# Shri Chirag Paswan Calls on Beverage Industry to Make India a Global Hub for Manufacturing, Innovation and Exports

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Union Minister of Food Processing Industries Shri Chirag Paswan called upon the beverage industry to strengthen India's position as a global hub for manufacturing, innovation and exports while creating greater value from Indian agricultural produce.

Delivering the keynote address at the National Beverage Conclave 2026, organised by the Indian Beverage Association (IBA), Shri Paswan linked the sector's growth to Prime Minister Shri Narendra Modi's Sapt Dhara vision, particularly its emphasis on manufacturing, agriculture and food processing, and technology and innovation.




The Minister encouraged manufacturers to strengthen procurement linkages with farmers and explore the commercial potential of traditional Indian beverages such as sattu. He urged industry, entrepreneurs and research institutions to collaborate on developing innovative Indian-origin products capable of competing in international markets.




Highlighting changing consumer preferences, Shri Paswan encouraged the industry to develop healthier beverage alternatives, including products based on millets and indigenous ingredients. He emphasised the need for affordable, quality products that cater to diverse consumer needs, urging the industry to take a pledge that it “will not compromise on quality.”








Welcoming both domestic enterprise and international investment, Shri Paswan said that global companies manufacturing in India and Indian entrepreneurs developing new products both contribute to the country’s industrial strength. He reaffirmed the Government's commitment to supporting the food processing sector. He also called upon the industry to build consumer trust through scientific evidence, transparent communication and greater consumer awareness, while contributing to India's vision of becoming a developed nation by 2047.




Earlier, IBA President Shri C.K. Jaipuria highlighted the beverage sector's potential to reduce agricultural wastage and support farmers, while calling for stronger industry-government collaboration. In her welcome remarks, IBA Secretary General Dr. Gunveena Chadha emphasised the need for a well-defined structural roadmap and policy support to unlock the sector's potential. Delivering the vote of thanks, IBA Vice-President Shri S.R. Goenka raised concerns over counterfeit products and negative industry perceptions, and stressed the importance of coordinated fiscal efforts, infrastructure development and digitalisation to enhance the sector's long-term competitiveness.




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