



Confederation of Indian Industry
Business and Beyond
125 Years: 1895-2020



Government of Telangana



AGRI TECH
South 2020
Towards a Robust Agri Value Chain

AGRI VISION
2020

2nd Edition of Exhibition and Conference on Agri-technology & Innovation

22 - 24 February 2020

Venue: Professor Jayashankar Telangana State Agricultural University, Rajendra Nagar, Hyderabad



Overview of the Agriculture Sector

Agriculture is the most important sector of Indian Economy. Indian agriculture sector accounts for 18 per cent of India's gross domestic product (GDP) and provides employment to 50% of the workforce. India is the world's largest producer of pulses, rice, wheat, spices and spice products. India has emerged as the second largest producer of fruits and vegetables in the world. Most of the Indians are directly or indirectly depending on the agriculture. Some are directly attached with the farming and some other people are involved in doing business with these goods

It has been established that technology adoption has powered agriculture by helping overcome productivity stagnation, strengthening market linkages, and enhancing farm management. Integration of farm technologies with a robust Information and Communication Technology framework is progressing at a faster pace with the emergence of new startups in India. It is critical to tap the emerging technologies like IoT, Drones and Artificial Intelligence, Precision Agriculture, Hydroponics and Organic farming towards better crop productivity and enhancing farmers' income. Managing of Soil, Water, Seed, Fertilizer, Pest, Harvest and Post-Harvest are the important components of agriculture, where technology aid farmers with better information and alternatives.

There are several barriers for the research and technology from lab to reach the farm, which is vital for the growth of agriculture. Towards promoting technology, innovation & best practices in Indian Agriculture, Confederation of Indian Industry (CII) in association with Prof. Jayashankar Telangana State Agricultural University (PJTSAU) is organizing the 2nd edition of AGRITECH SOUTH, an exclusive biennial exhibition for 3 days and also the 2nd edition of AGRIVISION, an annual Conference for 2 days on the latest developments in Agriculture.



AGRIVISION 2020, Conference on 'Transforming Agriculture through Technology'

The objective of AGRIVISION, a 2-day Conference is to bring all the stakeholders of Agriculture production in India and across the world 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. AGRIVISION 2020 will also link technology holders and the user industry, with special focus on farmer-expert interface. Experts from industry & eminent scientists from R&D Institutes across the world, policy makers & officials from government will be addressing in the two-day conference.



Conference Highlights:

- 2 day conference
- 10 Sessions
- 40+ speakers
- 1000+ participants



Sessions of the Conference:

- Intelligent Agriculture: Harnessing the Power of AI and digital technologies
- Robotics & Automation: Enabling Agriculture through Robotics & farm Machinery
- Combating Climate Change: Cutting edge Tools and Technologies for Soil and Water management
- Advances in Animal based Agriculture: Role of Livestock in sustainable agriculture
- Advances in Horticulture: Current Trends and Emerging Challenges
- Food Processing & Post-Harvest management: Their role in improving food and nutrition security
- Organic Farming & Hydroponics: The way forward
- Farmer Producer Organization: Role of FPOs in improving Market linkages
- Success Stories and Experiences from Innovative Farmers



AGRITECH SOUTH 2020, 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, AGRITECH SOUTH 2020, a 3-day exhibition which intends to achieve sustainable growth in agricultural sector.

This exhibition works as an ideal interaction platform between the Farm Producers and the Agro Industry. By creating linkages for value creation and value addition, the exhibition offers varied business opportunities to the technology holders as well as practical learning to the technology users.



Event Highlights

- Organized in association with Government of Telangana & Prof. Jayashankar Telangana State Agriculture University
- 3 Days exhibition
- 5000+ Sqm area
- 150+ Exhibitors
- 50,000 + visitors
- Experience center for farmers on various implements
- Workshops and training sessions on various topics

Few Invited Speakers

Shri Venkaiah Naidu

Vice President of India

Shri Niranjan Reddy

Minister for Agriculture, Co-operation & Marketing, Govt of Telangana

Dr Trilochan Mohapatra

Secretary, Department of Agricultural Research and Education (DARE) & Director General, ICAR

Dr Harsh Kumar Bhanwala,

Chairman, NABARD

Dr Ayyappan

Former Secretary (DARE) & DG (ICAR); Chancellor CAU, Imphal

Dr Joykrushna Jena

Deputy Director General
Division of Fisheries Science, ICAR

Dr Praveen Rao

Vice Chancellor, PJTSAU

Mr Duraiswami Narain

South Asia and Country Division Head,
Crop Science, BAYER

Dr Subba Rao

Managing Director - South Asia,
Corteva Agriscience, Dupont

Dr HP Singh

Former DDG, ICAR and Chairman,
CHAI

Dr AK Singh

DDG Horticulture, ICAR

Mr Ramesh Datla

Executive Chairman, Elico Group

Mr Randhir Chauhan

Managing Director,
Netafim Irrigation India Pvt Ltd

Mr Rajesh Jejurikar

Chief Executive - Farm Equipment,
Mahindra & Mahindra

Mr Suresh Chitturi

Managing Director,
Srinivasa Farms Pvt Ltd

Mr D Sunil Reddy

Managing Director, Dodla Dairy

Mr Vilas Shinde

Director, Sahyadri Farms

Retrospect 2018 & 2019



Live Demonstrations

- Drones
- Greenhouses
- Irrigation methods
- Agriculture machinery & implements

Participants' profile

Farmers, senior executives & professionals from industry, manufacturers, traders, dealers & exporters of farm equipment, seeds, fertilizers and other agricultural products, digital solutions providers, researchers, scientists, bankers, professional consultants, students and all the stakeholders of agriculture value chain.

Exhibitors' profile:

- | | | |
|--|---|---|
| 1) Organic Agriculture | 11) Aquaculture | 21) Fertilizers, Pesticides & Insecticides |
| 2) FPO organizations | 12) Warehousing & Cold storages | 22) Banks & Insurance Services |
| 3) Artificial Intelligence & Precision farming | 13) Supply chains and logistics | 23) State & Central Govt. Department/Agencies |
| 4) Remote sensing | 14) Food processing machinery | 24) R&D Institutions |
| 5) Drones | 15) Packaging machinery | 25) Start-ups and Consultancies |
| 6) Soil testing and seed testing | 16) Horticulture, Floriculture & Nursery Industry | 26) Dealers & Distributors |
| 7) Irrigation and Water Technologies | 17) Vertical farming & Hydroponics | 27) Traders & Exporters |
| 8) Agricultural machinery & tools | 18) New varieties, Herbal & medicinal plants | 28) Farming Consultants |
| 9) Greenhouses&Polyhouses | 19) Seed companies | 29) Trade Magazines |
| 10) Livestock & Dairy Farming | 20) Plant breeding & Biotechnology | |

About 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 engages closely with Government on policy issues and interfaces with thought leaders to enhance efficiency, competitiveness and business opportunities for industry through a wide portfolio of specialized services and strategic global linkages. It also provides a platform for consensusbuilding and networking on key issues. Extending its agenda beyond business, CII facilitates corporate initiatives for integrated and inclusive development across diverse domains.

India is now set to become a US\$ 5 trillion economy in the next five years and Indian industry will remain the principal growth engine for achieving this target. With the theme for 2019-20 as 'Competitiveness of India Inc - India@75: Forging Ahead', CII will focus on five priority areas which would enable the country to stay on a solid growth track. These are - employment generation, ruralurban connect, energy security, environmental sustainability and governance.

Founded in 1895 and celebrating 125 years in 2020, India's premier business association has more than 9100 members, from the private as well as public sectors, and an indirect membership of over 300,000 enterprises from around 291 national and regional sectoral industry bodies. With 68 offices, including 9 Centres of Excellence in India, and 11 overseas offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

About PJTSAU:

The Youngest Agricultural University located in Telangana State, instituted on the 3rd of September 2014, Professor Jayashankar Telangana State Agricultural University (PJTSAU) has been ranked 6th among the Indian Agricultural Universities by Indian Council of Agricultural Research. It strives to produce globally competitive human capital, generate cutting edge technologies to address contemporary challenges of Agriculture and allied sectors and evolve responsive and dynamic farmer outreach mechanisms through its dedicated faculty.

More than 3500 students are mentored by a 540 strong well qualified young and committed faculty in the nine constituent colleges, six in Agriculture, one each in Agricultural Engineering, Food Science & Technology and Home Science, offering four undergraduate degree programmes, 24 postgraduate and 17 doctoral programmes in various faculties. In addition, there are 13 Polytechnics (eleven in Agriculture, one each in Seed Technology and Agricultural Engineering) offering two year Diploma in Agriculture and Seed Technology in Telugu, three year Diploma in Agricultural Engineering in English to train para technical agricultural work force. The 15 research stations across the state focus on developing climate resilient crop varieties, sustainable natural resource management, post harvest technology, Community science, farm mechanization and precision agriculture technologies. The 9 DAATTC and 8 KVKs serve as PJTSAU's ambassadors for the research technologies to take root in the farmers fields. The PJTSAU actively engages with national and international academic/research organizations and private industry for collaborative research and academic pursuits.

For more information Contact:

Mr Anurag Sharma

Tel: +91- 40 27765964

Email: anurag.sharma@cii.in

Mr M Narender

Tel: +91- 40 27765964

Email: narender.m@cii.in



Confederation of Indian Industry (CII)

1-11-252/9, Plot No.7, 'Regal House' Motilal Nehru Nagar, Begumpet, Hyderabad – 500016.

Confederation of Indian Industry Ph: 040-2776 5933 / 5964 / 5967; Fax 040-27766116 Email: cii.hyderabad@cii.in