ICAR-INDIAN INSTITUTE OF
HORTICULTURAL RESEARCH

ICAR-Indian Institute of Horticultural Research (ICAR-IIHR), Bengaluru was established in 1967.

Presently working on 54 horticultural crops (13 fruits, 26 vegetables, 10 flowers and 5 medicinal crops)

Released 302 varieties viz., 38 in fruits, 136 in vegetables, 115 in flowers and 13 in medicinal crops

163 technologies of crop production and protection have been released.

104 technologies have been commercialised to 400 clients with 800 licences

More than 300 students have completed post-graduation studies

Institute is contributing more than Rs.13,000 crores annually to the horticulture sector in the country

ABOUT NATIONAL HORTICULTURE FAIR 2021

The ICAR-Indian Institute of Horticultural Research, Hesaraghatta, Bengaluru is organizing National Horticulture Fair-2021 during 8-12 February, 2021 in collaboration with, ICAR-ATARI, Bengaluru, Society for Promotion of Horticulture, Bengaluru, BESST-HORT Technology Business Incubator, ICAR-IIHR, Bengaluru, Sri Sri Institute of Agricultural Sciences & Technology Trust, Bengaluru and National Horticulture Board, Gurugram. All the 721 KVKs of 11 ICAR - ATARIs, FPOs, Horticulture Commodity associations will be connected virtual.
<table>
<thead>
<tr>
<th></th>
<th>WHAT IS NEW IN NHF 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>‘Arka Poorna’ a new guava variety in white pulp segment</td>
</tr>
<tr>
<td>02</td>
<td>Leaf curl resistant chilli hybrid ‘Arka Gagan’</td>
</tr>
<tr>
<td>03</td>
<td>Gummy stem blight resistant bottle gourd hybrid ‘Arka Ganga’</td>
</tr>
<tr>
<td>04</td>
<td>CMS based marigold hybrids with high carotene content</td>
</tr>
<tr>
<td>05</td>
<td>‘Arka Shyam’ a new variety in watermelon for ice box segment</td>
</tr>
<tr>
<td>06</td>
<td>Online seed portal, SBI Krishi yono</td>
</tr>
<tr>
<td>07</td>
<td>‘Arka Herbi wash’ an organic based product for pesticides free fruits and vegetables</td>
</tr>
</tbody>
</table>

**PROGRAMME AIMS AT**

- Knowledge sharing on innovations in horticulture through showcasing of technologies and demonstrations.
- Scientists - Farmers - Stakeholders discussions on emerging challenges in Horticulture for effective dissemination of horticultural technologies.
- Providing common platform to the service providers in the area of horticulture viz., ICAR institutes, SAUs, Developmental Departments, Private industries, Financial institutions, NGOs, FPOs and market functionaries, etc., for interaction with the farming communities.
SALIENT FEATURES OF PREVIOUS NATIONAL HORTICULTURE FAIR 2020

- Exhibition stalls from ICAR institutes, Agricultural Universities, Developmental Departments, non-governmental organizations (NGOs), private industries, etc.
- Live demonstration of improved varieties and technologies.
- Sale of seeds, planting material, products from ICAR-IIHR and private entrepreneurs.
- Farmers- Scientists discussions
- Felicitation of innovative farmers in recognition of their contributions.
- Showcasing of certain varieties and technologies in farmers plot
- Nursery & industries providing planting materials (Plating material providers).
- Protected cultivation
- Horticulture based mixed farming system
- Post-harvest technology & value addition
- Mechanization in horticulture

NATIONAL HORTICULTURE FAIR 2021 HAS...

EXHIBITION PROFILE - CUM - SALE

- SEEDS & PLANTING MATERIALS
- GREEN HOUSE & ACCESSORIES
- RESEARCH & DEVELOPMENT
- PLANT NUTRIENTS
- PESTICIDES
- THREE SHAKTI GROUPS, SHGS, FIGS & FPOS
- IRRIGATION SYSTEMS
- FOOD PROCESSING & PACKAGING
- AGRI EXPORT SERVICES
- FINANCIAL INSTITUTIONS
- GOVERNMENT, SEMI-GOVERNMENT, NGOs
- TISSUE CULTURE PROTOCOLS/ PLANTS
- IIHR-ATIC SERVICES & PRODUCTS
- ORGANIC FARMING & IFS
- MARKET FUNCTIONARIES
- PLANT GROWTH MODIFIERS
- GARDEN ACCESSORIES
- BUSINESS INCUBATION PROCESS

EXHIBITION STALLS

The NHF-2021 will have 100 hi-tech stalls of size 10’ x 10’. Stall charges will be Rs. 25,000/ + 18% GST for five days.
Advance booking should be done for the stall charges along with duly filled registration form (enclosed) on or before January 15, 2021.

For booking these stalls, kindly Visit

https://docs.google.com/forms/d/e/1FAIpQLSdfDS2BjdxwAdAGSKoDjJTVH-A5MeSgJBQM-bQAzQH9A_n4Rg/viewform?usp=sf_link

Dr. Dhananjaya M V, Principal Scientist, Organizing Secretary, ICAR-IIHR
Email: nhf.iihr@icar.gov.in
Mobile: +91-9141704357 | +91-9379079274
EVENT SPONSORSHIPS

Sponsorships are invited from interested individuals/organizations/private firms/industries/NGOs etc., under the following categories:

<table>
<thead>
<tr>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>₹ 3.00 Lakh</td>
<td>₹ 2.00 Lakh</td>
<td>₹ 1.00 Lakh</td>
</tr>
</tbody>
</table>

INDIVIDUAL SPONSORS SHALL BE PROVIDED WITH FOLLOWING FACILITIES

- **PLATINUM**
  Names/logo(size/position) will be prominently displayed in backdrops of the main event and strategic locations.
  Two hi tech stalls of size 10’x10’ will be given for exhibition.

- **GOLD**
  Names/logo(size/position) will be prominently displayed in backdrops of the main event and strategic locations.
  One hi tech stall of size 10’x10’ will be given for exhibition.

- **SILVER**
  Name/logo will be prominently displayed in backdrops
  Scientist-farmers interfaces/e-conferences/webinars/workshops and strategic locations.

NAME OF BENEFICIARY
Society for Promotion of Horticulture
ICAR-IIHR, Bengaluru,
Bank Account Number: 0000037807617355
Nature of Bank Account: Current Account
MICR No: 560002588

NAME & ADDRESS OF THE BANK BRANCH:
State Bank of India, Hesaraghatta branch,
Hesaraghatta Lake Post, Bengaluru-560089
Branch code: 41187
IFSC Code: SBIN0041187

SPONSORSHIPS FOR NHF-2021 TECHNOLOGY VIDEOS

Considering the prevailing COVID-19 situation in the country, it has been decided to organize National Horticulture Fair-2021 during February 2021 through virtual means. A large number of farmers and stakeholders are expected to connect to the fair. During NHF, it is planned to showcase demonstrations of institute developed improved varieties and other popular technologies through physical and live streaming. Besides, there will be sessions of webinars, e-conferences, workshops and farmers/stakeholders—scientists—interaction meetings. It is envisaged to prepare videos/animated films and documentaries on the popular/new technologies, activities of the institute, important sections and service providing units of the institute.

It has been decided to gather database on farmers group, NGOs, horticulture commodity associations, agriculture/horticulture exporters, firms involved in horticulture produce processing and Farmers Producers Organisations from all the states of the country. Efforts are being made to seek exclusive space for a short time in the websites of horticulture/agriculture universities, ICAR-ATARI and KVKs of all the zones of the country for wider coverage of the event.

In view of the above, it has been decided to seek sponsorships from agriculture input firms, seed companies, R&D units related agriculture/horticulture, institutions/NGOs involved in business planning and incubation, firms related to cold-storage/processing/export of horticulture commodities.

THE DETAILS OF SPONSORSHIP ARE:

<table>
<thead>
<tr>
<th>SL. NO</th>
<th>SPONSORSHIP AMOUNT (RS. IN LAKH)</th>
<th>PRIVILEGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>₹ 2.00 lakh</td>
<td>Sponsoring a IIHR technology video/animated film</td>
</tr>
<tr>
<td>2</td>
<td>₹ 1.50 lakh</td>
<td>Short videos about the firm-10 second in multiples of two during the play of IIHR Technology videos of one to two minutes.</td>
</tr>
<tr>
<td>3</td>
<td>₹ 1.00 lakh</td>
<td>L-band advertisement about the firm with a frequency of appearance three to four times during the play of technology videos of one to two minutes.</td>
</tr>
<tr>
<td>4</td>
<td>₹ 0.50 lakh</td>
<td>Bottom slide advertisement with photos, frequency of appearance three to four times during the play of technology video of one to two minutes.</td>
</tr>
<tr>
<td>5</td>
<td>₹ 0.25 lakh</td>
<td>Advertisement through text scrolling about the sponsoring firm in bottom slide bar of the technology video of one to two minutes.</td>
</tr>
</tbody>
</table>

NOTE: Advertisement videos in HD/MP4 format with a frame of >1920 ×1080 pixels shall be provided by the sponsoring firm/agency.

Content for other types of advertisements are to be provided by the sponsoring entity.

The technology videos will be hosted along with different type of advertisements during the event in social media platform and will be continued maximum for 30 days after the event.
WORKSHOPS ON HOBBY HORTICULTURE AND HYDROPONICS
Please Visit the following links for information & registration

Dr. C. K. Narayana
CEO, BESST-HORT
ICAR-IIHR, Bengaluru
Email: bessthort.iihr@icar.gov.in
Phone: +91-9449002962

Dr. C. Aswath
SPH, GENERAL SECRETARY
Email: spnihr2005@gmail.com
Phone: +91-9902522229

VENUE
The ICAR-Indian Institute of Horticultural Research is located at Hesaraghatta, which is 25 km from Bengaluru city. The institute is well connected by the service of Bengaluru Metropolitan Transport Corporation (BMTC) buses.

DEMONSTRATION HIGHLIGHTS OF PREVIOUS NATIONAL HORTICULTURE FAIR
(Theme: Making Farming an Enterprise)

- More than 70,000 farmers from 28 states participated
- 264 improved/disease resistant varieties in 40 crops (106 vegetables, 21 fruits, 101 flowers and 13 medicinal crops) were demonstrated
- Horticulture based integrated cropping system involving the components viz., fisheries, bee keeping, dairy were exhibited
- Plots of IDM, IPM, INM and protected cultivation, exhibited soilless cultivation of vegetable crops Climate resilient horticulture technologies
- 265 stalls showcasing various inputs for horticultural crops
Dr. Trilochana Mohapatra, Chief patron, Secretary DARE and DG ICAR, New Delhi.
Dr. Anand Kumar Singh, Patron, DDG (Hort Sciences) ICAR, New Delhi.
Dr. A.K. Singh, Deputy Director General (Agricultural Extension), ICAR, New Delhi.
Shri. Agarwal, Secretary, Agriculture Cooperation & Farmers Welfare, New Delhi.
Shri. Sanjay Kumar Singh, Additional Secretary (DARE) & Secretary (ICAR), New Delhi.
Dr. M.R. Dinesh, Chairman NHF 2021 & Director, ICAR-Indian Institute of Horticultural Research, Bengaluru.
Dr. M. Angamathu, I.A.S, Chairman APEDA, New Delhi.
Shri. Rajbir Singh, Managing Director, National Horticulture Board, Gurugram.
Dr. B.N. Srinivasa Murthy, Commissioner of Horticulture, DAC, Govt of India, New Delhi.
Dr. V. Venkatasubramanian, Director, ATARI, Zone XI, Bengaluru.
Shri. B.Y. Srinivas, Director, Dept. of Agriculture, Govt of Karnataka, Bengaluru.
B. Fouzia Tarunum, I.A.S, Director, Dept. of Horticulture, Govt of Karnataka, Bengaluru.
Dr. M.V. Dhananjaya, Organizing Secretary, Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. T.S. Aghora, In-charge PME, Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. Prakash Patil, Project Coordinator (Fruits), ICAR-IIHR, Bengaluru.
Dr. C. Aswath, Principal Scientist, ICAR-IIHR & General Secretary, SPH, Bengaluru.
Dr. S.S. Hebbar, Nodal Officer, Farm Management & Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. C.K. Narayana, Principal Scientist, ICAR-IIHR, & CEO, BESST-HORT.
Dr. Venkatta Kumar R, Head, Division of Social Sciences and Training, ICAR-IIHR, Bengaluru.
Dr. Reju M. Kurian, Head, Division of Fruit Crops, ICAR-IIHR, Bengaluru.
Dr. Shivashankara K.S., Head, Division of Basic Sciences, ICAR-IIHR, Bengaluru.
Dr. Madhavi Reddy K., Head, Division of Vegetable Crops, ICAR-IIHR, Bengaluru.
Dr. Harinder Singh Oberoi, Head, Division of Post Harvest Technology and Agricultural Engineering, ICAR-IIHR, Bengaluru.
Dr. M.Krishna Reddy, Head and Principal Scientist, ICAR-IIHR, Bengaluru.
Dr. Raghupathi H.B., Head, Division of Natural Resources, ICAR-IIHR, Bengaluru.
Dr. Gobinda Chandra Acharya, Head, Central Horticultural Experiment Station(CHES), Bhubaneswar, ICAR-IIHR, Bengaluru.
Dr. B. Narayanswamy, Principal Scientist, ICAR-IIHR, Bengaluru.
Sri. R. Prasad, Chairman, Sri Sri Institute Of Agricultural Sciences and Technology-Art of Living, Bengaluru.
Venkatesh.S.R. CEO, Sri Sri Institute Of Agricultural Sciences and Technology-Art of Living, Bengaluru.
Shivasubrahmanyam, CEO, Pratian Technologies Pvt Ltd.
Shri. G.G. Harakangi, Chief Administrative Officer, ICAR-IIHR, Bengaluru.
HEAD OFFICE DETAILS & ADDRESS
Dr. M.R. Dinesh
Chairman, Organizing Committee & Director,
ICAR-Indian Institute of Horticultural Research, Bengaluru-560 089,

📞 Telephone: 080-23086100  💌 Email: director.iihr@icar.gov.in
ณ Fax: 080-28466291  🏛️ Website: www.iihr.res.in | www.nhf21.iihr.res.in

FOR FURTHER DETAILS, PLEASE CONTACT

Dr. Dhananjaya M V
Principal Scientist & Organizing Secretary, ICAR-IIHR
✉️ Email: nhf.iihr@icar.gov.in
📞 Mobile: +91-9141704357 | +919379079274