



KISAAN PUTRA EXPO

*Bundelkhand's 1st Agriculture Exhibition
Damoh, Madhya Pradesh*

16 - 20 February, 2025

**CENTRAL INDIA'S LARGEST
INTERNATIONAL AGRICULTURE EXPO**

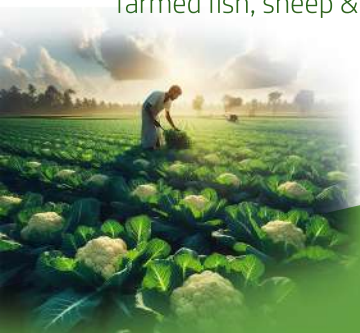


INDIA - AN AGRARIAN ECONOMY

An agrarian economy is an economy where a majority portion of the income of individuals is made from agriculture. India has a significant agricultural sector and could be considered agrarian.

While agriculture's share in India's economy has progressively declined to less than 15% due to the high growth rates of the industrial and services sectors, the sector's importance in India's economic and social fabric goes well beyond this indicator. First, nearly three-quarters of India's families depend on rural incomes. Second, the majority of India's poor (some 770 million people or about 70 percent) are found in rural areas. And third, India's food security depends on producing cereal crops, as well as increasing its production of fruits, vegetables and milk to meet the demands of a growing population with rising incomes. To do so, a productive, competitive, diversified and sustainable agricultural sector will need to emerge at an accelerated pace.

India is a global agricultural powerhouse. It is the world's largest producer of milk, pulses, and spices, and has the world's largest cattle herd (buffaloes), as well as the largest area under wheat, rice and cotton. It is the second largest producer of rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruit, vegetables and tea.



BUNDELKHAND - LAND OF OPPORTUNITIES

All the concerned districts of Bundelkhand have their economy predominantly based on agriculture. But outdated farming methods, unscientific cultivation and insufficient use of modern technologies in agriculture have kept the agriculture-based economy on the verge of subsistence only. Lack of modern technology of agriculture in this region has led to several issues, including: Reduced efficiency and productivity, Increased waste, Lower incomes for farmers, Environmental damage. In MP Bundelkhand, percentage of total irrigated land is higher than the state average, at nearly 40% of total sown land. However, none of the districts of MP Bundelkhand rank among MP's top districts in the yield of any crop.

Damoh, located in the heart of Bundelkhand, is a strategically crucial region for our program due to its location. With most of the population directly or indirectly dependent on agriculture, Bundelkhand and its surrounding areas, holds considerable potential for agricultural expansion and improvement. Despite its agricultural significance, the region is lagging in technical agricultural practices, Thus have a significant opportunity for impactful intervention.



EXHIBITOR PROFILE

- Agro and Food Processing units
- Agricultural Building Contractors
- Agricultural and Horticultural Departments
- Agricultural Inputs
- Agricultural Logistics
- Agricultural Spare Parts and Equipments
- Aquaculture Farming Technologies
- Agriculture Insurance Companies
- Banks and Financial Institutions
- Biotechnology Companies
- Agriculture Consultancy Firms
- Cattle Feed and Cattle Care
- Dairy, Poultry and Livestock Farming Technologies and Equipments
- Drip/Micro Irrigation
- E- Commerce Companies
- Feed and Feed Additives
- Fertilizers and Chemicals
- Food & Food Processing Machineries
- Fencing Systems
- Grain Cleaning Machine
- Gardening and Landscaping
- Goat Farming, Piggery, Fisheries and
- Honey Bee Farming Technologies
- Government Departments and Bodies
- Greenhouse and Polyhouse Technology
- Harvesting Machineries
- Horticulture Machineries
- Hydroponics
- Irrigation and Water Technologies
- IT & Software Solution Providers
- Insecticides, Pesticides and Herbicides
- Livestock & Dairy Farming
- Lubrication and Solutions
- Mushroom Farming
- Nursery and Floriculture
- Organic Products
- Packaging Technology
- Pipes and Pumps
- Plasticulture and Tissue Culture
- Pre to Post Harvest Treatments
- PVC Pipes
- Poultry
- Poly Ponds Companies
- Renewable Energy
- Seeds, Nurseries & Plant Propagation
- Materials
- Solar Products& Solutions
- Sprayer Pumps
- Seedling
- Tractors and Attachments
- Tyres Manufacturers
- Veterinary Products
- Wiring Solutions






VISITOR PROFILE

- Farmers/Progressive Farmers
- Marketers
- Agronomists
- Heads of Municipalities
- Professional Consultants
- Distributors
- Researchers
- Engineers & Technicians
- Project Managers
- Government Representatives
- Gram Panchayat
- Agriculturists
- Agriculture Universities & Research Institutions
- Agriculture Departments
- Seed & Fertilizer Traders, Whole Sellers, Retailers & Certifying Agencies
- CEOs & Senior Managers of Indian Companies/MNCs
- Dairy Owners & Producers
- Distributors/Manufacturers/Suppliers of Food & Dairy Equipment
- Farm Contractors, Garden Contractors
- Horticulturists & Floriculturists
- Public, Private Sector Banks, Co-Operative Banks & Financial Institutions
- Corporation/Agriculture Marketing Board









UNIQUE ASPECTS OF KISSAN PUTRA EXPO COMPARED TO OTHER EXPOS

-  Pre-Promotion Kisaan Yatra
-  First Time in Bundelkhand
-  Strategic Location
-  Ceiling on Participant Companies
-  One lakh+ Actual Relevant Visitors

PRE-EXPO KISAAN YATRA

Our Yatra, commencing in January, is designed to engage with various stakeholders across the agricultural sector. Our 4 teams will cover villages and gram panchayat of 30 agriculture based districts and this campaign will run for more than 30 days

KEY HIGHLIGHTS

-  600+Chaupal (Gram Sabha)
-  100+ Mandi Sabha
-  30+ Sabha in Coordination with Agriculture Agencies
-  100+ Traders Meet





PROMOTIONAL OPPORTUNITIES IN KISAAN YATRA

Comprehensive Presentation: Showcase your company and products in all Gram Sabhas, reaching rural communities directly.

Vehicle Sponsorship: Feature your advertisement on all campaign vehicles—Ensuring high visibility throughout the campaign's journey.

Exclusive Media Sponsorship: Gain premium exposure with exclusive ads on leading media channels/magazine/news paper, which will cover the campaign for an entire month.

Magazine Advertising: Place your ad in the Kisaan Putra Unnati Magazine, which will be distributed to 20,000 decision-maker farmers, accompanied by impactful literature.

Direct Engagement: Reach over 5 lakh people directly, promoting Indigenous products and motivating the purchase of Indian-made goods that offer tangible benefits.

Image Enhancement: Advertise your company as a proud national brand, reinforcing a positive image and aligning with local values.

Promotional Material Distribution: Distribute your leaflets/Pamphlets other promotional materials to farmers during the campaign, ensuring direct engagement with the target audience.

Video Advertisement: Feature a video advertisement during the campaign, providing dynamic and engaging content to reinforce your brand message.



ABOUT KISAAN PUTRA GROUP

Kisaan Putra is a non-governmental, non-profit organization that plays a vibrant role in India's agricultural entrepreneurship process. Since its inception in 2012, Kisaan Putra has over 2000 extraordinary farmers' associations across all India. Kisaan Putra has a mission to empower our backward farmers with new modern agriculture techniques and resources which will help them to encounter unpredictable weather/climate change, water scarcity and soil infertility etc. The core idea behind our mission is that growth in agriculture sector is most effective in raising income among the poorest compared to other sectors. Kisaan Putra vision is to convert agriculturist to agri-industrialist by encouraging them to increase foreign revenue by exporting cash crops like tea, coffee, cocoa etc. Basic idea behind our vision is that Agriculture is important not for just feeding population but for fetching much higher foreign income than other sectors.





ORGANISER

Kisaan Putra Group

Kisaan Putra Buildcon LLP
Kisaan Putra Jansahyog Sanstha

VENUE

District Tehsil Ground,
Beside District Jail,
Opp. Kotwali,
Damoh (MP)-470661

MEDIA PARTNERS

- ★ The Kisaan Putra News
- ★ Bundelibaan News Portal
- ★ Kisaan Putra Unnati



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