

Organized by



भारतीय कृषि एवं खाद्य परिषद्
INDIAN CHAMBER OF FOOD AND AGRICULTURE

Supported by



Department of Agriculture
Government of Uttar Pradesh



Uttar Pradesh AgroTech 2024

Expo | Business Meets | Seminars | Farmers' Events

22-24 February 2024, Indian Institute Sugarcane Research | Lucknow

Uttar Pradesh The Land of Infinite Opportunities



**Innovative Farmer Awards 2024 | Development Meet on State Agriculture
Technical Sessions and Workshops on Innovative Farming**

Co-organised by



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International Agriculture Consulting Group

Host Institution



INDIAN INSTITUTE SUGARCANE RESEARCH

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About the Organiser

The Indian Chamber of Food and Agriculture is the apex body in India, working on business, policy, and development agendas and serving as a global platform for trade facilitation, partnerships, technology, and agribusiness services. A proactive approach helps ICFA discern critical challenges emerging in Indian agriculture and create opportunities for development, value addition, and international trade to accelerate growth in the food and agriculture sectors globally. ICFA, with more than 25 industry Working Groups and sector-specific Business Councils, represents the interests of key stakeholders at the national level and, through its international platforms and partnerships, facilitates India's global engagement in the food and agriculture sectors.

For enhanced sustainability, food safety, and quality standards, ICFA has taken up the Agriculture Stewardship Program by launching the Healthy Food Initiative program and the Good Agriculture Practices (GAP) project. In a short period of more than seven years, the Chamber has signed MoUs with the ICAR, APEDA, NRDC, RAKEZ Group, ASYAD Group, University of California, University of Maryland, Michigan State University, Iowa State University, Western Australia University, German Agribusiness Alliance, Borlaug Institute for South Asia, African Asian Rural Development Organization, NASSCOM, Sociedad Rural Argentina (SRA), FAMATO, CCI Pau Béarn, IFPRI, etc. Through international partnerships, ICFA envisions mobilizing technologies and investments that will catalyze agribusiness and agri-startups.

Focussed Sectors

- ❖ Seeds & Biotechnology
- ❖ Fertilisers & Pesticides
- ❖ Biopesticides and bio-stimulants
- ❖ Horticulture & Floriculture
- ❖ Animal Health and Veterinary Products
- ❖ Agro & Rural Industries
- ❖ Farm Machinery & Micro Irrigation
- ❖ ICT and Extension Services
- ❖ Sugar Technologies and Machinery
- ❖ Fresh and Processed Food Products
- ❖ Credit and Insurance
- ❖ Dairy and Poultry Sector
- ❖ Aquaculture & Fisheries
- ❖ Research and Technology Institutions
- ❖ DRDAs and Rural Development
- ❖ Organic Agriculture
- ❖ Health Climate Change & Environment
- ❖ Agro Marketing and Trade
- ❖ Agri Infrastructure and Logistics
- ❖ Handloom, Handicraft & Rural Artisan
- ❖ MSME and ODOP

About AgroTech 2024

With the fast changing global technology, business and economic environment, the significance of quick information access and exposure to latest products, technologies and marketing opportunities has assumed critical importance in order to deal with the challenges and tapping the opportunities. AgroTech 2024 aims to provide an opportunity for participants to showcase products, services, schemes and technologies to potential users and farmers. The event will highlight the investment opportunities and growth potential that exists in Agriculture sector in the state of Uttar Pradesh. Understanding the importance of a national level agro-tech event in the country's largest state, Uttar Pradesh and the impact it can have on the key stakeholders, ICFA in consultation with all the supporting bodies is proposing to organize AgroTech 2024 in Lucknow (India) from 22-24 February 2024 at the campus of Indian Institute of Sugarcane Research (IISR). IISR is the world's premier research institute on sugarcane under the Government of India's Indian Council of Agricultural Research.

Objectives of AgroTech 2024



- ❖ Provide exposure to farmers about the latest agri input products, technologies, farming practices, government schemes, marketing and post harvest management.
- ❖ Provide better awareness among the key stakeholders, industries and investors about the agricultural potential of the state, business opportunities available and the scope for investment.
- ❖ Provide platform to the national and international organisations in food, agriculture, animal husbandry, horticulture, agribusiness and rural development for linkages and partnerships.
- ❖ Provide a unique opportunity to reach out to over 10,000 progressive farmers from the State and other key stake-holders in food and agriculture system in the country.
- ❖ Provide valuable opportunity for interaction with the top Government of India and the State government officials and policy makers to discuss issues and explore business opportunities in the State.
- ❖ Provide platform to industry, government, investors and Institutions to share their vision of agriculture and prepare a roadmap for growth and investments in food, dairy, poultry, horticulture and agribusinesses in the State as well as showcase the achievements, products, technologies and offerings.

Promotion

An extensive publicity and promotion is planned to spread the message across the country, in all the States of India and abroad. Besides farmers we also expect about 10,000 rural functionaries, extension workers and government departments, academic and research, industry, institutions and international organisations to be visiting the three day event.

Pavilions

The entire exhibition would be put up in various constructed stalls with covered hangers of international quality, having water proofing. The stalls would be of various sizes depending on the requirements of the exhibitors. The entire event would be put up in various dedicated hangers. Some hangers may be added or merged as per booking availability. Large farm machinery would be displayed in open area, earmarked for the purpose. There will also be provisions made for live demonstration.



- Agri-inputs Pavilion
- Food Processing and Dairy Pavilion
- States Pavilion
- Agri Start-ups Pavilion
- Technology Pavilion
- Horticulture Pavilion
- Poultry and Fisheries Pavilion
- MSME and OPOD Pavilion
- Farm Machinery Pavilion
- Sugar Pavillion

UP GOVERNMENT

INITIATIVES TO PROMOTE AGRO INVESTMENT

- ❖ High power Committee on Public Private Partnerships
- ❖ Simplification of prevalent rules and procedures.
- ❖ Separate sectoral identification of agricultural produce and animal husbandry resources.
- ❖ Financial support and provisions of linkages like raw material, storage, transportation and marketing for establishment of agro industries
- ❖ Special facilities for export of agro products. Farm mechanization, precision farming and agro processing major thrust areas.
- ❖ Focussed policies for promoting poultry and dairy sector with a slew of incentives by the State.
- ❖ Special schemes for promoting agro and food industries through creation of AEZ and Food Parks etc.



PARTICIPATION

Being organised in an agriculturally high potential state of the country, a large turnout, both of individual visitors and of exhibitors is expected from across the country. We expect over 10,000 farmers and rural functionaries, extension workers, government departments, academic and research people, industry executives and VIP categories participating in three day event. As in the past, events organised in Lucknow by ICFA, the State Government could mobilize participation of progressive farmers to the event from different parts of the state. Under Exposure Visit Scheme, farmers and extension functionaries from other States too can also be mobilized. An extensive publicity and promotional campaign is planned to create awareness among farmers and other stake holders about the event.

U.P INNOVATIVE FARMER AWARDS 2024

ICFA in consultation with the State Government and District Administration will felicitate 1 farmer from each of the 75 Districts of the State. District Administration will nominate the farmers for their innovation, outstanding performance or practices. Each awardee will be felicitated with a memento and cash reward @INR 11,000.

*** Exclusive and limited customizable packages available for Sponsoring this award function**



Sponsorships

Principal Sponsor (Rs.25.0 Lacs + GST)

- Official status of the Principal Sponsor to the Event.
- Name and logos to appear along with the organizers in all the promotional materials like posters, leaflets, hoardings, site gates and program banners,
- Free furnished space of 48 sq. mt. in relevant pavilion at prime location
- Name and logo to appear in all advertisements in national and regional newspapers, magazines, websites, hoardings, site panel etc. along with the organisers.
- Special acknowledgement during inaugural and concluding functions
- Eight banners (6x3 feet) can be displayed in exhibition Area.
- Name and logo to appear in all technical as well as farmers Seminars and workshops
- Back page advertisement in the Event Souvenir
- Sponsor to share Inaugural as well Concluding dais
- 20 min farmer workshop slot on all 3 days

Sponsors (Rs.12.5 Lacs + GST)

- Official status of Sponsor of the event
- Free furnished space of 24 sq.mt. in relevant pavilion at prime location.
- Names and logos to appear in promotional materials like posters, site gates and program banners.
- Three banners are to be displayed in exhibition area
- Special acknowledgement during inaugural and concluding functions
- Name and logo to appear in all advertisements in national and regional newspapers, magazines, websites, hoardings, site panel etc.
- Three banners (6x3 ft) can be displayed in exhibition area
- Logos to appear in all the Technical Seminars
- Colour page advertisement in the Event Souvenir
- 10 min farmer workshop slot on 2 days

Co-Sponsors (Rs. 7.5 Lacs + GST)

- Official status of Co-Sponsor of the event
- Free furnished space of 18 sq.mt. in relevant pavilion at prime location.
- Names and logos to appear in promotional materials like posters, site gates and program banners.
- Two banners (6x3 ft) displayed in exhibition area
- Special acknowledgement during inaugural functions
- Name and logo to appear in all hoardings, site panel etc.
- Colour page advertisement in the Event Souvenir
- 5 min farmer workshop slot on 1 day

Associate Sponsors (Rs. 5.0 Lacs + GST)

- Official status of Associate Sponsor of the event
- Free furnished space of 12 sq. mt. in relevant pavilion.
- Names and logos to appear in promotional materials like Panels, Standees and program literature.
- One banner (6x3 feet) can be displayed in exhibition area
- Special Acknowledgement during concluding function
- B/W page advertisement in the Event Souvenir

Lunch Sponsors (Rs. 3.0 lacs + GST)

- Lunch sponsors will cover both Farmers lunch and VIP lunch.
- Sponsors will have their 2 standees (6 x 3) feet put up on both Lunch Areas
- Lunch Sponsors logos will be carried in all site panels and other promotional material and also on lunch invites
- Complimentary Stall of 9 sq.mt. at the exhibition

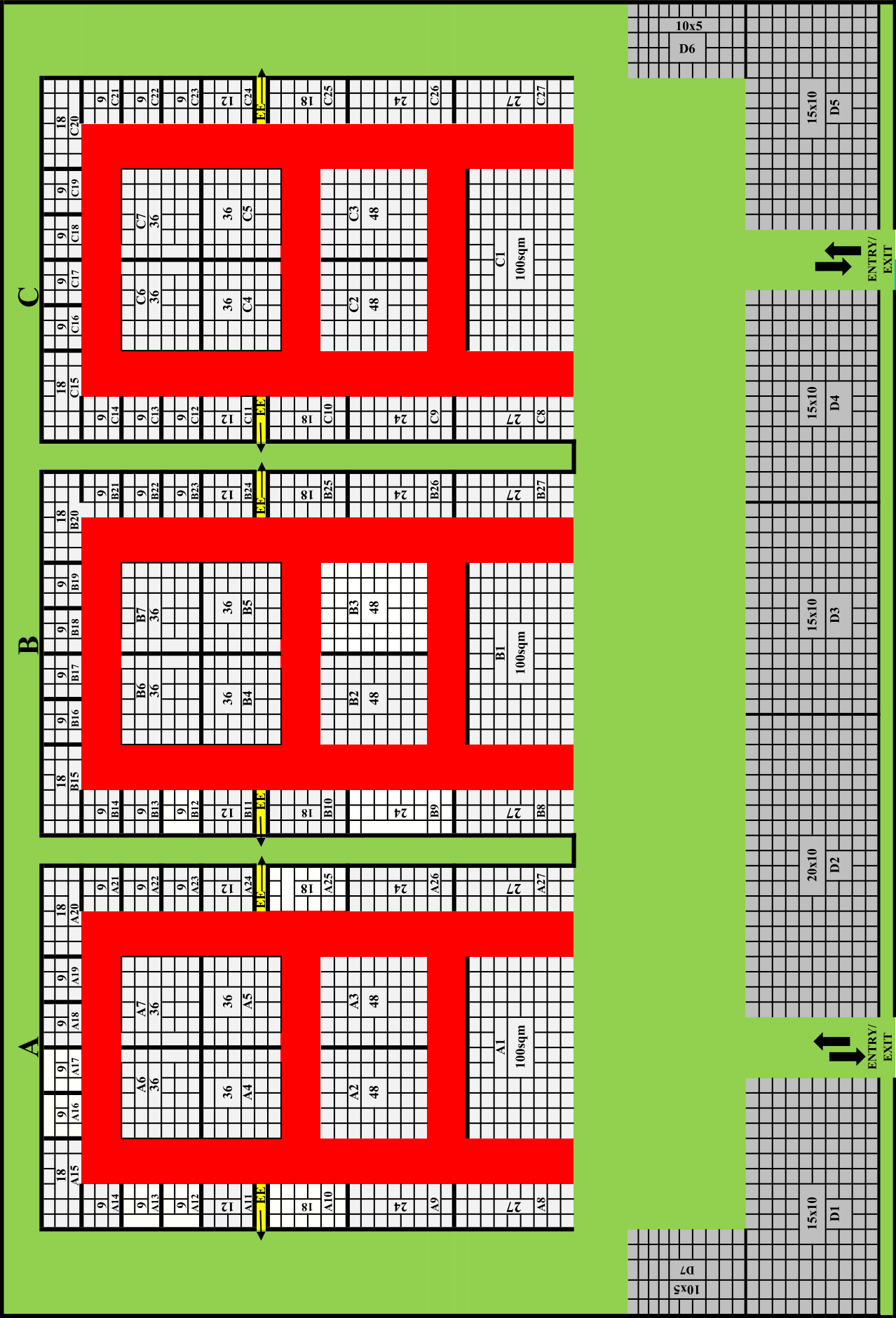
Dinner Sponsors (Rs. 4.0 lacs + GST)

- Dinner Sponsors can do branding in the Dinner venue
- Corporate films can be displayed at Dinner Venue
- 2 standees (6 x 3) at the Exhibition area.
- Complimentary Stall of 9 sq.mt. at the exhibition

U.P. Innovative Farmer Awards 2024

Contact us for partnering and title sponsorship







Reply Form

1. Name and address of the Organisation

Details of the Contact Person

Name

Designation

Phone

Fax

E-mail

2. Fascia (as it should appear on the stall in block letters)

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3. Details of products to exhibit

4. GST NO

5. PAN NO

6. Stall Sizes and Cost Requirements

	Rate per sq. mt	Minimum Size	Standard Size	Large Size	Booked Area Sq. Mt.	Amount (Rs.)
Covered Furnished Stall	Rs. 10,000/-	9 sq.mt.	24 sq.mt.	48 sq.mt.
Covered unfurnished Stall	Rs. 8,000/-	24 sq.mt.	48 sq.mt.	96 sq.mt.
Open Space	Rs. 5,000/-	50 sq.mt.	120 sq.mt.	240 sq.mt.

7. Facilities at extra cost : (Refer to terms & conditions)

Electricity	Yes	No	Stall Security	Yes	No
	If yes	KW	Additional Furniture	Yes	No
Water Connection	Yes	No			

Total amount payable Rs

RTGS/NEFT Details

BENEFICIARY NAME	INDIAN CHAMBER OF FOOD AND AGRICULTURE
BENEFICIARY A/C NO	50200009753362
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

Date

Name

Place

Designation

(Signature (with seal))

IMPORTANT INFORMATION FOR PARTICIPANTS

The stalls would be allotted to the exhibitors on 21st Feb 2024 from 12:00 noon. The interiors of the stall including positioning of the exhibits must be completed by 9:00 am on 22nd Feb. All the stalls should be vacated by 7:00 pm on 24th Feb 2024.

1. **FURNISHED STALLS:** The facilities will include: 4 chairs, 2 tables, 6 spot lights, matting, exhibitor's name on fascia, 1 plug point (for a small 18sq.mt stall)
2. **COVERED BARE STALL :** The exhibitors shall get covered bare space in the hanger and would have to get their own panels, furniture and other required equipments, etc
3. **OPEN SPACE:** The exhibitors will have to get their own furniture and other required materials
4. **REGISTRATION FOR RESERVATION :** The closing date for registration is 15th Feb 2024. Full payment must reach us by that day.
5. **CANCELLATION:** The organiser reserves the right at all times to change the dates of exhibition due to force majeure, without any rights to participants for claiming compensation for any loss. Allotments cannot be withdrawn or altered by the participants and payment for reservation will be forfeited on cancellation by participants or on non-payment of any balance payments.
6. **FACILITIES AT EXTRA COST:**
 - Additional power requirement will be charged @ Rs. 2500/- per KW per day.
 - Water connection can be made available at the additional cost of Rs.5000/- per connection. Additional Security can be provided @ Rs. 2000/- per head per shift.
 - Use of Demo plot Rs.30,000/- per day per equipment basis.
 - Furniture per item, (1) Chair= Rs. 300 (2) Table= Rs.500/- (3) Reception counter = Rs.2000 (4) Spot Light(60 W) Rs.200 (5) Fluorescent Tube =Rs. 400/- (6) Power Point 5 Amp = Rs.350/- (7) Power Point 15 Amp.= Rs.500/-.
7. **GENERAL:** In addition to any rights or reservations already specified, the Organisers reserve the following rights:
 - The information rules and regulations in this booklet are subject to alteration or deletion. The organisers will keep the exhibitors informed.
 - All matters in connection with the exhibition not provided for by these rules and regulations shall be settled or determined by the organisers, whose decision in relation thereon shall be final and binding.
 - In case of cancellation or postponement of the event, caused by natural calamities, government instructions or any other reasons, the exhibitors shall comply with decision of the Organisers.
 - No security deposit is required. But if any damage is caused by a company it would have to pay the amount as decided by the organizers.
8. **DISTRIBUTION OF THE PRICE LIST/ADVERTISEMENT ETC :** Price lists, pamphlets, advertisement, etc. may only be distributed from exhibitors within stall and not in the public ways nor at any other location on the exhibition grounds. Such literature must relate to the goods of the exhibitor as displayed or eligible for display by him.
9. **CLEANING:** Arrangements have been made by the organiser for the cleaning in general. The closing of the stall and the exhibits will remain the responsibility of the exhibitors. Removal of goods is the responsibility of the exhibitors
10. **ORGANISER'S LIEN:** Organisers shall have the lien on the exhibits/goods of the exhibitors having stall /bare space/open space if any payments remain uncleared before the end of the exhibition
11. **INSURANCE AND LIABILITY:** The exhibitors are required to get all their goods insured before they are brought on the exhibition grounds. The organisers are in no way responsible for any theft or loss of goods.

Program Schedule

Visitors Timings : 10:00 AM - 04:30 PM

Thursday, 22nd February 2024

- ❖ Inauguration of AgroTech 2024 (IISR Expo Ground, Lucknow) 11:00 AM – 01:00 PM
- ❖ **Development Meet on Uttar Pradesh Agriculture** 02:00 PM – 06:00 PM
- ❖ Farmers' Workshops 02:00 PM – 05:00 PM
- ❖ **Networking Dinner** 07:00 PM Onwards

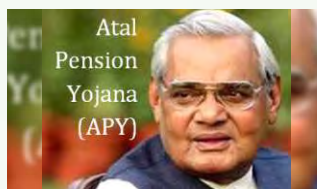
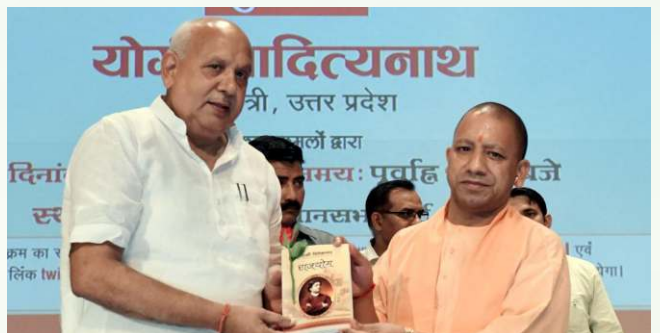
Friday, 23rd February 2024

- ❖ Farm Machinery Seminar 10:00 AM – 01:00 PM
- ❖ Farmers Workshops 10:00 AM – 05:00 PM
- ❖ Cultural Program and Networking Dinner 05:00 PM – 07:00 PM

Saturday, 24th February 2024

- ❖ Farmers' Workshops 10:00 AM – 03:00 PM
- ❖ **U.P Innovative Farmer Awards and Concluding Session** 03:00 PM – 04:00 PM







Media Coverage



जीआई टैग प्राप्त शाही लीची का एगो वर्ल्ड में होगा गुणगान

विनोद कुमार एक्सक्लूसिव

राय ब. शाही लीची एक खास फल है। यह फल के अलावा जीआई टैग प्राप्त शाही लीची का एगो वर्ल्ड में होगा गुणगान।

24 से 27 अक्टूबर तक प्रमुख अंतरराष्ट्रीय कार्यक्रम

19 देशों के 200 से अधिक एग्रीकल्चरल एक्सपर्ट्स को आमंत्रित किया गया है।

25 कोर्सों का आयोजन किया जाएगा।

एगो वर्ल्ड का आयोजन

एगो वर्ल्ड का आयोजन 24 से 27 अक्टूबर तक प्रमुख अंतरराष्ट्रीय कार्यक्रम के तहत किया जाएगा।

25 कोर्सों का आयोजन किया जाएगा।

Uttar Pradesh AgroVision 2021

Expo | Seminars | Farmers' Events 2021

December 16-18, 2021 | IISR, Lucknow

Partners & Sponsors

Exhibitors

www.icfa.org.in
www.agrovisionindia.com

IsraelAgri

AgroWorld

The mega event brings on one platform various stakeholders to showcase the food and agriculture diversity and potential of India; its agribusiness strengths on one hand and invite global players to showcase their products and technologies on the other hand to facilitate collaborations and global partnerships.

Date October 25, 2018 - October 27, 2018
Location IARI, New Delhi
Organizer ICFA

THE NEW INDIAN EXPRESS

NATION WORLD STATES CITIES BUSINESS SPORT ENTERTAINMENT GALLERIES VIDEOS

Home > States > Andhra Pradesh

ICFA Policy Leadership Award for Andhra Pradesh CM N Chandrababu Naidu

Andhra Pradesh Chief Minister N Chandrababu Naidu | Express

By Express News Service

VIJAYAWADA: Chief Minister N Chandrababu Naidu will be honoured with the Policy Leadership Award of the Indian Council of Food and

Farmers Workshops

There will be an all Farmers' Workshops and Quiz Programs during the three daylong event. In addition, there will be agri films on different subjects of farmers' interests running in specially created "Agri Film Theaters" at the event ground. Companies can sponsor farmers workshops and participate in quiz programs with gifts and prizes.



Participation Cost

❖ Covered furnished stalls in Pavilion (min 9 sq.mt)	=	Rs. 10,000/- per sq.mt
❖ Covered bare stalls in Pavilion (min 24 sq.mt.)	=	Rs. 8,000/- per sq.mt.
❖ Bare space in open (min 50 sq.mt.)	=	Rs. 5,000/- per sq.mt.

Few of Past Participants



For participation, please contact

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Director

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Email : tushar.sharma@icfa.org.in

Mr. Ankit Kumar

Senior Manager

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