



Kenes and Radeecal Communications initiated a platform for bringing together the very latest agriculture technologies and professionals to interact, understand buyer-seller needs, and bring awareness to varied stakeholders in India. Agritech Asia 2011 was organised between September 6-7-8, 2011 at the Bombay Exhibition Center, NSE Complex in Mumbai, India.

Continuing the tradition of uniting the international agriculture community showcasing the latest developments in agriculture and advanced agrotechnologies, especially in the fields of irrigation, water management, arid zone agriculture, intensive greenhouse cultivation, development of new seed varieties, and organic and ecologically-oriented agriculture. An Israeli delegation comprised of representatives from MASHAV, CINADCO and the Israeli Export Institute, together with representatives of leading Israeli companies held a conference on "Innovative agro - technologies for sustainable agricultural development" as part of the exhibition's professional activities.

More than 90 exhibitors including 15 Israel companies participated in the three days exhibition & seminar. During the event more than 250 delegates participated in the seminars and 30,000 farmers from Maharashtra and adjoining states visited exhibition. NCPAH organised with the help of PFDCs Kisan Gosthis in the first two days of the event on improved farm practices with the help of plasticulture applications, drip & sprinkler irrigation system, water harvesting pond, pected cultivation, Gol schemes on NMMI, NHM etc and shared success stories on various crops for the better understanding of in the kisan gosthi.

The event was inaugurated by the Head of Mission, Consulate General of Israel, Consul Economic Affairs, other dignitaries of the Consulate Foreign Affairs, Ministry of Economic & Commercial Affairs, Govt of Israel. Hon'ble Agriculture Minister, Govt. of Maharashtra also visited the exhibition & seminar.



Hon'ble Agriculture Minister, GoM



Agritech Asia 2011, Mumbai

National Committee on Plasticulture Applications in Horticulture(NCPAH), MoA, GoI participated with an area of 45sqm in theme pavilion of the event along with Precision Farming Development Centres(PFDCs) Rahuri and Navsari to showcase various plasticulture applications such as drip, sprinkler irrigation system, plastic mulching, pond lining, polyhouse, plastic tunnel, shadenet house, plant protection nets, use of polybags, pro-trays, basket, plastic pots etc in raising healthy planting materials, innovative packaging like crates, leno bags etc and HDPE vermi bed for promoting organic farming under the focused schemes of the Ministry of Agriculture such as National Horticulture Mission, National Mission on Micro Irrigation etc. A display section was created to showcase various success stories and use of different plasticulture applications in various horticultural crops along with efficient water management practices & technologies.



NCPAH Stall



Documentaries on Plasticulture



The scientists from participating PFDCs along with NCPAH officials explained to the queries of visitors on financial assistance available under GoI schemes, relevance of plasticulture in horticulture, role of protected cultivation in improving farm productivity, awareness & training facilities available at PFDCs, information on scheme implementing agencies, provided list of approved manufacturers & suppliers of various plasticulture applications etc.



Kisan Gosthis - Scientists from PFDC, Rahuri & Navsari interacting with farmers

NCPAH created a special section on various literatures and information on plasticulture applications, package of practices on selected crops of Maharashtra, major publications of PFDCs, and brochure on NCPAH etc. At the NCPAH circulated precision farming recommendations in Marathi language developed by the PFDC, Rahuri on selected state focused crops, daily water requirements, cost economics of vegetables & flowers under various plasticulture applications etc.



Literatures on Plasticulture



Package of Practices



Interaction with Farmers

NCPAH conducted a technical session in the second day of the Seminar on the Status & prospects of Micro Irrigation under Gol NMMI, Irrigation Technologies - its prospects in India, Role of Financial Institute in Agriculture & the last session was on innovative packaging solutions for higher farm realization.



JS, NCPAH as Speaker



Delegates at Seminar



PI, PFDC, New Delhi

Exhibitors Profile

Profile for exhibit include Agri Ecology, Agricultural Building Contractors, Agricultural Equipment & Machinery, Chemicals, Floriculture, Fork Lift & Handling Equipment, Greenhouses, Irrigation and Water Technologies, Livestock & Dairy Farming, Marketing & Export Services, Organic Agriculture, Plant Protection, Plasticulture, Post Harvest Treatment, Poultry, Precise Agriculture, R&D, Renewable Energy, Rural Development, Seeds & Plant Propagation, Material, Software & Hardware, Turnkey Projects & Knowledge Transfer, Veterinary etc.

Path forward:

The event will provide impetus to the agri & allied sectors in terms of knowledge interface, B2B and B2C, generated awareness about major govt. plans & programmes related to horticulture, best practices developed by research bodies, cutting technologies of both domestic & international companies. More than 60 companies were related to precision farming & plasticulture applications at the event and generated lot of attention & interests among the visitors.

India is an agricultural country, with one-third of the population dependent on the agriculture sector either directly or indirectly India is the second largest producer

of vegetables and the third largest grower of fruit. Thus prospects of various plasticulture applications, micro irrigation, protected cultivation & innovative packaging is the need of the hour for millions of farmers' in the country to garner higher productivity & profit.

The agricultural equipment market in India is estimated to be valued at INR 299.1 billion (US \$6.7 billion) in 2010 and has huge growth potential. The increasing credit available to farmers and the benefits of productivity due to mechanization have together created a demand for agricultural machinery, various intermediate technologies and related inputs.

In India as around the world, production and distribution of food has become an increasingly important priority in recent years. With the changing agricultural scenario and new levels of global competition, Indian farmers must exploit the available resources at their maximum level through these business platforms.

Glimpses of Agritech Asia 2011- Mumbai

