

“Makka Ugao” Campaign by GEMA



Urges its Members & Channel Partners
(Agronomists, Seed/ Fertilizer/ Pesticide
suppliers, Warehousing & Logistic service
providers, Trader network, Consumers)
to promote sowing of maize:

By raising awareness
Displaying banners in villages
Digital images
Educational videos available online
Nukkad workshops for farmers

Do What You Can!

“Makka Ugao”

"मक्का उगाओ"

The "Makka Ugao" campaign initiated by the Grain Ethanol Manufacturers Association (GEMA) aims to promote the cultivation of maize (known as "makka" in Hindi).

Maize is the important future feedstock for GOI E-20 initiative to meet up the demand of supply targeted for E-20 2025. Ethanol, derived from crops like maize, is increasingly used as a renewable fuel additive, blending with gasoline to reduce greenhouse gas emissions.

This campaign involves educational programs, seeds distribution, and possibly financial incentives to encourage farmers to grow more maize, ensuring a steady supply for ethanol production while also boosting farmer's income and maize productivity.

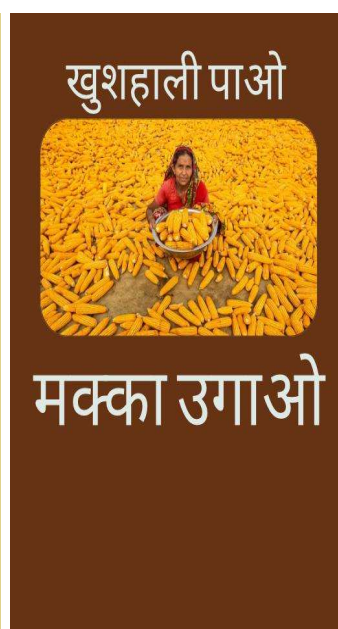
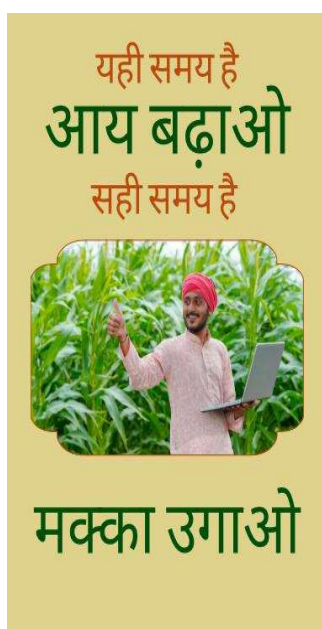
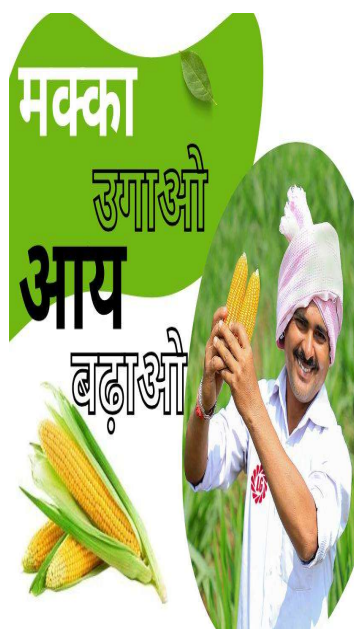
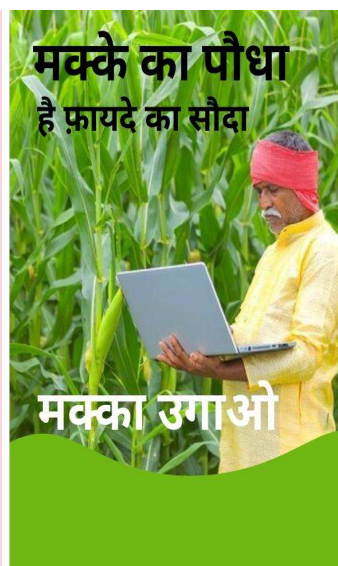
GEMA encourages and urges its association members & farmers for spreading awareness, sowing, and cultivation of Maize.

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Digital Images circulated PAN India: -

Grain Ethanol Manufacturers Association (GEMA) would aim to inspire and motivate farmers to increase maize cultivation for ethanol production. Some of the slogans and images are: -



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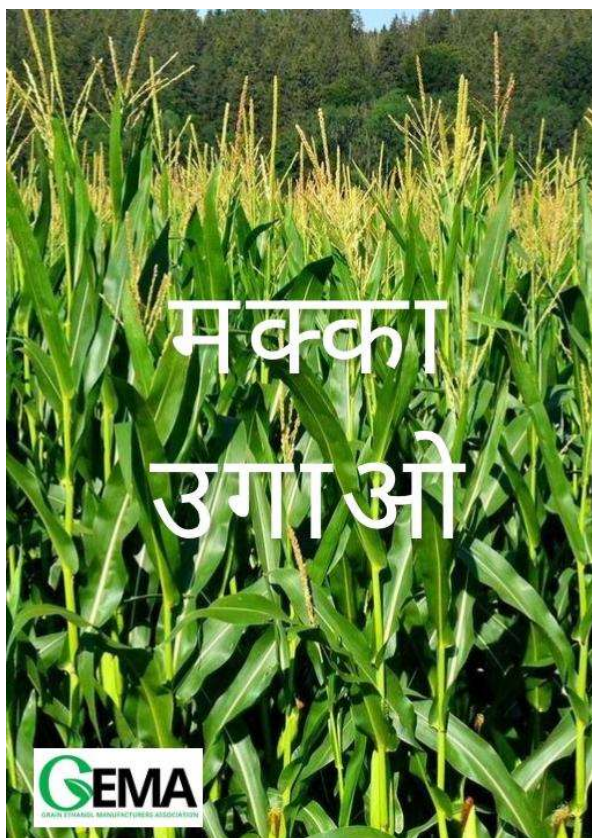
Articles on GEMA “Makka Ugao” awareness campaign:

Article by Chinni Mandi

Ethanol boost: GEMA launches awareness campaign to increase maize production in the country.

The Grain Ethanol Manufacturers’ Association (GEMA) representing the grain-based ethanol plants in the country, has initiated an awareness campaign “Makka Ugao” to focus on increasing maize production in the country. The Government has given special attention to maize production in the country, which will be used as a feed stock to push for higher ethanol production from grain-based ethanol plants.

The Association says the main aim of the campaign is to create awareness for its 70+members producing ethanol from foodgrain. One of the driving instruments of the campaign includes digital content creation which is being put up on social media channels- YouTube, Instagram etc. As a part of the campaign, member factories are being requested to float newspaper advertisements and banners etc.



GEMA’s Joint Secretary, Arushi Jain said that member factories will be working with the channel partners to propagate the campaign. “GEMA has urged members to team up with seed companies, who have expertise in this. They will involve farmers and work with them closely to fuel this campaign. Programmes like ‘Nukkad’ workshops are being planned in the villages”, Jain added.

“Makka Ugao” Campaign by GEMA



The campaign will include agronomists, fertiliser/pesticide companies, warehousing and logistics service providers, trade networks and consumers.

“Maize is a part of the Kharif basket which is sown predominantly during May and June every year. So, the campaigning has been kickstarted now to draw focus on the 2024 sowing season. However, this will be a year-round campaign. Once

maize production is increased, the programme will include research and development of higher yielding varieties of maize” she said.

Maize accounts for merely 10% of total food grain production in the country.



Along with being a quality feed for animals, maize is an important raw material to thousands of industrial products that includes starch, oil, protein, alcoholic beverages, food sweeteners, pharmaceutical, cosmetic, film, textile, gum, package and paper industries etc.

“Maize is an essential crop. It is a rain-fed crop which requires less groundwater during cultivation. It is also an essential industrial crop, which will be a source of ethanol production as well. Currently, maize is selling at

a higher MSP, handsomely rewarding the farmer. For several such reasons, we feel maize production should grow manifolds and hence this campaign” Jain concludes.

Author: 26 April, 2024 by Parshwati Saha

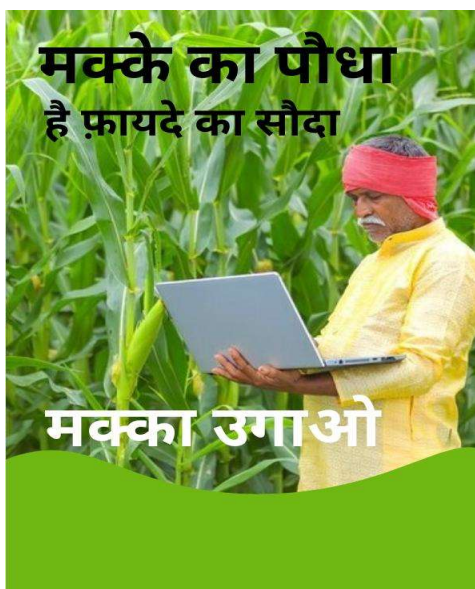
Article Source: <https://www.chinimandi.com/ethanol-boost-gema-launches-awareness-campaign-to-increase-maize-production-in-the-country/>

“Makka Ugao” Campaign by GEMA



Article by I Am Renew April 29, 2024

GEMA begins 'Makka Ugao' drive to raise maize production in India for ethanol



The Grain Ethanol Manufacturers' Association (GEMA) has launched the “Makka Ugao” awareness campaign throughout the country to bolster maize cultivation in India.

GEMA is representing grain-based ethanol plants nationwide. Given the government's emphasis on maize production, it will serve as a crucial feedstock for boosting ethanol output from grain-based plants.

At present, the government has achieved nearly 12% of the ethanol blending in petrol and the share of grain-based ethanol making is significant. With maize constituting only 10% of total food grain production, its significance spans from animal feed to an array of industrial applications like starch, oil, alcoholic beverages, and pharmaceuticals.

The campaign, aimed at raising awareness among its 70+ member ethanol producers, utilizes various channels, including digital content creation for platforms like YouTube and Instagram. GEMA will also employ traditional media like newspaper advertisements and banners.

GEMA Joint Secretary, Arushi Jain says that the collaboration with seed companies and farmers to drive the initiative will be important. Workshops and engagement programs, such as 'Nukkad' workshops in villages are also in the pipeline of the targeted campaign of GEMA.

As per information from GEMA, this multifaceted campaign involves agronomists, fertilizer/pesticide companies, logistics providers, trade networks, and consumers.

“Makka Ugao” Campaign by GEMA



GEMA highlights maize's eco-friendly attributes, its role in ethanol production, and its lucrative market value. The association is underscoring the need for substantial growth in production. The campaign, starting ahead of the 2024 sowing season, aims for year-round impact, including R&D for higher-yielding maize varieties.

Author: 29 April, 2024 by Subhash Yadav

Article Source: <https://www.iamrenew.com/green-energy/gema-begins-makka-ugao-drive-to-raise-maize-production-in-india-for-ethanol/>

News Paper Advertisements

GEMA and its association members are taking initiative of the “Makka Ugao” awareness camps by using advertising in the newspapers.

GEMA और उसके एसोसिएशन के सदस्य समाचार पत्रों में विज्ञापन का उपयोग करके "मक्का उगाओ" जागरूकता शिविर की पहल कर रहे हैं।

किसान भाईयों के लिए खुशखबरी
**खरीफ के सीजन में मक्की उगाएं
ज्यादा से ज्यादा मुनाफा कमाएं**



किसी भी भट्टे वाले या किसी भाई को
फलाई ऐश की जरूरत हो तो संपर्क करें:-

E20 FUEL
Fuel of the Future

**ई-20 ग्रीन फ्यूलज
प्राइवेट लिमिटेड**

डबवाली-कालावाली रोड, पन्नीवाला रुलदू
तहसील डबवाली, जिला सिरसा (हरियाणा)
Email: project@e20greenfuels.com
☎94633-41624 (Jaswant Singh)
☎93543-51066 Satinder Jeet Soni)

ज्यादा से ज्यादा पैड़ लगाओ एवं वातावरण को बचाओ।

M/s. E20 Green Fuels Pvt. Ltd.

Hon'ble association member E20 Green Fuel has advertised in newspapers with slogan “खरीफ के सीजन म मक्का उगाओ ज्यादा से ज्यादा मुनाफा कमाओ.

**ਖਾਲਸਾ ਪੰਥ ਦੇ
ਸਥਾਪਨਾ ਦਿਵਸ
ਅਤੇ ਵਿਸਾਖੀ
ਦੇ ਤਿਉਹਾਰ ਦੀਆਂ
ਲੱਖ ਲੱਖ ਵਧਾਈਆਂ**

**ਕਿਸਾਨ ਭਰਾਵਾਂ ਲਈ ਖੁਸ਼ਖਬਰੀ :
ਮੱਕੀ ਉਗਾਓ ਅਤੇ ਵੱਧ ਮੁਨਾਫ਼ਾ ਕਮਾਓ।**



ਈ-20 ਗਰੀਨ ਫਿਊਲਜ਼ ਪ੍ਰਾਈਵੇਟ ਲਿਮਟਿਡ

E20 FUEL
Fuel of the Future

ਡੱਬਵਾਲੀ-ਕਾਲਾਂਵਾਲੀ ਰੋਡ, ਪੰਨੀਵਾਲਾ ਰੁਲਦੂ
ਤਹਿਸੀਲ ਡੱਬਵਾਲੀ, ਜ਼ਿਲ੍ਹਾ ਸਿਰਸਾ (ਹਰਿਆਣਾ)
ਜ਼ਿਆਦਾ ਤੋਂ ਜ਼ਿਆਦਾ ਪੈੜ ਲਾਓ ਅਤੇ ਆਪਣੇ ਆਲੇ ਦੁਆਲੇ ਦੇ ਵਾਤਾਵਰਣ ਨੂੰ ਬਚਾਓ।

“Makka Ugao” Campaign by GEMA



GEMA Members & Traders pan India initiative for “Makka Ugao” Campaign

Banners Displays by GEMA Members

Association Hon'ble members displayed large banners for “Makka Ugao” campaign across several states pan India. Some of the members and their concerned steps towards the success of the campaign are as follows:

Gulshan Polyols Limited, Madhya Pradesh

M/s. Gulshan Polyols Ltd. one of the ethanol manufacturers industries in India took the “Makka Ugao” campaign initiative by using the banners along the road side as well as in the grain markets.



“Makka Ugao” Campaign by GEMA



Maa Sheetla Ventuers Ltd., Uttara Khand:

Association member M/s. Maa Sheetla Ventuers Ltd. used the banner on the boundary wall of their plant to take up the awareness initiative at their location for the success of the “Makka Ugao” campaign.



Banners & Advertisement by Traders

Mandi Samiti Kasganj, Uttar Pradesh

Mandi Samiti, Kasganj also participated for the awareness camps on “Makka Ugao”. They have displayed the banners & advertisement in mandi’s.



“Makka Ugao” Campaign by GEMA

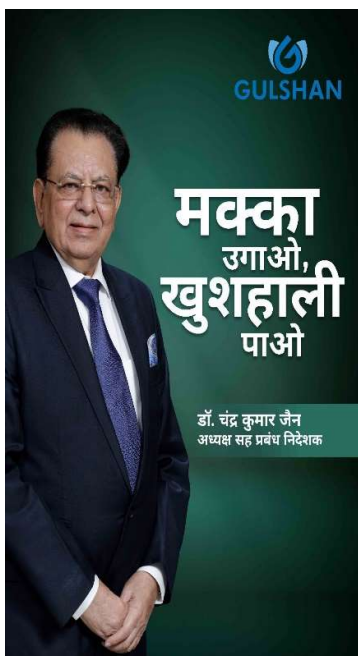


Workshops & Seminars

GEMA association members came one step forward to spread the word and awareness for the “Makka Ugao” campaign by starting the workshops/seminars at their plants and mandi/market locations.

1) Seminar at Madhya Pradesh by Gulshan Polyols

M/s. Gulshan Polyols Ltd., Madhya Pradesh in association with IIMR, Corteva organized an workshop on the “Makka Ugao” awareness campaign in May 2024 at Pipla Gaon & Rangari Gaon.



“Makka Ugao” Campaign by GEMA``



“Makka Ugao” Campaign by GEMA



M/s. Gulshan Polyols Ltd. distributed the “**Makka Ugao**” printed jute and **seeds** to the farmers for the cultivation/sowing of **Maize**.

Article by Chini Mandi on Gulshan Polyols Ltd.

Gulshan Polyols organises workshop to boost maize production to support ethanol industry growth.

Gulshan Polyols Limited, leading manufacturer of Ethanol/Bio-fuel, organised a two-day workshop to promote maize production in the country. The workshop titled ‘मक्का उगाओ’ was organised on 22nd and 23rd May in two different locations at Chindwara, Madhya Pradesh.



The workshop was attended by Professors and Principal Scientists from Jawaharlal Nehru Krishi Vishwa Vidyalaya who spoke about maize agronomy, water and land management, soil fertility, plant nutrition and crop management. Seed company; Corteva Agriscience addressed the workshop regarding the best maize seed variety suitable for the soils in the State. They also distributed about



200 kg of maize seeds to the farmers. Market Linkage facility for farmers was discussed by Agri bazaar. Around 42 soil tests were done and the reports were issued, which showed soil low in nitrogen and carbon content and hence right application of urea was imparted to the farmers.

The workshop was mainly organised to impart knowledge and SOP to the farmers to grow more maize in their fields. Nearly 390 farmers registered for the Maize programme in the two days.

“Makka Ugao” Campaign by GEMA``



Dr. Chandra Kumar Jain, CMD said that it is indeed important to ensure that maize production is increased in the country.

“The Agriculture Ministry has set up a target to raise maize production by 10 million tons over the next five years as demand for ethanol production grows. Keeping this in mind, it is of utmost importance that we spread awareness amongst farmers and engage with seed companies, marketing companies etc. We plan to organise multiple such workshops in the future”, he said.

Author: Parshwati Saha -Friday, 24 May 2024

2) **Awareness camp by M/s. Patel Agri Industries Pvt. Ltd., Bihar:**

M/s. Patel Agri Industries Pvt. Ltd. organized the farmers meet and awareness camp at their unit in Bihar in the month of April-May 2024. Hon'ble member shared the photograph taken during the camp.



“Makka Ugao” Campaign by GEMA



3) “Makka Ugao” awareness meeting with farmers by MG Petrochem Pvt. Ltd.

M/s. M G Petrochem Pvt Ltd, Raipur Rani, Panchkula has organized 3rd farmers' meet today at Village Ferozpur, Panchkula. The total planned area for maize cultivation has increased from earlier planned 20 acres to 35 acres now. They promote the cultivation of Maize hon'ble member will provide and distribute the seeds.

धान को त्याग मक्के की फसल लगायेगे फिरोजपुर गांव के किसान, एमजी पेट्रोकेम के द्वारा मक्के का बीज करवाया जायेगा उपलब्ध



हिन्दी संचार/ताज मोहम्मद

रायपुर रानी, 1 जुलाई सरकार के द्वारा लगातार किसानों को धान की फसल छोड़ अन्य विकल्पिक फसल लगाने के लिए जागरूक किया जा रहा है। इसी कड़ी के तहत एमजी पेट्रोकेम की टीम के द्वारा गांव फिरोजपुर में जागरूकता शिवर का आयोजन किया गया। जिसमें गांव के किसानों ने भाग लिया। इस मौके पर एमजी पेट्रोकेम प्राइवेट लिमिटेड के एच आर प्रमुख देवेन्द्र सिंह, एजीएम प्रोजेक्ट जेड आर खान, सहायक प्रबंधक

मनमोहन सिंह ने किसानों को जानकारी देते हुए बताया कि किसान किस प्रकार से मक्के की खेती कर लाभ प्राप्त कर सकता है। जिसके साथ डिस्टिलरीज में इथेनॉल निर्माण के लिए मक्के की आवश्यकता के बारे में बताया। उन्होंने बताया कि भारतीय मक्का अनुसंधान संस्थान डिस्टिलरीज के साथ मिलकर देश में मक्के की खेती को बढ़ावा दिया जा रहा है। किसानों को बताया गया की इथेनॉल निर्माता कंपनियों के लिए मक्के की भारी मांग है। इसके साथ ही इसमें पानी की लागत भी कम लगती है। इस मौके पर जानकारी देते हुए

बताया गया की एमजी पेट्रोकेम किसानों को मक्के की खेती करने के लिए बीज भी उपलब्ध करेगा। उन्होंने बताया कि मक्के की खेती करने में आईआईएमआर तकनीकी सहयोग देगा ताकि किसानों की आय बढ़ाई जाए। इस मौके पर मौजूद किसानों ने भी एमजी पेट्रोकेम की इस मुहिम की सराहना की और लगभग 12 किसानों ने 35 एकड़ में मक्के की खेती करने के लिए एमजी पेट्रोकेम से सहयोग मांगा। इस मौके पर गांव फिरोजपुर से समाजसेवी सुशील कुमार सहित गांव के किसान मौजूद रहे।



“Makka Ugao” Campaign by GEMA



Recently on 12.07.2024 M/s. MG Petrochem Pvt. Ltd. distributed the seeds at Village Ferozpur, Distt Panchkula, Haryana to promote the cultivation of Maize.



Munadi

Towards the awareness of “Makka Ugao” campaign our association members took up the campaign to new level by inducting Munadi as a medium of awareness towards the campaign.

