



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



National Horticulture Fair - 2020

HORTICULTURE : Making Farming An Enterprise



5-8 FEBRUARY, 2020



ICAR-Indian Institute of Horticultural Research

- ICAR-IIHR, Bengaluru was established in 1967.
- Presently working on 54 horticultural crops (13 fruits, 26 vegetables, 10 flowers and 5 medicinal crops)
- Released 289 varieties viz., 34 in fruits, 131 in vegetables, 111 in flowers and 13 in medicinal crops
- 145 technologies of crop production and protection have been released.
- 80 technologies have been commercialised to 400 clients with 800 licences
- More than 300 students have completed post graduation studies
- Institute is contributing more than Rs.13,000 crores annually to the horticulture sector in the country



About National Horticulture Fair 2020

The ICAR-Indian Institute of Horticultural Research, Hesaraghatta, Bengaluru is organizing National Horticulture Fair-2020 during 5-8 February in collaboration with Society for Promotion of Horticulture, Bengaluru; Department of Horticulture, Government of Karnataka, National Horticulture Board, Gurugram & Karnataka State Department of Agriculture.

Programme Aims at

Knowledge sharing on innovations in horticulture through showcasing of technologies and demonstrations.

Scientists - Farmers - Stakeholders discussions on emerging challenges in Horticulture for effective dissemination of horticultural technologies.

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.



Salient Activities of Previous National Horticulture Fair



Exhibition stalls from ICAR institutes, Agricultural Universities, Developmental Departments, non-governmental organizations (NGOs), private industries, etc.,

Live demonstration of improved varieties and technologies.



Farmers- Scientists discussions



Sale of seeds, planting material, products from ICAR-IIHR and private entrepreneurs.



Felicitation of innovative farmers in recognition of their contributions.



National Horticulture Fair has...

01. Production and protection technologies in Fruits, Vegetables, Flowers, Medicinal & Aromatic crops, Mushrooms, Plantation crops and Spices.

02. Nursery & industries providing planting materials (Planting material providers).

03. Protected Cultivation

04. Horticulture based mixed farming system

05. Post-harvest technology & value addition

06. Mechanization in horticulture.

Exhibition Profile - Cum - Sale

- Seed & planting material
- IIHR-ATIC services & products
- Food processing & packaging
- Research & Development
- Market functionaries
- Financial institutions
- Horticulture Inputs
- 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-2020 will have 150 hi-tech stalls of size 10' x 10' Stall charges will be Rs. 15,000/ + 18% GST for three days
- Advance booking should be done for the stall charges along with duly filled registration form (enclosed) on or before December 20, 2019.
- For nursery, animals and machinery display, shamiana stalls of size 10' X 20' will be provided.

For booking these stalls, kindly contact:

Dr. Dhananjaya M V

Principal Scientist, ICAR-IIHR

Email: Dhananjaya.MV@icar.gov.in

Mobile: +91-9141704357

+91-9379079274

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 Following Facilities

- For Platinum and Gold sponsors, three hi tech stalls (10' x 10') will be given for exhibition and names/logo will be prominently displayed in strategic locations of the venue.
- For Silver sponsors, two stalls (10' x 10') will be given and names/logo will be prominently displayed in strategic locations of the venue.
- 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,
Bank Account Number: 00000037807617355,
Nature of Bank Account: Current Account
MICR No. : 560002588

Name & Address of the Bank Branch:

State Bank of India, Hesaraghatta branch,
Hesaraghatta Lake Post, Bengaluru-560089 ;
Branch code: 41187; IFSC Code: SBIN0041187



ICAR- Indian Institute Of Horticultural Research

Hesaraghatta Lake Post, Bengaluru-560089

National Horticulture Fair-2020

“Horticulture: Making Farming An Enterprise”

(February 5th-8th, 2020)

Venue: IIHR, Hesaraghatta, Bengaluru

Application form for registration of stalls

Name of the Organization/ Firm/ Unit:

Address:

Contact Person With Phone Number:

Email: _____

Number of stalls to be booked: _____

Amount (Rs): _____

Payment mode: DD No. & Date: _____

NEFT/RTGS Details: _____

Category of Participation:

(please see behind for categories)

Please fill up this form to book your stall in
National Horticulture Fair -2020 ▲

Exhibition Profile Cum Sale

- Seeds & planting materials
- Irrigation systems
- Fertilizers / Pesticides
- Food processing & packaging
- Green House & accessories
- Agri Export services
- Market functionaries
- Plant growth modifiers
- Financial institutions
- Government, semi-government agencies, NGO's
- Tissue culture
- Stree Shakti Group/ SHGs
- Garden accessories
- FIGs & FPOs
- Business Incubation Centers
- ITKs
- Others (please specify)

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- For nursery, animals and machinery display, shamiana stalls of size 10' X 20' will be provided.
- For booking these stalls, kindly contact:
Dr. Dhananjaya M V
Principal Scientist, ICAR-IIHR
Email: Dhananjaya.MV@icar.gov.in
Mobile: +91-9141704357 / +91-9379079274
- The payment can be done through account payee DD drawn in favour of "Society for Promotion Horticulture, ICAR-IIHR, Bengaluru", payable at Bengaluru.
- Alternatively, payment could also be done through NEFT/RTGS

Name of Beneficiary:

Society for Promotion of Horticulture ICAR-IIHR, Bengaluru,
State Bank of India

Bank Account Number: 00000037807617355,

Nature of Bank Account: Current Account

IFSC Code: SBIN0041187

MICR No. : 560002588

Date:

Place:

Signature :

Please fill up this form to book your stall in
National Horticulture Fair -2020 ▲

• Workshop on “Urban Horticulture”

(Dates : 5th, 6th, 7th, & 8th February, 2020)

A concept of “Farm to Table” or “Vertical / Terrace Gardening” has been designed to grow fresh veggies, flowers and fruits in your backyard or on terrace.

The workshop content includes

- Site selection
 - Selection of right material to grow including media, seed, water, fertilizer/manure, biopesticides and conversion of kitchen waste to manure etc,
 - Live demonstration of sowing, transplanting, identification and elimination of pests organically.
 - Vertical farming models
 - Do's and Don'ts of vertical gardening
- Those who are interested in one day workshop have to pay the registration fee of Rs 1500/- only (which includes lunch and excludes transportation) to Society for Promotion of Horticulture, State Bank of India.
Current Account No. 00000037807617355,
IFS code SBIN0041187
- For further details regarding one day workshop, please contact

Dr. C. Aswath

9902522229 or mail at sphiihr2005@gmail.com



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
- The institute is well connected by the service of Bengaluru Metropolitan Transport Corporation (BMTc) buses.

Demonstration Highlights of Previous National Horticulture Fair

(Theme : Horticulture for Promoting Rural Prosperity)

- More than 25000 farmers from 22 states participated
- 120 improved/disease resistant varieties in 40 crops (58 vegetables, 15 fruits, 34 flowers and 13 medicinal crops) were demonstrated
- Horticulture based integrated cropping system involving the components viz., fisheries, bee keeping, dairy were exhibited
- Plots of IDM, IPM, INM and protected cultivation
- Exhibited soilless cultivation of vegetable crops
- Climate resilient horticulture technologies
- 158 stalls showcasing various inputs for horticultural crops



Organizing Committee

- Dr. Trilochana Nohapatra, Chief Patron, Secretary DARE and DG ICAR, New Delhi.
- Dr. Anand Kumar Singh, Patron, DDG (Hort Sciences) ICAR, New Delhi.
- Dr. M.R. Dinesh, Chairman, Director, ICAR-Indian Institute of Horticultural Research, Bengaluru.
- Shri B. Srinivas, Managing Director, National Horticulture Board, Gurugram.
- Dr. B.N. Srinivasa Murthy, Commissioner of Horticulture, DAC, Govt of India, New Delhi.
- Shri B.Y. Srinivas, Director, Department of Agriculture, Govt of Kanataka, Bengaluru.
- Shri B.Venkatesh, Director Department of Horticulture, Govt of Kanataka, Bengaluru.
- Dr. Dhananjaya M.V, Organizing Secretary, Principal Scientist, ICAR-IIHR, Bengaluru.
- Dr. T. S. Aghora, In-charge PNE, Principal Scientist, ICAR-IIHR, Bengaluru.
- Dr. C. Aswath, Principal Scientist, ICAR-IIHR and General Secretary, SPH, Bengaluru.
- Dr. S.S. Hebbar, Nodal Officer, Farm Management & Principal Scientist, ICAR-IIHR, Bengaluru.
- Dr. C. K. Narayana, and Principal Scientist, ICAR-IIHR, Bengaluru, CEO, BESST-HORT
- Dr. R. Venkattakumar, Head and Principal Scientist, ICAR-IIHR, Bengaluru.
- Dr. B. Narayanswamy, Principal Scientist, ICAR-IIHR, Bengaluru.

Head Office Details & Address

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>



Trade Mark of ICAR-IIHR

For Further Details Contact

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

Dr. M.V Dhananjaya, Organizing Secretary

Principal Scientist, Division of Vegetable Crops,

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

Email: Dhananjaya.MV@icar.gov.in; Mobile: +91 9141704357/ +91 9379079274