

Organised by

PAMS

Committed to Serve the Agribusiness & Farming Community



Govt of Madhya Pradesh



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Cordially invites you
AGRI EXPO 2019
Central Institute of Agriculture
Engineering, Nabi Road, Bhopal.
24th-26th September 2019



1. Background:

Agri-events provide a very effective platform to bring together various stakeholders of the agriculture industry. The events provides unique opportunities to companies/institutions engaged in Agriculture, Horticulture, Agricultural Machinery, Agriculture Inputs like Seeds, Fertilizers, Pesticides & other Agro-chemicals, Irrigation Equipments & Machinery, Agro-processing, Livestock Farming, Agri-biotechnology, Cold Chain technology, Poly houses, Greenhouses, Shedding nets equipments, Banks & other financial institutions, etc to showcase their strength through their products & services to the visitors, specially the farming community. These events are also the meeting point for the Industries, various departments in Government, Policy makers, Media & other stakeholders to share knowledge, discuss problems and present practical solutions for the exponential growth of agriculture in that location and thus facilitate rapid development of the farming community.

2. About Professional Agriculture Management Services (PAMS)

The Professional Agriculture Management Services (PAMS) is an emerging organization established in the year 2009 and engaged in a variety of activities in the field of rural event management, through appropriate technology showcasing and extension activities. It focuses on agro trade fairs, capacity building through exposure visits for farmers, farm-machinery demonstration, and organizing workshops/seminars etc. PAMS have successfully organized mega agriculture events notably in states like Bihar (Patna), Haryana (Hisar, Bawal) and Rajasthan(Jaipur), PAMS is managed by a team of professionals having extensive experience in event management, project management, marketing and business development and agribusiness management.

3. Recent Activity of PAMS:

The recent Agri- Expo 2015 organized in Ranchi, during 14-16 March , 2015 in collaboration with BAU, Kanke, Ranchi was a resounding success. It was inaugurated by Hon'ble Agriculture Minister of Jharkhand. In his address to the gathering of farmers, officials from all agriculture related departments, scientists and senior management from agribusiness community, applauded the efforts of PAMS and BAU in promoting the agriculture through the krishi mela and other related activities. The event was appreciated by all participants, exhibitors and visitors alike. Around 30 thousand farmers/ visitors came from different parts of Jharkhand and adjoining states and visited the Agri-Expo. Kisan goshtis, and visit to technology demonstration fields were organized by BAU to provide knowledge to farmers on recent development in the fields of agriculture.

4.1 Methodologies

● 4.1 Snapshot

- The event will be organised during 24th-26th September, 2019 at bhopal jointly with Professional Agriculture Management Services, Delhi with the Government of Madhya Pradesh
 - The event is proposed to be inaugurated by the Hon'ble Chief Minister, Govt. of M.P. in the August presence of other dignitaries from Govt of M.P. eminent scientists from University senior management from Agribusiness
 - companies from India and Overseas , farmers and other development partners.
 - Provision of hangers and open space for products and services demonstration and exhibition
- Over 100 companies/institutions are expected to participate in the event and expected footfall of over 3 thousands farmers each day

4.2 Marketing & Promotion

- Following methodologies will be applied for promotion of the event-
 - Advertisement in Regional/Local newspapers and magazines, local radio and television stations, local cable
 - companies
 - Pre event press release will be prepared and sent to all leading Regional Newspapers
 - Bulk Mailer to all Stakeholders in Agriculture- 50,000 email blast 4-5 times
 - Printed brochure and flyers to be sent to all relevant companies, institutions, Government Agencies, Resource Person,
 - NGOs, Trust, Foundations etc
 - Banners and posters will be placed in strategic locations in Ranchi and nearby areas
 - Media partnership will be worked out with relevant agri media organizations
 - Social Media like LinkedIn and other sites
- Event link will be posted in PAMS, University, other relevant websites

4.3 Seminars & Sessions

Various seminars and sessions will be organized during the three days of the event. The main objective of these sessions is to disseminate recent technologies and developments in agriculture and allied activities among the farming community.



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5.3.1 Technical Sessions

- 2-3 technical sessions to be conducted each day
- To be conducted by agri experts from Universities & State Govt.
- Focus on latest trends and practices in agriculture
- Practical uses and application of the information presented will be stressed
- Farmers, participants and visitors can attend the sessions free of cost

5.3.2 Product Launch & Farmer Interaction Session

- The dais can be used by companies to launch new products and services
- Farmers and visitors can participate in the event and interact with the company representatives
- Lucky Draws, competitions, quizzes can be organized by the respective companies
- Demonstration and showcasing of existing products and services can also be done in the sessions
- These sessions can also be platform for the companies to interact with their existing clients and respond to any queries

5.3.3 Progressive Farmers, Farmers Association and NGOs Session

- Sessions can be allotted to progressive farmers, Farmers Associations, NGOs, Trust, Foundations etc to interact with the farmers and share best practices in agriculture, socio economic development initiatives etc
- Opportunities for farmers to adapt and adopt best practices, indigenous technical knowhow, livelihood improvement, health and sanitation, adult education, women empowerment, environment etc

5.3.4 Cultural Programmes

- One hour entertainment program will be presented by the folk troupes to showcase the artistic and cultural traditions of Madhya Pradesh as per the availability of time on 1st and 2nd day of event.
- The programs can be attended by farmers, visitors and participants free of cost

5.3.5 Crop Competition

- Opportunities to exhibit agricultural produce of individual farmers
- Farmers can exhibit crops, vegetables, fruits, indigenously developed technologies etc
- Will be judged by a panel comprising of agricultural scientists from various universities



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Sponsorship Opportunities

1. Event Sponsor- ₹1000000/- (Ten Lakhs only)
2. Golden Sponsor- ₹600000/- (Six Lakhs only)
3. Silver Sponsor- ₹400000/- (Four Lakhs only)
4. Associate Sponsor- ₹200000/- (Two Lakhs only)

Stall Offered:

1. Indoor 3x3- ₹30000/- (Thirty Thousand only)
2. Indoor 6x6- ₹50000/- (Fifty Thousand only)

The Taxes will be Extra as per Govt. Norms

All the payment will be made in favor of

" Professional Agriculture Management Services, New Delhi by DD/Cash/ RTGS/ Cheque

For Further Details Please Contact:

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