Doubling farmers’ income is one of our top most priorities.

– Manohar Lal, Chief Minister, Haryana

HARYANA
STATE WITH HIGHEST PER CAPITA INCOME
44.21 LAC HECT
ONLY 1.4% AREA OF THE COUNTRY
CONTRIBUTES 15.6% OF FOOD GRAINS

HARYANA ENVISIONS
CROP DIVERSIFICATION THROUGH
VEGETABLES, PULSES,
MAIZE, SUGARCANE
AND COTTON CROPS

&

2ND LARGEST CONTRIBUTOR OF FOOD GRAINS TO THE CENTRAL POOL

&

LINKING FARMERS WITH MARKET

3rd AGRI LEADERSHIP SUMMIT-2018

- Doubling Farmers’ Income
- Recognition of Agri Leaders
- Direct Marketing & Haryana for Fresh
- Micro Irrigation
- Organic Farming
- Enhancing Milk Production
- Peri Urban Agriculture

24 – 26 March, 2018
Mela Ground, Rohtak, Haryana
Key Officials:

Sh. O.S. Dhesi, IAS
Chief Secretary to Govt. of Haryana
Dr. Abhilaksh Likhi, IAS
Principal Secretary to Govt. of Haryana, Agriculture & Farmers Welfare Department
Prof. K.P. Singh
Vice Chancellor, CCSHAU
Sh. Sameer Pal Srow, IAS
Director, Information, Public Relation & Languages, Haryana
Sh. Mandip Singh Brar, IAS
Chief Administrator, HSAMB
Dr. R.A. Luthra
Registrar, LUVAS
Dr. M.S. Dahiya
Registrar, HAU
Dr. B.S. Sehrawat
MD, HSHDA
Dr. G.S. Jakhar
Director General, Horticulture Department
Dairying Department
Dr. Arjun Singh Saini
Director General, Animal Husbandry & Dairying Department
Sh. Yash Garg, IAS
Deputy Commissioner, Rohtak
Sh. R.C. Bidhan, IAS
Managing Director, Haryana State Warehousing Corporation
Sh. Ashutosh Sitthi, IAS
Deputy Commissioner, Rohtak
Sh. Sanjay Joon, IAS
Director, Development & Panchayats Department
Sh. Mandip Singh Brar, IAS
Chief Administrator, HSAMB
Sh. D.K. Behera, IAS
Director, Agriculture & Farmers' Welfare Department
Sh. Anik Maalaw- Israel
Member National Council
Sh. Santosh Goenka
Member National Council
Sh. Sanjiv Sharma
Member National Council
Sh. Dilip Sharma
Director General KUKVC
Sh. Rohit Sangwan
Director, KUKVC
Sh. Mandip Singh Brar, IAS
Chief Administrator, HSAMB
Sh. Rohit Sangwan
Director, KUKVC

Team KUKVC

3rd Agri Leadership Summit-2018

The objective is to harness the vast and untapped growth potential of agriculture in Haryana for accelerated, inclusive and sustainable growth leading to improved economic conditions and social status of farmers, agricultural workers and their families. The aim is also to create a linkage between farmers and the agri market towards maximum value creation.

Stakeholders

- Farmers - Growers, Processors & Entrepreneurs
- Departments and Agencies of Centre & State Govt.
- National & International Institutes / Universities
- Leading Agri and Allied Companies
- Eminent Scientists / Speakers
- Farmer Producers’ Organisation (FPOs & Farmers’ Interest Groups (FIG))
- Consumers

Riding on the resounding success of Agri Leadership Summit, 2015 and 2017, Haryana is organising the 3rd edition of Agri Leadership Summit to provide avenues for recognition, facilitation and incubation of farmer leaders.

The 3rd Agri Leadership Summit, 2018 will have three distinct themes – "Direct Marketing & Peri Urban Agriculture", "Doubling Farmers Income", "Enhancing Milk Productivity and Dairy Development". Besides, there will be focus on issues such as packaging, value addition, branding, direct marketing, micro irrigation/soil health, organic farming, risk management, A2 milk production/dairying, aquaculture, agri product marketing, agri industries etc.

Seminars will also be organised on sectors such as Organic Village and zero budget agriculture, enhancing milk production, dairy development, Agriculture Services, Digital Connectivity etc.

It is expected that more than 350 reputed National and International Companies/Exhibitors will participate in the Summit under exclusive industry and sector specific pavilions and more than 100,000 visitors comprising of farmers, entrepreneurs, researchers, members of teaching faculty, students from agriculture and horticulture Universities and stakeholders across the country shall visit the Summit.

The Summit will bring stakeholders from all disciplines of Agriculture and Allied sectors under one roof. It will be an excellent platform for companies to market and exhibit their products/services. An investor-friendly government coupled with transparency, good infrastructure and close proximity to National Capital make Haryana an ideal investment destination for Agri and allied industries.

Technological innovations have taken place in the agri industry and these have begun to take effect in India as well. Today emphasis is being laid on taking technology to the farmers and farmer’s produce direct to the market. The 3-day Summit aims at guiding the farmer and the agri-industry of Haryana towards maximum value creation and to create a direct linkage between farmers and the market.

The 3rd Agri Leadership Summit aims at guiding the farmer and the agri-industry of Haryana towards maximum value creation and to create a direct linkage between farmers and the market.

3rd Agri Leadership Summit-2018

- Doubling Farmers' Income
- Direct Marketing & Peri Urban Agriculture
- National & International Companies / Exhibitors
- Leading Agri and Allied Companies
- Eminent Scientists / Speakers
- Farmer Producers’ Organisation (FPOs & Farmers’ Interest Groups (FIG))
- Consumers
The “Horticulture Vision” is to double the area under horticulture and triple the horticulture production in the State by 2030. 15 percent of the total cultivated area is envisaged to be brought under horticulture, up from the existing 7.5 percent. To achieve the above goal, the Crop Cluster Development Programme has been launched to develop supply chain with cost of Rs. 5,610.00 lacs for Farmers Producer Organisations. The State Govt. is promoting peri-urban farming in 13 NCR Districts by launching a Pilot project of Rs. 4 crore in Faridabad District for high value vegetables and their direct marketing.

An outlay of Rs. 485.50 lacs has been kept for establishing the first Horticulture University in Karnal with three Regional Research Stations and envisages further interaction and collaborations with global institutes and universities. To further boost demonstration activities in horticultural crops, Centres of Excellence are being established in each District. First centre of its kind in India on Bee-Keeping has been established in District Kurukshetra. The working of the same is on in District Palwal, Hissar & Nalwa has started.

The “Bhavantar Bharpai Yojana” has been launched for horticulture crops to mitigate the risk of farmers by giving them incentives during low prices in whole sale market. In the first phase, four crops onion, tomato, potato & cauliflower have been included. In the first phase, four crops onion, tomato, potato & cauliflower have been included. The “Bhavantar Bharpai Yojana” has been launched for horticulture crops to mitigate the risk of farmers by giving them incentives during low prices in wholesale market. In the first phase, four crops onion, tomato, potato & cauliflower have been included.

To streamline the requirement and use of fertilizers, the Direct Benefit Transfer (DBT) Scheme and more has been procured at MSP from farmers. The State Government has fixed the highest ever support price of Rs. 330/- to protect the interest of the sugarcane farmers. The Sugar Mills have been brought under horticulture, up from the existing 7.5 percent. To achieve the above goal, the Crop Cluster Development Programme has been launched to develop supply chain with cost of Rs. 5,610.00 lacs for Farmers Producer Organisations. The State Govt. is promoting peri-urban farming in 13 NCR Districts by launching a Pilot project of Rs. 4 crore in Faridabad District for high value vegetables and their direct marketing.

The State Government has imparted training to farmers to encourage organic farming in the State in 20 clusters of 50 acres each under Paramparagat Krishi Vikas Yojana (PKVY) for using organic manure and bio fertilizers with its link up with NVSP.

To mitigate the impact of the Climate Change on Agriculture and to educate farmers in 250 villages, Climate Smart Agriculture Scheme has been launched in collaboration with NABARD at a cost of Rs. 25 crore. The State Government has fixed the highest ever support price of Rs. 330/- to protect the interest of the sugarcane farmers. In addition Sunflower, Moong and Mustard has been procured at MSP from farmers.

To streamline the requirement and use of fertilizers, the Direct Benefit Transfer (DBT) Scheme and more has been procured at MSP from farmers.

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AgriLeadership Expo

Exhibition Pavilions

Exhibition by various Departments/ Corporations/ Private firms/ Companies/ Entrepreneurs

AgriEX

LiveStockEX
Dairy Management, Poultry Management, Fisheries Management & Livestock Management.

FoodEX
Processed & Packaged Food Technology, Packaging, Ingredients, Research, Govt & Marketing Agencies, Equipment & Machinery.

FarmEx
Tractors, Farm Equipment, Machinery Storage, Farm Power, Transportation & Handling.

Haryana State Pavilion
A mega state pavilion will be created at AGRI LEADERSHIP SUMMIT for offering opportunities to Nodal Agencies, Corporations & Govt. Department to showcase their success stories through attractive Nodal Agencies, Corporation & Govt. Department to

Peri Urban Farming
Haryana State Government aims at doubling the farmers’ income and to help them in meeting the demand for fresh vegetables, fruits, flowers, milk and milk products, and poultry products in the NCR through Peri-Urban agriculture.

Organic Farming 

Organic farming has a high value/premium market giving high returns to the farmers besides providing healthy nutrition. Sufficient focus will be given to organic farming and sustainable agriculture in the event.

Peri Urban Farming
Department of Animal Husbandry
The government also intends to make farming more demand-based and profitable through farm leaders in agriculture. They will produce need-based crop or husbandry, dairy and fishery sectors, where they will not only display their products/produce but also have an opportunity for interactive meeting with various stake holders to provide better marketing avenues.

Cultural Events 7:00 PM - 8:00 PM

Sunday, 25 March, 2018
Theme: Doubling Farmers’ Income
Department of Agriculture and Farmers Welfare

Programme

Exhibition 1:00 PM onwards

Monday, 26 March, 2018
Theme: Enhancing Milk Production
Department of Animal Husbandry & Dairy Development

Programme

Exhibition 1:00 PM onwards

Visitor Profile

• Farmers - Growers, Producers, Processors & Entrepreneurs
• Departments and Agencies of Centre & State Govt.
• National & International Institutes / Universities
• Leading Agri and Allied Companies
• Eminent Scientists / Speakers
• Farmers’ Producers’ Organization (FPO) & Farmers’ Interest Groups
(PG)Consumers

Exhibition Pavilions

Motivation Through Achievers:
In concurrence with the theme, there shall be Agri Leaders’ Pavilion dedicated to farmers/farmer groups/ entrepreneurs from agriculture, horticulture, animal husbandry, dairy the growers in the Haryana State & Groups who have achieved new heights through adapting innovation & those Haryana State Farmers & Groups who showcase their success stories through attractive Nodal Agencies, Corporations & Government Department to

Awards

To recognize and honour the leaders from agriculture and allied sectors various cash awards and citations will be given during the event.

More Than 3 Lakh Farmers Participating

Attractions

Exhibition Pavilions

Programme

Saturday, 24 March, 2018
Theme: Direct Marketing and Peri Urban Agriculture
Department of Horticulture & Fisheries, HSAMB

Programme

Exhibition 1:00 PM onwards

Festive Food & Beverages

Benefits of Sponsoring the Conference

Programme

Visit the website of AGRI LEADERSHIP SUMMIT for more details.

www.hryagrileaders.com
Exhibitor:
Any company/organisation/state/country participating in the 3rd Agri Leadership Summit 2018

Space Specifications & Basic Conditions for Participation:
At 3rd Agri Leadership Summit 2018, the exhibition area shall be available in the following three types:
A. Shell Scheme—duly furnished indoor built up booth(s)
Multiples of 9sqm can be reserved.
B. Indoor raw space (minimum 27 sqm)
C. Outdoor raw space (minimum 60 sqm)

Extra Furniture:
Extra furniture will be available with the contractor on chargable basis.

Registration for Participation:
It is mandatory for exhibitor to forward the Registration Form to Krishi Udyami Krishak Vikas Chamber, Panchkula along with full and final payment for participation.

Allotment of Exhibition Space:
All bookings will be made on first-come-first-served basis subject to the receipt of all advanced payments. Organisers will make confirmation of allotment of space on receipt of the registration form duly signed along with appropriate advance payment. Organisers reserve the right to allocate space, change the layout plan, add or delete corridors as shown in the space plan. Organisers reserve the right to reduce the allotment of space to any applicant without assigning any reason.

Cancellation:
The prospective exhibitor is liable to forfeit the entire space rental in case of cancellation.

Violation of Rules:
The organisers reserve the right to decide on the fulfilment of the rules and have the authority to demand removal/change of any structure, which is found not in conformity with the rules and can also cancel a confirmed booking without assigning any reason. The decision of the organisers will be final and binding.

Security:
The security for the goods after the closing time till 9:00 am (the following morning) during the exhibition period on all days will be provided by the organiser.
### Space Tariff

<table>
<thead>
<tr>
<th>SPACE CATEGORY</th>
<th>(A) Indoor Shell Scheme</th>
<th>(B) Indoor Raw Space</th>
<th>(C) Indoor Raw Space</th>
<th>(D) Outdoor Raw Space</th>
<th>(E) Outdoor Raw Space</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Space</td>
<td>9 sqmpts.</td>
<td>18 sqmpts.</td>
<td>27 sqmpts. (Min.)</td>
<td>36 sqmpts.</td>
<td>60 sqmpts. (Min.)</td>
<td>The Space rentals are inclusive of all taxes</td>
</tr>
<tr>
<td>Rentals</td>
<td>7500/=-</td>
<td>1,50,000/-</td>
<td>2,25,000/-</td>
<td>2,69,000/-</td>
<td>3,30,000/-</td>
<td></td>
</tr>
<tr>
<td>Discounted Space Rentals</td>
<td>7500/=-</td>
<td>1,40,000/-</td>
<td>2,00,000/-</td>
<td>2,35,000/-</td>
<td>3,00,000/-</td>
<td></td>
</tr>
</tbody>
</table>

### Payment Mode

- All payments should be made by Demand Draft payable to “Krisht Udyami Krishik Vikas Chamber” payable at Panchkula.
- Full and final payment to be paid on or before 19 March 2018.

### Advertising

**Exhibitor Catalogue (optional)**
The Official Exhibitor Catalogue is a year-round resource that gives your customers and prospects a comprehensive overview of the highlights and activities of the Expo. Customers will refer to the catalog often for pertinent information on the companies they are considering for future business. Advertising in the Official Exhibitors Catalogue is limited and reserved on a first-come, first-served basis.

### Advertisement Tariff

- **Description**
  - Dimension (WxH): Rate (DB) / Rate (SSD)
  - Back Cover: 80 mm x 190 mm: 25000/- 500/-
  - Inside Front: 80 mm x 190 mm: 20000/- 400/-
  - Inside Back: 80 mm x 190 mm: 15000/- 300/-
  - Full Page Colour: 190 mm x 285 mm: 10000/- 200/-
  - Half Page B/W: 190 mm x 190 mm: 7500/- 150/-
  - Mechanical Details: B/W copy in A1 CD / PDF format (Less than 5 MB): 100/-
  - Soft copy in AI/ CDR / PDF Format (file< 5 MB): 50/-

- **IFSC Code / RTGS Code**
  - Andhra Bank: ANDH0002058
  - MICR Code: 16001013

### Event Promotion

The organizers will implement an integrated marketing and multimedia campaign backed by a dedicated PR campaign designed to reach a selective audience and win back the stakeholders in Haryana and across the country.

### EXHIBITION SPONSORSHIP

**Platinum Sponsorship Amount : Rs. 25 lac**
- Complimentary 34 sqm Fully Furnished Built up Space
- Company’s corporate logo to be carried on all visitor promotion print advertisements as “Event Sponsor”
- Display of corporate logo at the registration counter as “Event Sponsor”
- Display of corporate logo at the registration counter as “Event Sponsor”
- Display of the sponsor’s logo at the entrance point of the exhibition site;
- Corporate logo on Admit Cards / Tickets
- Acknowledgment in the Fair Catalogue / Buyer’s Guide
- One page four-colour advertisement in the Fair Catalogue;
- Special two page write-up on the sponsoring company in the Fair Catalogue;
- Special acknowledgment during the Inaugural & Valedictory Ceremony of the fair;
- 20 flags to be put at the exhibition site;
- 15 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation);
- Complimentary admit cards for entry (500 nos.)
- Space for 20 display panels 10x3 ft. (to be designed and fabricated by the sponsor)

**Gold Sponsorship Amount : Rs. 15 lac**
- Complimentary 18 sqm Fully Furnished Built up Space
- Company’s corporate logo to be carried on all visitor promotion advertisements as “Event Sponsor”
- Display of the sponsor’s logo at the entrance point of the exhibition site;
- Corporate logo on Admit Cards / Tickets
- Acknowledgment in the Fair Catalogue / Buyer’s Guide
- One page four-colour advertisement in the Fair Catalogue;
- Special two page write-up on the sponsoring company in the Fair Catalogue;
- Acknowledgment during the Inaugural & Valedictory Ceremony of the fair;
- 10 flags to be put at the exhibition site;
- 10 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation):
- Complimentary admit cards for entry (500 nos.)
- Space for 10 display panels 10x3 ft. (to be designed and fabricated by the sponsor)

**Silver Sponsorship Amount : Rs. 7.5 lac**
- Complimentary 7.5 sqm Fully Furnished Built up Space
- Company’s corporate logo to be carried on all visitor promotion advertisements as “Event Sponsor”
- Display of the sponsor’s logo at the entrance point of the exhibition site;
- Corporate logo on Admit Cards / Tickets
- Acknowledgment in the Fair Catalogue / Buyer’s Guide
- One page four-colour advertisement in the Fair Catalogue;
- Special two page write-up on the sponsoring company in the Fair Catalogue;
- Acknowledgment during the Inaugural & Valedictory Ceremony of the fair;
- 5 flags to be put at the exhibition site;
- 5 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)
- Complimentary admit cards for entry (100 nos.)

**Bronze Sponsorship Amount : Rs. 3 lac**
- Complimentary 9 sqm Fully Furnished Built up Space
- Company’s corporate logo to be carried on all visitor promotion advertisements:
- Display of the sponsor’s logo at the entrance point of the exhibition site;
- Corporate logo on Admit Cards / Tickets
- Acknowledgment in the Fair Catalogue / Buyer’s Guide
- One page B/W advertisement in the Fair Catalogue;
- One page write-up on the sponsoring company in the Fair Catalogue;
- Acknowledgment during the Inaugural & Valedictory Ceremony of the fair;
- 3 flags to be put at the exhibition site
- 3 nos. invitation cards for VIP dinners, lunches and cultural events (subject to event confirmation)
- Complimentary admit cards for entry (50 nos.)
RESERVATION FORM

Please fill in the details and email/fax/courier this form back to us:

Name of the Organisation:

Complete Post Address:

City: ___________________________ State: _______________ Pin/Cp Code: ____________

Telephone Nos. (with ISD/STD Code) Fax No.: __________________________

Email ID: __________________________ Website: __________________________

Name of CEO: __________________________ Designation: __________________________

Type of Organisation: □ Government Department □ Public Sector □ Joint Sector □ Private □ Others (please specify)

Products Manufactured/Services Provided:

NAME OF THE FACIA OF THE STALL (MANDATORY)

Kinds of Payment:

□ All payments should be made by Demand Draft payable to “Krishi Udyami Krishak Vikas Chamber” payable at Panchkula.

□ Full and final payment to be paid on or before 19th March 2018.

Payment Mode

All the space rentals are inclusive of all taxes.

For More Information Contact:

Dr. S.S. Sekhon
Mission Director, HSYDA
+91-9818393809

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+91-9915776327

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+91-9888835783

Nikita Sharma
KUKVC
+91-9988837999

Shubham Gupta
KUKVC
+91-9988836799

For Space Booking and Sponsorships, contact:

KUKVC
SCO-261, 2nd Floor, Sector 14 Panchkula, Haryana
Ph.: 0172-4780346
Available 10:00 am to 5:00 pm IST

info@kukvc.in, dgkukvc@gmail.com

+91 99 888 39 699

FOR SPONSORSHIP

+91 99 888 38 799

FOR SPONSORSHIP

+91 99 888 36 799

Available 10.00 am to 5:00 pm IST

info@kukvc.in, dgkukvc@gmail.com www.kukvc.in

For More Information Contact:

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