



ICAR - Indian Institute of Horticultural Research  
Hesaraghatta Lake Post, Bengaluru - 560089



**NHF2021**  
National Horticulture Fair  
Horticulture: For Start-up and Stand-up India

**HORTICULTURE**

**FOR START-UP & STAND-UP INDIA**



**NATIONAL HORTICULTURE FAIR 2021**

**8-12 FEBRUARY**

# ICAR-INDIAN INSTITUTE OF HORTICULTURAL RESEARCH

ICAR-Indian Institute of Horticultural Research (ICAR-IIHR), Bengaluru was established in 1967.

Presently working on 54 horticultural crops (13 fruits, 26 vegetables, 10 flowers and 5 medicinal crops)

Released 302 varieties viz., 38 in fruits, 136 in vegetables, 115 in flowers and 13 in medicinal crops

163 technologies of crop production and protection have been released.

104 technologies have been commercialised to 400 clients with 800 licences

More than 300 students have completed post-graduation studies

Institute is contributing more than Rs.13,000 crores annually to the horticulture sector in the country



## ABOUT NATIONAL HORTICULTURE FAIR 2021

The ICAR-Indian Institute of Horticultural Research, Hesaraghatta, Bengaluru is organizing National Horticulture Fair-2021 during **8-12 February, 2021** in collaboration with, ICAR-ATARI, Bengaluru, Society for Promotion of Horticulture, Bengaluru, BESST-HORT Technology Business Incubator, ICAR-IIHR, Bengaluru, Sri Sri Institute of Agricultural Sciences & Technology Trust, Bengaluru and National Horticulture Board, Gurugram. All the 721 KVKs of 11 ICAR - ATARIs, FPOs, Horticulture Commodity associations will be connected virtual.



# WHAT IS NEW IN NHF 2021



01 'Arka Poorna' a new guava variety in white pulp segment

02 Leaf curl resistant chilli hybrid 'Arka Gagan'

03 Gummy stem blight resistant bottle gourd hybrid 'Arka Ganga'

04 CMS based marigold hybrids with high carotene content

05 'Arka Shyam' a new variety in watermelon for ice box segment

06 Online seed portal, SBI Krishi yono

07 'Arka Herbi wash' an organic based product for pesticides free fruits and vegetables

## PROGRAMME AIMS AT

- ✔ Knowledge sharing on innovations in horticulture through showcasing of technologies and demonstrations.
- ✔ Scientists - Farmers - Stakeholders discussions on emerging challenges in Horticulture for effective dissemination of horticultural technologies.
- ✔ Providing common platform to the service providers in the area of horticulture viz., ICAR institutes, SAUs, Developmental Departments, Private industries, Financial institutions, NGOs, FPOs and market functionaries, etc., for interaction with the farming communities.

# SALIENT FEATURES OF PREVIOUS NATIONAL HORTICULTURE FAIR 2020



Exhibition stalls from ICAR institutes, Agricultural Universities, Developmental Departments, non-governmental organizations (NGOs), private industries, etc.,

Live demonstration of improved varieties and technologies.



Sale of seeds, planting material, products from ICAR-IIHR and private entrepreneurs.

Farmers- Scientists discussions



Felicitation of innovative farmers in recognition of their contributions.

## NATIONAL HORTICULTURE FAIR 2021 HAS...

Live demonstrations on production and protection technologies in Fruits, Vegetables, Flowers, Medicinal, Aromatic crops & Mushrooms.

Showcasing of certain varieties and technologies in farmers plot

Nursery & industries providing planting materials (Planting material providers).

Protected cultivation

Horticulture based mixed farming system

Post-harvest technology & value addition

Mechanization in horticulture

## EXHIBITION PROFILE - CUM - SALE

- |   |                                     |                                 |
|---|-------------------------------------|---------------------------------|
| ■ SEEDS & PLANTING MATERIALS              | ■ IRRIGATION SYSTEMS                | ■ IIHR-ATIC SERVICES & PRODUCTS |
| ■ GREEN HOUSE & ACCESSORIES               | ■ FOOD PROCESSING & PACKAGING       | ■ ORGANIC FARMING & IFS         |
| ■ RESEARCH & DEVELOPMENT                  | ■ AGRI EXPORT SERVICES              | ■ MARKET FUNCTIONARIES          |
| ■ PLANT NUTRIENTS                         | ■ FINANCIAL INSTITUTIONS            | ■ PLANT GROWTH MODIFIERS        |
| ■ PESTICIDES                              | ■ GOVERNMENT, SEMI-GOVERNMENT, NGOS | ■ GARDEN ACCESSORIES            |
| ■ STHREE SHAKTI GROUPS, SHGS, FIGS & FPOS | ■ TISSUE CULTURE PROTOCOLS/ PLANTS  | ■ BUSINESS INCUBATION PROCESS   |

## EXHIBITION STALLS

The **NHF-2021** will have **100** hi-tech stalls of size **10' x 10'**. Stall charges will be **Rs.25,000/ + 18% GST** for five days

Advance booking should be done for the stall charges along with duly filled registration form (enclosed) on or before **January 15, 2021**.

For booking these stalls, kindly Visit



[https://docs.google.com/forms/d/e/1FAIpQLSfD5f2BiXFXw4AG5koDjjTVH-A5MeS-qJBQM-bQAzQH9A\\_n4Rg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfD5f2BiXFXw4AG5koDjjTVH-A5MeS-qJBQM-bQAzQH9A_n4Rg/viewform?usp=sf_link)

**Dr. Dhananjaya M V**, Principal Scientist, Organizing Secretary, ICAR-IIHR

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# EVENT SPONSORSHIPS

Sponsorships are invited from interested individuals/organizations/private firms/industries/ NGOs etc., under the following categories:

<b>PLATINUM</b> ₹ 3.00 Lakh	<b>GOLD</b> ₹ 2.00 Lakh	<b>SILVER</b> ₹1.00 Lakh
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## INDIVIDUAL SPONSORS SHALL BE PROVIDED WITH FOLLOWING FACILITIES

### ■ PLATINUM

Names/logo(size/position) will be prominently displayed in backdrops of the main event and strategic locations.  
Two hi tech stalls of size 10'x10' will be given for exhibition.

### ■ GOLD

Names/logo(size/position) will be prominently displayed in backdrops of the main event and strategic locations.  
One hi tech stalls of size 10'x10' will be given for exhibition.

### ■ SILVER

Name/logo will be prominently displayed in backdrops  
Scientist-farmers interfaces/e-conferences/webinars/workshops and strategic locations.

### NAME OF BENEFICIARY

Society for Promotion of Horticulture  
ICAR-IIHR, Bengaluru,  
Bank Account Number: **00000037807617355**  
Nature of Bank Account: Current Account  
MICR No: **560002588**

### NAME & ADDRESS OF THE BANK BRANCH:

State Bank of India, Hesaraghatta branch,  
Hesaraghatta Lake Post, Bengaluru-560089  
Branch code: **41187**  
IFSC Code: **SBIN0041187**

## SPONSORSHIPS FOR NHF-2021 TECHNOLOGY VIDEOS

Considering the prevailing **COVID-19** situation in the country, it has been decided to organize National Horticulture **Fair-2021** during **February 2021** through virtual means. A large number of farmers and stakeholders are expected to connect to the fair. During NHF, it is planned to showcase demonstrations of institute developed improved varieties and other popular technologies through physical and live streaming. Besides, there will be sessions of webinars, e-conferences, workshops and farmers/stakeholders–scientists–interaction meetings. It is envisaged to prepare videos/animated films and documentaries on the popular/new technologies, activities of the institute, important sections and service providing units of the institute.

It has been decided to gather database on farmers group, NGOs, horticulture commodity associations, agriculture/horticulture exporters, firms involved in horticulture produce processing and Farmers Producers Organisations from all the states of the country. Efforts are being made to seek exclusive space for a short time in the websites of horticulture/agriculture universities, ICAR-ATARIs and KVKs of all the zones of the country for wider coverage of the event.

In view of the above, it has been decided to seek sponsorships from agriculture input firms, seed companies, R&D units related agriculture/ horticulture, institutions/NGOs involved in business planning and incubation, firms related to cold-storage/processing /export of horticulture commodities.

### THE DETAILS OF SPONSORSHIP ARE:

SL. NO	SPONSORSHIP AMOUNT (RS. IN LAKH)	PRIVILEGES
1	₹ 2.00 lakh	Sponsoring a IIHR technology video/animated film
2	₹ 1.50 lakh	Short videos about the firm-10 second in multiples of two during the play of ICAR-IIHR Technology videos of one to two minutes.
3	₹ 1.00 lakh	L- band advertisement about the firm with a frequency of appearance three to four times during the play of technology videos of one to two minutes.
4	₹ 0.50 lakh	Bottom slide advertisement with photos, frequency of appearance three to four times during the play of technology video of one to two minutes.
5	₹ 0.25 lakh	Advertisement through text scrolling about the sponsoring firm in bottom slide bar of the technology video of one to two minutes.

**NOTE:** Advertisement videos in HD/MP4 format with a frame of **>1920 x1080 pixels** shall be provided by the sponsoring firm/agency.

Content for other types of advertisements are to be provided by the sponsoring entity

The technology videos will be hosted along with different type of advertisements during the event in social media platform and will be continued maximum for **30** days after the event.

## WORKSHOPS ON HOBBY HORTICULTURE AND HYDROPONICS

Please Visit the following links for information & registration



<https://forms.gle/oGCk6ELMeSkRfufw7>

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**Dr. C. Aswath**

SPH, GENERAL SECRETARY

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## VENUE

The ICAR-Indian Institute of Horticultural Research is located at Hesaraghatta, which is **25 km** from Bengaluru city. The institute is well connected by the service of Bengaluru Metropolitan Transport Corporation (BMTC) buses.

## DEMONSTRATION HIGHLIGHTS OF PREVIOUS NATIONAL HORTICULTURE FAIR (THEME: MAKING FARMING AN ENTERPRISE)

- More than **70,000** farmers from 28 states participated
- 264** improved/disease resistant varieties in **40** crops (**106** vegetables, **21** fruits, **101** flowers and 13 medicinal crops) were demonstrated
- Horticulture based integrated cropping system involving the components viz., fisheries, bee keeping, dairy were exhibited
- Plots of IDM, IPM, INM and protected cultivation, exhibited soilless cultivation of vegetable crops Climate resilient horticulture technologies
- 265** stalls showcasing various inputs for horticultural crops



# ORGANIZING COMMITTEE

Dr. Trilochana Mohapatra, Chief patron, Secretary DARE and DG ICAR, New Delhi.

Dr. Anand Kumar Singh, Patron, DDG (Hort Sciences) ICAR, New Delhi.

Dr. A.K. Singh, Deputy Director General (Agricultural Extension), ICAR, New Delhi.

Shri. Agarwal, Secretary, Agriculture Cooperation & Farmers Welfare, New Delhi.

Shri. Sanjay Kumar Singh, Additional Secretary (DARE) & Secretary (ICAR), New Delhi.

Dr. M.R. Dinesh, Chairman NHF 2021 & Director, ICAR-Indian Institute of Horticultural Research, Bengaluru.

Dr. M. Angamuthu, I.A.S, Chairman APEDA, New Delhi.

Shri. Rajbir Singh, Managing Director, National Horticulture Board, Gurugram.

Dr. B.N. Srinivasa Murthy, Commissioner of Horticulture, DAC, Govt of India, New Delhi.

Dr. V. Venkatasubramanian, Director, ATARI, Zone XI, Bengaluru.

Shri. B.Y. Srinivas, Director, Dept. of Agriculture, Govt of Karnataka, Bengaluru.

B. Fouzia Taranum, I.A.S, Director, Dept. of Horticulture, Govt of Karnataka, Bengaluru.

Dr. M.V. Dhananjaya, Organizing Secretary, Principal Scientist, ICAR-IIHR, Bengaluru.

Dr. T.S. Aghora, In-charge PME, Principal Scientist, ICAR-IIHR, Bengaluru.

Dr. Prakash Patil, Project Coordinator (Fruits), ICAR-IIHR, Bengaluru.

Dr. C. Aswath, Principal Scientist, ICAR-IIHR & General Secretary, SPH, Bengaluru.

Dr. S.S. Hebbar, Nodal Officer, Farm Management & Principal Scientist, ICAR-IIHR, Bengaluru.

Dr. C.K. Narayana, Principal Scientist, ICAR-IIHR, & CEO, BEST-HORT.

Dr. Venkatta Kumar R, Head, Division of Social Sciences and Training, ICAR-IIHR, Bengaluru.

Dr. Reju M. Kurian, Head, Division of Fruit Crops, ICAR-IIHR, Bengaluru.

Dr. Shivashankara K.S., Head, Division of Basic Sciences, ICAR-IIHR, Bengaluru.

Dr. Madhavi Reddy K., Head, Division of Vegetable Crops, ICAR-IIHR, Bengaluru.

Dr. Harinder Singh Oberoi, Head, Division of Post Harvest Technology and Agricultural Engineering, ICAR-IIHR, Bengaluru.

Dr. M.Krishna Reddy, Head and Principal Scientist, ICAR-IIHR, Bengaluru.

Dr. Raghupathi H.B., Head, Division of Natural Resources, ICAR-IIHR, Bengaluru.

Dr. Gobinda Chandra Acharya, Head, Central Horticultural Experiment Station(CHES), Bhubaneswar, ICAR-IIHR, Bengaluru.

Dr.B. Narayanswamy, Principal Scientist, ICAR-IIHR, Bengaluru.

Sri. R. Prasad, Chairman, Sri Sri Institute Of Agricultural Sciences and Technology-Art of Living, Bengaluru.

Venkatesh.S.R. CEO, Sri Sri Institute Of Agricultural Sciences and Technology-Art of Living, Bengaluru.

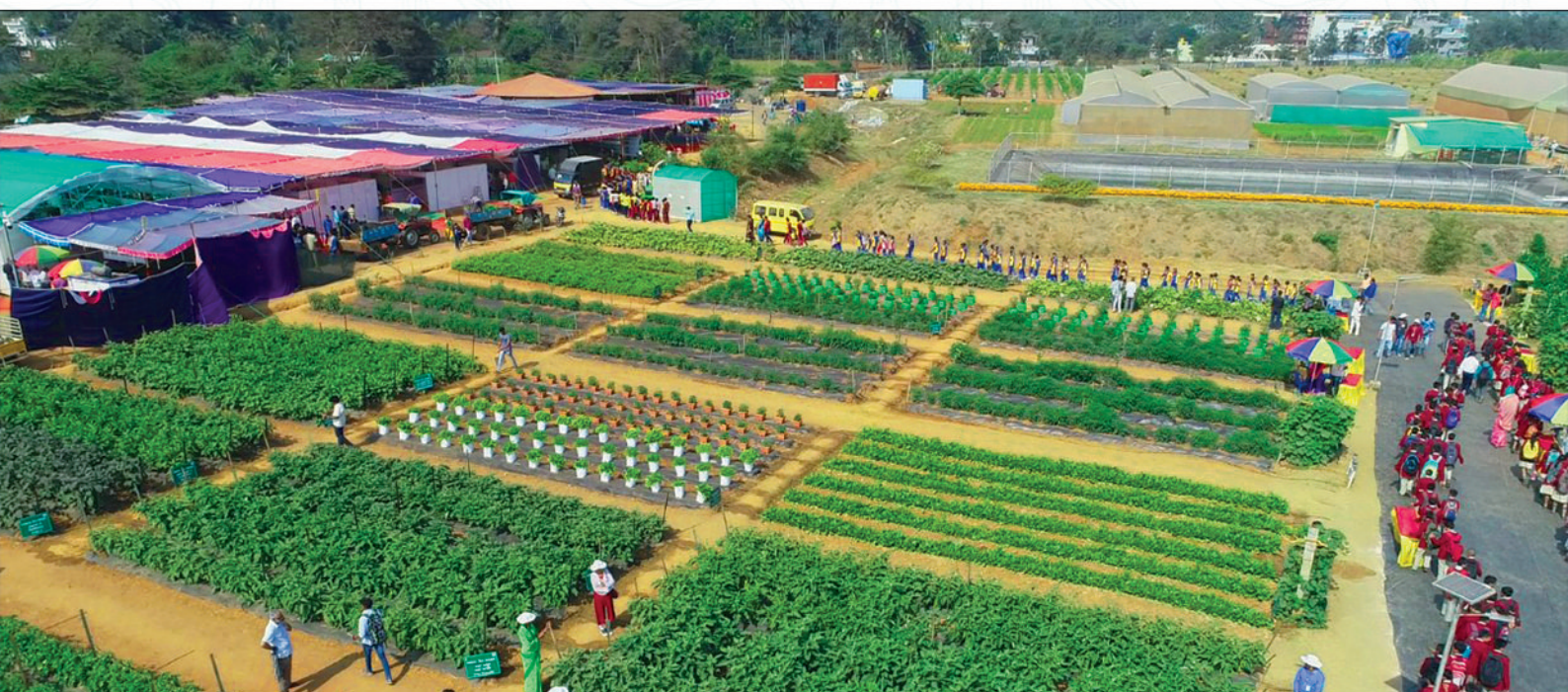
Shivasubhramanyam, CEO, Pratian Technologies Pvt Ltd.

Shri. G.G.Harakangi, Chief Administrative Officer, ICAR-IIHR, Bengaluru.

Shri. Jegadeesan K.G., Finance and Accounts Officer, ICAR-IIHR, Bengaluru.



ARKA BAGWANI



## HEAD OFFICE DETAILS & ADDRESS

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**FOR FURTHER DETAILS,  
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