

Organized By



भारतीय कृषि एवं खाद्य परिषद्
INDIAN CHAMBER OF FOOD AND AGRICULTURE

Supported By



सत्यमेव जयते
Government of Jammu and Kashmir

EMERGENT JAMMU & KASHMIR 8-10 AUGUST 2024

SKUAST- Kashmir, Srinagar

NAVIGATING THE CHANGE : JAMMU & KASHMIR
" A NEW FRONTIER OF GROWTH IN ECONOMY "



Agriculture and Horticulture | Made in Jammu & Kashmir | Commerce, Energy and Infrastructure
Security, Social and Rural Development | Agro, MSME and Food Processing Projects | Energy and Infrastructure
Horticulture, Spices and Medicinal Plants | Poultry, Fisheries, and Dairy and Livestock
Culture, Tourism and Rural Craft Products | Jobs, Skills and Entrepreneurship
Role of Cooperatives in Agriculture

www.emergentjammukashmir.in

PARTNERING FOR GROWTH AND PROSPERITY

Jammu & Kashmir region of India is blessed with the bounty of nature, encompassing natural resources signifies the potential, absence of any significant business and industrial activities mark the situation of lack of jobs & business activities and characterize continuance of its economic backwardness.

While Government of India is committed to creating opportunities for youth and providing social and industrial infrastructure for its overall and rapid development, the growth so far has been less than desired, largely due to the low level of the business and industry engagement and poor focus on local competence building and partnerships among the development agencies, industry, institutions and the Governments. Since the Jammu & Kashmir region is largely rural and horticultural production dominates the agri-landscape, any development planning has to largely focus on the farm and rural sector. Therefore there is need for partnerships for training and competence building, investments, marketing, processing, projects and infrastructure development to accelerate growth and economic activities, leading to more jobs, incomes and opportunities for the people of this region

Emergent Jammu & Kashmir 2024, comprising of Agri and Rural Expo, Industrial Expo and Jammu & Kashmir Development Meet will provide an opportunity for the region to showcase its potential and opportunities for the rest of the country. This will offer what it has to, for partnering & engaging to explore the opportunities & participating in the growth & development of the region in general. The three day Exhibition will bring a large number of national & international stakeholders from the Industry, Institutions, Government and the development sectors to showcase the programs & schemes, products, technologies & services; and deliberate upon the issues & opportunities for the way forward. ICFA envisions to provide exposure to farmers by sharing successful agribusiness models and sensitize them with policies, schemes, technologies & markets. Rewarding evolution will be evident when farmers themselves become role models for fellow farmers.

OBJECTIVES

- ❖ Would serve as the partnership and networking platform for different stake- holders, who want to engage in Jammu & Kashmir region and explore opportunities.
- ❖ Would create better awareness and offer networking platform to the industries and investors about the potential of the region, business opportunities available and the scope for investment and growth.
- ❖ Would provide valuable inputs to the State Governments for formulating appropriate agro, industrial and development policies aimed at inviting investments and partnerships, enhancing competitiveness and accelerating growth.
- ❖ Would provide the youth, women NGOs and development agencies, the interaction opportunities with the national level institutions, industries, experts and officials.
- ❖ Would provide exposure to farmers about latest agri-input products, technologies, farming practices, government schemes, agri, horti, animal husbandry and rural projects, marketing and post-harvest management.



AREAS OF FOCUS

- ❖ Agro, MSME and Food Processing Projects
- ❖ Horticulture, Spices and Medicinal Plants
- ❖ Poultry, Fisheries, and Dairy
- ❖ Rural Craft Products
- ❖ Eco, Agro and Nature Tourism
- ❖ Commerce and Rural Development
- ❖ Skills, Jobs and Entrepreneurship
- ❖ Health, Hygiene and Sanitation
- ❖ Role of Cooperatives in Agriculture
- ❖ Power, Energy and Heavy Industries



Business Meet on Jammu & Kashmir

A business meet on “Investment potential and business opportunities in Jammu & Kashmir” would be held on the opening day which would highlight the business, investment and export potential of Jammu & Kashmir Region. The State Governments could interact with potential investors and make presentations on the investment potential in their respective states and initiatives taken by them. The focus of the business meet would be to identify the industries and map out the details for the investments in the following areas:

- ❖ Government and cooperative initiatives for development of Jammu & Kashmir region
- ❖ Abundant possibilities for taking up tourism activities in the region
- ❖ Opportunities for setting up of processing units based on locally available resources
- ❖ Opportunities of developing SMEs for producing items currently procured from other parts
- ❖ Opportunities for Investments and partnerships among the Government, Industry and Institutions for creating more jobs, more incomes and accelerated growth in the region



SEMINAR

- ❖ Opportunities for Business and Investment in Food Processing Sector
- ❖ Opportunities for Fisheries, Poultry, and Dairy in Jammu & Kashmir
- ❖ Infrastructural development towards catalyzing growth and investments in Jammu & Kashmir Sector
- ❖ Role of Banks and Development Institutions in Jammu & Kashmir



Grand Exposition

The entire exhibition would be put up in octomom panels constructed stalls with covered hangers of international quality with water proofing. The stalls would be of various sizes depending on the requirements of the exhibitors. The entire event would be put up in separate hangers. Farm machinery would be displayed in open area earmarked for this purpose.



- ❖ Agro& Food Processing Pavilion
- ❖ Central Government Pavilion
- ❖ State Pavilion
- ❖ Technology Pavilion
- ❖ Horticulture Pavilion
- ❖ Cooperatives Pavilion
- ❖ Tourism, Art and Culture Pavillion
- ❖ Industry and Make in J&K Pavilion
- ❖ Energy and Infra Pavillion
- ❖ Startups, skilling and education pavilion

“ Besides pavilion, there would be open area for machinery display “



Principal Sponsor (Rs.25.0 Lacs +GST)

- Official Status of Principal Sponsor of the Event
- Name and logo to appear along with the organizers in all the promotional material, program banners, event souvenirs and onsite publicity.
- Free furnished space of 72 sq. mt. in important pavilion at most prominent location.
- Lodging, boarding, taxi arrangements for two and free passes to five persons to the exhibition and all the seminars.
- Back page coloured advertisement in the post event souvenir
- One person to share inaugural and concluding dais
- Name and logo to appear in all advertisements in national and regional news papers, magazines, websites, hoardings etc.
- Organizations corporate video to run during session breaks at all activities
- Special acknowledgement during inaugural and concluding functions

Main Sponsors (Rs. 15.0 Lacs +Gst)

- Official Status of Main Sponsor of the Event
- Names and logos to appear in the main promotional material, program banner, event souvenir and onsite publicity.
- Free furnished space of 48 sq. mt. in important pavilion
- Lodging, boarding, taxi arrangements for two and free passes to three persons to the exhibition and all the seminars
- Inside Cover page coloured advertisement in the post event souvenir
- Organizations corporate video to run during session breaks at all activities
- Acknowledgment during inaugural and concluding ceremony

Sponsors (Rs. 10.0 Lacs +Gst)

- Official status of Sponsor of the event.
- Names and logos to appear in the main promotional brochure, event souvenir and onsite publicity.
- Free furnished space of 36 sq. mt. in important pavilion
- Colour advertisement in the post event souvenir.
- Acknowledgment during and concluding ceremony.

Co-Sponsors (Rs. 6.0 Lacs +Gst)

- Official status of Co-Sponsor
- Names and logos to appear in the main promotional brochure, event souvenir and onsite publicity.
- Free furnished space of 24 sq. mt. in relevant pavilion
- Half page color advertisement in the post event souvenir

Souvenir Advertisement

The rates for advertising in the souvenir are:

1. Back Cover	Rs. 4,00,000/- (Gst extra)
2. Inside Back Cover	Rs. 3,00,000/- (Gst extra)
3. Inside Cover	Rs. 3,00,000/- (Gst extra)
4. Inside Pages	Rs. 2,00,000/- (Gst extra)

Note : GST 18% Extra

GLIMPSES OF PAST EVENTS



1. Name and address of the Organisation**Details of the Contact Person**

Name
Designation
Phone
Fax
E-mail

2. Fascia (as it should appear on the stall in block letters)

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3. Details of products to exhibit

4. Stall Sizes and Cost Requirements

S.No.	Categories	Size	Cost @ 16,000	GST @ 18%	Total Cost
1.	Small Stall	18	INR 2,88,000	INR 51,840	INR 3,39,840
2.	Standard Stall	24	INR 3,84,000	INR 69,120	INR 4,53,120
3.	Medium Stall	36	INR 5,76,000	INR 1,03,680	INR 6,79,680
4.	Special Stall	48	INR 7,68,000	INR 1,38,240	INR 9,06,240
5.	Large Stall	72	INR 11,52,000	INR 2,07,360	INR 13,59,360
6.	Pavilion Corner	100	INR 16,00,000	INR 2,88,000	INR 18,88,000
7.	Small Pavilion	200	INR 32,00,000	INR 5,76,000	INR 37,76,000

5. Facilities at extra cost : (Refer to terms & conditions)

Electricity	Yes	No	Stall Security	Yes	No
	If yes	KW	Additional Furniture	Yes	No
Water Connection	Yes	No			

Total amount payable Rs

RTGS/NEFT Details

BENEFICIARY NAME	INDIAN CHAMBER OF FOOD AND AGRICULTURE
BENEFICIARY A/C NO	50200009753362
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

Date

Name

Place

Designation

(Signature (with seal))

Seminars & Conferences - VJ&K 2024

Day-1 : Thursday, 8th August, 2024

INAUGURATION OF Emergent JAMMU & KASHMIR 2024	10:30 AM -12:30 PM
LUNCH	01:00 PM - 02:00 PM
DEVELOPMENT MEET ON JAMMU & KASHMIR	02:00 PM - 07:00 PM
NETWORKING DINNER	07:30 ONWARDS

Day-2 : Friday, 9th August, 2024

INAUGURATION OF JAMMU & KASHMIR DEVELOPMENT SUMMIT	09:00 AM - 10:30 AM
TEA BREAK	10:30 AM - 11:00 AM
SESSION - 1 BUSINESS AND INVESTMENT OPPORTUNITIES IN J&K REGION	11:00 AM - 12:15 PM
SESSION - 2 POLICY INITIATIVES OF THE CENTRAL GOVERNMENT IN VARIOUS SECTORS FOR J&K	12:15 PM - 01:30 PM
LUNCH	01:30 PM - 02:15 PM
SESSION - 3 SUPPLY AND VALUE CHAIN DEVELOPMENT IN J&K	02:15 PM - 03:30 PM
SESSION - 4 BOOSTING AGRI & FOOD PROCESSING SECTOR IN J&K THROUGH STARTUPS UNDER PUBLIC PRIVATE PARTNERSIPS	03:30 PM - 04:45 PM
TEA BREAK	04:45 PM - 05:15 PM
CONCLUDING SESSION : WAY FORWARD	05:15 PM - 06:30 PM

Day-3 : Saturday, 10th August 2024

J&K FPO-INDUSTRY PARTNERSHIP PROGRAM	10:00 AM -02:30 PM
CONCLUDING CEREMONY	02:30 PM - 04:00 PM



IMPORTANT INFORMATION FOR PARTICIPANTS

The stalls would be allotted to the exhibitors on 7th August 2024 from 12:00 noon. The interiors of the stall including positioning of the exhibits must be completed by 9:00 am on 8th August 2024. All the stalls should be vacated by 7:00 pm on 10th August 2024.

1. **FURNISHED STALLS :** The facilities will include: 4 chairs, 2 table, 6 spot light, matting, exhibitors name on fascia, 1 plug point (for a small 18sq.mt stall)
2. **COVERED BARE STALL :** The exhibitors shall get covered bare space in the hanger and would have to get their own panels, furniture and other required equipment's, etc
3. **OPEN SPACE :** The exhibitors will have to get their own furniture and other required material
4. **REGISTRATION FOR RESERVATION :** The closing date for registration is 31st July 2024. Full payment must reach us by that day.
5. **CANCELLATION :** The organiser reserves the right at all times to change the dates of exhibition due to force majeure, without any rights to participants for claiming compensation for any loss. Allotments cannot be withdrawn or altered by the participants and payment for reservation will be forfeited on cancellation by participants or on non-payment of any balance payment.
6. **FACILITIES AT EXTRA COST :**
 - Additional power requirement will be charged @ Rs. 2500/- per KW per day.
 - Water connection can be made available at the additional cost of Rs.5000/- per connection. Additional Security can be provided @ Rs. 2000/- per head per shift.
 - Use of Demo plot Rs.30,000/- Per day per equipment basis.
 - Furniture per item, (1) Chair= Rs. 300 (2) Table= Rs.500/- (3) Reception counter = Rs.2000 (4) Spot Light(60 W) Rs.200 (5) Fluorescent Tube = Rs. 400/- (6) Power Point 5 Amp = Rs.350/- (7) Power Point 15 Amp.= Rs. 500/- .
7. **GENERAL:** In addition to any rights or reservations already specified, the Organisers reserve the following rights:
 - The information rules and regulation in this booklet are subject to alteration or deletion. The organisers will keep the exhibitors informed
 - All matters in connection with the exhibition not provided for by these rules and regulation, shall be settled or determined by the organisers, whose decision in relation thereon shall be final and binding.
 - In case of cancellation or postponement of the event, caused by natural calamities, government instructions or any other reasons, the exhibitors shall comply with decision of the Organisers.
 - No security deposit is required. But if any damage is caused by a company it would have to pay the amount as decided by the organizers.
8. **DISTRIBUTION OF THE PRICE LIST/ADVERTISEMENT ETC :** Price lists, pamphlets, advertisement, etc. may only be distributed from exhibitors within stall and not in the public ways nor at any other location on the exhibition grounds. Such literature must relate to the goods of the exhibitor as displayed or eligible for display by him.
9. **CLEANING:** Arrangements have been made by the organiser for the cleaning in general. The closing of the stall and the exhibits will remain the responsibility of the exhibitors. Removal of goods is the responsibility of the exhibitors
10. **ORGANISER'S LIEN:** Organisers shall have the lien on the exhibits/goods of the exhibitors having stall /bare space/open space if any payments remain uncleared before the end of the exhibition
11. **INSURANCE AND LIABILITY:** The exhibitors are required to get all their goods insured before they are brought on the exhibition grounds. The organisers are in no way responsible for any theft or loss of goods.

Exhibition

The exhibition will highlight the potential of the region in agriculture, horticulture, food processing, livestock, rural development, infrastructure, energy, social and development sectors and Make in Jammu & Kashmir & Made in Jammu & Kashmir. A large scale participation from leading industries and various central ministries and institutions is expected. The industries would display latest products & technologies and discuss new ventures. Large, medium and small companies of the region and also the State Governments would exhibit their programs, schemes and offerings.



Organiser



Emergent Jammu & Kashmir 2024 will be executed by ICFA with the support of the Government of Jammu & Kashmir. ICFA is engaged in knowledge-based activities in agriculture and sustainable rural development throughout the country in collaboration with the industry, various Central Ministries, and State Governments.



Supporting Bodies

A large number of Industry bodies, PSUs, Financial Institutions, Central Ministries, Corporate Institutions, etc. have been regularly participating in the events organised by ICFA. Therefore, we expect a similar kind of participation in this event also by various bodies.



For Sponsorship And Stall Booking Please Contact :

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