

Organized By



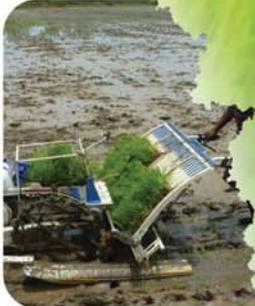
Confederation of Indian Industry

Partner State



Department of Agriculture  
Government of West Bengal

Knowledge Partner



# KRISHI UNNAYAN MELA 2016

Exhibition & Krishak Patshalla  
21 -23 October 2016; Burdwan

[www.krishiunnayanmela.com](http://www.krishiunnayanmela.com)





West Bengal today stands poised as a major growth area given the tremendous availability of natural resources coupled with skilled manpower and fiscal benefits. In taking India to newer heights of Agriculture & food processing capabilities, West Bengal can play a major role by leveraging its natural and human resource advantages. Economy of West Bengal is primarily dependent on agriculture. Agriculture accounts for the largest share of the labour force. A plurality of the state's population is peasant farmers. Rice and potato are considered to be the principal food crops of West Bengal. West Bengal is the largest producer of rice in India and the second-largest producer of potatoes in India.

Pre-harvest mechanization and post harvest processing are key for developing an ecosystem, which will not only help in the socio-economic development of the West Bengal but will also go a long way in creating livelihoods by creating and strengthening the value chains right at the grass root level.

Government's **policies and programmes** aimed at achieving rapid agricultural growth through optimum utilization of land, water, soil and plant resources of the West Bengal farming community through agriculture extension services.



## Objective

The fair would be organized in order to:

- Showcase major Indian agricultural & food processing machineries and equipments
- Bringing all the stake holder ( Farmers, Government, Manufacturers, Educational Institute & Researchers, Banks & Financial institute, Retailers & Distributors, NGO's etc) of Agriculture & allied sectors under one roof
- Creating a platform for showcasing the vision and achievements of the State Government through various activities.
- Catalyze the involvement of private sector in commercialization of agriculture and public-private partnership in the entire value chains of farm to final users.
- Creating awareness among farmers about various schemes available with financial institutions for their betterment.
- Explore the Agriculture Opportunities in West Bengal and make opportunities available for investors to prevail in the state market.

## Focus areas & activities

- Showcasing various agriculture and its allied sector
- Farm Mechanization, Seeds and planting material
- Agro chemicals (fertilizers, pesticides, plant Growth regulators)
- Irrigation and water Management
- Organic farming
- Storage, Warehousing, cold store and cold chain
- Fisheries ,Poultry and dairy
- Kishak Pathshala : In order to educate & provide training to the farmers on farm mechanization, enhanced cropping intensity, improvement in high yielding varieties of seeds and other agro related topics.
- Stake holder Meet & Buyer Seller Meet

## Highlights of Krishi Unnayan Mela 2015

One of the largest agriculture exhibitions ever held in West Bengal for achieving stronger & deeper industry-agri synergies and integration.

- Total area of 6000 Sqm and around 100 exhibitors across the country.
- 10000 plus Footfalls of farmers from various districts of West Bengal.
- Display of latest machinery & technology & equipment, Pest management advance & futuristic technologies available in field of Agriculture required for modernization of the sector through a comprehensive Buyer-Seller platform
- Farmers training programme was also conducted to educate farmer on latest machineries, fertilizers, food processing techniques, post harvest technology and also Motivating farmers for diversification of areas from traditional crops to commercial crops
- Soil testing of 60 -70 samples a day

## Exhibitor's profile

- The Government of West Bengal and its different departments
- FMCG related to agricultural sector
- Banking, Insurance and Financial Institute
- Dairy Machinery & Equipments
- Farm Machinery & Equipments
- Educational , Research & Training Institute
- Horticulture , Floriculture
- Organic farming
- Irrigation Machinery & Equipments
- Animal Husbandry Sector
- Poultry, Warehousing, cold store and cold chain , Fisheries
- Manufacturer of Fertilizers ,Seed
- Solar Power



## Participation charges

Space Types	CII Member	CII Non-Member
Indoor Built-up (Min 12 sqm)	5000/- per sqm	5500/- per sqm
Indoor raw Space (Min 18 sqm)	4000/- per sqm	4500/- per sqm
Outdoor Raw space (Min 36 sqm)	2500/- per sqm	3000/- per sqm

- Service Tax @15%



# Retrospect



## ABOUT CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme for 2016-17, **Building National Competitiveness**, emphasizes Industry's role in partnering Government to accelerate competitiveness across sectors, with sustained global competitiveness as the goal. The focus is on six key enablers: Human Development; Corporate Integrity and Good Citizenship; Ease of Doing Business; Innovation and Technical Capability; Sustainability; and Integration with the World.

With 66 offices, including 9 Centres of Excellence, in India, and 9 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Singapore, UK, and USA, as well as institutional partnerships with 320 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

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