



ಭಾ. ಕೃ. ಅನು. ಪ - ಭಾರತೀಯ ತೋಟಗಾರಿಕೆ ಸಂಶೋಧನಾ ಸಂಸ್ಥೆ
ಹೆಸರಗಟ್ಟ ಕೆರೆ ಅಂಚೆ, ಬೆಂಗಳೂರು-560089.

ಭಾ.ಕೃ.ಅನು.ಪ-ಭಾರತೀಯ ಬಾಗವಾನಿ ಅನುಸಂಧಾನ ಸಂಸ್ಥಾನ
ಹೆಸರಗಟ್ಟ ಲೇಕ್ ಪೋಸ್ಟ್, ಬೆಂಗಳೂರು - 560089

ICAR-Indian Institute of Horticultural Research
Hesaraghatta Lake Post, Bengaluru - 560089



ರಾಷ್ಟ್ರೀಯ ತೋಟಗಾರಿಕಾ ಮೇಳ
ಗ್ರಾಮೀಣ ಸಮೃದ್ಧಿಗಾಗಿ ತೋಟಗಾರಿಕೆ

राष्ट्रीय बागवानी मेला

ग्रामीण समृद्धि को बढ़ावा देने के लिए बागवानी

Jan 23-25, 2019

National Horticultural Fair - 2019

Horticulture for Promoting Rural Prosperity



ಸ್ಥಳ: ಐ.ಸಿ.ಎ.ಆರ್ - ಐ.ಐ.ಎಚ್.ಆರ್ ಆವರಣ, ಹೆಸರಗಟ್ಟ-560089

ಸ್ಥಾನ : ಭಾ.ಕೃ.ಅನು.ಪ. - ಭಾ.ಬಾ.ಅನು.ಸಂ., ಹೆಸರಗಟ್ಟ, ಬೆಂಗಳೂರು - 560089

Venue : ICAR-IIHR, Hesaraghatta, Bengaluru-560089



National Horticultural Fair 2019

Indian Institute of Horticultural Research (IIHR) under Indian Council of Agricultural Research, (ICAR), New Delhi, Department of Agricultural Research and Education (DARE), Ministry of Agriculture, Government of India, is a premier institute established in 1967. The institute is playing a major role in boosting horticultural growth in the country through evolving high yielding, disease and pest resistant varieties of fruits, vegetables, ornamental, medicinal & aromatic crops and mushrooms. Institute has developed various technologies on water & nutrient management, climate resilience, tolerance to biotic and abiotic stresses, soil and plant health management, post-harvest management, value addition and farm mechanization.

The institute takes pride in being an innovative hub for commercialization of a number of innovations in the area of seed and quality planting materials, diagnostics, bio-control, bio-pesticide, 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 dissemination of its outcomes to the stakeholders and also offers the services of technical guidance, supply of farmer-friendly literature and technology commercialization.

About the National Horticultural Fair

The ICAR-Indian Institute of Horticultural Research, Hesaraghatta, Bengaluru is organizing National Horticultural Fair-2019 during 23-25th January 2019 in collaboration with Society for Promotion of Horticulture, Bengaluru; Department of Horticulture, Government of Karnataka, National Horticulture Board, Gurugram & CDB (DAC).

The programme of three days aims at

- Knowledge sharing on innovations in horticulture through showcasing of technologies and demonstrations.
- Providing 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 discussions on emerging challenges in Horticulture for effective dissemination of horticultural technologies.

Salient activities of the National Horticultural Fair

- Live demonstration of improved varieties and technologies.
- Exhibition stalls from ICAR institutes, Agricultural Universities, Developmental Departments, non-governmental organizations (NGOs), private industries, etc.,
- Farmers-Scientists discussions on emerging challenges & solutions.
- Sale of seeds, planting material, products from ICAR-IIHR and private entrepreneurs.
- Felicitation of innovative farmers in recognition of their contributions.

Subjects covered in the National Horticultural Fair

- Production and protection technologies in Fruits, Vegetable crops, Ornamental crops, Medicinal & Aromatic crops, Mushrooms, Plantation crops and Spices.
- Nursery & industries providing planting materials (Planting material providers).
- Protected Cultivation
- Horticulture based mixed farming system
- Post-harvest technology & value addition
- Mechanization in horticulture.

Exhibition profile - cum - sale

- Seeds & planting materials
- IIHR-ATIC services & products
- Food processing & packaging
- Research & Development
- Market functionaries
- Financial institutions
- Pesticides
- Garden accessories
- Tissue culture protocols/ plants
- Irrigation systems
- Green house & accessories
- Organic farming & IFS
- Agri Export services
- Plant nutrients
- Plant growth modifiers
- Government, semi-government, NGOs
- Sthree Shakti Groups, SHGs, FIGs & FPOs
- Business Incubation Process

Exhibition stalls

The NHF-2019 will have 130 hi-tech stalls of size 10' x 10'. Stall charges will be Rs. 10,000/+ 18% GST for three days and they may be booked in advance by remitting the stall charges along with duly filled registration form (enclosed) on or before December 20, 2018. For nursery, animals and machinery display, shamiana stalls of size 10' X 20' will be provided. For booking these stalls, kindly contact **Dr. T.S. Aghora, Principal Scientist**, ICAR-IIHR (E-mail: Aghora.TS@icar.gov.in; tsaghor@gmail.com Mobile: +91-99861 00079).

Publication

It has been decided to publish a "Directory of Horticulture" consisting of the addresses of the firms/ companies dealing with horticulture. Interested companies, firms, nurseries etc., can advertise their profile and the details of the products in the Directory. The charges for the advertisement in the Directory are as follows:

1. Back Cover page (color) - Rs.1.0 lakh
2. Back Cover inside page (color) - Rs.0.5 lakh
3. Full page inside (color) - Rs.0.25 lakh
4. Half page inside (color) - Rs.0.15 lakh

For advertisements in the directory, kindly contact **Dr. C. Aswath, Principal Scientist**, ICAR-IIHR (E-mail: Aswath.C@icar.gov.in; aswathiihr@gmail.com Mobile: +91-9902522229).

Sponsorships

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

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

Individual sponsors shall be provided with the following facilities:

- a) For Platinum and Gold sponsors, two hi tech stalls (10' x 10') will be given for exhibition and names/logo will be prominently displayed in strategic locations of the venue and in the "Directory of Horticulture".
- b) For Silver sponsors, one stall (10' x 10') will be given and names/logo will be prominently displayed in strategic locations of the venue and in the "Directory of Horticulture".

The payment for stalls, advertisement and sponsorship can be made through account payee DD, drawn in favour of **Society for Promotion of Horticulture** and sent to the **Secretary, SPH, IIHR, Bengaluru-89** by **Registered post**. Alternatively, payment can also be done 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: ICAR-Indian Institute of Horticultural Research, Bengaluru

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 (BMTC) buses.

Organizing Committee

Dr. Trilochana Mohapatra, Chief Patron, Secretary DARE and DG ICAR, New Delhi.
Dr. A. K. Singh, Patron, DDG (Hort Sciences) ICAR, New Delhi.
Dr. M.R. Dinesh, Chairman, Director, ICAR-Indian Institute of Horticultural Research, Bengaluru.
Dr. Ariz Ahammed, Managing Director, National Horticulture Board, Gurugram.
Dr. B.N. Srinivasa Murthy, Commissioner of Horticulture, DAC, Govt of India, New Delhi.
Mr. Y. S. Patil, Director, Department of Horticulture, Govt of Karnataka, Bengaluru.
Dr. A. T. Sadashiva, Organizing Secretary, Head and Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. T. S. Aghora, Member Secretary, Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. C. Aswath, Principal Scientist, ICAR-IIHR and General Secretary, SPH, Bengaluru.
Dr. M.V. Dhananjaya, Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. S.S. Hebbar, Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. C. K. Narayana, In charge- PME and Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. R. Venkattakumar, Head and Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. B. Narayanaswamy, Principal Scientist, ICAR-IIHR, Bengaluru.

Dr. M.R. Dinesh, Chairman, Organizing Committee

Director, ICAR-Indian Institute of Horticultural Research, Bengaluru-560 089

Telephone: 080-23086100; Fax: 080-28466291

Email: director.iihr@icar.gov.in

Website: <http://www.iihr.res.in>

For further information and registration for National Horticultural Fair, Please contact:

Dr. A. T. Sadashiva, Organizing Secretary

Principal Scientist and Head, Division of Vegetable Crops,
ICAR-Indian Institute of Horticultural Research, Bengaluru-560 089

Email: Sadashiva.AT@icar.gov.in; Mobile: 9845097472

Dr. T. S. Aghora, Member Secretary

Principal Scientist, Division of Vegetable Crops,
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