

Stall Booking:

- ✦ The ground rent for a stall of size 30'x 30' is Rs. 22,000/- (including GST @ 18%) and allotment will be made on "first come first serve" basis.
- ✦ A firm may book one or more stalls by making advance payment either in cash or through DD of requisite amount in favour of Director, Extension Education, GBPUA&T payable at State Bank of India/UCO Bank/Punjab National Bank, Pantnagar. Please note that cheque will not be accepted.
- ✦ All the participating firms are requested to book their stall preferably by February 25, 2025.
- ✦ The facilities like tentage etc. will be available at the mela ground on payment basis.

Prizes to Exhibitors:

The firms with outstanding performance in display, demonstration or other supporting activities will be awarded. Prizes will also be given for the overall performance and best exhibit in the mela.

Accommodation:

Accommodation will be provided on first come first serve basis only to the firms representative in International Guest House (A.C.) @ Rs. 850/-, (Non A.C.) @ Rs. 600/- and in Lambert Square Guest House (A.C.) @ Rs. 990/- per room per day as per the availability of room.

How to reach:

Pantnagar is located on Delhi-Nainital and Bareilly-Nainital highways, about 250 km from Delhi, 80 km from Bareilly and 90 km from Moradabad. On broad gauge, the nearest railway stations of university are Lalkuan & Rudrapur located at 8 km & 14 km respectively from the mela ground on Delhi Kathgodam/Howrah-Kathgodam routes. The Pantnagar railway station is located 3 km from the mela ground on Kathgodam-Bareilly route and all trains from Lucknow and Bareilly have stoppage at this station. Pantnagar airport is also connected with Pithoragarh, New Delhi, Lucknow & Dehradun airports.

Contact Persons:

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Co-operate to maintain clean and polythene free Pantnagar

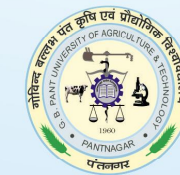
117th ALL INDIA FARMERS' FAIR & AGRO-INDUSTRIAL EXHIBITION

“सहकारिता द्वारा सतत् कृषि विकास”

“Agriculture Development Through Cooperative Farming”

(March 07-10, 2025)

Invitation-cum-Information Brochure



GOVIND BALLABH PANT UNIVERSITY OF
AGRICULTURE & TECHNOLOGY
PANTNAGAR-263 145, (U. S. NAGAR)
UTTARAKHAND



Govind Ballabh Pant University of Agriculture & Technology, Pantnagar popularly known as **'Harbinger of Green Revolution'** in India was dedicated to the Nation in 1960 by Late Pt. Jawahar Lal Nehru, the first Prime Minister of independent India to promote agricultural education in the country. Since then, the University is catering to the needs of the society by imparting quality education, need based research and disseminating farmer friendly innovations through extension education. The University has grown many folds since its inception and presently houses eight constituent colleges with Agriculture, Home Science, Fisheries, CABM, Veterinary Science and Technology as main streams. The University has credit of receiving prestigious Sardar Ballabh Bhai Patel Best Institution Award (for year 1997, 2005 & 2019) and 8th rank award among all state agricultural universities of India for year 2024.

The University has made significant achievements in producing high yielding disease resistant crop varieties, techniques of crop production and technological tools to enable farmers in increasing their crop production. With a view to display its innovations, the Directorate of Extension Education organizes All India Farmers' Fair and Agro-Industrial Exhibition twice a year mainly to benefit the farming community. This year the forthcoming Kisan Mela is being organized from March 07-10, 2025. In this endeavor, we appeal to all to participate in the "Krishi Kumbh" and join hands with the University in its noble cause of uplifting rural mass as by displaying your valuable products and innovative ideas/techniques/product.

Exhibitors Profile & Major Activities:

- ◆ **Manufacturers / Dealers of:**
 - Chemical Fertilizer, Micro nutrients, Bio-fertilizer/

- Natural farming
- Tractor, Farm Machinery and Tools
- IT and Software
- Pumps, Motors and Sprayer
- Seed and Planting Materials-Sale of quality seeds
- Pesticides and Bio-pesticides
- Veterinary Medicines
- Animal Feed & Additives
- Herbal Products

- ◆ **Publication Houses**
- ◆ **Bank and Financial Institutions**
- ◆ **Government/Non-Government Organizations/FPOs**
- ◆ **Academic and Research Institutions ... and many more**

Sponsorship Opportunities:

- 1. Gold Sponsorship: Rs. 1.00 Lakh**
 - Space for two stalls (30x30 feet each) will be provided to sponsoring firm at mela ground.
 - One coloured full page in mela extension literature will be provided to sponsoring firm for advertisement their product/information/literature.
 - Firm logo will be displayed in the backdrop of main stage.
- 2. Silver Sponsorship: Rs. 0.70 Lakh**
 - Space for one stall (30x30 feet) will be provided to sponsoring firm at mela ground.
 - Half coloured page in mela extension literature will be provided to sponsoring firm for advertisement their product/information/literature.
 - Firm logo will be displayed in the backdrop of main stage.

Promotional Events: Rs. 0.40 Lakh

- Any agency may organize their advertisement programmes through Workshop/Seminar/ Goshties etc. at Gandhi Hall during Kisan Goshties/Scientist-farmers interaction programme.

Advertisement rate for mela extension literature:

- Full Page - Rs. 10,000/-
- Half Page - Rs. 5,000/-
- Quarter Page - Rs. 3,000/-
- Cover Back Page (Inner side) - Rs. 11,000/-
- Cover Back Page (Outside) - Rs. 12,000/-

