



# AGROTECH 2010

## Opens to a grand start.....



9th edition of India's Premier Agro Technology and Business Fair opens to a **GRAND** start in its new Avatar

### Theme: Sustainable Agriculture

#### Business Focus @ Agro Tech 2010

- Specially organized Buyer Seller Meet - 12 importers from 6 countries (China, Malaysia, Oman, Singapore, Thailand, UAE) in the food processing sector.
- 3 country specific meetings with potential clients (UK, France, Germany).

#### Farmer Focus

- 30,000 farmers from Andhra Pradesh, Chandigarh, Haryana, Himachal Pradesh J&K, Punjab, Rajasthan and Uttarakhand expected to visit.
- 250 women farmers from Una district of Himachal Pradesh
- Farmers from Afghanistan



#### KISAN GOSHTIS

- Indo - Israeli Centre of Excellence for vegetables to share yield improving technology
- Live demos on soil testing, pani-pipe technology & others
- Special Session on Sustainable Farming for Small Farmers
- Livestock & Bird rearing tips
- Information about green house cultivation, organic farming, etc
- Experience sharing by progressive farmers



#### Crop Focus

- Apple Fest: Showcases apples, stone fruits and exotic vegetables produced in the hill states of North India. The Fest also includes a Conference on Production Technology and Marketing & Post Harvest Management to bring in scientific practices to the producers.
- A Seminar on Business Opportunities in Basmati Rice exports.

#### International Participation

- 900 sqm of space, an increase of 30% from last edition
- 9 countries
- 5 Country pavilions -Canada, France, Germany, South Korea & United Kingdom
- First time pavilions -France & South Korea
- Also participating - Australia, Italy, Spain & USA



Addressing the water related challenges in agriculture.

- An awareness campaign to educate farmers on Water Conservation-
- Joint initiative of CII & Mahindra Swaraj

#### Partners

- Partnered by Ministry of Agriculture, Government of India.
- Host States -Punjab & Haryana
- Other Partners - APEDA, All India Air-conditioning & Refrigeration Association and CLFMA of INDIA.
- Agro Tech Conferences – Knowledge Partner – Rabobank
- Kisan Goshtis - Mahindra Swaraj



#### Other Highlights

- 6,500 square meters of space
- 9 concurrent shows
- Agri Resource Management - First time show - features companies engaged in agriculture conservation
- 230 exhibitors - 167 Domestic & 63 Foreign
- 4 international conferences on 'Rejuvenating Agriculture'



# Different Strokes

## Organic pesticide from petroleum

Surprised! But this is true, Indian Oil Corporation has launched an organic pesticide made from petroleum products. It is marketed under the brand name of 'Servo Agrospray M'. Different variants of this product are available for crops like fruits, flowers, vegetables, tea and mustard. It is environmental friendly as it gets decomposed and is non-toxic for the soil, plant and the users. It adds shine to the produce and is also economical. Servo Agrospray M has been tested and recommended by the Central Institute of Subtropical Horticulture, Lucknow.



## Vedic Farm & the Ritual of Agnihotra

Sylvan Heights Bio- dynamic & Vedic Farm is situated at Batamandi in Uttarakhand. Mr Subodh Abbhi who owns the farm says that the ancient vedic ritual of Agnihotra is performed twice a day at his farm. Agnihotra, as prescribed in the Vedas is performed at sunrise and sunset, for purifying the environment, marshalling the cosmic forces for plant and soil vitality and to keep the environment and plants pure. A copper pyramid is used to light a fire which works as a receiver and transmitter of subtle healing energies. The Agnihotra effect covers an area of 15 acre and it gives nutrition to all of life plants, animals and humans.

The farm uses a set of eight herbal and mineral preparations to enliven the soil and the surrounding environment. The farm also uses various wild growing plants like lantenna, bhang, congress grass etc for making liquid manures. Cow urine is used as a spray to combat pests, and as a plant nutrient.

This 25 acre farm is certified by INDOCERT, an APEDA approved certifying agency for organic food products. The product range includes Kasturi Brown Basmati Rice, Organic Turmeric, Organic Maize Flour, Organic Groundnut, and Spices & Pulses.



## Confer to prosper

### Future of Indian Agriculture- Sustaining Indian Agriculture Growth

Mr Mohammad Asif Rahimi, Hon'ble Minister of Agriculture, Irrigation & Livestock, Afghanistan invited Indian farmers and industry to invest in Afghanistan. He said that Afghanistan offers Indian entrepreneurs great opportunity as they would be welcomed in his country with an open heart.

Mr Paramvir Singh, Hon'ble Minister of Agriculture, Animal Husbandry, Cooperation and Fisheries Department, Government of Haryana, suggested Technology Mission in Farm Development. We need to give more attention to storage, warehousing, hybrid seeds, fertilizers, infrastructure, water management and transportation, he added. Farmers should be provided loan at 4 percent interest.

Mr Salil Singhal, Chairman of Agro Tech 2010, welcomed the Food Security Act, and stressed on the need for the second Green revolution.

Mr Gokul Patnaik, Chairman of Agro Tech conferences, spoke about the agriculture scenario. Gujarat was the only state in India which had recorded 9.6 percent growth in Agriculture, while the national average was only 2.3 percent. There is a need for a second green revolution. Soil health, hybrid seeds and minimum support price need to be looked into.

Mr S Venkatraman, Senior Director and Head of Food and Agribusiness Research and Advisory, Rabo India Finance Ltd. emphasized the need for focusing on various aspects of agriculture like seed replacement, fertilizers and improvement of soil testing facilities in order to rejuvenate it.



## From the land of wine

French Pavilion at Agro Tech 2010, organized by UBIFRANCE, is an impressive one. 8 leading companies from the French agro tech industry & AXEMA -the French Association of Manufacturers of Tractors and Agricultural Machines- are participating.

AXEREAAL is providing consultancy services to the European companies to set base in India. Kuhn S.A., is a leading manufacturer



of machinery. SABE has expertise in the field of turn-key design, construction, supply and installation of agro food processing units. ETABLISSEMENT DENIS is market leader in France for manufacture of equipment for cleaning, handling and storage of grains.

Mr Jérôme Desquiens, Head of Agrofood Department for India, French Trade Commission said that the participating companies are excited to showcase and also explore business opportunities in the Indian agricultural technology sector.

## The Cattle Breeders

The German Pavilion has 4 exhibitors. SILOKING is one of the leading producers of feed mixers in Germany. Krone produces basic fodder-harvest machinery. Grimme Solutions provides complete solutions for consumer potato and processing industry potato.

Germany is the world's largest exporter of breeding cattle and one of the leading countries in the export of bovine semen.



## Canadian Pavilion – Healthy oils

The pavilion has ten companies displaying.

Shape Foods is launching Flax Oil. Made from flaxseeds and it is an excellent source of ALA Omega - 3. Keeping in mind the Indian taste and preferences, Shape Foods has come out with customized flavors like Banana, Coconut, Garam masala and Curry etc.

Canola Oil is another interesting product at the Pavilion. It is trans fat and cholesterol free. Leading restaurants like KFC, McDonald's and Taco Bell use this oil for trans fat free diets.

Canada has implemented a bovine genetics project in Punjab which has increased the milk yield from 7 to 35 litres per cow. The swine genetics project is to be implemented shortly in Meghalaya and the MoU is expected to be signed during the Agro Tech 2010.

Agro Tech attracts visitors from a cross section of the society said Mr Gurbans Sobti, Trade Commissioner, Consul General of Canada, India.

## South Korean Pavilion – Product Launches Galore

South Korea has set up a pavilion for the first time at Agro Tech.

11 companies from South Korea dealing in farm equipment & agri implements are displaying at the Pavilion. Some of the products being launched in India for the first time include Eco Solar Trap by Eco Solatec C Ltd. It can be used as bug catcher and also as an outdoor lamp.

Love of Soil Machinery Co Ltd has launched its Power sprayers, Daewon GSI Co. Ltd has launched rice colour sorter, Modoo Energy has launched Rice Seed Germinator, and Dae Kyung Precision Co. Ltd has launched rubber wheel.

India offers great potential with huge market for agricultural implements feels Mr Ghil Soo Jang, Vice Chief, Korea Agricultural Machinery Industry Cooperative.



## UK Pavilion – Interest from dairy sector

British Agrifood Consortium, UKIBC, Cogent Breeding Ltd, and University of Hull Business School are displaying at the Pavilion.

Cogent Breeding Ltd produces bull semen with probability of 90% of having female calf. Ms Gerbrich Andringa, Export Manager, Cogent Beeding Ltd said that there is lot of interest from the Indian dairy sector in this product, however because of trade barriers, we are not able to display or sale this product in India.

Ms Pauline Wade, Head of International Trade, Hull & Humber of Commerce feels that there is lot of scope to increase the trade between India and UK, particularly in agriculture market.

### Today's Highlights

- Inaugural Session – Hotel Shivalik View  
Chief Guest: Shri Sharad Pawar,  
Union Minister of Agriculture
- Interaction with Potential customers – UK Pavilion





# किसान गोष्ठी



Salil Singhal, Chairman Agro Tech 2010, Sardar Sucha Singh Langah, Hon'ble Minister of Agriculture, Government of Punjab, R M Khanna, Chairman, CII Northern Region inaugurating Kisan Goshtis

I am very happy to see an international agro fair organized in Chandigarh. It is great pride for each one of us and especially for the farmers of Punjab since it provides an opportunity of growth to Indian Agriculture by bringing the best in the market at the doorstep.

Sardar Sucha Singh Langah, Hon'ble Minister of Agriculture, Government of Punjab,

Kisan Goshtis at Agro Tech link farmers with corporates. We have reinvented it in line with the theme this year and will be educating farmers on Sustainable Agriculture practices.

Salil Singhal, Chairman Agro Tech 2010

Kisan Goshtis provides an ideal platform to farming community to enhance their skills and knowledge about latest tools and techniques in the agriculture sector

R M Khanna, Chairman, CII Northern Region

Water is an important input for agriculture. We launch Jal Sangram (Surakshit Jal, Sunehra Kal) an awareness campaign on water conservation at Agro Tech 2010.

Bishwambhar Mishra, CEO, Mahindra & Mahindra Ltd (FES), Swaraj Division



### Waterman of Rajasthan

In Alwar, Waterman, Rajendra Singh started the initiative of community driven de- centralized water management focusing on increasing the greenery and conserving rain water through rain water harvesting. Once water became available in rivers the community ensured disciplined use of water. Alwar River Parliament was established 15 years back to provide information on type of land and right type of cultivation required there by experts to farmers. Currently the same model is being replicated in 19 districts of Rajasthan.

### Kisan Goshtis - Kisan Goshti Hall, Parade Ground

- Rain Water Harvesting (1200 - 1215 hrs)
- Horticulture (1215 - 1230 hrs)
- Use of Tensiometers to save water (1230 - 1300 hrs)
- Pani - Pipe technology - Live Demo (1230 - 1300 hrs)
- Emu Farming (1300 - 1330 hrs)
- Bt Cotton and Other Crops (1415 - 1430 hrs)
- System of Rice Intensification (1430 - 1500 hrs)
- Vermicompost (1500 - 1515 hrs)
- Sustainable Farming for a marginal Farmer (1530 - 1600)

#### Success Stories from Progressive Farmers

- Sharing Sustainable Agriculture Experiences (1330 - 1400 hrs)
- Drip Irrigation (1400 - 1415 hrs)
- Seed Management at Farm Level (1515 - 1530 hrs)