



AGRI-HORTI EXPO 2023



Date:-1st, 2nd & 3rd November 2023

Venue:-Latur (Maharashtra)

Maharashtra

Agriculture is the mainstay of the state of Maharashtra. It is the main occupation of the people. Almost 82% of the rural population depends on agriculture for livelihood. The state experiences tropical conditions and rainfall is particularly concentrated to the Konkan and the hilly Sahyadri region.

Maharashtra is the first state to adopt '**Dry Land Farming Technology**' with the mission to help its farmers. Farmers are being trained on the new techniques for farming, pond irrigation, micro irrigation, inter-cropping, double cropping, etc., in addition to providing them with improved short duration yield seeds, fertilizers, 11 pesticides etc.

The state is also a pioneer in co-operative water user associations; it stands first in the country with more than 60% of the area under drip irrigation. Efficient management of rain water and soil conservation is done to boost agricultural production from dry lands. Sangola's economy is primarily driven by agriculture, with textile mills (including cotton), grape processing factories and sugar factories found in the area.

Agriculture, Horticulture & Floriculture

Bringing Prosperity to the Farmers of Maharashtra

Both food crops and cash crops are grown in the state. The important cash crops are cotton, sugarcane, turmeric and vegetables. The main food crops includes mangoes, grapes, bananas, oranges, wheat, rice, jowar, bajra, and pulses. State is pioneer in onion production in the country.

It is today emerging as an important horticultural State in the country. Different types of soil, diverse agro climatic conditions, adequate technical manpower, well developed communication facilities, increasing trend in drip irrigation, green house, use of cool chain facilities and vibrant farmer organisation offer wide opportunities to grow different horticultural crops in the State.

Best quality grapes produced in the State are now exported to aother countries. Mango, particularly 'Alphanso', grown in Konkan, has already established name in the international market. The State has an area of 13.66 lakh hectares under various fruit crops like mango, banana, orange, grape, cashew nut, etc. Maharashtra is a major producer of floriculture products.

The major traditional flowers grown in Maharashtra are rose, chrysanthemum, marigold, jasmine and tuberose. Whereas, gladioluses, aster, zinnia, Stacie, lilies, gerberas and carnations are grown among the non-traditional flowers. Maharashtra has emerged as a leading State for production, export and consumption of flowers in the country

DISPLAY PROFILE FOR AGRICULTURE, HORTICULTURE & AGRO BASED INDUSTRIES

Agri Machinery & Technologies

- ⊙ Agriculture Land Levelers
- ⊙ Cleaning, Grading & Weighing
- ⊙ Chemical Spraying
- ⊙ Cultivators
- ⊙ Fertilizers Drill & Spreaders
- ⊙ Forestry Machinery
- ⊙ Farm Building & Power
- ⊙ Greenhouse Technology
- ⊙ Grassland/Forge Harvesting
- ⊙ Harvesting Machine (Combine)
- ⊙ Maize Sheller
- ⊙ Miscellaneous Equipments
- ⊙ Pesticides Separators
- ⊙ Planter
- ⊙ Plastics Crates & Bins Horticulture
- ⊙ Power Machinery
- ⊙ Rice Transplanter
- ⊙ Seed Drill
- ⊙ Storage & Handling Machinery
- ⊙ Sowing & Planting Equipments
- ⊙ Tractors
- ⊙ Trailers

- ⊙ Threshers
- ⊙ Vegetable & Root Crop Harvesting
- ⊙ Weeders

Agri Inputs

- ⊙ Agro Chemicals
- ⊙ Bio-Pesticides
- ⊙ Fertilizers Manufacturers
- ⊙ Seeds & Seeds Technologies
- ⊙ Insecticides
- ⊙ Nutrients
- ⊙ Pesticides
- ⊙ Hybrid Grains & Crops

Agri Services

- ⊙ Banks, Financial & Insurance Services
- ⊙ Consultancy
- ⊙ Education & Training
- ⊙ Logistics & Distribution
- ⊙ Research & Marketing Organizations
- ⊙ IT Services
- ⊙ Packaging
- ⊙ Technical Magazines, Publications

- ⊙ Trade Organizers

Government Departments

- ⊙ State Horticulture Missions
- ⊙ North East & Himalayan State Horticulture Missions
- ⊙ National Mission on Bamboo Applications
- ⊙ National Horticulture Board
- ⊙ Agriculture Departments of Central & State Govts.
- ⊙ Commodity Boards
- ⊙ Agriculture Marketing Boards
- ⊙ Export Development Agencies
- ⊙ Export Inspection Councils
- ⊙ Agriculture Institutes and Universities
- ⊙ Research and Development Institutes
- ⊙ Ministries and Autonomous bodies
- ⊙ Agriculture finance Institutes and Organizations
- ⊙ Health and Welfare Schemes organization for farmers
- ⊙ States Agriculture boards

Organic Farming

Sustainable development has caught the imagination and action all over the world for more than a decade. Sustainable agriculture is necessary to attain the goal of sustainable development. Sustainable agriculture "is the successful management of resources for agriculture to satisfy changing human needs while maintaining or enhancing the quality of environment and conserving natural resources". Organic farming is one of the several approaches found to meet the objectives of sustainable agriculture. Organic farming in India is an agricultural method that aims to grow crops to keep the soil alive, uses pest control derived from organic manure and animal or plant waste. This farming started to respond to the environmental suffering caused by chemical pesticides and synthetic fertilizers. organic farming is profitable for everyone as it uses no expensive fertilizers, pesticides, HYV seeds for the plantation of crops. With the use of cheaper and local inputs, a farmer can earn a good return on investment. This is one of the most important benefits of organic farming in India. There is a huge demand for organic products in India and worldwide and one can earn more income through export. In India, approx 2.78 million hectare area is covered by organic agriculture. Some major organic products grown in India are oilseeds, tea, coffee, dried fruits, millets, cereals, spices, etc.



Friendz exhibitions and Promotions Pvt. Lt is formed by a group of young, dynamic and professional event organizers who have an extremely successful track record of organizing exhibitions and global business summits which have proved highly beneficial for this exhibition and the visitors alike in the spheres of business-generation, new customer contact and export tie-ups.

- FEP event ensure the return of investment by mobilizing the buyers of products in the show.
- There is always an in-built publicity for the exhibitors in press and electronic media ensuring a penetrative coverage.
- FEP has a huge network in various fields who are always present at the event for interaction and disseminations of the topics of your choice.
- Lastly, after the show is over the Sansa Foundation secretariat will be in touch with you to understand your needs for future shows and make it more business-specific.

So, be there and display your strengths and capabilities to a gathering of visitors/buyers who are arriving with a lot of exhibitions

Publicity & Promotions

“प्रगतिशील महाराष्ट्र” uses an extensive promotional strategy to attract an exodus of visitors. An excellent media mix is used to reach out to the right target audience.

Outdoor Publicity

Mobile van, Over road sign age, Hoarding's & Kiosks, banners Road Shows, VehicleWraps & Street Advertising.

Electronic Media

Radio Announcements, Television coverage, Cable Ads.

Print Media

Newspapers Ads & Trade journals.

Other Mediums

Catalogues, Direct Mailers, Brochures, Flyers E-Mail, messages, Web Pages & Telemarketing.

Above activities are supported with our specialized PR drive & Press releases.

Visitor's Profile

- Government Officials/Decision Makers
- Members from Various Educational Boards, Institution and Industry
- Representatives of State Councils
- Representatives of Vocational Institutions
- Representatives of Various Professional Institutions and Colleges
- Scientists And Academicians
- Education Consultants
- Representative of School
- Farmers
- Child development
- E- Infrastructure/ Equipment Purchasers
- Consultants and Advisors
- Venture Capitalists
- Career Consultants
- Representatives of Overseas Institutions
- Financials and Investment Promotion Institution
- Students, Parents and Teachers
- Representatives of NGOS and Child Welfare Organisations
- Representatives of Books and Publishing Houses

