



**GROW
WITH US**



Global Rajasthan Agritech Meet (GRAM) has been conceived with a two-pronged objective of exposing our farming communities to the technological advancements and global best-practices while showcasing investment opportunities in the state to agri-business communities across the world.

I invite all of you to be a part of GRAM and grow with us in this journey of delivering dreams and sharing prosperity.

VASUNDHARA RAJE
Chief Minister, Rajasthan

ADVANTAGE RAJASTHAN

Agriculture

- The state has 10 Agro-Climatic Zones
- 53% of the state's total land area is net sown area

Horticulture

- Rajasthan is a strong performer in India in the area of horticulture with 28 horticulture nurseries in 2014 in government sector. It is the:
 - 4th largest producer of Garlic
 - 6th largest producer of Citrus fruits
 - 8th largest producer of Pomegranate

Agri Inputs

- The state has high yielding seed varieties of maize, wheat, mustard, gram, barley and cash crops like soybean, guar, groundnut and castor
 - 3rd largest producer of field crop seeds

Plasticulture

- Some of the major Plasticulture applications are: Drip Irrigation Systems, Sprinkler Irrigation Systems and Poly Houses

Irrigation

- Land under drip and mini sprinkler irrigation: 1.70 lakh ha
- Land under sprinkle irrigation: 14 lakh ha

Organic Farming

- Rajasthan is one of the largest states in India partaking in organic farming, with over 69,750 hectares of registered organic farm area

Protected Cultivation

- The protected cultivation cluster in Rajasthan accounts for the following:
 - Green Houses: 18.12 lakh sqm
 - Shade net Houses: 6.76 lakh sqm
 - Cucumber, tomatoes, capsicum, cherry
- Given the dry weather conditions, there is a huge opportunity in Rajasthan for protected cultivation

- The focus districts are Jaipur, Alwar, Ajmer, Chittorgarh, Udaipur, Kota, Sawai Madhopur, Sriganganagar and Bikaner

Animal Husbandry

- Rajasthan with its 57.7 mn livestock population, ranks second in the country & shares more than 11% of India's total livestock population
- All livestock animals have shown double digit growth over the past 5 years in the state
- The state ranks first in the country with 16% share in the total goat population of India

Dairy

- Rajasthan is a leading milk producer, with the fifth-largest cattle population in India and some of the finest breeds of milch and draught cattle
- It is the 2nd largest producer of milk in the country and produced around 17,000 mn tons (12% of India's total milk produce) in 2015

Poultry

- One of the initiatives of the Department of Animal Husbandry has been the development of high producing strains of layer stock in the state

Post-Harvest Management

- Cold Chain
 - Four cold chain projects have been approved by MOFPI in the state, under the 'Scheme for Cold Chain, Value Addition and Preservation Infrastructure'
 - Out of the four projects, the one at Alwar has already been completed and started commercial operations
- Online Mandis
 - The e-platform would help farmers to sell their produce directly in the market, obviating middlemen, through the electronic trading platform



The Government of Rajasthan is committed to developing agriculture and allied ecosystem to increase farm incomes in the state. The state has conceived Global Rajasthan Agritech Meet 2016 (GRAM 2016), an agri-technology and business event as a platform

to transform and catalyse the process of improving the sustainability and economic viability of agriculture and allied activities shaping globalised, market-driven and profitable ventures.

The event will bring together all stakeholders – farmers, academicians, technologists, agribusiness companies and policy makers – to accelerate development of sustainable agricultural and allied activities through innovative methods and best practices.

GRAM will be held from 9 to 11 November 2016 at Jaipur, the capital city of Rajasthan.

EVENT COMPONENTS

EXHIBITION

Farm Mechanization & Allied Services

- Tractor Manufacturers
- Harvesting Machines & Combines
- Threshers
- Trailers
- Agri Implements
- Wheels / Tracks & Tires
- Power tillers
- Rotavators
- Cultivators
- Disc Harrows
- Components, Parts & Tools

Irrigation, Plasticulture and Precision Farming

- Drip irrigation

- Sprinkler irrigation
- Pipes and Plumbing piping System
- Water harvesting Technologies
- Pumps
- Greenhouse technology
- Water Management & Equipment
- Rain Harvesting Techniques
- Hydroponics

Agri Inputs & Protected Cultivation

- Agro Chemicals
- Agri Biotechnology
- Bio Fertilizers
- Pesticides
- Seeds
- Grains & Crops
- Hybrid seeds
- Solar Power System

Agri Diversification & Retailers

- Horticulture
- Floriculture
- Olive cultivation

Food & Food Processing Technologies

- Food Processing Technology, Equipment & Machinery
- Processed & Packaged Food
- Frozen Foods
- Ready to eat food products
- Spices
- Printing & packaging
- Weighers & Weighing scale
- Beverages
- Bakery products & ingredients

Post Harvest Technologies & Equipment

- Product Handling & Transportation Equipment
- Refrigeration, cold chain systems & Equipment
- Scientific Warehousing

Live Stock

- Livestock Breeding
- Poultry
- Fisheries

- Healthcare & Veterinary products
- Feed & Nutrition products
- Equipment & Machinery

Dairy

- Dairy farming & farm equipment
- Veterinary
- Raw material & ingredients
- Processing equipments
- Packaging equipments
- Milk & milk products

Others

- Nodal Government Agencies
- Research Organization
- Institutions & Boards

Organic Farming

Financial Institutions

Innovation & Start up Pavilion

B2B & B2G MEETINGS

- Business opportunities for marketing tie ups, joint ventures & addressing investment queries
- Interaction with senior representatives of agri-business companies from National & International arena

CONFERENCE

The conference aims to exchange experiences, promote dialogues and define roles for developing a concrete strategy for realising Government's vision of doubling farmer income.

Session Objectives

- Discussing **climate smart, innovative and sustainable solutions for farmers**
- Examining **research and human capital** needs
- Discussing strategy to improve **academia** & promote **agriculture entrepreneurship**
- Sharing **international agri best practices**
- Developing a workable model for **public private partnership**
- Technologies for **women in agriculture**
- Rethinking Innovation in **agriculture financing**
- Discuss strategies to develop **agro tourism**

EVENT HIGHLIGHTS

Live Demonstrations: Showcase of modern machines and technologies

Agri Clinics (Kisan Ghoshti): Farmers interactions on

crop-specific matters with Agri-scientists

Agri Start-Up Camps: Incubation support to Agri-entrepreneurs and early-age tech startups with access to expert vision, knowledge and varied resources

Rural Mall: Dynamic display of innovative agricultural products showcased for information and sale

Video arena: Audio visual display set-up to showcase industry's best practices and innovative technologies

Awards: Accolades and recognitions for innovations in agriculture

WHY ATTEND GRAM

GRAM would be your window to access the investment opportunities available in Rajasthan while building on the advantages offered by the state.

- Participate in the Rajasthan growth story via investments & joint ventures
- Understand emerging opportunities in Rajasthan's agriculture & allied sectors
- Sharing perspective with the Governments - Central & State on their programmes, projects & schemes, for agriculture development
- Meeting and networking with a wide range of stakeholders across the agribusiness value chain in one platform for three days
- Understand and witness live demonstrations on the latest trends and innovations in the agribusiness space
- Meet the leading Indian & international agribusiness players

WHO SHOULD ATTEND

- Top level functionaries from the Central and State Government Departments
- Farmers groups and progressive farmers
- Agribusiness and food companies from India and abroad
- Senior experts from National and International Agriculture Research Institutes
- Academicians- State Agriculture Universities & Agri Management Colleges
- Financial institutions
- Infrastructure developers like cold chain, warehouse, rural godowns
- International Agriculture Organisations



OPPORTUNITIES FOR INVESTMENT

Custom Hiring of Farm Machinery & Implements

The state aims at gradually eliminating dependence on human and animal power in farm activities. Small and marginal farmers are usually unable to own farm machinery on their own or through institutional credit. There exists opportunity for setting up of Custom Hiring Centres for farm machinery & implements across the state.

Export Potential

The state has the export potential for a variety of agro produce such as kinnow, mandarin, fresh vegetables, aonla & its products, honey & its products, garlic (whole & powder), spices seed, rose oil, dry petals, gulkand, isabgol husk, senna & body grade henna.

Farm Mechanisation

The state is encouraging the use of modern farm machinery for increasing efficiency and saving time and labour. Opportunities for farm mechanisation in:

- Land Preparation
- Moisture Conservation
- Seed & Fertiliser Placement
- Plant Protection
- Harvesting
- PHM Processing
- Polishing
- Packaging
- Transportation Logistics

Ready-to-eat/Packaged Food

Changing demographics of the state with growing urbanisation, per capita incomes growing at a CAGR of 6.5% for the past 5 years and participation of women in the work force at 35% of total workforce as compared to 25% at India level as per Census 2011, is leading to the growth of ready-to-eat/packaged food products. Taking cognizance of this trend, most large FMCG companies have established a distribution presence in Rajasthan.

Logistics

- Modern supply chains with cold storage and warehousing
- Agri produce procurement centres
- Agri waste procurement & recycling
- Packaging facilities
- Agri waste based power plants
- Waxing plants, pack houses and cold chain for fruits & vegetables

1 in India in production of Carom-seeds, Coriander, Fenugreek and Mustard

1 in India in production of Henna, Isabgol, Guar & Bajra

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SPACE RENTALS

TYPE OF STALL/RAW SPACE		RATES* IN INR/SQM	RATES* IN USD/SQM
Indoor	Basic Shell Stand - Minimum 9 sqm	6000	250
	Raw Space - Minimum 36 sqm	5200	200
Outdoor	Raw Space - Minimum 50 sqm	3500	100

*15% Service Tax Applicable

- Refundable Security Deposit @ 10% of net space charges (payable only by exhibitors booking raw space)
- Foreign exhibitors are exempted from security deposits

Organiser



सत्यमेव जयते

Government of Rajasthan

Event Partner



Knowledge Partner



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