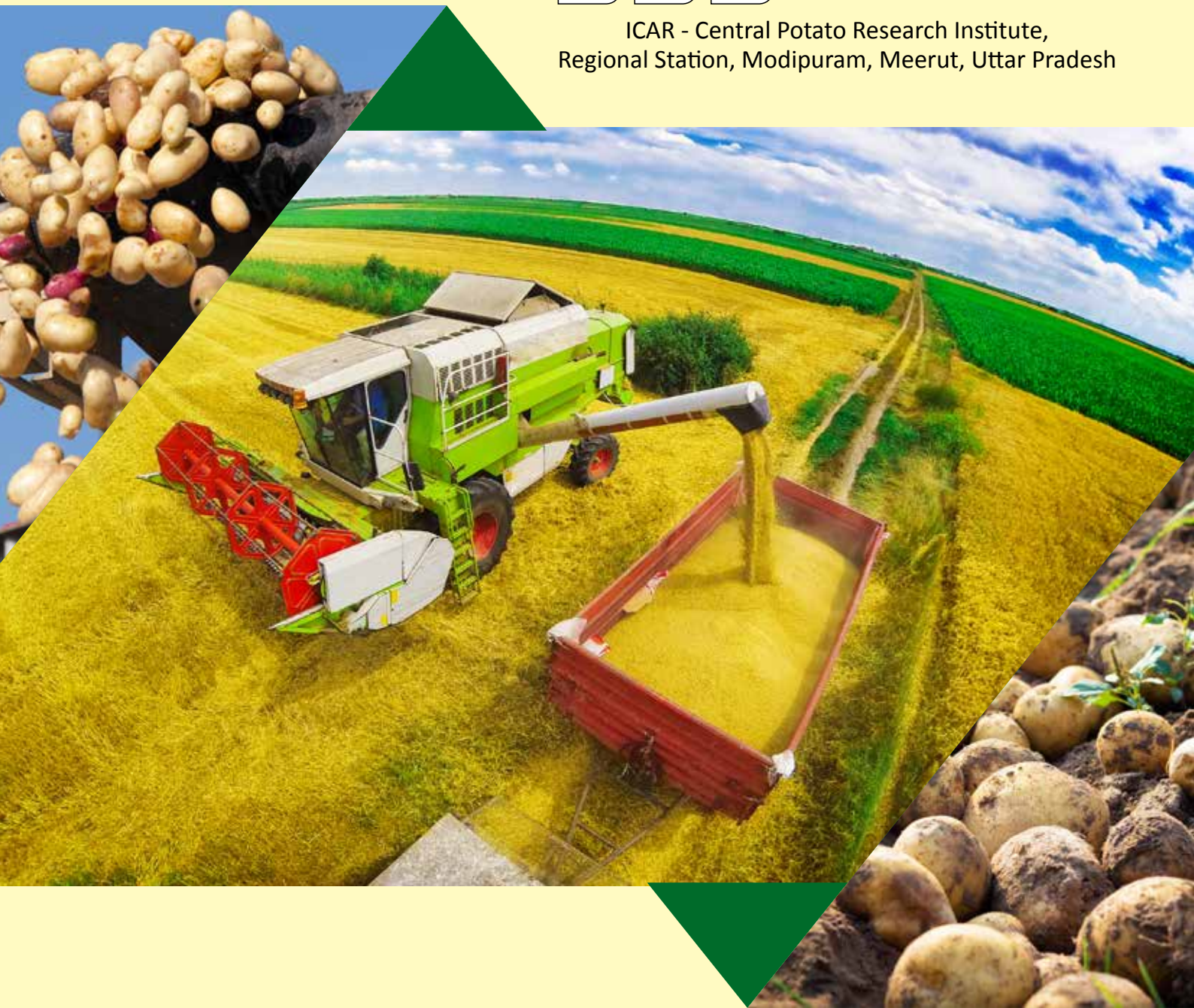


 *The National  
Potato Day 2019*  
15 FEBRUARY 2019

   **krishidham**  
   **EXPO 2019**  
**An Agriculture Habitat**

**15** **16** **17** FEBRUARY 2019

ICAR - Central Potato Research Institute,  
Regional Station, Modipuram, Meerut, Uttar Pradesh



**Field Crops | Horticulture | Animal Husbandry**  
**Agro Industries | Agricultural Financing and Banking**

ORGANISERS



ICAR-Central Potato Research Institute (Central Government Organisation) HiFi Conference and Events Pvt. Ltd., Noida, U.P.

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



# KRISHIDHAM

## *An Agriculture Habitat*

**FIELD CROPS:** These are the crops which are the main drivers of the agricultural growth and food security of the country. Green revolution and subsequent many other production booms in various sectors are results of innovative technologies developed for these crops including cereals, pulses, oilseeds, fiber, hay etc grown commercially or for livelihood support.

**HORTICULTURE:** Deals with crops important for food and nutritional security of the country; they also provide source of sustained income for farm families. This sector has witnessed a phenomenal growth in the recent years surpassing the food grain production. India is world leader in many fruits, vegetables, tuber and flowers.

**ANIMAL HUSBANDRY:** Farming can only be sustainable and viable if animal component is integrated at farm family level or at higher level. At one hand farm produce and by-products have to be input for Animal Husbandry, on the hand produce from animals has to be integrated as farm input or as our food component. Large number of technologies developed in recent years for animals that are raised for meat, fibre, milk, eggs, or other products had tremendous impact on farm income.

**AGRO INDUSTRIES:** It includes production, processing, and packaging of food using modern equipment and methods, manufacturers of farm equipment, and importers and exporters of farm products etc.

**AGRICULTURAL FINANCING AND BANKING:** All kind of Agricultural finance and marketing needs of the farmers including multiple types of services dedicated to support both on and off-farm agricultural activities and related agencies.

## EVENTS

 **The National  
Potato Day 2019**  
15 FEBRUARY 2019



 **SUGARCANE  
MEET 2019**  
16 FEBRUARY 2019

- ✓ Live demonstration on high yielding varieties and technologies
- ✓ Kisan gosthi
- ✓ Food processing and preservation
- ✓ Integrated management of insects and pests
- ✓ Buyer-Seller Meet

## NATIONAL POTATO DAY 2019

ICAR-CPRI along with Hifi Group is celebrating The National Potato Day on 15th Feb 2019.

**“Imagine the world without Potato”**, which would highlight food and nutritional qualities of the third most important food crop of the world.

Being such an important crop, we are celebrating this day by showcasing important potato technologies, organizing potato Kisan Goshti, Golden jubilee celebration of popular potato variety Kufri Jyoti, potato recipe competition and honouring progressive potato farmers from major potato growing states.



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



## AGRICULTURAL EXHIBITORS

ICAR Institutes | Central and State Government Departments | Agriculture Universities | Agriculture Financing & Banking

### Agri - Machinery & Technologies

- Agricultural land levelers
- Agricultural dusters
- Crop drying
- Chemical spraying
- Cultivators
- Fertilizer drill
- Fertilizer spreaders
- Forestry machinery
- Farm buildings
- Farm power
- Greenhouse technology
- Grassland / Forage harvesting
- Harrows
- Tractors & Trailers
- Threshers
- Vegetable and root crop harvesting
- 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
- 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



## QUICK FACTS

**15,000**

SQ. MT. EXHIBITION SPACE

**FREE ENTRY**

**10,000**

VISITORS PER DAY

**80+**

EXHIBITORS

**3**

DAYS

## EVENT COMPONENT

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

### RESERVE A LOCATION TODAY

|                       |                            |
|-----------------------|----------------------------|
| COVERED SHELL SCHEME  | ₹4,500 / US\$ 120 per sqm* |
| COVERED RAW SCHEME    | ₹4,000 / US\$ 100 per sqm  |
| OPEN TO SKY RAW SPACE | ₹3,500 / US\$ 80 per sqm*  |

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

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## ABOUT ORGANISERS

### HiFi Group Noida, UP

HiFi Group is one of the best event management companies in India based at Noida. We started our business operations in 2006 and over the last decade we have serviced brands of repute – national and international. We also have a national and international partner network that enables us to execute projects anywhere.

**Mr. Bhavuk Sethi**, President, Hifi Group, +91 99998 88881, bhavuks@hifigroup.co.in

### ICAR-Central Potato Research Institute, Shimla

World leader in potato research, established in August, 1949 and has brought sea changes in the potato scenario of the country. With its state of the art research this institute is credited to sub-tropicalization of potato crop, with high yielding varieties, robust seed production system and several valuable technologies. These efforts has led India to become the second largest potato producer in the world. ICAR-CPRI through its seven regional stations in different agro ecologies – Kufri-Fagu (HP), Modipuram (UP), Jalandhar (Punjab), Gwalior (MP), Patna (Bihar), Shillong (Meghalaya) and Ootacamund (Tamil Nadu) is catering the need based potato research of the country.

**Dr. S.K. Chakrabarti**, Director, ICAR-CPRI, Shimla, 0177-262-5073

**Dr. Manoj Kumar**, Joint Director, CPRI, Modipuram, 0121-2575-497, +91 94122 03120, cpric.modipuram@gmail.com

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#### SUPPORTING PARTNERS



#### ORGANISERS



Y-348, C/2, Sector 12, Noida, Uttar Pradesh 201 301, India

Email: [info@krishidhamexpo.com](mailto:info@krishidhamexpo.com) | Website: [www.krishidhamexpo.com](http://www.krishidhamexpo.com)