Individual sponsors shall be provided with the following facilities:

a) One Stall (10’ x 10’)

b) Names/logo will be prominently displayed in strategic locations of the venue and in the Souvenir.

The payment through account payee DD drawn in favour of Society for Promotion of Horticulture, ICAR-IIHR, Bengaluru and sent by Registered post. Alternatively, payment could also be effected through NEFT / RTGS through the following details:

* Name of Beneficiary: Society for Promotion of Horticulture, ICAR-IIHR, Bengaluru, payable at Bengaluru

* Bank Account Number: 1805606747; MICR No.: 560016044; IFSC Code: CBIN0283973

* Name and Address of the Bank Branch: Central Bank of India, IIHR, Hessaraghatta Lake Post, Bengaluru - 560 089; Please Note: No outstation cheques will be accepted.

The venue

Bengaluru, capital of Karnataka State is being called as the ‘City of Gardens’. It is also one of the main centres of education within the country and well known for hospitality. Several ‘state of the art’ horticultural nurseries are found engaged in the production of quality seed and planting materials which are located in and around the city. University of Agricultural Sciences, GKVK Campus and a College of Horticulture under the University of Horticultural Sciences, Bagalkot are also located here.

The ICAR-Indian Institute of Horticultural Research is located at Hessaraghatta, which is 25 km from Bengaluru city and has 263 ha of land for research and demonstration activities. It is one of the premier Institutes in the country engaged in horticultural research. The institute is well connected by the service of Bengaluru Metropolitan Transport Corporation buses.

Dr. M.R. Dinesh
Director, ICAR-Indian Institute of Horticultural Research, Hessaraghatta Lake Post
Bengaluru-560 089 & Chairman, Organizing Committee
Telephone: 080-23086100; Fax: 080-28466291
Email: director@iihr.res.in
Website: http://www.iihr.res.in

For further information and registration for National Horticultural Fair, Please contact:

Dr. R. Venkattakumar
Head, Division of Social Sciences & Training, ICAR-Indian Institute of Horticultural Research, Hessaraghatta Lake Post, Bengaluru-560 089
Email: socialscience@iihr.res.in ; venkat@iihr.res.in
Telephone: 080-28446010; Mobile: 7760835475

Dr. B. Narayanaswamy
Principal Scientist (Agril. Extension) & Organizing Secretary
Division of Social Sciences & Training, ICAR-Indian Institute of Horticultural Research, Hessaraghatta Lake Post, Bengaluru-560 089
Email: socialscience@iihr.res.in ; bnswamy2000@yahoo.com
Telephone: 080-28446010; Mobile: 9480290345

National Horticultural Fair
Horticulture for Promoting Rural Entrepreneurship
March 15-17, 2018
About the National Horticultural Fair

The ICAR-Indian Institute of Horticultural Research, Hessaraghatta, Bengaluru is organizing the National Horticultural Fair - 2018 in association with Department of Horticulture, Government of Karnataka. The programme of three days envisages knowledge management on recent innovations of tools and technologies in the area of horticulture besides addressing emerging challenges in production and distribution of seeds and planting material for horticultural crops, climate change, abiotic and biotic stresses, energy crisis, value chain management and markets through showcasing and interactions between subject matter specialists, model farmers (experience sharing) and farmers every day.

The National Horticultural Fair aims to accomplish:

- Knowledge sharing process on innovative horticultural technologies developed under National Agricultural Research and Education System (NARES) in collaboration with line departments through showcasing of technologies and demonstrations
- A common platform to the service providers in the area of horticulture viz., ICAR institutes, SAUs, Developmental Departments, Private industries, Financial institutions, NGOs, FPOs and Market functionaries etc., for interaction with the farming communities

Salient activities of the National Horticultural Fair

- Exhibition comprising of stalls from government organizations including ICAR institutes and SAUs, development departments, non-governmental organizations (NGOs), private industries etc.
- Special seminars related to the theme ‘Horticulture for Promoting Rural Entrepreneurship’
- Felicitation of innovative farmers
- Farmers-scientists interaction sessions related to the theme ‘Horticulture for Promoting Rural Entrepreneurship’
- Visit to demonstration & experimental blocks
- Sale of Agricultural Technology Information Centre (ATIC) products and products of agripreneurs

Sectors covered in the National Horticultural Fair

- Fruits
- Vegetable crops
- Ornamental crops
- Tuber crops
- Medicinal & Aromatic crops
- Mushrooms
- Plantation crops
- Spices crops
- Nursery industry
- Beekeeping
- Post-harvest technology & value addition

Exhibition stalls

The fair is likely to have 100 high tech stalls of size 10’ x 10’. Stall charges will be Rs. 15,000/- . Stalls may be booked in advance by remitting the stall charges along with duly filled registration form (enclosed) on or before February 20, 2018. For booking the exhibition stall, kindly contact Dr. T.S. Aghora, Principal Scientist, Division of Vegetables, ICAR-IIHR (E-mail: aghora@iihr.res.in; Mobile: +91-99861 00079).

Exhibition profile cum sale

- Seeds & planting materials
- ATIC services & products
- Irrigation systems
- Food processing & packaging
- Green House & accessories
- Medicinal & aromatic crops
- Organic farming & IFS
- Agri Export services
- Research & Development
- Market functionaries
- Plant nutrient & Plant growth modifiers
- Financial institutions
- Pesticides/ Botanicals
- Government, semi-government agencies, NGOs
- Stree Shakti Group/ SHGs
- Garden accessories
- FIGs & FPOs
- Business Incubation Process
- ITKs
- Others (please specify)

Sponsorships

Sponsorships are invited from interested individuals/organizations/private firms/industries / NGOs under the following categories:

- Platinum : 3.0 Lakh
- Gold : 2.0 Lakh
- Silver : 1.0 Lakh