth" — SUTRA 2025 offers an unmatched opportunity for businesses to position themselves at the forefront of purpose-driven leadership.

13 powerful sessions covering priority sectors: edible oils, tea, coffee, cotton, spices, textiles, and apparel and many more!

Future-forward themes: responsible sourcing, gender empowerment, living income, better jobs, climate change.

Exclusive exhibition booths (customized for max visibility).

The Opportunity

Tailored social media blasts (with custom key messaging linked to your sustainability initiatives).

Strategic video placements during prime time event break

Sponsorship options starting from just INR 2 lakh — up to Core Sponsorship with dominant visibility.

Why Attend SUTRA 2025?

SUTRA 2025 is India's premier platform for leaders driving sustainable trade, agriculture, and sourcing. Join **400+ decision-makers** from government, business, NGOs, and the global sustainability ecosystem for two days of **high-impact networking, knowledge exchange, and action**.

- **Engage with senior policymakers** and influencers shaping India's sustainability landscape.
- **Network with key private sector leaders** championing responsible sourcing and climate-smart supply chains.
- **Stay ahead of the curve** on global regulations like EUDR and CSDDD, and India's trade policies.
- **Discover innovations** in regenerative agriculture, climate finance, and landscape approaches.
- **Forge partnerships** that convert strategy into scalable, from farm to boardroom.

Whether you're advancing policy, scaling innovation, or aligning with global standards—**SUTRA 2025 is where the sustainability community meets to lead change.**



Please visit:
www.idhsutra.com



For more information, please reach out to
Vidit Ajmera | +91 9929425041
ajmera@idhtrade.org | www.idhsutra.com