



Krishi BHARAT



कृषिभारत

Harvesting Innovation
for Sustainable Agriculture

15 – 18 November 2024
Lucknow, Uttar Pradesh



Confederation of Indian Industry



Department of Agriculture
Government of Uttar Pradesh



www.agrotech-india.com



**FROM
PLOUGH
TO PIXEL**

REVOLUTIONIZING
AGRICULTURE.

ABOUT AGRI INDUSTRY

Agriculture plays a significant role in India's growing economy. With around 54.6% of the total workforce involved in agriculture and allied sector activities, the sector is estimated to contribute 18.2% of the country's gross value added (GVA) in the FY 2024-25. Currently, the country recorded US\$ 38.2 billion (for the quarter ending September 2023) in total agriculture exports, the sector also recorded US\$ 50.2 billion export a 20% increase from US\$ 41.3 billion in 2020-21. It is projected that the Indian agriculture sector will grow by 3.5% in FY23 and estimated export of US\$ 55.1 billion in the FY 2024-25.

OPPORTUNITY INDIA

The current state of Indian agriculture reflects a heavy reliance on conventional practices such as monoculture, excessive use of fertilizers and pesticides, flood irrigation, with limited technology adoption. Despite having a vast cultivable land of approximately 193.8 million hectares, the yield remains to be meagre 2.5 tons per hectare highlighting huge opportunity for enhancing productivity and growth.

TECHNOLOGY & INNOVATIONS IN AGRICULTURE: INDIA

The traditional landscape of Indian agriculture is undergoing a significant transformation as technology adoption becomes increasingly prevalent. In a departure from age-old practices, farmers are now integrating technology to enhance efficiency, productivity, and overall profitability.

This paradigm shift is propelled by a confluence of factors, including the widespread ownership of mobile phones in rural areas, where over 90% of the population now possesses this essential tool, providing unprecedented access to information, markets, and technology-driven services.

GOVERNMENT INITIATIVES

The performance of the agriculture and allied sector has been buoyant over the past several years, much of which is on account of the measures taken by the government to augment crop and livestock productivity, ensure certainty of returns to the farmers through price support, promote crop diversification,

improve market infrastructure through the impetus provided for the setting up of farmer-producer organizations and promotion of investment in infrastructure facilities through the Agriculture Infrastructure Fund.

ABOUT EVENT

Established in 1994, CII AgroTech India has witnessed tremendous growth over the years, evolving into a globally recognized event. With participation from the diverse stakeholders from India and Overseas, it stands as a significant biennial event in the country's agricultural sector.

Relocating to Lucknow: Recognizing the immense potential and opportunity in Uttar Pradesh, this year, CII AgroTech India, now rechristened as CII AgroTech India-Krishi Bharat, has moved to Lucknow, Uttar Pradesh.

With a focus on sustainable practices and modernization, CII AgroTech India – Krishi Bharat will provide a unique opportunity to discuss and explore the latest developments in Indian agriculture while playing a crucial role in driving the growth and progress of the agricultural industry in India.

WHY UTTAR PRADESH

With the state's vast land area of 68.7% dedicated to cultivation, Uttar Pradesh holds a crucial position in India's agriculture contributing significantly to the nation's food production. The presence of a wide ecosystem including farm equipment manufacturers, food processing industry, R&D Centers, training zones combined with better irrigation ratio, road density, and trade between agriculture and industry, provides added opportunities for collaboration & development of the agri sector. The state also offers a wide range of subsidies, policy and fiscal incentives towards the holistic growth of agri and food sector making it a perfect location for CII AgroTech India-Krishi Bharat 2024.

EXHIBITOR PROFILE*



Livestock Management
& Dairy Technology



Enabling Credit & Technology
in Agri Business



Agri Farm Machinery
and Implements



Improving Food Value
& Cold Chain



Agri Inputs & Innovative
Farming Techniques



Sustainable management
of water in agriculture





VISITOR PROFILE*

B2G VISITOR PROFILE*

 **AGRICULTURAL BUILDING CONTRACTORS**

 **AGRI ENGINEERING UNITS**

 **AGRO INDUSTRY CORPORATIONS ETC**

 **AGRICULTURAL TRADE COUNSELLORS**

 **AGRI MARKETING BRANDS**

 **AGRI INSTITUTES**

 **AGRI STUDENTS**

 **KRISHI VIGYAN KENDRA HEADS**

 **DEALER & DISTRIBUTORS**

 **ENTREPRENEURS**

FARMERS
(All types including Feed Millers, Layer Farmers, Broilers Farmers, Breeding Farmers, Aqua Farmers)

 **UNIVERSITIES & RESEARCH INSTITUTIONS**


 **PROGRESSIVE FARMERS**

 **FARM CONTRACTORS**

 **FPO'S / ASSOCIATIONS**


 **CENTRAL & STATE GOVERNMENT AGENCIES, PSU'S**

 **MARKET AGENTS**

 **MANUFACTURERS PRODUCERS & OEM'S**

 **PURCHASE HEADS**

 **OVERSEAS DELEGATIONS**

 **RESEARCH & DEVELOPMENT AGENCIES**

 **SEED CERTIFYING AGENCIES**

 **STATE AGRICULTURE DEPARTMENTS**



*List is illustrative



CII AGRO
TECH
INDIA 2022

RETROSPECT

Partner Country



Germany

Focus Country



Australia

Guest Countries



The Netherlands



Canada



Partners



Ministry of Agriculture
& Farmers Welfare,
Government of India



Host States



Government of Haryana



Government of Punjab



Partner State



JAMMU & KASHMIR TRADE PROMOTION ORGANIZATION
(A Government of J&K Undertaking)



One District - One Product
Jammu & Kashmir



Supported by



CII-Jubilant Bhorla
Food and Agriculture Centre of Excellence


1000
Product Displays


248
Exhibitors
Including
197 Domestic,
27 Overseas,
24 Startup
18 States &
5 Countries


7
Conferences


2 State
Sessions


148
Speakers/
Experts from
Industry

150+
Partner brands
& organisations



2 CEO's
Roundtable
on Policy
Regulations

100+
Experts from
Government




CII AGRO
TECH
INDIA 2022

RETROSPECT

248

Exhibitors

199 Domestic, 27
International &
24 Startups
Participated for



Display of
State-of-the-art
Equipment & Technology



Market Penetration



Brand Visibility &
Media Exposure



Understanding
The Market Needs



Business Collaborations/
Joint Ventures

91% of exhibitors said that
their objectives were achieved

95% of exhibitors said that they
are interested in participating
at the next edition

Over 4238

Business
Visitors
Visited
to



Know About New
Innovations & Technology



Explore New Markets
& Forge Strategic Tie-ups



Understand Evolving
Trends



Seek Funding For
Ventures & Research Work



Discover Overseas Market/
Expand Business Reach



Evaluate Market
Competition

87% of visitors expressed that
their objectives were achieved

93% of visitors said that they
are interested in visiting
the next edition

70,000+

Farmers Visited
& Participated
in Interactive
Sessions to



Learn to Use
New Technology



Familiarise with
Best practices



Learn Business
Modules from
Overseas
Agripreneurs



Understand The
Dynamics of
Market

90% of farmers expressed
that their objectives were achieved

95% of farmers said that they
are interested in visiting
the next edition

2,583 B2B

& numerous B2G
Meetings
facilitated for



Partnership to
Spur Growth



Marketing /
Brand Awareness



Exploring New
Business
Opportunities



Diversification
into New
Markets

83% of Companies
expressed that their
objectives were achieved



Confederation of Indian Industry

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, with around 9,000 members from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 365,000 enterprises from 294 national and regional sectoral industry bodies.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. 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.

Through its dedicated Centres of Excellence and Industry competitiveness initiatives, promotion of innovation and technology adoption, and partnerships for sustainability, CII plays a transformative part in shaping the future of the nation. Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

For 2024-25, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme, prioritizing 5 key pillars. During the year, it would align its initiatives and activities to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian industry.

With 70 offices, including 12 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

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