



3rd All India Progressive Farmers Convention

...cultivating pride in farming

अखिल भारतीय प्रगतिशील किसान सम्मेलन

23rd December 2024 | Constitution Club, Rafi Marg, New Delhi



INDIA PROGRESSIVE FARMER AWARDS 2024
(भारत प्रगतिशील किसान पुरस्कार 2024)

THE BACKGROUND :

Agriculture is the largest employer in India with more than half the population engaged in the vocation directly or indirectly. With an annual output of \$ 500+ billion, agriculture is a pre-dominant sector of India's economy. About 60% of India's population live in rural areas and a major share of them find a source of livelihood in agriculture. Agriculture is thus a driving force of rural livelihood and development.

However, agriculture in India is fast evolving. Confronted with challenges such as depleting natural resources, climate change, eroding soil health, new plant health threats and increasing cost of cultivation, new models are constantly emerging powered by policies and substantially enhanced engagement of the industry, banks and government institutions. Educated youngsters are engaging in farm ventures and agribusinesses, progressive farmers in many parts of the country are innovating conventional practices to become successful farm entrepreneurs by leveraging upon the strengths of the markets, industry and institutions and new start-ups are emerging empowering farmers and agriculture.

Agriculture Today Group envisions to provide exposure to farmers by sharing successful agribusiness models and sensitize them with policies, schemes, technologies and markets. With this aspiration, ATG is organizing the 3rd All India Progressive Farmers Convention on 23 December 2024 in New Delhi. The forum aims to establish a national level platform for progressive farmers to share their success stories and connect with the industry and key stake-holders for collaboration and growth opportunities

तीसरा अखिल भारतीय प्रगतिशील किसान सम्मेलन

भारत में कृषि सबसे बड़ा नियोजक है, जहाँ आधी से ज्यादा आबादी प्रत्यक्ष या अप्रत्यक्ष रूप से इस व्यवसाय से जुड़ी हुई है। 500+ बिलियन डॉलर के वार्षिक उत्पादन के साथ, कृषि भारत की अर्थव्यवस्था का एक प्रमुख क्षेत्र है। भारत की लगभग 60% आबादी ग्रामीण क्षेत्रों में रहती है और उनमें से एक बड़ा हिस्सा कृषि में आजीविका का स्रोत पाता है। इस प्रकार कृषि ग्रामीण आजीविका और विकास की प्रेरक शक्ति है। हालाँकि, भारत में कृषि तेज़ी से विकसित हो रही है। प्राकृतिक संसाधनों में कमी, जलवायु परिवर्तन, मिट्टी की सेहत में गिरावट, पौधों के स्वास्थ्य के लिए नए खतरे और खेती की बढ़ती लागत जैसी चुनौतियों का सामना करते हुए, नीतियों और उद्योग, बैंकों और सरकारी संस्थानों की पर्याप्त रूप से बढ़ी हुई भागीदारी द्वारा संचालित नए मॉडल लगातार उभर रहे हैं। शिक्षित युवा कृषि उद्यमों और कृषि व्यवसायों में शामिल हो रहे हैं, देश के कई हिस्सों में प्रगतिशील किसान बाजारों, उद्योग और संस्थानों की ताकत का लाभ उठाकर सफल कृषि उद्यमी बनने के लिए पारंपरिक तरीकों में नवाचार कर रहे हैं और किसानों और कृषि को सशक्त बनाने वाले नए स्टार्ट-अप उभर रहे हैं। एग्रीकल्चर टुडे ग्रुप का लक्ष्य सफल कृषि व्यवसाय मॉडल साझा करके किसानों को जानकारी प्रदान करना और उन्हें नीतियों, योजनाओं, प्रौद्योगिकियों और बाजारों के बारे में जागरूक करना है। इस आकांक्षा के साथ, एटीजी 23 दिसंबर 2024 को नई दिल्ली में तीसरा अखिल भारतीय प्रगतिशील किसान सम्मेलन आयोजित कर रहा है। इस मंच का उद्देश्य प्रगतिशील किसानों के लिए एक राष्ट्रीय स्तर का मंच स्थापित करना है, जहाँ वे अपनी सफलता की कहानियाँ साझा कर सकें और सहयोग और विकास के अवसरों के लिए उद्योग और प्रमुख हितधारकों से जुड़ सकें।

OBJECTIVES :

- Sensitize the industry, media and government on policy issues concerning farmers.
- Provide platform to farmers to share their innovative models and success stories.
- Share latest schemes, agri-input products, technologies and services with farmers.
- Facilitate interactions among industry CEOs, banks, institutions, officials and farmers.
- Provide opportunities to collaborate for contract farming and successful agribusiness models.
- Recognize progressive farmers for their innovative models that can motivate fellow farmers

PROGRAM DETAILS

Monday, 23rd December 2024

Registration	09:30 AM - 10:00 AM
Inaugural Session	10:00 AM - 11:00 AM
High Tea	11:00 AM - 11:30 AM
Session1 - Government Flagship Programs : Farmer-Officials Interaction	11:30 AM - 12:30 PM
Session 2 - Enhancing Inputs, Credit and Insurance Outreach	12:30 PM - 01:30 PM
Lunch	01:30 PM - 02:30 PM
Session 3 - Fostering Market Linkages : Farmer-Industry Interaction	02:30 PM - 03:30 PM
Session 4 - Understanding Future Farmer Needs: Strategies for Sustainable Growth	03:30 PM - 04:30 PM
3rd India Progressive Farmer Awards 2024	04:30 PM - 05:00 PM
High Tea	05:00 PM ONWARDS

INDIA PROGRESSIVE FARMER AWARDS 2024 (भारत प्रगतिशील किसान पुरस्कार 2024)

During the last two decades or so, there has been major upsurge of farmers innovating new farming systems and developing farming models and agribusinesses, creating highly profitable model farms.

"India Progressive Farmer Awards" under different categories, is an attempt to felicitate and acknowledge their contributions and achievements . The convention will be attended by various key stake-holders including ministers, senior officials, heads of banks and development institutions, industry CEOs, scientists, agribusiness professionals, progressive farmers and major farmers' organizations. The awards to be presented to the innovative farmers at the convention and selected by Jury. The Award carries a citation, memento and cash prize of Rs. 11,000/-.

The selection of farmers will be done on the criteria of innovations done in farming, yields record created, partnership with industry and institutions reached, technology shared with fellow farmers, value added activities and any new experiments successfully done, leading to record profits and establishing new models of farming. Farmers recommended by the State Government, district administration or any Governmental, university, institutional, industry or farmers bodies will be given preference in selection.

AWARDS CATEGORIES

- **Innovations in Farming**
- **Precision Farming**
- **Contract Farming**
- **Dairy Farming**
- **Poultry Farming**
- **Integrated Farming**
- **Fisheries Farming**
- **Organic Farming**
- **Agri Business Leadership**
- **Medicinal and Aromatic Farming**
- **Best FPO Award**
- **Farm Level Processing**
- **High-tech Horticulture**
- **More Crop Per Drop**
- **Farmer Leadership**

SPONSORSHIPS

Awards Title Partner (INR 10.00 Lacs)

- Official status of the Partner to the “AIFA Farmer Awards” (Single organization).
- Name and logos to appear along with the organizers in all the promotional materials.
- Name and logo to appear in all advertisements and social media.
- Sharing of the Award Dais with the VVIPs and speaking at the Award function.
- Speaking slot in one of the sessions at the convention.
- One page advertisement in souvenir.
- Five minutes time for organization film to be shown during lunch time.
- Products brochures will be placed in the main kit.
- Special Podcast for organization

Main Sponsors (INR 4.00 Lacs)

- Official status of Main Sponsors to the event.
- Name and logo to appear in all the promotional materials and panels.
- Name and logo to appear in all advertisements and social media, on-site standees.
- Sharing of the concluding dais and addressing the function.
- Speaking slot in one of the relevant sessions.
- Inside cover page advertisement in souvenir.
- Products brochures will be displayed on the registration table.

Partner Organisation (INR 7.50 Lacs)

- Official status of the Partner Organisation of the event (single organisation).
- Name and logo to appear along with the organizers in all the promotional materials.
- Name and logo to appear in all advertisements and social media.
- Sharing of inaugural dais with the VVIPs and speaking at the inaugural function.
- Back cover page advertisement in souvenir.
- Logo to be prominently displayed in the backdrop and standees.
- Ten minutes slot for organizational film to be run in the lunch time.
- Products brochures to be placed in the main kit.

Co-Sponsors (INR 2.50 Lacs)

- Official status of Co-Sponsors to the event.
- Name and logo to appear in all the promotional materials and panels.
- Special acknowledgment during inaugural and concluding functions.
- Name and logo to appear in all advertisements and site panel etc.
- Speaker slot in one of the relevant sessions.
- Advertisement in the souvenir.

TESTIMONIALS



Puneet Thind, Progressive farmer from Haryana and 2017 AIFA Awardee - There was a long felt need for a professional chamber in Agriculture, as we see in other Industries. has fulfilled this need really well. Farmers Convention is the most satisfying and encouraging thing. Its really great initiative to connect farmers with other key stakeholders in agriculture system.



Jaipal Reddy, Farmers Leader from Telangana and 2017 AIFA Awardee - I have formed a role model society with 2000 members, wherein farmers work collectively to take maximum benefit from market. I am happy to attend farmers convention and receive the award for work amongst farmers in the last three decades. I have found this convention very powerful program for farmers.



Tariq Anwar, Member of Parliament - I congratulate it for taking a step forward to bridging gap between government and farmers. Many schemes are formed for the framers but the benefit is not reaching to the ground level. It is a platform which connects and make balance in the society. This convention should be taken to States and district level to help farmer access schemes.



Gajendra Singh Shekhawat, Union Minister of State for Agriculture - I am very honored to be part of All India Progressive Farmers Convention and wish to congratulate ICFA and AIFA for this wonderful initiative. We needed for long a platform where Government, industry and institutions could connect with innovative farmers.

3RD ALL INDIA PROGRESSIVE FARMERS CONVENTION

अखिल भारतीय प्रगतिशील किसान सम्मेलन

FOR SPONSORSHIPS

1. Name and address of the Organization

Details of the Contact Person

Name

Designation.....

Phone.....

Fax.....

E-mail:.....

2. Sponsorship Category

- I. Awards Title Partner (INR 10.00 Lacs)
- II. Partner Organisation (INR 7.50 Lacs)
- III. Main Sponsors (INR 4.00 Lacs)
- IV. Co-Sponsors (INR 2.50 Lacs)

RTGS/NEFT DETAILS

BENEFICIARY NAME	AGRICULTURE TODAY
BENEFICIARY A/C NO	50200037701032
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC0000003
MICR Code	110240001

Date

Place

Name

Designation

(Signature (with seal))

GLIMPSES OF PAST EVENTS



OUR PARTNERS & SPONSORS



FOR MORE DETAILS, PLEASE CONTACT

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