



# KERALA AGRICULTURAL UNIVERSITY

Main Campus, Kerala Agricultural University P.O., Thrissur-680 656, Kerala

Prof. (Dr.) P. RAJENDRAN  
VICE - CHANCELLOR

No.VC/81/2013  
Dated: 12/12/2013

To

The Director  
Indian Institute of Spices Research (IISR)  
P.B. 1701, Marikkunnu  
KOZHIKODE - 673 012

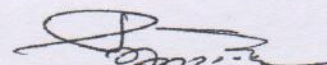
Greetings!

This is for your kind information that the Kerala Agricultural University is organizing the South Zone Regional Agricultural Fair -2014 with the financial assistance from the Department of Agriculture & Co-operation, New Delhi. It is intended to create an opportunity for exchanging ideas, knowledge and experiences of various research institutes, SAUs, ICAR institutes and extension agencies of southern region of the country for the purpose of better transfer of technology. Therefore it is proposed to organize the **South Indian Agri Expo-2014** from Jan 23<sup>rd</sup> to Jan 27<sup>th</sup> 2014 at the main campus of KAU, Vellanikkara, Thrissur. I solicit your whole hearted co-operation in this endeavour by being the joint sponsor/participant of the above fair and member of the organizing committee. I would also request that appropriate candidates may please be deputed to setup pavilion of institutions under your charge during the exhibition period. I am enclosing a relevant Brochure for your information. Once your participation as co-sponsor is confirmed, we will be redrafting this Brochure with your logo as a co-sponsor. A line in conformation of participation of your institution is solicited. For further details you may contact:

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Communication Centre, KAU, Mannuthy  
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We will be in touch with you once you give us your consent on sponsorship/participation.

Yours faithfully

  
(P.Rajendran)



കാർഷിക വിജ്ഞാനപൂരം 2014

SOUTH INDIAN AGRI EXPO 2014

"Natural Resource Management for Livelihood Security"

# SOUTH INDIAN AGRI EXPO

## AGRI FIESTA 2014

**"Natural Resource Management for Livelihood Security"**

### Background

Kerala, with the mesmerizing beauty of its sun bathed golden seashores edged with abundant coconut trees, fascinating biodiversity of flora and fauna, interspersed with plantations and paddy fields, has been recognized as the tropical paradise of India. Lovingly called "God's own Country", Kerala's age-old heritage and tradition, bright festivals and dances and enchanting boat races are prime attractions to the tourists worldwide. The State's abundant potential for eco-tourism and farm tourism emphasizes the healthy co-

existence of nature and its all living forms. It is probably the only place in the world, where, within a span of about 100 kilometres, you enjoy the shore, the midland and the mountain.

### The University

The Kerala Agricultural University (KAU), established under "The Agricultural University Act, 1971" became operational since February 1972 when the then existing two educational and 21 research institutions administered by the Department of Agriculture and Animal Husbandry of the Government of Kerala were brought under one umbrella for facilitating the sustainable and accelerated development of agriculture in the State. Today, the Kerala Agricultural University with six constituent colleges, six Regional Agricultural Research Stations, twenty six Research Stations, seven Krishi Vigyan Kendras, Communication Centre, Agricultural Technology Information Centre and a Central Training Institute focuses its strategy on synergizing multi-disciplinary education and strengthening problem-specific research relevant to the State. KAU also helps in building innovative extension systems for sustainable agricultural production and overall improvement of rural livelihoods. The University imparts quality education in Agriculture, Horticulture, Forestry, Agricultural Engineering, Home Science, Co-operation, Banking and Management and other allied disciplines. Another mandate is to undertake basic and applied research covering all economically important crops such as rice, vegetables, banana, pineapple, pepper, coconut, cashew, cardamom, medicinal and aromatic plants and also to generate appropriate technologies to support agri-business and entrepreneurship. The outcome of the research in the University is being offered to the public by developing innovative extension strategies and effective mechanisms through its extension wing. It has to its credit forty two years of relentless work contributing to the advancement of the agricultural capabilities of the



State. The University is highly committed to the farming community while continuously striving to cater to the needs of the competitive atmosphere of Kerala's agriculture through a package of appropriate strategies and transfer of technologies.

### The Event

For showcasing the technological achievements and extension activities of the State Agricultural Universities (SAUs)/ICAR Institutes, line departments concerned with Agriculture and allied areas, Commodity Boards, Corporations and private agencies in the Southern States, the Kerala Agricultural University in collaboration with the Department of Agriculture and Co-operation, Govt. of India, intends to have the mega South Indian Agri Expo – Agri Fiesta 2014 from 23rd to 27th January 2014 at Vellanikkara, Thrissur. The event aims to create a platform wherein research organizations, development departments, extension agencies, non governmental organizations, input agencies and farmers converge to share knowledge and experiences in the field of agriculture, provide an opportunity to update themselves of the latest technological advancements and also to facilitate the motivation of younger generation to professional agriculture. The fair illustrates science and technology developments in the agriculture and allied areas including Biotechnology. Seminars on relevant topics by eminent scholars and discussions in the Open Forum and organizing field trips to the nearby Centres of KAU will be a unique component of the Agri-Fair. Demonstrations on Agro-Technology, Agro-clinic, soil testing, farm advisory services, quiz, competitions on farm skills, Drawing and Painting competitions for the students, Agriculture Book Fair etc. will be conducted. A Food Expo with agricultural product diversification, value addition and food courts to taste upon the ethnic preparations of the specialty foods of Kerala will also be arranged adding rich flavor to the event.

### Venue

The South Indian Agri Expo – Agri. Fiesta 2014 will be organised at KAU Main Campus, Vellanikkara, situated 12 km away from Thrissur, the cultural capital of Kerala. The place is well connected by all modes of transport and has pleasant weather.

KAU main campus comprises the College of Horticulture, College of Forestry and College of Co-operation, Banking and Management. The exhibitions will be organized mainly concentrating the laboratories and other facilities including field crops in these Colleges. Pavilions of other research and extension institutes under KAU, State Agricultural Universities and ICAR Institutes in South India, Government departments, Commodity Boards, Corporations and private agencies will also be accommodated in the venue.

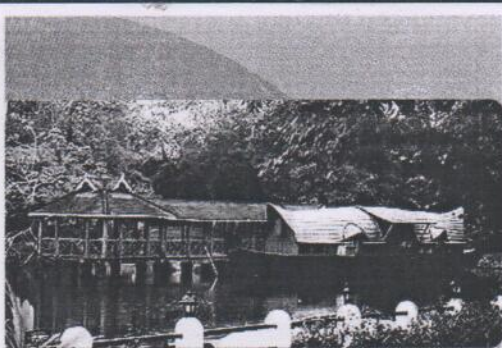
### Date

Agri.Fiesta 2014 is arranged during 23rd to 27th January 2014 coinciding with the productive season of most of the crops and ideal weather of Kerala.

### Exhibitor Profile

Colleges and Research Stations under KAU, other SAUs and ICAR Institutes of South India, Krishi Vigyan Kendras, Government Departments concerned with Agriculture, Horticulture, Floriculture, Apiculture, Vermiculture, Biotechnology, Bioinformatics, Animal Husbandry, Dairy, Fisheries, Forestry, Medicinal and Aromatics,





**THRISSUR FLOWER SHOW  
TOTANKHAMEN RELIEF**

Mushrooms, Agricultural Engineering, Farm Machinery and Agricultural Implements, Food processing, Innovative Packaging Technologies, Biocontrol agents, Agro-meteorology, Water Quality Testing, Soil Testing, Diagnostic Services Lab, Educational Expo, Book Fair, Banking Institutions, Ethnic & traditional furniture, Garments, Biodegradable – paper bags, banana fibre based products, Handicrafts and Cottage Industries, Khadi and Village Industries, Kudumbasree, Media, Games and Amusement, Sports Goods and Wares, Entertainment Gadgets, Travel and Tourism, Scientific and Research Organisations, Voluntary Organisations etc.

The exhibition will provide a platform to meet prospective clients and collaborators and gain entry into a huge market hitherto not accessed. The projected media coverage will work as an advertising campaign in favour of the participants.

#### Seminars

Soil and water management, Hi-tech farming, Vertical Farming, Integrated Agriculture, Organic Farming and Food Security, Eco-technology, Apiculture, Cool Season Vegetables, High value flowers, Processing and Value addition, Climate change, Drought management are the focal points for the fair.

#### Awards

Awards will be given to the Best pavilion and outstanding competitors for various competitions

#### Sponsorships

Principal sponsor	: Rs.5 lakhs
Co-sponsors	: Rs. 2 lakhs
Rent for private stalls (standard size)	: Rs.15,000 each



**For more information please contact:**

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