



# Krishi BHARAT



# कृषिभारत

Harvesting Innovation  
for Sustainable Agriculture  
15 – 18 November 2024  
Lucknow, Uttar Pradesh





**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.

## 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



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, Dairy and Poultry 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



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  

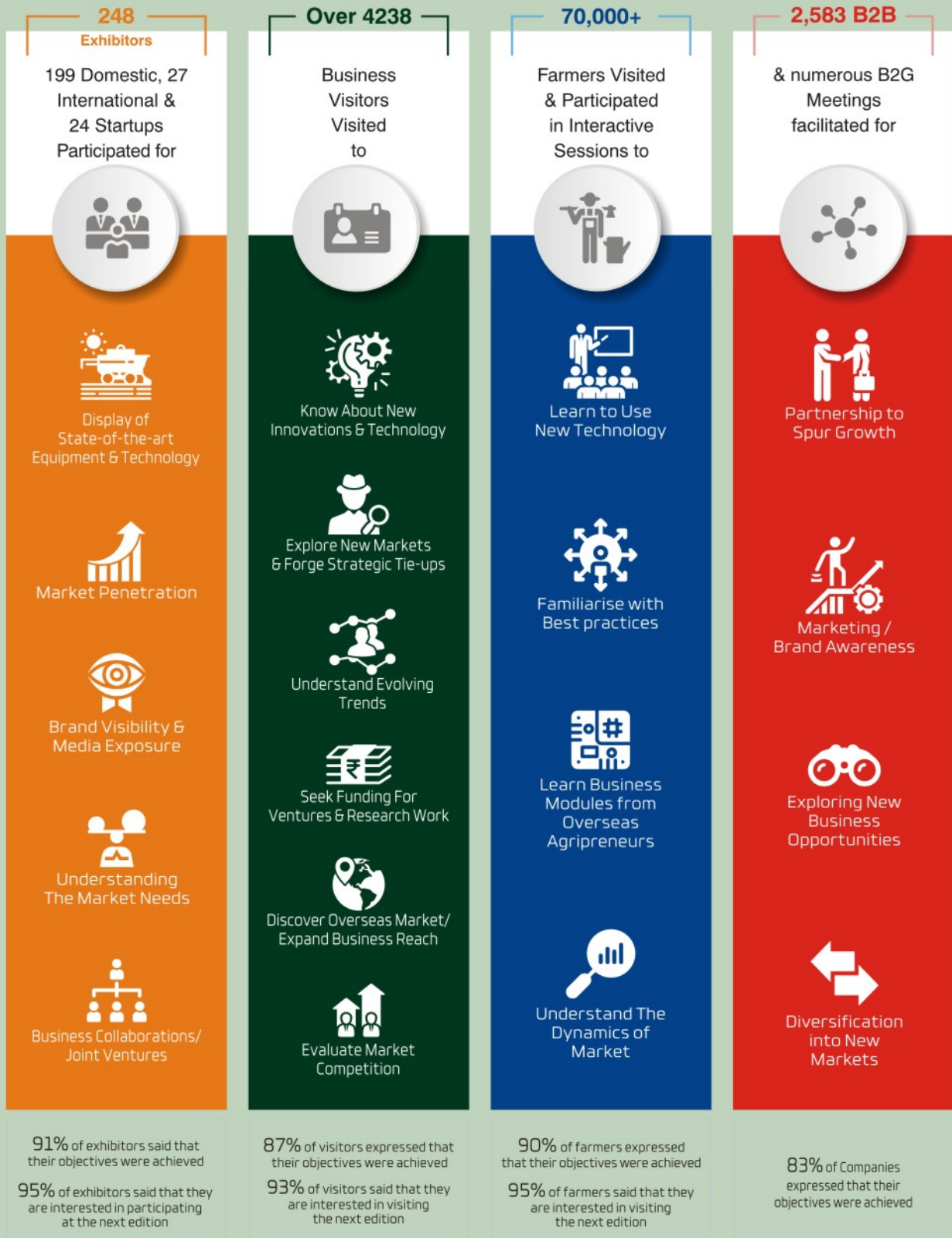

  
**2** CEO's  
Roundtable  
on Policy  
Regulations

**100+**  
Experts from  
Government  




CII AGRO  
TECH  
INDIA 2022

# RETROSPECT





## 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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