



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 promising future in Uttar Pradesh, this year, CII AgroTech India, now rechristened as Krishi Bharat, has moved to Lucknow, Uttar Pradesh.

With a focus on sustainable practices and modernization, CII AgroTech India – Krishi Bharat will provide a valuable 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, and R&D Centers, Training Zones combined with better irrigation ratio, road density and trade between agriculture and industry provides added opportunities for development of the agri sector. The state also offers a wide range of subsidies, policy and fiscal incentives as well as assistance for farmers and industry towards the holistic growth of agri and food sector in Uttar Pradesh making it a perfect location for CII AgroTech-Krishi Bharat 2024.

EXHIBITOR PROFILE*



**Dairy &
Livestock Expo**

Livestock Management
& Dairy Technology

**FARM
SERVICES**

Enabling Credit & Technology
in Agri Business



Agri Farm Machinery
and Implements



FoodTech

Improving Food Value
& Cold Chain



Good Earth

Agri Inputs & Innovative
Farming Techniques



Sustainable management
of water in agriculture





VISITOR PROFILE*



**AGRICULTURAL
BUILDING
CONTRACTORS**



**AGRI
ENGINEERING
UNITS**



**AGRO
INDUSTRY
CORPORATIONS
ETC**



**AGRI
MARKETING
BRANDS**



**AGRI
INSTITUTES**



**AGRI
STUDENTS**



**DEALER &
DISTRIBUTORS**



ENTREPRENEURS



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



**PROGRESSIVE
FARMERS**



**FARM
CONTRACTORS**



**FPO'S /
ASSOCIATIONS**



**MARKET
AGENTS**



**MANUFACTURERS
PRODUCERS
& OEM'S**



**PURCHASE
HEADS**



**RESEARCH &
DEVELOPMENT
AGENCIES**



**SEED
CERTIFYING
AGENCIES**



B2G VISITOR PROFILE*



**AGRICULTURAL
TRADE
COUNSELLORS**



**KRISHI
VIGYAN
KENDRA
HEADS**



**UNIVERSITIES &
RESEARCH
INSTITUTIONS**



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



**OVERSEAS
DELEGATIONS**



**STATE
AGRICULTURE
DEPARTMENTS**



CII AGRO
TECH
INDIA 2022

RETROSPECT

Partner Country



Germany

Focus Country



Australia

Guest Countries



The Netherlands



Canada



Partners



Host States



Government of Haryana



Government of Punjab



Partner State



Supported by




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



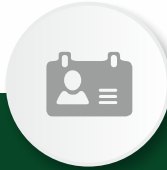
Business Collaborations/
Joint Ventures

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 300,000 enterprises from 286 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.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, livelihoods, diversity management, skill development, empowerment of women, and sustainable development, to name a few.

As India strategizes for the next 25 years to India@100, Indian industry must scale the competitiveness ladder to drive growth. It must also internalize the tenets of sustainability and climate action and accelerate its globalisation journey for leadership in a changing world. The role played by Indian industry will be central to the country's progress and success as a nation. CII, with the Theme for 2023-24 as 'Towards a Competitive and Sustainable India@100: Growth, Inclusiveness, Globalisation, Building Trust' has prioritized 6 action themes that will catalyze the journey of the country towards the vision of India@100.

With 65 offices, including 10 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 350 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

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