



**Shri Shivraj Singh Chouhan**  
Hon'ble Chief Minister of Madhya Pradesh



**Shri Bharat Singh Kushwaha**  
Hon'ble Horticulture  
Minister of Madhya Pradesh



**Shri Kamal Patel**  
Hon'ble Farmer Welfare & Agriculture  
Development Minister of Madhya Pradesh



**Shri Ram Kishore Kanware**  
Hon'ble Ayush & Water Resources  
Minister of Madhya Pradesh



**RISING  
MADHYA PRADESH:  
UNLEASHING OPPORTUNITIES**

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

11-12-13-14 June 2021 in Bhopal

## EMERGING MADHYA PRADESH : UNLEASHING OPPORTUNITIES

### NATIONAL SUMMIT & TRADE FAIR

## HORTICULTURE+ORGANIC+FOOD PROCESSING+ AYUSH

11-12-13-14 June 2021 in Bhopal

### 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.

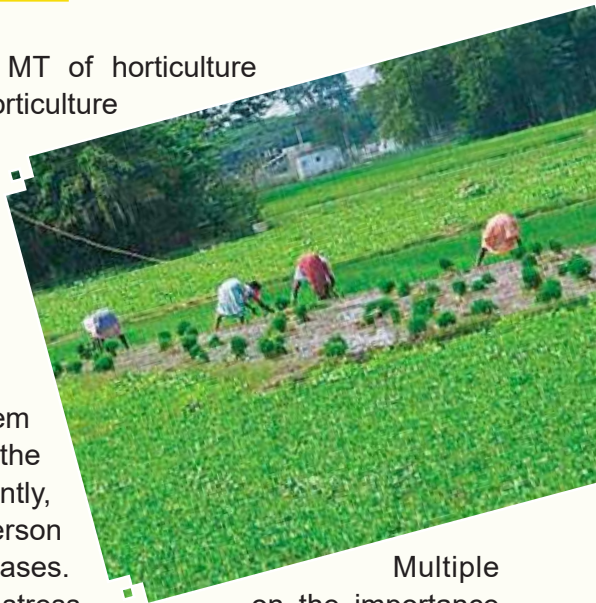




## MADHYA PRADESH

**HORTICULTURE;** Madhya Pradesh is producing over 19.77 m MT of horticulture produce from an area of 1.20 m.ha. and accounts for 7.1% of total horticulture production of the country. The major share of horticulture produce is from vegetables around 66% and fruits 29%. The production of leading fruit producing States for 2017-18, Madhya Pradesh stands fifth ( 7416.91 MT, i.e, 7.62% share) after AP, Maharashtra, Uttar Pradesh, and Gujarat. In vegetable leading producing States, MP (17545.48 MT, i.e. 9.52 %) stands third, after UP and West Bengal.

**AYUSH:** There is a huge potential in the field of AYUSH treatment system in the State but due to lack of awareness and proper exploitation, the state and its citizens have not been able to get benefits from it. Presently, there are many disciplines in traditional medicine which make a person physically and mentally healthy as well as diagnose serious diseases. wellness parks have already been established around the country that stress of AYUSH practices. These have played a major role in pushing the idea of such medicine into the urban population. Having ancient roots in such practices, the rural population of India has always looked to Ayurvedic home remedies which further strengthen the position of the sector.



Multiple on the importance of such medicine into the urban population.

**FOOD PROCESSING;** Madhya Pradesh is already providing one and half times more incentive to food processing units, compared to other sectors in the state. The state is among the largest producers of soyabean, gram, garlic, pulses, wheat, maize and onions. MP's durum variety of wheat is considered as the best for the production of pasta, noodles and other has been in great demand. Additionally, state accounts for approximately 40% of all organic food cultivated in the country.



The progress of agriculture sector in Madhya Pradesh in last couple of years has been impressive where growth rate was about 18% and contribution of agriculture sector was about 19.8% in the state economy. The food processing sector can become important link between two main sectors of the state economy, agriculture and industry. This sector can address the major challenges in agriculture such as post-harvest losses, lack of marketing options and low income of farmers along with providing employment opportunities to rural population.



## EVENT SCHEDULE

	Day 1 - Summit	From Day 1 to Day 4 - Trade Fair
Event Name	<b>EMERGING MADHYA PRADESH : UNLEASHING OPPORTUNITIES HORTICULTURE *AYUSH *FOOD PROCESSING: SUMMIT &amp; TRADE FAIR</b>	
Date	11 June 2021 in Bhopal	11-12-13-14 June 2021 in Bhopal
Time	10.00 AM – 3.00 PM	11.30 AM - 7.30 PM
Venue	MADHYA PRADESH	

## WHO SHOULD ATTEND

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

### BOOK YOUR STALL(s)

- Nature of Trade Fair : B2B & B2C

- Size of stall 3x3 Sq. Mtr @ Rs 55,000/- plus 18% GST

<b>SPONSORSHIP CATEGORIES &amp; BENEFITS</b>	STATE PARTNER	PLATINUM PARTNER	GOLD PARTNER
	Rs. 25 Lakhs + 18 % GST	Rs. 10 Lakhs + 18 % GST	Rs. 5 Lakhs + 18 % GST

## CO - PARTNERS



### CONTACT DETAILS (FOR SPONSORSHIP & STALL BOOKING ETC)

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Confederation of Organic Industry of India (COII)

**Contact us for membership and other information  
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