



Confederation of Indian Industry



# AGRI TECH South 2018

Towards Robust Agri Value Chain

## Exhibition and Conference on Agri Technology & Innovation

9 - 11 February 2018

Prof. Jayashankar Telangana State Agricultural University,  
Rajendra Nagar, Hyderabad, Telangana, India



Event Sponsor



## Overview of the Agriculture Sector:

India has been an agrarian based economy and continues to play a vital role in nation's growth. Agriculture along with fisheries and forestry, is one of the largest contributors to the Gross Domestic Product (GDP). India has the most favorable agricultural conditions being the 2nd largest agricultural land in the world of about 157.35 million hectares and being home for 15 major climates and 46 soil types in the world. India is the largest producer of spices, pulses, milk, tea, cashew & jute and the 2nd largest producer of wheat, rice, fruits & vegetables, sugarcane, cotton & oilseeds. In FY2017 alone, the total food grain production in India was recorded at 273.83 million tonnes. The emergence of farm technologies integrated with a robust information and communication technology (ICT) framework is still evolving in India and it is critical for both agricultural performance and enhancing farmer's income.

India is also one of the largest manufacturers of farm equipment such as tractors, harvesters & tillers and accounts for nearly one third of the overall tractor production globally. But, mechanization of small farms has been a major challenge in India. Farm mechanization is essential to sustain the interest of small farmers and it further facilitates conservation and sustainable agriculture while improving the livelihood opportunities, income and environmental sustainability. Mechanization interventions have been reported to increase the productivity by 15% and reduce the cost of production to the tune of 20%.

Technology has powered agriculture by helping overcome productivity stagnation, strengthening market linkages and enhancing farm management. In the past, Indian agriculture faced several challenges to grow more food, but it faces even more difficult challenges today and for the future to grow more sustainably and inclusively. Major challenges confronting Indian agriculture are declining total productivity, diminishing and degrading natural resources, a rapidly growing demand for food in terms of quantity & quality, stagnating farm incomes, fragmented land holdings and unprecedented climate change.

One of major challenges for food security in the 21st century is not only improving productivity but also yield stability through

the development of crops which are disease-resistant, pest-resistant and are adaptable to climate change. Precision Agriculture is one technique to directly influence crop productivity and farmers income. It has been established that technology adoption modernizes farmer's production practices and leads to uniform annual returns for farmers, reduced risk of crop failure, and increased yields. Direct applications of digital technology include remote sensing (via satellites), geographic information systems, crop and soil health monitoring and livestock and farm management, among other applications. Soil Management, Water Management, Seed Management, Fertilizer Management, Pest Management, Harvest Management and Post-Harvest Management are the important components of agriculture where technology aids farmers with better information and alternatives.

A lot of discussions & deliberations by all the stakeholders are necessary to find the right solutions in order to empower and transform the agriculture sector of India. Hence, we are at the right juncture and Hyderabad is the right place to discuss and address several aspects of the Agriculture.

In this context, CII in association with Government of Telangana are organizing Agri Tech South 2018, a three day Exhibition and two day Conference at Professor Jayashankar Telangana State Agricultural University (PJTSAU), Rajendra Nagar, Hyderabad during 09-11 February 2018.

### Agri Tech South 2018, Conference on 'Smart & Sustainable Technologies for a Better Tomorrow':

The objective of Agri Tech South 2018 Conference is to bring all the stakeholders of Agriculture production in the Southern States of India together and create business opportunities to the technology holders and also importantly introduce practical learning to the technology users. The platform will also foster cross pollination of new ideas, technologies and methodologies. Agri Tech South 2018 will also link technology holders and the user industry, with special focus on farmer-expert interface.



## Agri Tech South 2018, Exhibition on 'Agriculture Technology & Innovation':

Confederation of Indian Industry (CII), as a part of its initiatives to promote agriculture and its allied sectors, has launched an exclusive show for Agri-Industry, Agri Tech SOUTH 2018, exhibition-cum-conference which intends to achieve sustainable growth in agricultural sector.

As a value addition to Agri Tech South 2018, the main focus areas will be on Crop Diversification, Micro-irrigation, Integrated Farming System, E-NAM & Insurance, Post-Harvest Management, Enhancing Productivity, Hi-tech Cultivation, Farm Mechanization which favors the aim of Doubling Farmers income, Increase the farm productivity, the schemes and initiatives of Government of India and State Governments.

With the penetration of technology in agriculture sector, organizations are increasingly seeing their competitor lists grow multi-fold because of two prime reasons; new agri-preneurs coming out with innovative ideas and other industries getting into

each other's line of businesses. Industries are also exploring re-skilling initiatives for agriculture as newer technology means new skills. And not just organizations, Governments are also constantly on the lookout to see how best they can serve agriculture and allied sectors. Government also strongly feel the need for technology to reach out to agriculture effectively and efficiently.

### Event Highlights:

- Organised in association with Government of Telangana & Prof. Jayashankar Telangana State Agriculture University
- 3 Days exhibition with 4000+ Sqm area
- 100+ Exhibitors
- 30,000+ visitors
- Demonstration on green house, irrigation methods and agriculture implements
- Experience centre for farmers on various implements
- Workshops and training sessions on various topics

## Opportunities For Exhibition Space

Stand Type	Minimum stall Size	CII Member Rate/ sqm (INR)	Non Member Rate/ sqm (INR)	Intl. Exhibitor Rate/ sqm (US\$)	Description
Open to sky Bare Space	36 Sqm	3000	3500	75	Open to sky space in ground. Exhibitor to construct complete infrastructure, CII will provide only space
Semi Open Display Area	36 sqm	4000	4500	105	36 Sqm Built-up stall with carpet, Table, Chair, Lighting, Single Phase Power Socket with Power & option to take raw space at INR 3000 /sqm for demonstration
Indoor Raw Space	18sqm	4000	4500	105	Raw Space inside Non A/C Hanger Exhibitor to construct & Fabricate Stall/Displays. CII will provide only bare space
Indoor Built-up Stall	9sqm	5000	5500	125	Built-up stall inside Non A/C Hanger: Ready to use stall with carpet, Table, Chair, Lighting, Single Phase Power Socket with Power



# Confederation of Indian Industry (CII)

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8,500 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 250 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women and water to name a few.

The CII theme for 2017-18, India Together: Inclusive. Ahead. Responsible emphasizes Industry's role in partnering Government to accelerate India's growth and development. The focus will be on key enablers such as job creation; skill development and training; affirmative action; women parity; new models of development; sustainability; corporate social responsibility, governance and transparency.

With 67 offices, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Iran, Singapore, South Africa, UK and USA as well as institutional partnerships with 344 counterpart organizations in 129 countries, CII serves as a reference point for Indian industry and the international business community.



## For more information Contact:

### M Dinesh Babu

M: +91 8008234556

Email: macha.dinesh@cii.in

### Anurag Sharma

M: +91 7702221720

Email: anurag.sharma@cii.in



Confederation of Indian Industry

## Confederation of Indian Industry (CII)

# 1-11-252/9, Plot No.7, 'Regal House'

Motilal Nehru Nagar, Begumpet, Hyderabad – 500016.

Ph: 040-2776 5933 / 5964 / 5967; Fax 040-27766116

Mobile: 9295959456; Email: cii.hyderabad@cii.in