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Khetika and IIM Ahmedabad Announce Landmark Partnership to Shape Indiaâ??s Clean Food Framework

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Khetika Foundation, a purpose-led not-for-profit organisation established by the founders of Khetika, one of India's largest clean food brands, has signed a Memorandum of Understanding (MoU) with the Indian Institute of Management Ahmedabad (IIMA) for the Clean Food India 2030 initiative to advance the mission of promoting clean food, farmer empowerment, and transparency across India's food ecosystem.

The partnership marks the first step toward building a nationwide ecosystem focused on making clean, safe, and transparent food accessible to every Indian consumer while promoting climate-sustainable agriculture.

The initiative seeks to address critical challenges facing India's food sector, including food adulteration, excessive food processing, declining consumer trust, and limited traceability across supply chains. Designed as a long-term, evidence-based collaboration, the partnership will focus on strengthening farm-to-plate traceability, enhancing farmer capabilities, supporting sustainable agricultural practices, and developing scalable models for clean food systems through farmer networks and community engagement.

A key milestone under the collaboration will be the launch of the India Clean Food Summit 2026, scheduled for November 2026. The summit will bring together policymakers, researchers, industry leaders, entrepreneurs, farmers, and consumer advocates to accelerate awareness, foster collaboration, and drive institutional engagement around clean food in India.

The partnership will also support research and knowledge creation aimed at driving systemic change across the food ecosystem by providing a platform for academia, researchers, policymakers, and industry stakeholders to collaborate on practical solutions and policy recommendations.

The collaboration combines Khetika Foundation's field expertise in building traceable and farmer-centric food systems with IIMA's academic leadership in research, public policy, behavioural sciences, and management.

Dr Prithwi Singh, Co-founder & CEO, Khetika, said,"Challenges hindering clean food accessibility cannot be solved by one stakeholder alone; they require collective effort from all stakeholders. Our partnership with IIM Ahmedabad is a decisive step towards building food systems that are honest, traceable, and fair to farmers, while restoring trust for consumers across India. We believe clean food should become the norm, not the exception."