

TERI and Government of Goa

Presents



Krishi-Dhan 2011

24-28, February 2011

Exhibition: Parade Ground, Campal, Panjim, Goa
Conference and Special Sessions: Kala Academy, Panjim, Goa

First Announcement



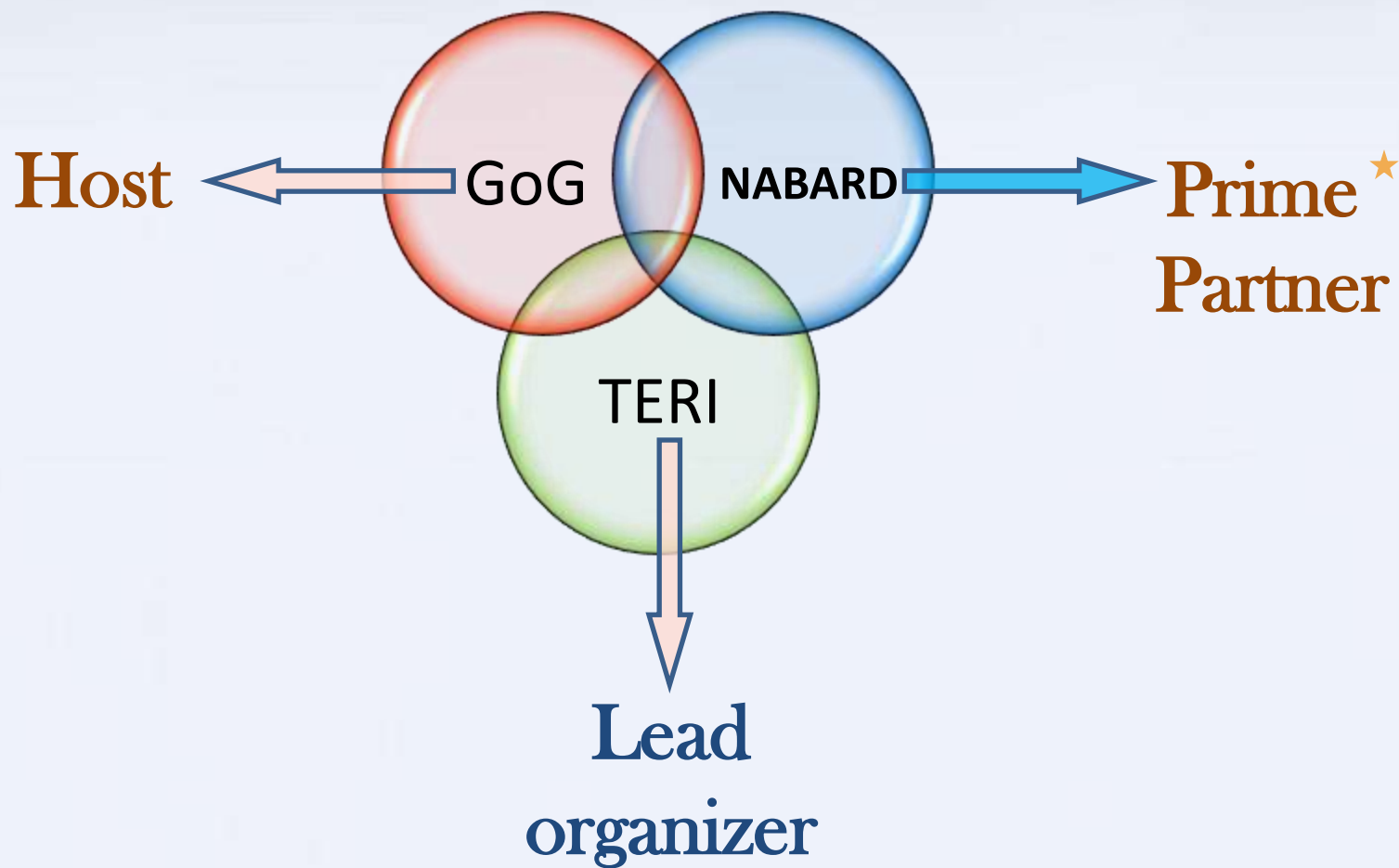
**The first event demonstrating
concept of**

Green to Evergreen

for sustainable agriculture



Organizers & Partners





Stakeholders

1. Technology developers
2. Government officials
3. Agriculturists
4. Corporate farmers
5. Researchers
6. Agri-marketing boards
7. Banks and other disbursal companies e.g. LIC
8. SMEs'
9. Academia
10. Agri Universities
11. Corporate/ Companies
 - Working in the field of Renewable energy
 - Fertilizer manufacturer
 - Seed companies
 - Biotech industries
12. Media/ Communication
13. Food Processing Industries
14. Hotel Industry



*Indicative list

Overview of the event

- Objectives
- Highlights
- Thematic Areas
- Event Components



Objectives

- Revolutionize agricultural practices in India.
- Involve cross sectoral stake holders.
- Emphasize on traditional wisdom and integration of contemporary technologies.
- Ensure interstate participation of farmers, industries and researchers.
- Showcase success stories.
- Create awareness on
 - Options for diversification of agri business
 - Options for additional income
 - Sunrise sectors



Highlights

Exhibition

- Thematic areas
- Special pavilion by GoG exhibiting state level developments.
- Ensured participation of at least 1000 farmers from Goa
- Active involvement of NABARD's Farmer Clubs from the partner states.

International conference

Panel discussions on involvement of youth in agriculture.

Excursions & Site visits

Innovative special sessions

- Presentation competition on "Agri business Plan"
- Poster presentation on thematic areas
- League cricket matches to encourage participation of farmers from peri-urban areas.



Thematic Areas

RENEWABLE ENERGY &
ENERGY EFFICEINCY

MECHANIZATION

AGRI-TECHNOLOGY

AGRI-FINANCE

AGRI-TOURISM

- **Solar and wind, microhydel, biofuel-diesel/ ethanol**

- Pumps, Lighting
- Cooking
- Multi utility kiosk
- Post harvest and other processing



- **Biomass based technologies**

- Gasifiers and its applications
- Biomethanation
- Smokeless Chulha



- **Green Farm houses**

- Walk through model
- Display of traditional green structures

Thematic Areas

**RENEWABLE ENERGY &
ENERGY EFFICEINCY**

MECHANIZATION

AGRI-TECHNOLOGY

AGRI-FINANCE

AGRI-TOURISM

- **Farm equipments and machinery**
 - Tractor/power tiller
 - Harvesters/weed cutters
 - Mechanical paddy trans-planter
- **Irrigation systems**
 - Sprinklers
 - Drip
 - Pumps
- **Post harvest mechanization**
 - Food processing
 - Innovative equipments
 - Fruit/nut processing tools
 - Solar drying



Thematic Areas

RENEWABLE ENERGY &
ENERGY EFFICEINCY

MECHANIZATION

AGRI-TECHNOLOGY

AGRI-FINANCE

AGRI-TOURISM

- **Fertilizers/ insecticides/ weedicide**

- Organic
- Chemical
- Biofertilizer
- Biocontrol agents



- **Biotechnology**

- GMO & PTC
- Cut flowers
- Mushroom cultivation
- Green house



- **Organic farming**

- Certification
- Farms/ products
- Food processing





Thematic Areas

RENEWABLE ENERGY &
ENERGY EFFICIENCY

MECHANIZATION

AGRI-TECHNOLOGY

AGRI-FINANCE

AGRI-TOURISM

- **Government Schemes**



- Crop Insurance
- Subsidies for equipment/infrastructure
- Promotion of training courses/ camps

- **Financial Institutions**

- NABARD-Kisan Credit Cards
- Microfinance , loan & subsidies
- Assistance for new business models like contract farming



Thematic Areas

RENEWABLE ENERGY &
ENERGY EFFICEINCY

MECHANIZATION

AGRI-TECHNOLOGY

AGRI-FINANCE

AGRI-TOURISM

- **First hand experience**

- Farming practices
- Traditional methods



- **Farm Tour**

- Nature trail
- Trekking
- Tree houses



- **Recreation**

- Star gazing
- Folk dance
- Tractor and
Bullock cart rides



Event Components

- Exhibition
- Conference
- Training courses
- Panel discussion
- Special sessions
- Grand Finale
- Post event forum



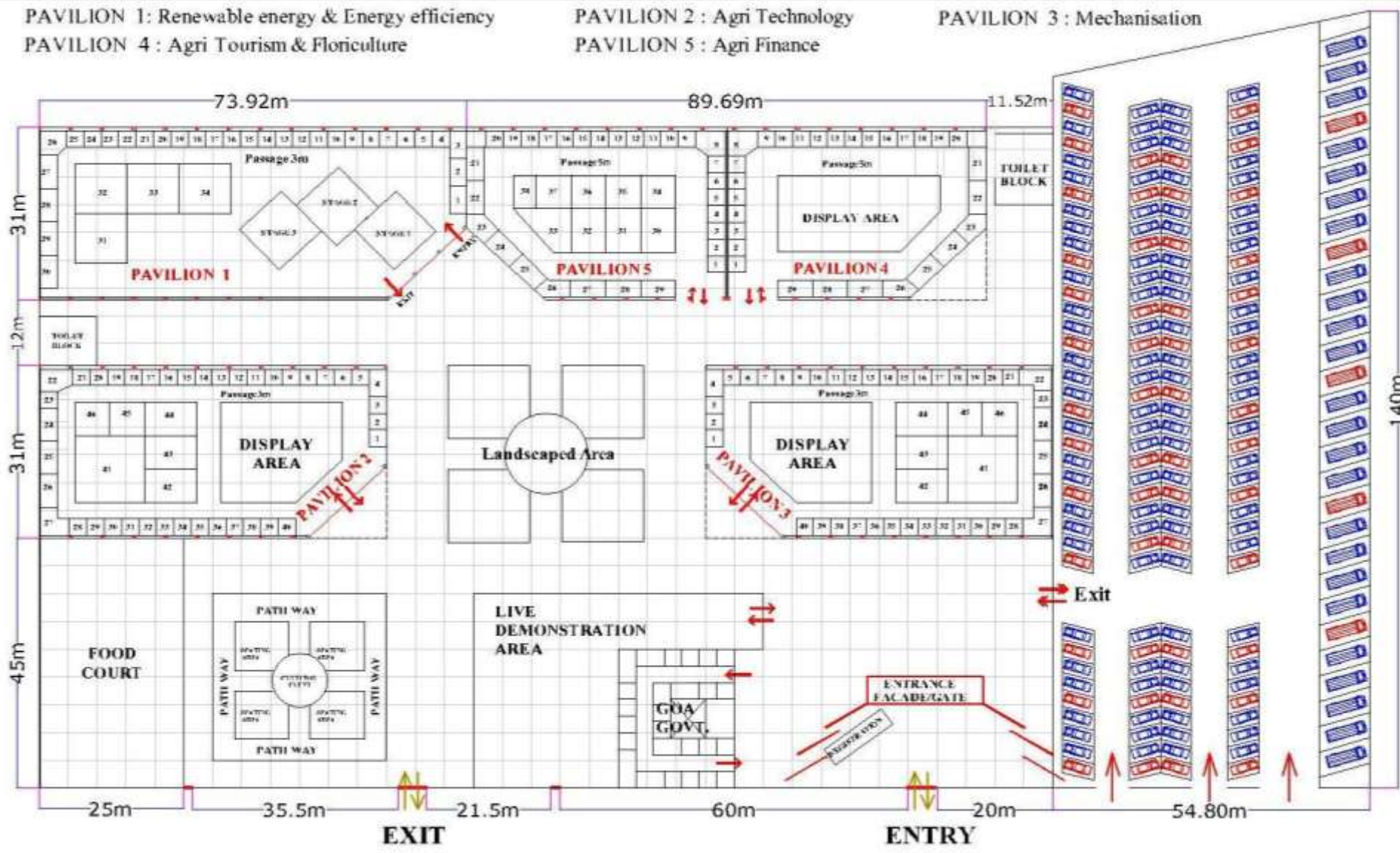


Exhibition: Layout

PAVILION 1: Renewable energy & Energy efficiency
PAVILION 4: Agri Tourism & Floriculture

PAVILION 2: Agri Technology
PAVILION 5: Agri Finance

PAVILION 3: Mechanisation





Legend

PAVILION 1		PAVILION 4 (A/C)	
Stall 1-3	5m X 3m	Stall 1-7	3m X 3m
Stall 4-25	3m X 3m	Stall 8	19sq.mts
Stall 26	18sq.mts	Stall 9-20	3m X 3m
Stall 27-30	6m X 3m	Stall 21-22	6m X 3m
Stall 31-34	9m X 9m	Stall 23	13 sq.mts
		Stall 24-25	6m X 3m
		Stall 26	13 sq.mts
		Stall 27-29	6m X 3m
		Display area	364sq.mts
PAVILION 2 & 3		PAVILION 5	
Stall 1-3	3m X 3m	Stall 1-7	3m X 3m
Stall 4	3m X 5m	Stall 8	19sq.mts
Stall 5-21	3m X 3m	Stall 9-20	3m X 3m
Stall 22	22sq.mts	Stall 21-22	6m X 3m
Stall 23	3m X 3m	Stall 23	13 sq.mts
Stall 24-26	6m X 3m	Stall 24-25	6m X 3m
Stall 27	25sq.mts	Stall 26	13sq.mts
Stall 28-40	3m X 3m	Stall 27-29	6m X 3m
Stall 41	144sq.mts	Stall 30-32	47.52 sq.mts
Stall 42-44	9m X 6m	Stall 33	40 sq.mts
Stall 45-46	6m X 6m	Stall 34-37	6m X 6m
Display area	378sq.mts	Stall 38	24 sq.mts



Exhibition: Rate Card

Stall Rates for Pavilion 4 (A/C Hall)	₹ 12000 per sq.mt	\$ 275 per sq.mt
Stall Rates for Pavilions (1, 2, 3 & 5) (Non A/c Hall)	₹ 9000 per sq.mt	\$ 205 per sq.mt
Early Bird offer (Valid till 20th Nov, 2010)	₹ 7500 per sq.mt	\$ 175 per sq.mt.
Business Lounge (For all the above, taxes extra as applicable)	Rates on request	Rates on request

For Stall Bookings Contact:

Ms. Monica (Mumbai)

Phone: + 91 022-27580021

Mob: +91 9022966172

Email: krishi-dhan.2011@teri.res.in

International Conference

Dates	Theme
February 2011	
Feb 24	Climate change and sustainable agriculture
Feb 25	Agri finance- key agent in transforming agricultural growth
Feb 26	Renewable energy (RE) and energy efficiency in agriculture – opportunities and challenges
Feb 27	Agri technologies – advances, options for diversification and sunrise sectors



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International Conference

Registration fees

Package		Normal Rate/ Pax/ D		Early Bird/ Pax / D		Full conference	
		INR (₹)	USD (\$)	INR (₹)	USD (\$)	INR (₹)	USD (\$)
1	Private Organizations	4000	200	3200	175	12000	600
2	Government & Institutions	3500	175	3000	160	10000	525
3	Students	1500	65	1200	50	4000	195

Early Bird rates valid till **31st December 2010.**

Registration Deadline : 10th February 2011

For registration and other details please contact:
Krishi-Dhan Secretariat



Training workshops & Panel Discussion

Training sessions

- Mushroom Cultivation
- Floriculture
- Organic Farming
- Green Building Rating

Panel Discussion

- Agri tourism
- Energy Efficiency in Sugarcane Industry
- Water Management
- "Youth n Agriculture"



Special sessions

MANAGEMENT COLLEGES

AGRICULTURAL COLLEGES

LEAGUE MATCHES

FLORAL RANGOLI
COMPETITIONS

TOURS

- Presentation Competition:
“Agri-business Plan”
- Eminent panel of Judges
- Likely options for the Chief Guests:
 - **Mr. Chetan Bhagat ***
(Author of *“Five-Point Someone”*)
 - **Mr. John Abraham***
(Model and Actor)
 - **Ms. Tara Sharma ***
(Model and Actress)

* Confirmation awaited



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Special sessions

MANAGEMENT COLLEGES

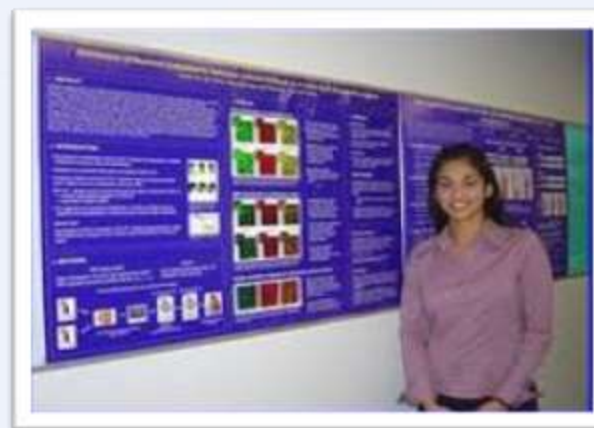
AGRICULTURAL COLLEGES

LEAGUE MATCHES

FLORAL RANGOLI
COMPETITIONS

TOURS

- Poster Presentation on thematic areas
- Poster display in Exhibition area
- Participation in panel discussion





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Special sessions

MANAGEMENT COLLEGES

AGRICULTURAL COLLEGES

LEAGUE MATCHES

FLORAL RANGOLI
COMPETITIONS

TOURS

- Participation of farmers from peri-urban areas.
- 16 matches between farmer teams from North and South Goa scheduled in January, 2011.
- The winning team will play in the final match at Grand finale.





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Special sessions

MANAGEMENT COLLEGES

AGRICULTURAL COLLEGES

LEAGUE MATCHES

FLORAL RANGOLI
COMPETITIONS

TOURS

**Involvement of Self Help Groups
(SHGs')**





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Special sessions

MANAGEMENT COLLEGES

AGRICULTURAL COLLEGES

LEAGUE MATCHES

FLORAL RANGOLI
COMPETITIONS

TOURS

- Interstate excursion tours to agri tourism centers.
- Site visits to spice farms, cashew & mango blossom.



Grand Finale

CRICKET MATCH

PRIZE DISTRIBUTION

CONCLUDING SESSIONS

Final match between

- Winners of league matches and Organizers
- Likely options for Celebrity Guests*
 - Mr. Aamir Khan
 - Mr. Sachin Tendulkar
 - Mr. Sunil Gavaskar



* Confirmation awaited

Grand Finale

CRICKET MATCH

PRIZE DISTRIBUTION

CONCLUDING SESSIONS

- **Winners of:**
 - Agri-business Plan Competition.
 - Abstract /Posters
 - Floral Rangoli
 - Best Exhibitor
 - Cricket Match
- **Prize distribution at the hands of Chief-Guest.**



Grand Finale

CRICKET MATCH

PRIZE DISTRIBUTION

CONCLUDING SESSIONS

•Hon' ble Dignitaries

- Hon'ble Union Minister of Agriculture and Consumer Affairs, Food and Public Distribution. Govt. of India
- Hon'ble Chief Minister, Goa
- Managing Director, NABARD
- Dr. R.K.Pachauri, Director General, TERI

Confirmations awaited

Post-Event

- Proceeding's volume
- Website update
- Consultancy cell



For more information

Please contact: **Krishi-Dhan Secretariat**

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Our valued partners:



renewable
energy
& energy
efficiency
partnership



VSBT, Baramati

Knowledge partner:

Division of Floriculture and Landscaping,
Indian Agricultural Research Institute,
New Delhi.

Hope to see you at

Green to evergreen

**Krishi-Dhan
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