

**Department of Agriculture, Cooperation and Farmers Welfare**  
**Ministry of Agriculture and Farmers Welfare**  
**Government of India, New Delhi**  
**Oilseeds Division**

**Date:-25-02-2016**

**Subject:- Organization of “Krishi Unnati Mela” from 19<sup>th</sup> to 21<sup>st</sup> March, 2016 at Pusa, New Delhi.**

**Sir/Madam**

A National level Agriculture Fair-cum-Exhibition is proposed to be organized by the Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Government of India jointly with Indian Agricultural Research Institute, Pusa, New Delhi at **IARI, Pusa from 19<sup>th</sup> to 21<sup>st</sup> March, 2016**. It is proposed to be inaugurated / attended by the Hon'ble Prime Minister of India. More than 1 lakh farmers are expected to visit this mega event and many times more farmers are expected to join at district / block headquarters through telecast / webcast in regional languages. It is proposed by the organizers to set up 500 stalls in the Exhibition, besides live demo, sale counter etc.

2. As your organization is directly / indirectly involved in NMOOP implementation, you are requested to actively participate in the “**Krishi Unnati Mela**” by way of erecting exhibition stalls. The information regarding **instructions, stall fees, coordinators** of the mela is available at <http://nmoop.gov.in> under **Events**.



**(Dr. Anupam Barik)**

**Addl. Commissioner (Oilseeds)**

**Phone:- 011-23384618**

**Distribution:**

1. NSC, KRIBCO, NAFED, HIL, IFFDC, SFAC, SEA, SOPA, Ruchi Soya Industries Ltd., East Godavari, Shivasais Oil Palm Pvt Ltd, Godrej Agrovet Ltd., Mumbai, 3F Oil Palm Agrotech Pvt Ltd, Malaysia Oil Palm Board, Mumbai, OPIL, APOILFED
2. PP& to JS(OS), PPS to JS(Extn), US(GC)



705-36622/2015 (V.S. S.M.)  
8/2/16

2-39/2015 - Exhb/Seminar-(F.No.13(14)/EM)  
Government of India  
Ministry of Agriculture & Farmers Welfare  
Deptt. of Agriculture, Cooperation & Farmers Welfare  
Extension Division / Room No.188-A,

Krishi Bhawan,  
New Delhi - 110001  
Dated, the 16<sup>th</sup> February, 2016

To

Divisional Heads (concerned),  
Department of Agriculture, Coop. & Farmers Welfare,  
Department of Animal Husbandry, Dairying and Fisheries,  
Department of Agricultural Research & Education,  
Director, IARI, Pusa,

**Subject: Seminars to be organized during 'Krishi Mela' on 19<sup>th</sup> to 21<sup>st</sup> March, 2016 - reg.**

**Sir/ Madam**

A National level Agriculture Fair-cum-Exhibition is being organized jointly by the Department of Agriculture, Cooperation & Farmers Welfare with Indian Agricultural Research Institute, Pusa, New Delhi **at IARI, Pusa** from March 19 - 21, 2016. Hon'ble Prime Minister of India is expected to inaugurate this event. More than 1 lakh farmers will visit this mega event and many times more will join at district/ block headquarters through telecast/ webcast in regional languages.

2. As an important component, it is proposed to organize Seminars on topics of current day importance for farmers in the sectors of Agriculture, Horticulture, and Animal Husbandry, Dairying and Fisheries. A schedule carrying details about the topics, venue, time slot and Coordinators is enclosed for the information of all concerned.

3. The identified Coordinators both within DAC&FW/DAHD&F & IARI may have to oversee all arrangements for the smooth conduct of sessions allotted to them. The tasks entail, Identification and invitation of experts and Speakers/ moderators; preparation and distribution of printed material/s; chalking out minute-to-minute programme with recording of discussions; inviting of special category of persons/MPs etc; necessary facilitation and honouring of the experts/speakers/moderators etc. Suggestions if any may be communicated at the earliest.

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4. All the logistic arrangements for the smooth conduct of the seminar such as, arrangements for Public Address System, Presentation facilities, seating and other arrangements on the dias and for the participants/experts/speakers and Coordinators etc., name tags and mementoes for the speakers/experts/moderators etc. shall be made by CII.

5. Dr. J.P. Sharma, Joint Director (Extension), IARI, Pusa will be the Principle Coordinator and Sh. Sajith Kumar Kunhalath, Joint Director (Extension Management), Directorate of Extension, DAC&FW will liaise for making all arrangements through IARI and CII. Their contact details are as below.

Dr. J.P. Sharma : Mob: 9811721815, Email: jd\_extn@iari.res.in

Sh. Sajith Kumar Kunhalath: Mob: 9811917035, Email: jdext-agri@gov.in

Yours faithfully



(Raghvendra Singh) 16/2/16

**Additional Secretary (Extn.)**

Copy for information to:

1. All AS/JS (Extension)/ Director (Extension), Krishi Bhawan, New Delhi
2. Dr. K.V.Prabhu, Joint Director (Research), IARI, Pusa
3. Dr. J.P.Sharma, Joint Director (Extension), IARI, Pusa
4. Ms. Meetu Kapoor, DDG, CII, New Delhi- for information and necessary action

## National Level Krishi Unnati Fair - 19-21 March, 2016.

### March 19, 2016(Saturday)

10hrs.- 13hrs	Inaugural Session  Speech & Presentation of Krishi Karman Awards by Hon'ble Prime Minister
14 hrs.- 17 hrs	Seminar on Pradhan Mantri Fasal Bhima Yojana
9.30 hrs.- 17.30 hrs.	Exhibition & Live Demonstrations throughout the day.

### March 20, 2016 (Sunday)

10hrs.- 13hrs	Seminars on Flagship Schemes of the Ministry of Agriculture
14 hrs.- 17 hrs	Improved technological options for farmers (Farmer - Scientist Interaction)
9.30 hrs.- 17.30 hrs.	Exhibition & Live Demonstration throughout the day.

### March 21, 2016 (Monday)

11hrs.- 13hrs	<i>Sharing of Experience by Innovative Farmers</i>
15 hrs.- 17 hrs	Valedictory Function
9.30 hrs.- 17.30 hrs.	Exhibition, Live Demonstration

**SCHEDULE OF SEMINARS IN THE KRISHI MELA FROM 19<sup>th</sup> to 21<sup>st</sup> MARCH 2016**

Date/ Time	Venue	Topic	Coordinator	
			DAC&FW/ DAHD&F	ICAR/IARI
Friday, <b>19.03.2016</b> -A/N-2.30- 5.30	Main Hall	Pradhan Mantri Fasal Bima Yojana	Joint Secretary (C&C), DAC&FW	Dr Rashmi Singh Principal Scientist Agricultural Extension, ICAR-IARI, Pusa
	Hall No.1	1.Integrated Farming with Dairying & related interventions 2.Integrated Farming with Poultry & related interventions 3.Integrated Farming with Backyard Piggery & Small ruminants & other related interventions	1.Joint Secretary (CDD) DAHD&F  2.Joint Secretary (ANLM), DAHD&F	1.Dr.A.S.Panwar Director, ICAR- IIFSR Modipuram,Meerut,UP, 2. Dr. V.K.Singh Head, Agronomy, ICAR- IARI, Pusa
	Hall No.2	1.Integrated Farming with Horticulture and Social Forestry & related interventions 2.Packaging and preparing for long distance cool chain transport in perishables& related schemes 3.Integrated Farming with Fresh Water, Brackish & Coastal Marine Fishery& related schemes	1.Joint Secretary (Horti), DAC&FW  2.Joint Secretary (NRM), DAC&FW  3.Joint Secretary (FY), DAHD&F	1.Dr. Janaki Ram ADG, (Horticulture), ICAR, KAB, Pusa  2.Dr. Sudhir Raizada, ADG(Inland Fisheries), ICAR, KAB, Pusa
Saturday, <b>20.03.2016</b> F/N-10.00- 1.30	Hall No.1	1.Farm Gate Primary processing & related schemes 2.Processed product development at cottage level (MSME) & related schemes 3.Processed product development in assembly line (scaling up for industry/export) & related schemes	1.Agriculture/ Horticulture Commissioner, DAC&FW  2.Joint Secretary (Horti), DAC&FW	Dr.Neeru Bhooshan Sr. Scientist & I/C- ZTM-BPD, ICAR- IARI, Pusa

		1.National Agricultural Marketing (NAM)	1.Joint Secretary (Marketing), DAC&FW	1.Dr.P.S. Birthal Director, ICAR-NIAP, Pusa
		2.Market led production and processing for direct income enhancement in : i. Field crops ii. Horticulture		2.Dr. R.K. Malik Joint Director (Research), NDRI, Karnal, Haryana
Hall No.2		3.Market led production and processing for direct income enhancement in : i. Dairying ii Meat and Poultry ii. Fisheries (Inland and Costal)	2.Joint Secretary, (Promotional Activities) MoFPI	

Saturday, 20.03.2016 Main Hall F/N: 10.00 -1.30 A/N: 02.30-07.30 **General Session/Farmer Scientists Interaction Cultural Programmes**

		1.Sustainable Organic Agriculture & related schemes	1.Joint Secretary (INM), DAC&FW	Dr.Brahma.S.Dwivedi Head, Soil Science & Agri. Chemistry, ICAR- IARI, Pusa
Hall No.1		2.Integrated Nutrition management & related schemes	2.Joint Secretary (NRM), DAC&FW	
		3.Integrated Water use efficient management & PKMSY		

Sunday, 21.03.2016	F/N 10.00-1.30	Hall No.2	1.Agr waste management through conservation agriculture & related schemes	1.Joint Secretary (NRM), DAC&FW	Dr.Indermani Mishra, Head, Agri. Engineering ICAR-IARI
			2.Agr waste for renewable resource development at energy & related schemes	2.Joint Secretary (M&T), DAC &FW	
			3.Solarizing power needs in farming & related schemes		

Sunday, 21.03.2016 Main Hall F/N: 10.00 -1.30 A/N: **General Session/Farmer Scientists Interaction Valedictory Function**

Capacity: Main Hall :1500, Hall No.1 : 350, Hall No.2 : 350sssss

rabi 69@gmail.com → padariya

F No. 2(39)/-2015-Exhibition (Vol)  
Government of India  
Ministry of Agriculture & Farmers Welfare  
Department of Agriculture & Farmers Welfare  
Extension Division

Krishi Bhawan, New Delhi,  
Dated: 22-02-2016.

To

Smt. Meetu Kapur  
Executive Director  
23 Institutional Area, Lodhi Road,  
New Delhi-110 003, e-mail: [meetu.kapur@cii.in](mailto:meetu.kapur@cii.in)

Subject: Rental charges for stall, sponsorship charges and charges for advertisement in exhibitors catalogue for Krishi Unnati Mela being held from 19-21 of March, 2016 at IARI Campus, Pusa, New Delhi - regarding

Madam

The rental charges for stall, sponsorship charges and charges for advertisement in exhibitors catalogue for Krishi Unnati Mela being held from 19-21 of March, 2016 at IARI Campus, Pusa, New Delhi has been approved as given below.

(i) Stall rent charges:

- a. For govt. bodies : Rs.10,000/- (for 9 sq.m. built up area).
- b. For private sector: Rs.20,000/- (for 9 sq.m. built up area).
- c. Out door (open area) Rs. 10,000/- for 9 sq. mtrs) Minimum area 27 mtrs.

(ii) Sponsorship charges:

- a). Platinum : Rs. 35 lakhs
- b). Gold : Rs. 20 lakhs
- c). Silver : Rs. 15 lakhs
- e). Associate : Rs. 10 lakhs

(iii) Advertisement in Exhibitors Catalogue:

- a) Black & White (full page) Rs. 15,000
- b) Colour (full page) Rs. 20,000

CII and all the Divisional Heads of DAC&FW, DAHD&F, ICAR, IARI are requested to communicate the above rates to the participating agencies for firming up their participation. CII is also requested to make pamphlet of these rates and forward the all participating agencies.

22/2/2016  
(Vijay Rajmohan)  
Director (Extension)  
Tel.23386681

Distribution:

1. All Joint Secretaries, DAC &FW
2. Shri Sanjay Bhoosreddy, Joint Secretary, D/o AHD&F.
3. DDG (Extn), ICAR/ Director, IARI
4. JD (Research)/ JD (Extn), IARI.

Copy to

1. Sr PPS to Secretary
2. PPS To AS(RS)
3. PPS to AS&FA



Strategic Partner



Confederation of Indian Industry



Ministry of Agriculture and Farmers Welfare  
Government of India



**KRISHI UNNATI MELA 2016**  
**19 – 21 March 2016**  
**IARI Campus, Pusa, New Delhi**

**PARTICIPATION FORM**

We are interested in participating at the Exhibition with \_\_\_\_\_ sqm. of space.

**Costs for booking Exhibitor stalls**

Specifications	
9 sqmt Outdoor Bare Space (min 30 sqm)	Rs.10,000
9 Sqmt Built up Booth ( Private Participation )	Rs.20,000
9 sqmt Built up Booth (Govt. Institutions/Deptt.)	Rs.10,000
+ Service Tax @ 14.5% of Space Rent	

- ❖ Standard Amenities for Indoor/Built-up Scheme: 1 Table, 2 Chairs, 1-15Amp Plug Point, 3 Spot Lights, Fascia Name Board, Stall Carpet per 9sqm stall.

**EXHIBITOR DETAILS**

Company/Organization : .....

Address: .....

Country: ..... Postcode ..... City.....

Website: .....

Owner / MD / CEO: .....

Contact Executive: ..... Designation: .....

E-mail: ..... Mobile: .....

Land line No: .....

**EXHIBIT DETAILS**

Products / Services to be displayed/Manufactured:

- 1.....
- 2.....
- 3.....
- 4.....

**DETAILS OF GROUP COMPANIES**

The following Group companies would also be representing in our stand:

- 1.....
- 2.....
- 3.....
- 4.....

We have read the GENERAL EXHIBITOR RULES printed on Page 2 of this form and confirm that we shall abide by them.

Enclosed is the Demand Draft / at par Cheque for ..... or RTGS details towards payment of rental and other charges in favour of CONFEDERATION OF INDIAN INDUSTRY, New Delhi,

Name: ..... Designation: .....

Company Seal:

Signature: ..... Date: .....

1 ORGANISER:  
Confederation of Indian Industry Trade Fair Division  
Plot No. 249 F Udyog Vihar, Phase IV, Sector 18, Gurgaon 122 015  
(Haryana) India Tel: +91-124 -4014060 - 67

2 VENUE: Pusa, New Delhi

3 EXHIBITOR: Any Company / Organization participating in Krishi Mela 2016

**Notes**

- I The prospective Exhibitor must apply on the Application for Participation indicating requirement for built up and/or raw space. Allotment will be on "first - come - first - served" basis strictly subject to availability of space and on receipt of payments.
  - II Application for space indoor (Raw Space / Built up Space) may be made in Combinations/ multiples of contiguous plots/ booths. For a combination of contiguous, furnished indoor standard booths allotted, provision of partitions within the area would be optional.
  - III Rental includes passes for exhibitor staff manning stands during the Fair and one free entry in the
  - IV Fair Catalogue
  - V Wherever Indoor Raw Space is allocated, the exhibitor will have to erect their stand at their own cost in line with "Rules and Guidelines for Design and Construction of Stand"
  - VI The Organizer reserves the rights to reallocate space, change the layout / add or delete corridors in Space Plans, which may affect some exhibitors' stand orientations. The Organizer's decision shall be final.
  - VII The Organizer reserves the right to turn down the application for participation, or even deny participation to exhibitors already confirmed
  - VIII The Exhibitor Company / Organization participating in Krishi Mela 2016 enters into a contract upon submission of this document. The Company (Proposed Exhibitor) agrees to participate at Krishi Mela and abide by the rules and regulations & byelaws, handed out by CII to the company, before the exhibition
  - IX Upon any breach of contract by the company (proposed EXHIBITOR), the company is liable to pay the space rentals in full to the Organizer.
- 4 **APPROVAL FOR DESIGN OF STAND** The Stand Design drawings along with to-scale mock-ups, complete with details of exhibits, electricity, water, telephone and other installation in 4 copies, should be submitted for Organizer's approval. The exhibitor shall be bound by the changes / modifications advised by the fair architect.
  - 5 **DAMAGES:** Exhibitor will be required to make payment for all damages or make good all damages to the fairground facilities / building etc. incurred during setting up / fair period and / or dismantling period.
  - 6 **REMOVAL OF ANY EXHIBIT** During the fair period is prohibited. Exhibits to be removed after 2000 hrs onwards on closure of the show on 21 March 2016
  - 7 **BUYERS GUIDE/ EXHIBITOR CATALOGUE ENTRY:** All Exhibitors will get a free entry in the Krishi Mela Catalogue.
  - 8 **SETTLEMENT OF DUES:** Any and all expenses chargeable to an exhibitor must be settled before taking possession of the stand to ensure smooth facilitation removal of goods from the fair site.
  - 9 **DISPUTE RESOLUTION AND GOVERNING LAW:** All unresolved matters, questions, dispute or differences whatsoever arising between the exhibitor and organizers shall be settled by arbitration in accordance with the rules of arbitration and conciliation Act 1996. The arbitration proceedings shall be conducted in English Language in New Delhi, India. The arbitration agreement referred to in this paragraph shall be solely and exclusively governed by the laws of India
  - 10 **INSURANCE:** Against all ascertainable risks - from transportation to display and removal - should be done by the exhibitors at their cost. Organizer will in no way be responsible

**"Cheque / DD in favor of "Confederation of Indian Industry", payable at New Delhi**

**Mail to:**

**Amit Mehta**  
Trade Fairs Division  
Confederation of Indian Industry  
249 - F, Sector 18, Phase IV  
Gurgaon 122 015, Haryana, India  
Mobile: 9810983666  
Email: amit.mehta@cii.in  
Website: www.cii.in