

81ST PLENARY MEETING

MUMBAI, INDIA

🌐 2-5 December 2023

**Cotton Value Chain:
“Local Innovations for Global Prosperity”**



**Mr Ganesh Babu
Krishnappa**

Ganesh Babu Krishnappa is an INSEAD alumni with 20+ years' experience in P&L Management, Sustainable Agriculture, Carbon Market Development, Business Turnaround, Sales, Business Development, Business Planning, Global S&OP, Supply Chain Planning, and International Business. Mr Ganesh has worked in the agri-food business, technology, as well as business transformation and turnarounds across India and Europe. He is currently working at Boomitra, building the technology centre in India and is responsible for APAC and Africa SBUs. Has successfully onboarded more than 110,000 mostly small holder farmers on to Boomitra's Carbon Platform in the last year across both India and Africa.