

परशोत्तम रूपाला  
PARSHOTTAM RUPALA



राज्य मंत्री  
कृषि एवं किसान कल्याण मंत्रालय  
और पंचायती राज मंत्रालय  
भारत सरकार  
Minister of State  
Ministry of Agriculture & Farmers Welfare  
Ministry of Panchayati Raj  
Government of India

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## MESSAGE

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The agriculture sector is characterized by instability in incomes because of various types of risks involved in production and transportation of the production. The main reason forth is crisis is the exponential increase in demand of agricultural products all over the country and lack of modern assets. Though in the past few years, there has been a significant rise in modern farming refrigeration and cold chain technology due to awareness and a driving motto to adapt and evolve with time.

Farmers, entrepreneurs, and other industrialists attached with the farming industry have started realizing the importance and need for the support of Cold-Chain and Refrigeration Industry along with farming. These two sectors are on a thin rod and needs to form a perfect balance. With the stepping stone of REFCOLD India, it makes me feel overwhelmed and grateful to see India being a forefront in such advanced propagandas that will not only benefit agricultural industry and farmers, but the entire country as whole.

The REFCOLD India acts more like a good traction for Indian and world marketers who would like to form a developmental and innovative alliance to create a never-before technological advancement. As we all know that innovation is the need of the hour, and also particularly in Cold Chain and Refrigeration Industry, this platform plays a pivotal role in searching, analyzing and acknowledging the talent of today. 22<sup>nd</sup>, 23<sup>rd</sup> and 24<sup>th</sup> November 2018 will be etched down in history for this industry. It also makes me proud that my home state Gujarat is going to host this event, at Mahatma Mandir Convention Center, Gandhinagar. I impart my best wishes to ISHRAE , alongside GO Bananas as Co-Reach Partner & Nurnberg Messe as Co-Organizer and the entire REFCOLD family.

  
(Parshottam Rupala)