



# KRISHI BHARAT

Harvesting Innovation For Sustainable Agriculture

15-18 November 2024

Vrindavan Grounds, Lucknow, Uttar Pradesh

Host State



Department of Agriculture  
Government of Uttar Pradesh



Confederation of Indian Industry





**FROM  
PLOUGH  
TO PIXEL**

REVOLUTIONIZING  
AGRICULTURE.

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## 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.

The Indian government has undertaken a range of initiatives to address agricultural challenges, and support farmers including Financial assistance measures, capacity-building programs, promotion of innovative methods, encouraging use of technologies for improved irrigation, enhanced production and sustainable practices.

## ABOUT AGROTECH INDIA

Started in year 1994, CII AgroTech India, has over the last several years grown tremendously in size and transformed itself into a global event.

CII AgroTech India is a significant biennial event in the agricultural sector of the country and has traditionally been organized in Chandigarh. However, recognizing the immense potential and promising future in Uttar Pradesh, this year, CII has made the strategic decision to relocate the event to Lucknow. This move underscores CII's commitment to fostering agricultural growth and development across various regions of India. By bringing CII AgroTech India to Lucknow, CII aims to tap into Uttar Pradesh's rich agricultural heritage, vibrant agribusiness ecosystem, and burgeoning market potential.

With a focus on sustainable practices and modernization, CII AgroTech India provides 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.

# 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\*

## 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**





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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