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DEPARTMENT OF AGRICULTURE,
GOVERNMENT OF ASSAM



INDIAN CHAMBER OF COMMERCE
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ASSAM AGRICULTURAL
UNIVERSITY



4th Assam International
Agri Horticultural Show 2017

6-9 January 2017,
Guwahati, ASSAM

EVENT REPORT

For further details, please contact

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After the immense success of the three successive 1st, 2nd & 3rd Assam International Agri Horticultural Shows in the year 2014, 2015, 2016 the **Department of Agriculture**, Government of Assam and the **Indian Chamber of Commerce (ICC)** joined hands for the fourth time to organize the 4th Assam International Agri-Horticultural Show 2017, one of the flagship events of Government of Assam, on 6-9th January, 2017 at Guwahati, Assam.

The Assam International Agri Horticultural Show was one of the major annual B2B-cum-B2C events in Assam that brought together the best and the latest in the agriculture and horticulture sector. AIAHS, as a show, has not just proven to be a great marketing activity for the participating companies; it has also helped them achieve astronomical sales figures during all days of the show. Over the years, the Show has witnessed participation of most of the leading brands available in the country and from abroad. The Show, initiated in the year 1995, went “International” for the first time in 2014 and has since seen participation of **15 countries and more than 80 international delegates** in the year 2014 and **13 countries** in the year 2015 and **12 countries and 200 international delegates** in 2016.

Countries who participated in the earlier 3 Editions of the Show include **Bangladesh, USA, Canada, Nepal, Italy, Bhutan, Indonesia, Poland, European Union, Denmark, Taiwan, China, UK, South Africa, Israel, Lao PDR, Myanmar, Sweden, Netherlands, Ethiopia, Germany.**

Government of Assam and ICC has brought many new never-before aspects in the Show which has added immensely to enhance the quality and caliber of the Show.

ICC has been organizing :

- International Exhibits from 12-13 countries each year
- Exclusive Investor’s Meet between International players with Chief Minister of Assam & concerned Agri & Allied department heads/ministers.
- B-2-B Meetings of foreign organizations with Indian Counterparts
- Site visits within Assam
- Exclusive Business meets with Minister / Administrative Heads of Departments as per interest

4th Agri Horticultural Show in 2017

SNAPSHOTS OF THE EVENT

Focus State: Assam

Focus Sector: Agriculture, Horticulture, Processed food, Animal husbandry & Technologies involved in agriculture and its allied sectors

Event Components: Conference, Exhibition, Buyer Seller Meet, Farmer Trainings & meets with Government officials and Private entrepreneurs

Total number of Stalls in International Hanger: 104

Total number of Stalls in the National /State Area : 350

Total number of Speakers: more than 30

Total number of Delegates & Visitors: 1,00,000 (approx per day)

HIGHLIGHT OF THE OPPORTUNITIES

The North-Eastern region of India is richly endowed with natural resources and has a potential to produce variety of agriculture and horticulture crops. Focusing on the potential and opportunities in agro and horti sector for the state of Assam, some of the major crops produced in bounty includes paddy, ginger, turmeric, sesame, jute, tea and varieties of crops. Over years, the producers have employed new age and modern technologies for cultivation process. There has been extensive use of micro-irrigation technology in various districts, which eventually has led to reduction of water wastage and also has helped in increasing productivity. Deployment of modern technologies in animal husbandry and food processing sector also has been undertaken by the producers. The state has witnessed a whooping increment in productivity figures for major cash crops and paddy in the last 5 years, which have not only surpassed the national averages but also ranks highest in the entire North-Eastern region of India.

Keeping the facts in consideration and the major developments which have been undertaken by the Department of Agriculture, Government of Assam, the Indian Chamber of Commerce organized the international Show to focus on strengths and opportunities which the sector possess in the region.

North East will grow only if it improves its trading activities with its bordering countries. With the opening of South East Asian markets and latest initiatives like the Trilateral Highway etc, improving economic and trade ties with Bordering countries has become the need of the hour for Assam and entire North East.

With this perspective, in this year's Show, ICC encouraged participation from its neighboring and bordering countries of BANGLADESH, BHUTAN, MYANMAR, CHINA, THAILAND and NEPAL. ICC believes that the North East and Assam can become the HUB for ties between South East Asia and the rest of India. Although results and outcomes are expected, ICC believes that these efforts would bear fruit in the long run, although there are few short term benefits also as highlighted in the Annexure.

DETAILS OF THE SHOW

On the first day of the program, Mr. Sarbananda Sonowal, Hon'ble Chief Minister of Assam along with eminent dignitaries including Mr Atul Bora, Hon'ble Minister for Agriculture & Food Processing, Government of Assam; Mr. V K Pipersenia, Chief Secretary, Government of Assam, Mr. K K Mittal, Addl Chief Secretary & Agriculture Production Commissioner, Government of Assam; Dr. K M Bujarbaruah, Vice Chancellor, Assam Agricultural University, and others inaugurated the Show.



During the four days Show, various technical sessions were organized on different topics including “International Seminar on Make in North East : Agriculture & Allied Sectors” with focus on Agriculture Productivity & Innovation - Technology, Crop Protection, Quality Inputs, Organic Crops and Growth Catalysts for Assam Agriculture & Allied Sectors – Commercial

Dairy Productivity & Technology, Fish Feed, Seed and value chain, piggery, rural poultry, horticulture etc. and a Buyer Seller Meet on Organic Farming. Details of the Program are enclosed in Annexure III.

Farmer Training Sessions took place on all the 4 days of the show and 1000s of farmers from various districts of Assam participated in the Training Sessions and gained knowledge. In addition, Drawing Competitions and various other Competitions such as salad decoration, bouquet decoration, processed food items etc were held during the Show days.

The Concluding Session of the Show on the last was graced by H E Shri Banwari Lal Purohit, Governor of Assam.

The event was well covered by print and electronic media.

OUTCOME OF THE EVENT

1. **Interest for investment:** During the exposition and buyer-seller meet an interest for investment of worth INR 180 crores were expressed by Indian and foreign Countries. Apart from this amount, entrepreneurs expressed significant amount of interest in doing business with international counterparts (as derived from the response sheet collected from the exhibitors). The EOIs collected from interested parties/companies are as follows :

India – 7
China – 6
Nepal – 1
Bhutan – 1
Canada - 1

The list of EOIs is enclosed in Annexure I

2. **Business Enquiries:** During the conference, business meetings were organized by the Indian Chamber of Commerce. The information collected from the exhibitors reveals that there has been more than 700 effective business enquiries made between 6th to 9th January 2017. Some of the important business meetings are enclosed in Annexure II.

3. **Important business interactions:** As reported by the representatives, the business meets and interactions revolved around the issues related to promotion, enhancement and increasing trade and export potential in sectors related to agriculture and allied sectors of agriculture. It was discussed that the process of receiving bank loans should be eased and special focus should be given to the industries operating in the North-Eastern region of India

so that investment can be pulled in and higher growth in the sector can be envisaged. Problems related to enhancement of international trade in agro commodities were discussed during the meets and requisite assistance from the concerned Government departments was asked for. Apart from these, several representatives of Indian companies discussed at large with several officials from companies from foreign countries related to promotion and expansion of trade and export of commodities.

1. Products of Interest:

- ✓ Vegetable and food crops
- ✓ Hybrid crops and seeds
- ✓ Organic fertilizers
- ✓ Processed foods
- ✓ Agro Machinery

- ✓ Feed concentrate
- ✓ Therapeutics for animal farm
- ✓ Bio inputs

• Sectors of Interest:

- ✓ Processed food
- ✓ Agro machinery
- ✓ Agri banking
- ✓ Animal husbandry

- ✓ Livestock and fisheries
- ✓ Technology in agriculture
- ✓ Agri marketing

WAY AHEAD

ICC would take forward all “Investment Proposals” expressed during the programme and further facilitate the process of actualization of these proposals with adequate support. Assistance in terms of information flow, procedural awareness etc would be provided by ICC. It would also handhold entrepreneurs to materialize their intended business deals, advocate government authorities in different countries to take desired steps and alleviate hindrances that have been churned out of this four day programme.

RECOMMENDATIONS and OUTCOMES

1. Marketing & commercialization of agricultural products in the North-Eastern region, especially in Assam should be emphasized in the national and international platform by the respective State Governments.

2. There is huge need for R&D in agri-horti sector in the region, which can be done in a collaborative manner with the visiting foreign countries and Agriculture Universities.
3. For promotion of agro products, national and international collaborations and Joint Ventures need to be made at the earliest.
4. The state of Assam is endowed with rich agro resources, has significant water availability, conducive weather for multi-cropping and fertile land. The potential for development in the sector lies in successful implementation of 'Look East Policy'.
5. There is a need for skill development and increasing the pool of educated farmers so that use of technology can be done efficiently. Extensive capacity building program for growers and farmers need to be done with help from Agriculture Universities.
6. Some of the varieties of rice which has huge potential for development in terms of cultivation include joha rice, per-boiled rice, sticky rice and other aromatic rice. Marketing and promotion of the varieties and cultivars should be done proactively.
7. The North-Eastern region immensely lacks in market linkage, transportation and infrastructure. This not only creates hurdle for the farmers for transporting crops to the market but also leads to crop wastage. There is a need for development of transport infrastructure and market linkages in the region. Proper use of funds for infrastructure development from ADB and other funding agencies will help in developing infrastructure in the region.
8. Export promotion need to be done in the region, which will help the farmers in exporting the produce to the neighbouring countries. In this regard, APEDA, the State Governments and Chambers of Commerce can be of immense help through organizing buyer-seller meet and promoting agri-produce to the foreign countries. Alongside, inland road transport facility needs to be developed through streamlining and rolling out pending projects at earliest.
9. For development of the food processing industries, it is important to focus on packaging and maintaining quality standards. Alongside, selection of process able varieties and increasing production is important in this regard.
10. A delegation from Assam was invited to attend Industrial Meet at Mandalay for knowledge and information sharing.
11. Some of the sectors of interest include vegetable and food crops, hybrid paddy and corn seeds, organic fertilizers, agro machinery, agri-banking system, bio-inputs, feed concentrate and therapeutics for animal farm and food processing.



4th Assam International Agri-Horti Show 2017
6-9 January 2017, College of Veterinary Science Playground, Khanapara,
Guwahati, Assam, India
Organised by : Department of Agriculture, Horticulture & Food Processing,
Govt of Assam
In Association with Indian Chamber of Commerce & Assam Agricultural University

06-01-2017 (Friday)

Inaugural Program : 6 January 2017

10.30 am	Registration	
10.30 am onwards	Competition on potted plants (Flowers, House plants, Orchids, Vegetables, Bonsai), Fruits & Nuts, Spices & Condiments, Mushroom, Medicinal & Aromatic plants, cash crops etc	
11.00 am	Inaugural Program Welcome & Lighting of Lamp	
	Felicitation of Dignitaries the presence of Mr. Sarbananda Sonowal, Hon'ble Chief Minister, Government of Assam	
11.15 am	Welcome Address	Mr K K Mittal Additional Chief Secretary , Government of Assam
11.20 am	Remarks by	Mr V K Pipersenia Chief Secretary, Government of Assam
11.30 am	Special Address	Mr M K Saharia Chairman, ICC NE Initiative
11.45 am	Special Guests	Head of Delegation, Federation of Bangladesh Chamber of Commerce & Industry Other foreign participants
11.45 pm	Keynote address	Mr Atul Bora Hon'ble Minister of Agriculture , Horticulture & Food Processing , Government of Assam
12.15pm	Inaugural Address and Release of Souvenir by the Chief Guest	Mr Sarbananda Sonowal Hon'ble Chief Minister , Government of Assam
12.40 pm	Vote of Thanks	Mr K K Mittal , IAS Additional Chief Secretary , Government of Assam
12.45 pm	Inauguration of the Exhibition	
13.00 pm	Round up of the Show	
13.15 pm	Cultural Program	
1.30 pm	Lunch	

**International Seminar on
Make in North East
Agriculture & Allied Sectors
7 January 2017**

Programme

0900 – 1000 Hrs Registration		
1000 – 1100 Hrs Inaugural Session		
1000 - 1005 Hrs	Lamp Lighting & Felicitation	
1005 – 1010 Hrs	Welcome Address	Dr. Rajeev Singh Director General Indian Chamber of Commerce
1010 – 1020 Hrs	Keynote Address	Mr Pankaj Prasad, Managing Director, NERAMAC
1020 – 1035 Hrs	Address by Special Guest	Shri Amlan Baruah Commissioner & Secretary – Agriculture Government of Assam
1035 – 1050 Hrs	Theme Address	Prof. K M Bujarbarua Vice Chancellor Assam Agricultural University
1050-1110Hrs	Address by Chief Guest	Shri K K Mittal Addl Chief Secretary & Agriculture Production Commissioner Government of Assam
1110 – 1105 Hrs	Vote of Thanks	ICC
1105 - 1200 Hrs Session I –Agriculture Productivity & Innovation Focus - Technology, Crop Protection, Quality Inputs, Organic Crops		
	Session Chairman –Shri Amlan Baruah, Commissioner & Secretary, Government of Assam	
1105 – 1115 Hrs	Micro Irrigation - The Ultimate Solution for Sustainable Agriculture	Mr. Harekrishna Baruah Jain Irrigation Systems Ltd
1115 – 1125 Hrs	Financing of Agriculture & Food Technology Projects	Mr. K P Sahu, DGM & Circle Head – NE, UCO Bank
1125 - 1135 Hrs	Assam Tea : The huge potential	Mr. Sanjio Kumar Executive Director Tea Board of India
1135 - 1145 Hrs	Entrepreneurship development in Coconut	Mr. Sree Kumar, Processing Engineer Coconut Development Board
1145 - 1155 Hrs	Export Market for NE Products	Mr. S S Nayyar

		General Manager APEDA
1155 – 1205 Hrs	Dehumidification technology for Food Processing	Mr. Vinay Gupta Marketing Manager Bry Air Asia
	Summing up by the Chairperson	

1205 – 1330 Hrs Session III – Agriculture & Allied Sectors – Animal Development, Dairy, Jute, Poultry etc		
	Chair: Mr S Bhattacharjee , Executive Director , NERAMAC	
1205 – 1215 Hrs	Role of Piggery in socio economic upliftment of rural and tribal population of NER	Dr. D K Sharma Director ICAR- National Research Centre on Pig
1215 – 1230 Hrs	Prospects & Importance of Food Processing Technology	Mr S Bhattacharjee Executive Director , NERAMAC
1230 – 1245 Hrs	Piggery – issues of quality, productivity and market linkage	Mr. Alfred Wahl President Polar Genetics, Canada
1245 – 1300 Hrs	Mechanization for dairy farming & Clean Milk Production	Dr R Patil Managing Director De Laval Pvt Ltd
1300 – 1315 Hrs	Jute in Agriculture & for Rural livelihood	Mr. S Das ICAR- NIRJAFT
1315 – 1330 Hrs	Role of farmer producer Companies to empower NE Farmers	Mr. Atul Mardikar Editor & CEO Udyog Prerana
1330 Hrs	Summing up by the Chairperson	

1330 Hrs Lunch & Close of the Program

- 0900 – 1700 Hrs Farmers' Training**
- 0900 – 1200 Hrs Competition on Floral Arrangement & Processed Food Products**
- 1100 Hrs Drawing Competition**
- 7 PM onwards Cultural Evening**

08-01-2017 (Sunday)

Show Continues

0900 – 1700 Hrs Farmers' Training
Buyer Seller Meet on Organic Farming
1900 Hrs Traditional Cultural Program

09-01-2017 (Monday)

Valedictory Session : 9 January 2017

11 AM Onwards Krishak Samaroh

3.00 am	Felicitation of VVIPs/Dignitaries	
3.30 am	Valedictory Remarks by	Mr K K Mittal Additional Chief Secretary , Government of Assam
3.35 am	Remarks by	Mr. Amlan Baruah Commissioner & Secretary – Agriculture Government of Assam
3.40 pm	Remarks by AAU	Dr K M Bujarbaruah Vice Chancellor, Assam Agricultural University
3.50 pm	Guest of Honour	Mr Atul Bora Hon'ble Minister of Agriculture , Horticulture & Food Processing , Government of Assam
4.00 pm	Guest of Honour	H E Shri Banwari Lal Purohit Governor of Assam
4.15 pm	Chief Guest	Shri Radha Mohan Singh Hon'ble Minister for Agriculture & Farmers Welfare Government of India
4.30 pm	Prize Distribution	Categories : Best Farmers under different categories Best State Level Display Award Best Regional Level Display Award Best National Level Display Award Best International Display Award
4.45 pm	Announcement of 5th Assam International Agri-Horti Show 2018	
4.50 pm	Vote of Thanks	Shri Amlan Baruah Commissioner & Secretary-Agriculture Government of Assam
5.00 pm		Lowering of Show Flag

SNAPSHOTS







