



Business Seminars

- **Potential and Investment Opportunities in UP Agriculture**
16 Feb, 2013 2.30 pm – 6.30 pm. Venue: Hotel Taj Palace, Lucknow
- **Banks and Institutions in Farm Financing and Rural Entrepreneurship**
16 Feb, 2013 2.30 pm – 5.30 pm. Venue: IISR Auditorium, Telibagh, Lucknow
- **Hybrid Rice and Seed Production Program in Uttar Pradesh**
17 Feb, 2013 9.30 pm – 1.30 pm. Venue: Hotel Taj Palace, Lucknow
- **Micro-Irrigation and Mechanisation in UP**
17 Feb, 2013 2.30 pm – 6.30 pm. Venue Hotel Taj Palace, New Delhi
- **Farm Profitability through Diversification and Precision Farming**
17 Feb, 2013 10.30 pm – 1.30 pm. Venue: IISR Library Hall, Telibagh, Lucknow
- **Sugar Sector in UP – Unlocking Potential through Policy Reforms**
17 Feb, 2013 2.30 pm – 5.30 pm. Venue: IISR Library Hall, Telibagh, Lucknow
- **Dairy and Poultry Sector for Employment and Value Addition in UP**
18 Feb, 2013 9.30 am – 1.30 pm. Venue: IISR Library Hall, Telibagh, Lucknow

Promotion

AgroTech 2013 is expected to attract over 50,000 farmers and other rural visitors. An extensive publicity and promotion is planned to spread the message across the districts to the farmers and rural institutions. Besides farmers, we expect about 5,000 visitors from rural functionaries, extension workers, government departments, academic and research, industry and urban segments.

Pavillions

There would be six pavilions, fully furnished and specially decorated in line with the theme of the pavilion by an international agency.

- ❖ Agri-inputs Pavilion
- ❖ Technology Pavilion
- ❖ Dairy & Food Pavilion
- ❖ Sugar Pavilion
- ❖ Rural Market Pavilion
- ❖ Farm Machinery Pavilion
- ❖ Horticulture Pavilion
- ❖ States Pavilion

Participation Cost

	(per sq.mt.)
✧ Covered furnished stalls in Pavillion (min 9 sq.mt.)	- Rs. 8,000/-
✧ Covered bare stalls in Pavillion (min 50 sq.mt.)	- Rs. 6,000/-
✧ Bare space in open (min 50 sq.mt.)	- Rs. 3,000/-

There are three categories of sponsorship as under:

- Principal Sponsor - Rs. 15.00 lacs
- Sponsors - Rs. 5.00 lacs
- Co-sponsors - Rs. 2.50 lacs

— The Event Co-ordinator —



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AGRICULTURE
The National Agriculture Magazine **TODAY**

Uttar Pradesh AGROTECH[®] Exhibition cum Seminars 2013

16 - 18 Feb, 2013, IISR, Telibagh, Lucknow



CO-ORGANISERS



About the Organiser

Agriculture Today was launched in 1998 as the national level monthly magazine to provide updates of news and analysis of topical issues of national and international importance in agriculture. In a short span of fourteen years, it has emerged the largest circulating agriculture magazine in India and one of the most admired in the world. Agriculture Today, as the information provider, as a networking vehicle, as creator of awareness and opinions, has always been on the forefront to espouse the cause of farmers and agriculture. It has also been organizing dialogues, seminars, events and agri-expos in various parts of the country to bring various stake-holders on one platform to influence policies, creating partnerships and catalyzing growth in farm sector.



UP Chief Minister, Sh. Mulayam Singh Yadav and ex Chief Minister, AP, Mr. Chandrababu Naidu arriving at AgriExpo 2006 along with Dr. MJ Khan, Chief Editor, Agriculture Today



UP Chief Minister, Sh. Mulayam Singh Yadav releasing Souvenir at AgriExpo 2005 along with Prof. Abhijit Sen, and Dr. Ashok Bajpai, Agri Minister, UP

Uttar Pradesh

Uttar Pradesh has unlimited potential for agro based and food processing industries. The state produces 38% of India's Wheat, 20% of Paddy 21% of Sugarcane, 34% of Groundnut, 17.5% of Rapeseed, 8% of fruits and 14% of vegetables. Uttar Pradesh is also the highest milk producer in India and thus offers excellent opportunities for setting-up milk processing units. Meat, Dairy, Sugar, Wheat and Horticulture based industries are other exciting avenues for food processing. Uttar Pradesh is also the largest market for seeds, fertilisers, farm credit, farm machinery and consumer products. The state government has also taken several initiatives to promote investment and catalyse the process of agriculture development.



UP Government initiatives to promote investment

- Constituting high power Committee on Public Private Partnership
- Simplification of prevalent rules and procedures.
- Separate sectoral identification of agricultural produce and animal husbandry resources.
- Financial support and provision of linkages like raw material, storage, transportation and marketing for establishment of industries based on agricultural and animal husbandry resources.
- Special facilities for export of agro and dairy based products.
- Farm mechanization, precision farming and agro processing major thrust area.
- Special schemes for promoting agro and food industries through creation of AEZ and Food Parks etc.

About AgroTech 2013

With the fast changing economy and increasing impact of WTO on Indian agriculture the significance of quick information access, and exposure to latest products, technologies and marketing opportunities is of prime importance. There is a growing need and importance of a platform where the policy makers, Government officials, prospective investors, development institutions and companies can interact. AgroTech 2013 aims to provide an opportunity for participants to showcase products, services, schemes and technologies to potential users and farmers. The Development Meet proposed as part of the event of the theme "Investment opportunities and growth potential in agro sector in Uttar Pradesh" would help in formulating a comprehensive policy to promote growth and investment in this sector. Recognising the importance of a national level agri event in the country's largest state, Uttar Pradesh, and the overwhelming response from the industry, institutions and farmers, Agriculture Today in consultation with all the supporting bodies is organizing AgroTech 2013 in Lucknow.

Focussed Sectors

- ❑ Seeds & Biotechnology
- ❑ Pesticides & PGR
- ❑ Fertilisers & Micro-nutrients
- ❑ Horticulture & Floriculture
- ❑ Veterinary & Animal Feed
- ❑ Agro & Rural Industries
- ❑ Farm Machinery & Micro Irrigation
- ❑ ICT and Extension
- ❑ Sugar and By-products
- ❑ Fresh and Processed Food Products
- ❑ Banks & Financial Institutions
- ❑ Dairy and Poultry Sector
- ❑ Aquaculture & Fisheries
- ❑ Research Institutions & NGOs
- ❑ Rural Craft Products
- ❑ Organic Agriculture



Participation

Being organised in an agriculturally high potential state of the country, a large turn out, both of individual visitors and exhibitors is expected. We expect over 5000 visitors from rural functionaries, extension workers, government departments, academic and research people, industry executives, VIP and urban visitors categories, besides over 50,000 farmers during three day long event. As in the past events, the UP Government is expected to mobilize participation of a large number of progressive farmers to the event from different parts of the state. An extensive publicity and promotional campaign is planned to create awareness among farmers about the AgroTech 2013.

Development Meet on UP Agriculture

A Business Meet of all the important stake-holders will be held on 16 Feb 2013, which would discuss the policy initiatives by Uttar Pradesh in farm sector and project UP as the agri-business destination. The Business Meet would focus on promoting private investments in contract farming, agri-inputs, food processing, storage, marketing agricultural services and agri infrastructure. The Government of Uttar Pradesh may provide project guidelines in the high business potential sectors such as fruits, vegetables, sugar and its byproducts, dairy, milk and milk products, processed food, meat and poultry, biotechnology and seeds production and several other areas.

Benefits of AgroTech 2013

1. Provide exposure to farmers about the latest agri-input products, technologies, farming practices, government schemes, marketing and post harvest management.
2. Provide better awareness among the industries and investors about the agricultural potential of the state, business opportunities available and the scope for investment.
3. Provide platform to the national and international organisations in food, agriculture, agribusiness and rural development for linkages and partnerships.
4. Provide a unique opportunity to reach out to over 50,000 progressive farmers from all over the state.
5. Provide valuable opportunity for interaction with the top state government officials and policy makers to explore business in the state.
6. Provide inputs to the State for formulating appropriate farm and agro-industrial policy for enhancing competitiveness, increasing productivity, reducing cost, improving post harvest management and accelerating agro exports.