

Individual sponsors shall be provided with the following facilities:

- One Stall (10' x 10')
- 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; **IFS Code:** CBIN0283973
- * **Name and Address of the Bank Branch:** Central Bank of India, IIHR, Hesaraghatta 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 Hesaraghatta, 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, Hesaraghatta Lake Post
Bangalore-560 089 & **Chairman,** Organizing Committee
Telephone: 080-23086100; Fax: 080-28466291
Email: director@ihr.res.in
Website: <http://www.ihr.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, Hesaraghatta Lake Post,
Bengaluru-560 089
Email: socialscience@ihr.res.in ; venkat@ihr.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,
Hesaraghatta Lake Post, Bengaluru-560 089
Email: socialscience@ihr.res.in ; bnswamy2000@yahoo.com)
Telephone: 080-28446010; Mobile: 9480290345



ಭಾ. ಕೃ. ಅನು. ಪ - ಭಾರತೀಯ ತೋಟಗಾರಿಕಾ ಸಂಶೋಧನಾ ಸಂಸ್ಥೆ
ಹೆಸರಗಟ್ಟ ಕೆರೆ ಅಂಚೆ, ಬೆಂಗಳೂರು-560089
भा.कृ.अनु.प-भारतीय बागवानी अनुसंधान संस्थान
हेसरघट्टा लेक पोस्ट, बेंगलूरु - 560089
ICAR-Indian Institute of Horticultural Research
Hesaraghatta Lake Post, Bengaluru - 560089

राष्ट्रीय
तೋಟगारिका मेला
ग्रामीण उद्यम को बढ़ावा देने के लिए बागवानी

राष्ट्रीय
बागवानी मेला
ग्रामीण उद्यम को बढ़ावा देने के लिए बागवानी

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

ಸ್ಥಳ: ಐ.ಸಿ.ಎ.ಆರ್ - ಐ.ಐ.ಎಚ್.ಆರ್ ಆವರಣ, ಹೆಸರಗಟ್ಟ-560089
स्थान : भा.कृ.अनु.प. - भा.बा.अनु.सं., हेसरघट्टा, बेंगलूरु - 560089
Venue : ICAR-IIHR, Hesaraghatta, Bengaluru-560089



National Horticultural Fair 2018

Indian Institute of Horticultural Research (IIHR) under Indian Council of Agricultural Research, (IIHR), New Delhi, Department of Agricultural Research and Education (DARE), Ministry of Agriculture, GOI, is a premier institute established in 1967. In 2017, the Institute proudly celebrated its Golden Jubilee year of its existence. IIHR is involved in basic, strategic, anticipatory and applied research on various aspects of fruits, vegetables, ornamental, medicinal and aromatic plants and mushrooms. The institute has its headquarters at Hessaraghatta, Bengaluru (spread over 263 ha), and Horticultural Experiment Stations at Bhubaneswar in Odisha and Chettalli in Karnataka with two Krishi Vigyan Kendras (KVKs) located at Gonikoppal in Kodagu and Hirehalli in Tumkur districts of Karnataka State. The institute is playing a pivotal role in boosting horticultural growth in the country through technology development in the areas of trait-specific varieties of fruits, vegetables, ornamental, medicinal and aromatic crops and mushrooms focusing on water prudence, climate resilience and tolerance to different biotic and abiotic stresses supported by a range of farmer-friendly technologies, including soil and plant health management, post-harvest management and value addition and farm mechanization. The institute takes pride in being an innovative hub leading to commercialization of a number of innovations in the area of seed and quality planting materials, diagnostics, bio-control, bio-pesticide and micro-nutrient formulations, soil health enhancers, microbial decomposers and gender-mainstreaming technologies resulting in mitigating problems in real-time farming situations. The institute also empowered the growers and other stakeholders through gap analysis, technology refinement and knowledge sharing mechanisms. Through Business Planning and Development (BPD) unit and Agricultural Technology Information Centre (ATIC), the institute ensures knowledge management of its outcomes to the stakeholders and offers the services of technical guidance, supply of farmer-friendly literature and technology commercialization. There are 25 teams of scientists providing interface to the farmers in different adopted villages in and around Bangalore under *Mera Gaon Mera Gaurav* (MGMG) programme for promoting horticulture and soil health cards are being issued under this programme.

The ICAR-Indian Institute of Horticultural Research, Hessaraghatta, Bengaluru has been functioning with the following mandates:

- ❖ To undertake basic and applied research for developing strategies to enhance productivity and utilization of tropical and sub-tropical horticulture crops viz., fruits, vegetables, ornamentals, medicinal and aromatic plants and mushrooms
- ❖ To serve as a repository of scientific information relevant to horticulture
- ❖ To act as a centre for training for up gradation of scientific manpower in modern technologies for horticulture production and,
- ❖ To collaborate with national and international agencies in achieving the above objectives.

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

- * Scientists - Farmers - Stakeholders Interface for effective dissemination of horticultural technologies

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 profile cum sale

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

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: aghor@ihr.res.in; Mobile: +91-99861 00079).

Sponsorships

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

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