



**RISING
UTTAR PRADESH:
UNLEASHING OPPORTUNITIES**

National Summit & Trade Fair Horticulture+Organic+Food Processing+Ayush

11 12 13 14 June 2021 in Uttar Pradesh

EMERGING UTTAR PRADESH : UNLEASHING OPPORTUNITIES

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HORTICULTURE+ORGANIC+FOOD PROCESSING+ AYUSH

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HORTICULTURE

Horticulture sector has become one of the major drivers in the agriculture sector. The sector provides employment opportunities across primary, secondary and tertiary sector. Horticulture crops, particularly fruit crops are relatively resilient to changes in weather conditions. Vegetables are mostly grown by small and marginal farmers and augment the income of farmers. The sector also enables the population at large to enjoy a diverse and balanced diet for health living. The sector has gained prominence over the last few years contributing a growing share in GVA of the agriculture and allied sectors. India's presence in the global market has been growing. Production of fruits & vegetables has overtaken in production of food grains in the country.

Total horticulture production has increased from 211.2 million MT in 2007-08 to 306.8 million MT in 2017-18. India is the second largest producer of vegetables and fruits in the world. The country ranks first in the production of Banana, Mango, Lime and Lemon, Papaya and Okra.

AYUSH

There are six indigenous systems of medicine; Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy, practiced in India. Given the present scenario and penetration of AYUSH system in mainstream health care system in India, medical tourism, ancient medical manuscripts, research in ISM, research publication, veterinary medicine, ISM informatics, are some of the areas in this domain which have huge potential to be developed, strengthened and augmented for better prospects of this system. Mainstreaming of AYUSH is currently in operation which opened a window for these systems to become a part of mainstream health care system. It has primarily brought in operation with three important objectives; choice of the treatment system to the patients, strengthen facility functionally and strengthen the implementation of national health programs.

FOOD PROCESSING

India is the largest country in food production, processing supply and consumption at the global level. India's food processing sector is one of the largest in the world and its output is expected to reach \$ 535 Bn by 2025-26. The sector is poised for huge growth and contribution to increasing economic growth of the country. The Govt of India contributes to the development and growth of food processing sector. It works on foreign collaborations for investments and 100% export oriented units in the food processing sector. India currently processes less than 10% of its agri output (only around 2% of fruits and vegetables, 6% of poultry, 21% of meat, 23% of marine and 35% of milk) and most of the processing that is done in India can be classified as primary processing – done through rice, sugar, edible oil and flour mills, etc.





UTTAR PRADESH

The diverse climate of Uttar Pradesh is suitable for producing all kinds of horticulture crops and the state holds a leading position in total production of horticulture crops in the country. For more than 92% of small holding farmers, horticulture crops are the main source of higher income, employment and nutrition per unit area. With the increasing importance of horticultural crops its producers are aware and are improving economic status by adopting the horticultural crops while optimum utilization of the available resources. Horticultural crops are diverse which include all kinds of fruits, vegetables, flowers, medicinal and aromatic crops, root and tuber crops, spices and bee-keeping as well as mushroom cultivation as a subsidiary enterprise along with their processing and value addition.



Needless to mention, horticulture crops have an important contribution in the gross domestic production of the agriculture production. For the commercialization of horticulture crops and diversification of agriculture in the state, the Uttar Pradesh government is implementing various programs within the state like expansion of area, rejuvenation of old mango, guava and aonla orchards, production of quality planting material and post harvest management, etc.



Department of Horticulture and Food Processing Uttar Pradesh is making efforts for the continuous development by implementing various schemes for fruits, vegetables, potato, flowers, spices, medicinal and aromatic plants, betel-vine development

along with the subsidiary enterprises like bee-keeping, mushroom production, food processing and cultivation of betel-vine. There are number of success stories of the farmers almost in every district of the state.



EVENT SCHEDULE

	Day 1 - Summit	From Day 1 to Day 4 - Trade Fair
Event Name	EMERGING UTTAR PRADESH : UNLEASHING OPPORTUNITIES HORTICULTURE *ORGANIC* AYUSH *FOOD PROCESSING: SUMMIT & TRADE FAIR	
Date	11 June 2021 in UP	11-12-13-14 June 2021 in UP
Time	10.00 AM – 3.00 PM	11.30 AM - 7.30 PM
Venue	UTTAR PRADESH	

WHO SHOULD ATTEND

<ul style="list-style-type: none"> Existing and potential entrepreneurs 	<ul style="list-style-type: none"> Investors, NBFCs/VCs
<ul style="list-style-type: none"> Students/researchers 	<ul style="list-style-type: none"> Buyers & Sellers

BOOK YOUR STALL(s)

- Nature of Trade Fair : B2B & B2C
- Size of stall 3x3 Sq. Mtr @ Rs.55,000/- plus 18% GST

SPONSORSHIP CATEGORIES & BENEFITS	STATE PARTNER	PLATINUM PARTNER	GOLD PARTNER
		Rs. 25 Lakhs + 18 % GST	Rs. 10 Lakhs + 18 % GST

CO - PARTNER



CONTACT DETAILS (FOR SPONSORSHIP & STALL BOOKING ETC)

Mr. Harish Mob. : 9810938871 Email : harishorganickheti@gmail.com	Ms. Sindhu Mob. : 9910963451 Email : sindhuorganickheti@gmail.com
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Confederation of Organic Industry of India (COII)

Contact us for membership and other information
CONFEDERATION OF ORGANIC INDUSTRY OF INDIA (COII)
ORGANIC HOUSE : C-9/9848, Vasant Kunj, New Delhi 110 070
Ph: 011-40526730, www.organickheti.org