



**krishidham**  
AN AGRICULTURE HABITAT  
EXPO - 2018



**12 13 14**  
**OCTOBER 2018**  
Meerut, Uttar Pradesh

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

Organisers



HiFi Conferences and Event  
Pvt. Ltd., Noida, U.P.



Sardar Vallabhbhai Patel  
University of Agriculture, Meerut

# KRISHIDHAM - AN AGRICULTURE HABITAT

**Agriculture** and allied sectors are unquestionably the largest livelihood provider in India, India accounts for 7.68 percent of total global agricultural output. GDP of Industry sector is \$495.62 billion and world rank is 12. In Services sector, India world rank is 11 and GDP is \$1185.79 billion. Contribution of Agriculture sector in Indian economy is much higher than world's average (6.1%).

**Dairy** in India has maintained its leadership among milk-producing nations producing 163.7 million tonnes of milk worth over ₹4,00,000 crore in 2016-17. At present, there are 190 million cattle in the country, which amounts to 14 per cent of the total cattle population of the world. Out of these, 151 million or 80 per cent of the total cattle population, are indigenous cattle. The country's dairy cooperatives provide an average of 75 to 80 per cent of its sales to the farmers.

**Poultry** farming is the process of raising domesticated birds such as chickens, ducks, turkeys and geese for the purpose of farming meat or eggs for food. Poultry are farmed in great numbers with chickens being the most numerous. More than 50 billion chickens are raised annually as a source of food, for both their meat and their eggs.

**Aquaculture** is the farming of fish, crustaceans, molluscs, aquatic plants, algae and other aquatic organisms. Aquaculture involves cultivating freshwater and saltwater populations under controlled conditions and can be contrasted with commercial fishing, which is the harvesting of wild fish. It is less commonly spelled aquiculture and is also known as aquafarming.

**Hydroponics** is a subset of hydroculture, the method of growing plants without soil, using mineral nutrient solutions in a water solvent. Terrestrial plants may be grown with only their roots exposed to the mineral solution or the roots may be supported by an inert medium, such as perlite or gravel. The nutrients in hydroponics can come from an array of different sources; these can include but are not limited to byproduct from fish waste, duck manure, or normal nutrients.

## KRISHIDHAM - EXPO 2018

KrishiDham Expo 2018 is your opportunity to share the centrestage with world's leading companies in the industry, who will be showing their innovations and current developments here.

It is the platform where agriculture, food, dairy, poultry, aquaculture, hydroponics & live stock industries will have the opportunity to shape the future collaboration landscape of farming technology.

It is a platform to arrange pre schedule meetings, where in, interest registered by the visitors will be transferred to the relevant companies based upon their offerings.

KrishiDham Expo 2018 is the most important trade show in India on agricultural with visitor numbers reaching an approx. figure of 1, 40,000.

## CATTLE FAIR 2018

Decade old cattle fair where different breeds of various farm animals including dogs, buffaloes, donkeys, ponies, rabbits, goats will be displayed. The fair is a very lively event where the animals are beautifully decorated by their owners. The fair has given a platform to various animals like **SULTAN** and **YUVRAAJ**, thus considered to be the biggest cattle show of Western Uttar Pradesh.





# BUSINESS MART

According to the third annual edition of Accenture Research, "Masters of Rural Markets: From Touchpoints to Trustpoints - Winning over India's Aspiring Rural Consumers," rural consumers are particularly aspiring or striving to purchase branded, high quality products. Consequently, businesses in India are optimistic about growth of the country's rural consumer markets, which is expected to be faster than urban consumer markets.

In line with general trend, rural consumers are evolving towards a broader notion of value provided by products and services which involves aspects of price combined with utility, aesthetics and features, and not just low prices.

Some of India's largest consumer companies serve one-third of their consumers from rural India. Owing to a favourable changing consumption trend as well as the potential size of the market, rural India provides a large and attractive investment

## GROWING THE FUTURE

- The Government of India has approved the proposal to construct 10 million houses for the rural population, which will require an investment outlay of ₹81,975 crore (US\$ 12.7 billion) for the period from 2016-17 to 2018-19.
- The Government of India aims to provide tap water regularly to every household by 2030 in line with United Nations Sustainable Development Goals, requiring a funding of ₹23,000 crore (US\$ 3.57 billion) each year until the target is met.
- The Government has introduced various reforms in the Union Budget 2017-18 to uplift the rural markets. Some of the key highlights of the Budget are:
  - ₹187,223 crore (US\$ 28.08 billion) has been allocated towards rural, agriculture and allied sectors.
  - The Allocation for Pradhan Mantri Awas Yojana-Gramin has been increased from ₹15,000 crore (US\$ 2.25 billion) to ₹23,000 crore (US\$ 3.45 billion) in the year 2017-18 with a target to complete 10 million houses for the houseless by the year 2019.
  - The pace of roads construction under Pradhan Mantri Gram Sadak Yojana (PMGSY) has been accelerated to 133 kms per day as against an average of 73 kms per day during the years 2011-14.
  - The allocation to the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) has been ₹48,000 crore (US\$7.2 billion) in the year 2017-18, which is the highest ever allocated amount.
- The Government of India is looking to install Wi-Fi hotspots at more than 1,000 gram panchayats across India, under its ambitious project called Digital Village, in order to provide internet connectivity for mass use, as well as to enable delivery of services like health and education in far-flung areas.
- In the Union Budget 2017-18, the Government of India mentioned that it is on course to achieve 100 percent village electrification by May 1, 2018.

***Live Demos on latest trends in agri-automation to experience the power of mechanized agriculture first hand !!!***



# EXHIBITOR PROFILE

## Agri - Machinery & Technologies

- Agricultural land levelers
- Agricultural dusters
- All-terrain vehicles (ATVs)
- Analytical instruments & equipment
- Balers and straw handling
- Crop drying
- Crop cleaning, grading & weighing equipment
- Chemical spraying
- Cultivators
- Fertilizer drill
- Fertilizer spreaders
- Forestry machinery
- Farm buildings
- Farm power
- Greenhouse technology
- Grassland / Forage harvesting
- Harrows
- Harvesting machine (Combine)
- Hydroponics
- Hand operated implements
- Irrigation systems and equipment
- Land reclamation and development
- Maize sheller
- Meteorological equipment
- Manure spreaders
- Other agricultural implements
- Pesticide sprayers
- Power tillers
- Potato digger
- Paddy separators & Planter

- Plant protection equipment
- Plastic crates and bins for horticulture products and procurement
- Ploughs
- Polyhouses
- Power and other implements
- Primary / secondary tillage
- Rice planter
- Replacement parts
- Seed drill
- Storage and handling machinery & equipment
- Satellite positioning systems (SPS)
- Sowing & planting equipment
- Tractors
- Trailers
- Threshers
- Vegetable and root crop harvesting
- Weeders
- Winnowers
- Wheel hoe
- Workshop tools & equipment

## Agri - Services

- Animal waste management
- Banks & financial institutions
- Consultancy
- Contract farming
- Commodity exchange
- Crop drying, storage and disposal
- Crop management

- Crop processing
- Crop transport & handling equipment
- Education & training
- Grain harvesting
- Insurance
- Logistics
- Distribution
- Marketing organizations
- Nodal government agencies
- Packaging
- Research
- Specialised transport system

## Agro Processing Industry

- Crop processing
- Horticulture, Floriculture & Aquaculture
- Livestock
- Fruit & Vegetable Processing
- Dairy & Poultry
- Flour, Pulses Mills
- Oil Seed Mills
- Freezing & refrigeration equipments

## Inputs

- Agro chemicals
- Bio control agents
- Bio pesticides
- Fertilizers
- Hybrid seeds / grains & crops
- Insecticides & Pesticides
- Nutrients



# VISITOR PROFILE

- Agriculturists
- Agri students
- Agri engineering units
- Agri marketing boards
- Agro industry corporations
- Central & State government agriculture departments and agencies
- CEOs / Senior managers of Indian companies / MNCs
- Dealers for farm equipments & machineries
- Entrepreneurs
- Farmers
- Farm contractors & garden contractors
- Floriculturists / Horticulturists
- International business delegations
- Landscape suppliers
- Plantation owners
- Research associates & technologists
- Seed certifying agencies
- Seed & fertilizer traders, whole sellers and retailers
- Universities & research institutions by May 1, 2018.



## QUICK FACTS

**20,000**

SQ. MT. EXHIBITION SPACE

**200+**

EXHIBITORS

**15+**

SEMINARS

**3**

DAYS

## EVENT COMPONENT

- ✓ Exhibition & Conference
- ✓ Progressive Farmer's Delegations
- ✓ Reverse Buyer-Seller Meet
- ✓ Kisan Goshthies
- ✓ Live Demonstrations
- ✓ B2B, B2G & B2C Meetings

## AGRICULTURE HABITAT AWARDS – AHA!!!

*AHA recognizes farmers, agriculture & allied Industries, social activists, scientist, research labs, agriculture & allied institutions & agriculture financial services for their contribution towards Agriculture .*

## AWARDS NOMINATIONS

- Award for recognizing Social Activist in the field of Agriculture
- Academic Leadership Award in Agricultural Education
- Award for Best Placements or Career Building
- Award for Energy Conservation Practices
- Award for Best Practices in Agriculture
- Best KVK working on Innovative Practices
- Manufacturing Excellence Awards
- Leading Agro Financial Institution
- Best NGO in Agriculture Sector
- Corporate Leadership Award
- Innovation in Farming
- Young Scientist Award
- Innovative Enterprise
- Best Agro Start-Up



**AGRICULTURE  
HABITAT AWARDS**





### RESERVE A LOCATION TODAY

SHELL SCHEME	₹6,500 / US\$ 140 per sqm
RAW SPACE** (Min 18 sqm)	₹5,500 / US\$ 120 per sqm*
OPEN SPACE** (Min 72 sqm)	₹5,500 / US\$ 120 per sqm*
SPONSOR SPACE** (Min 72 sqm)	₹7,500 / US\$ 160 per sqm*

\*GST as applicable. \*\* Power supply will be charged extra.

**For Bookings / Nominations contact:**  
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## ABOUT ORGANISERS

### HiFi Group

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serviced brands of repute – national and international. We also have a national and international partner network that enables us to execute projects anywhere.

### Sardar Vallabh Bhai Patel University

Sardar Vallabh Bhai Patel University of Agriculture and Technology established as a full-fledged University has unique honor of being called “First Agriculture University of

the third millennium and the 21st century”. It is recognized and funded by U.P. Govt. & ICAR, Govt. of India and is Governed by the Governor of U.P.

# BOOK YOUR BOOTH NOW!

## Register for Krishidham Expo 2018

Join the Indian Agriculture revolution this October!  
Come be a part of the three days extravaganza!

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Organisers



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