



### 5<sup>th</sup> Edition of Agrovision- A Resounding Success

With over 4 lakh people visiting the agriculture expo and some 60,000 farmers benefitting from the participation in over 30 workshops, Central India's biggest agriculture show, the fifth Agrovision concluded at Reshimbaug ground with a resounding success. The Event was inaugurated by **Shri. Rajnath Singh**, National President, BJP and Former Union Minister for Agriculture on 26th December, 2013. **Shri. Nitin Gadkari**, Chief Patron, Agrovision presided over the ceremony. **Mr. Kishor Biyani**, Founder and Group CEO, Future group, **Mr. R. D. Shroff**, Chairman and MD United Phosphorus Ltd. , **Mr. M. Prabhakar Rao**, President National Seeds Association & Director Nuziveedu Seeds Ltd., **Mr. S. Sivakumar**, Divisional Chief Executive ( Agribusiness Division ), ITC , **Mr. Vidyadhar Vaishampayan**, President, TJSB Co-op. Bank, **Dr. C. D Mayee**, Co- Chairman Agrovision Advisory Council and Ex-Chairman, Agricultural Scientists Recruitment Board were some of the dignitaries present at the inaugural ceremony.

Organized jointly by Agrovision organising committee, MM Activ Sci-Tech Communications and Vidarbha Economic Development Council (VED) and supported by Purti Agro group, Agrovision was envisaged for empowering farmers with knowledge of modern technology and increasing their income. The was attended by farmers, not only from Vidarbha but also from other parts of the Maharashtra as well as from States like Madhya Pradesh, Haryana, Uttar Pradesh, Bihar, Chattisgarh, Andhra Pradesh and Orissa.

"Judging by the people's overwhelming response, we organizers are pleased that the fifth Agrovision has fully met its objective of taking modern agricultural knowledge to the farmers from Vidarbha and adjoining regions and states and make them aware to the changes happening in the agri sector." commented **Mr. Ravi Boratkar**, organizing secretary and Jt. Managing Director of MM Activ Sci-Tech Communications.

The main focus of the workshops this year was suggesting alternate crops to the farmers over traditional and informing them about supplementary business for additional income. Special workshops were also arranged this year focusing on crops like pomegranate, custard apple, apple-berry, as well as on advanced technology in floriculture, sericulture for enhancing income, cultivation of Gawargam and opportunities in international market, Farm management in changing environment and so on. This year two special three-hour-long workshops were also arranged over three, days with a focus on Enhancing Sugarcane Production and another on Dairy, Poultry, Horticulture and Export. Farmers responded in large numbers to these workshops. Farmers' response was genuine as they did not just come, attend the workshops and listen to the speakers. Many of them were seen taking down notes very seriously in all the

workshops. The workshops also became interactive in real sense due to the active participation of the farmers, who had many questions to ask, many doubts to get them clarified and they did it by asking the questions. The workshop topics were selected under the guidance of Member of Agrovision Advisory Committee and former Chairman of Agriculture Scientists Recruitment Board, **Dr C D Mayee**.

A day-long conference on the theme, Value added agriculture- Supply Chain Management and Dairy Processing was also organized in association with MEDC on 28th December 2013. The conference witnessed networking of investors, scientists and progressive farmers needed for building supply chain. Eminent scientist and Padmashree awardee **Dr. V. Prakash** stressed that such a networking platform is essential for creating an effective supply chain of farm products to take these products from farm to folks.

Over 150 small to big companies from private as well as public sector having varied products, central and state governments and their agro related organizations providing services to the farmers, right from seeds to tractors and fertilisers to irrigation, and agriculture universities participated in the national expo. The 4-day expo proved to be a wonderful platform for farmers to know about the latest farm equipments, Agri-service & Seed companies, Government schemes at State and Central level and much more. Corporates like ITC, Reliance , seed companies like Ankur, Mahyco, Syngenta, Ajeet Seeds, United phosphorus Ltd., Crystal Crop Care, Excel Crop Care, Mahafeed, RCF, Hunting Organics, as well as Tractor giants like Mahindra, Force motors, New Holland, Maschio Gaspardo, M.K.Associates, Irrigation companies like Jain, Netafim , BOI, and Nabard from the banking sector displayed their products and services at Agrovision this year.