

# Rural Exhibitions and Market Promotion Campaign - Uttar Pradesh



October - December 2007

1st Phase: 23rd Oct. - 6th Nov., 2007

2nd Phase: 14th Nov. - 3rd Dec., 2007



ORGANISER



**CARD**  
Centre for Agriculture  
and Rural Development

SUPPORTED BY



Government of Uttar Pradesh

CO-ORGANISER



The Associated Chambers of  
Commerce and Industry of India

# Rural Exhibitions and Market Promotion Campaign - Uttar Pradesh

**October - December, 2007**

**(17 events in two phases, covering all 70 districts of Uttar Pradesh)**

**1<sup>st</sup> Phase: 23<sup>rd</sup> Oct. – 6<sup>th</sup> Nov., 2007**

**2<sup>nd</sup> Phase: 14<sup>th</sup> Nov. – 3<sup>rd</sup> Dec., 2007**

## Rural Market Scenario

India has more than 0.6 million villages, housing two third of its people, earning one-fourth of the national income. The steep rise in size of the rural market has been the most important marketing phenomenon of the new decade, providing volume growth to all the leading consumer goods as well as agri-input companies. Higher rural incomes and increasing penetration of television and other mass media, have induced propensity to consume branded and value added products in rural areas. According to NCAER the rural consumers represent more than 50 percent of India's 'Consuming Classes' and have become the prime target market for consumer durable and non-durable, food, construction, electrical, electronics, automobiles, banks and other companies. Rural market accounts for almost hundred percent consumption of agri - input products such as seeds, fertilisers, pesticides, farm machinery etc. and is fast growing for both, agri and consumer products.



## Income trends of various rural market groups

Income group	1989-90	1995-96	2004-05
High (above Rs 96,000 p.a.)	1.2	3.1	5.40
Upper middle (Rs 70001 to Rs 96,000 p.a.)	7.1	8.6	12.6
Middle (Rs 45001 to Rs 70,000 p.a.)	23.9	29.0	34.5
Lower income group level	67.3	57.2	44.3

- The mobility towards higher income group has in fact been much higher in the rural areas than urban. This provides great opportunity for marketing in rural areas.
- The changing behavior and attitude of the rural income groups regarding savings and banks' rural reach out indicates tremendous growth opportunity.

## Opportunities in Rural Market

1. Growing per capita and disposable income
2. Rising product and quality awareness
3. Easier availability of credit
4. Expanding media, which creates market
5. Market promotions and awareness by companies



## Market Potential of Uttar Pradesh

Uttar Pradesh is India's largest state, in terms of population, with approx. 180 million people. If UP was a separate country, it would be world's 7th largest country. Endowed with fertile land, diverse climate and vast river system, UP has for long been 'the granary of India'. The State produces 19 percent of India's food grains, 22 percent of vegetables, 21 percent of fruits, 38 percent of sugarcane and 42 percent of potatoes. UP has the largest number of live stock in the country, having number one status in milk production. **UP is also the largest consumer market in India**, accounting for more than Rs. 20,000 crore annually.



## Some facts about Uttar Pradesh

- Most fertile land with over 90 percent assured irrigation
- One of the most mechanised and advanced farming systems in the country
- Scientific cultivation with high use of agri input products in farming
- Agriculture marketing system is well developed with Krishi Mandis upto tehsil levels
- Cultivation of major cash crops like sugarcane, mango, potato and vegetables
- Farmers diversifying to commercial crops, which promise high income
- Literacy level of rural population is above average with a good network of colleges
- High reach of mass media with TV, radios and newspapers reaching every village
- One of the fastest growing rural markets due to increased MSP and sugarcane prices to farmers



## A Unique Initiative

Despite increase in rural disposable income and penetration of mass media, the rural consumers are still not much aware about various products and services available in the market and they have to satisfy their needs with a number of substandard products and services. This is primarily due to higher cost and accessibility problem in reaching out to rural consumers by companies. Keeping this 'gap' in view, CARD jointly with ASSOCHAM, NYKS and with the support of the Government of Uttar Pradesh has taken a unique initiative by organising 17 divisional level rural exhibitions along with market promotion campaign in all seventeen division of UP, covering all 70 districts of Uttar Pradesh.



## Participation

Estimated participation of various categories of people is as under. The most progressive select four to five farmers from each village and public representatives like Panch, Gram Pradhan, Block Pramukh etc. who themselves are also generally very large farmers and the opinion makers, would be directly mobilised for participation in seminars. The other category of visitors would be mobilised through extensive publicity and promotion, including local media advertising and vans promotion in villages, rural haats and mandis.

S.No.	Category	Expected number
1.	Progressive farmers	3000 - 5000
2.	Public Representatives	400 - 800
3.	Other rural visitors	4000 - 5000
4.	Urban visitors	3500 - 4000
5.	Misc. (Officials, industry, press)	100 - 200
	<b>Total</b>	<b>11000 - 15000</b>

## The Program

By keeping the huge potential of the state, Centre for Agriculture and Rural Development organizing the division level rural exhibitions and market promotion campaign with an association of ASSOCHAM, NYKS and support from the Govt. of Uttar Pradesh in the two phases as :

### 1st Phase: 23 Oct - 06 Nov, 2007 (Total 14 days)

Sr. No.	Division	Proposed Date	Proposed Venue	Division wise distance chart	Districts to be covered at each division
1.	<b>Saharanpur</b>	24-25 Oct, 2007	Agriculture Marketing yard (Agriculture Mandi)	187 KM from New Delhi	<b>Saharanpur Division</b> 1. Muzaffarnagar 2. Saharanpur
2.	<b>Meerut</b>	26-27 Oct, 2007	Agriculture Marketing yard (Agriculture Mandi)	122 KM from Saharanpur	<b>Meerut Division</b> 1. Meerut District 2. G. B. Nagar 3. Ghaziabad 4. Bulandshahr 5. Bagpat
3.	<b>Moradabad</b>	28-29 Oct, 2007	Agriculture Marketing yard (Agriculture Mandi)	112 KM from Meerut	<b>Moradabad Division</b> 1. Bijnor District 2. Jyotiba Phule Nagar 3. Moradabad District 4. Rampur District
4.	<b>Bareilly</b>	30-31 Oct, 2007	Agriculture Marketing yard (Agriculture Mandi)	96 KM from Moradabad	<b>Bareilly Division</b> 1. Badaun District 2. Bareilly District 3. Pilibhit District 4. Shahjahanpur
5.	<b>Agra</b>	01-02 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	212 KM from Bareilly	<b>Agra Division</b> 1. Agra District 2. Aligarh District 3. Etah District 4. Firozabad District 5. Mainpuri District 6. Hathras District 7. Mathura District
6.	<b>Jhansi</b>	03-04 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	221 KM from Agra	<b>Jhansi Division</b> 1. Jalaun District 2. Jhansi District 3. Lalitpur District
7.	<b>Kanpur</b>	05-06 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	220 KM from Jhansi	<b>Kanpur Division</b> 1. Auraiya District 2. Etawah District 3. Farrukhabad 4. Kannauj District 5. Kanpur Dehat 6. Kanpur Nagar

## 2nd Phase: 14 Nov - 03 Dec, 07 (Total 20 days)

Sr. No.	Division	Proposed Date	Proposed Venue	Division wise distance chart	Districts to be covered at each division
8.	<b>Allahabad</b>	14-15 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	238 KM from Lucknow & 628 KM from New Delhi.	<b>Allahabad Division</b> 1. Allahabad District 2. Fatehpur District 3. Kaushambi District 4. Pratapgarh District
9.	<b>Chitrakut</b>	16-17 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	150 Km (Approx) from Allahabad	<b>Chitrakoot Division</b> 1. Banda District 2. Chitrakoot District 3. Hamirpur District 4. Mahoba District
10.	<b>Mirzapur</b>	18-19 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	250 KM (Approx) from Chitrakut	<b>Mirzapur Division</b> 1. Mirzapur District 2. Bhadohi District 3. Sonbhadra District
11.	<b>Varanasi (Banaras)</b>	20-21 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	75 KM from Mirzapur	<b>Varanasi Division</b> 1. Chandauli District 2. Ghazipur District 3. Jaunpur District 4. Varanasi District
12.	<b>Azamgarh</b>	22-23 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	100 Km (Approx) from Varanasi	<b>Azamgarh Division</b> 1. Azamgarh District 2. Ballia District 3. Mau District
13.	<b>Gorakhpur</b>	24-25 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	110 Km (Approx) from Azamgarh	<b>Gorakhpur Division</b> 1. Devaria District 2. Gorakhpur District 3. Kushinagar District 4. Maharajganj District
14.	<b>Basti</b>	26-27 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	85 Km (Approx) from Gorakhpur	<b>Basti Division</b> 1. Basti District 2. Sant Kabir Nagar 3. Siddharth Nagar
15.	<b>Faizabad</b>	28-29 Nov, 2007	Agriculture Marketing yard (Agriculture Mandi)	80 KM (Approx) from Basti	<b>Faizabad Division</b> 1. Ambedkar Nagar 2. Barabanki District 3. Faizabad District 4. Sultanpur District
16.	<b>Devi Patan</b>	30 Nov -01 Dec 2007	Agriculture Marketing yard (Agriculture Mandi)	70 KM (Approx) from Faizabad	<b>Devipatan Division</b> 1. Bahraich District 2. Balrampur District 3. Gonda District 4. Shravasti District
17.	<b>Lucknow</b>	02 Dec- 3 Dec 2007	Agriculture Marketing yard (Agriculture Mandi)	100 KM (Approx) from Devi Patan	<b>Lucknow Division</b> 1. Hardoi District 2. Lakhimpur Kheri 3. Lucknow District 4. Raebareli District 5. Sitapur District 6. Unnao District

## About Organiser

Center for Agriculture and Rural Development is a national level autonomous organisation, engaged in conducting rural surveys, studies and consulting, organising marketing events, seminars, conferences, farmers workshops, agri trade fairs, rural exhibitions etc. in various parts of the country, in association with various State Governments, chambers of trade & industry and various developmental bodies. *(For more details please login [www.card.org.in](http://www.card.org.in) and [www.agriexpo.in](http://www.agriexpo.in))*



## About Co-organiser

**ASSOCHAM** is apex chamber of commerce and industry, representing over two lacs direct and indirect industry members. **Nehru Yuva Kendra Sangathan (NYKS)** an autonomous body of the Ministry of Youth Affairs and Sports, Government of India and which is the largest grassroots level organization of its kind in the world with the mandate of bringing rural youth into the mainstream of national development as active participants. It currently has 500 district level offices, 2.16 lakh village level youth clubs and 80 lakh rural youth affiliated to it in 13-35 age group and have wider presence particularly in a State like Uttar Pradesh.

## A Unique Opportunity

Uttar Pradesh is the largest consumer market with high spending power among rural masses. This program comprised of farmers workshops, quiz programs and rural market exhibitions in a campaign mode at 17 divisions with participation of about 10,000 opinion making progressive farmers and village heads in each event. This provides tremendous opportunity to both, agri and consumer products companies as well as to Government bodies to reach out to a large number of opinion makers in all the villages of the covered districts at a very reasonable cost.

The events would thus take your message, products, services, technologies or schemes to over 170,000 opinion makers and trend setter rural consumers in 52,000 villages of the most progressive region in the country - Uttar Pradesh. No organisation can afford to miss this market, and so this opportunity.

## Farmers Workshops and Quiz Programs

The parallel workshops and quiz programs organised as part of the events would provide a formal interaction opportunity for industry executives, officials and experts with the large gatherings of progressive farmers. These workshops and quiz would also be a major attraction for farmers to participate in the events. The selection of these farmers has been done jointly with the UP Govt. Departments of Agriculture, Horticulture, Animal Husbandry and Dairy, NYKS and CARD. The two day workshops would have four sessions with about 15 officials and experts making presentations on technologies, farming issues, marketing, products and schemes. In quiz programs, companies can participate with the products, gift schemes etc., and interact with the rural masses.

## Glimpses of programs organised by CARD



## Exhibition participation

**The event is open for participation by the following category of organisations:**

- Governmental departments and development bodies
- Consumer durable companies
- Consumer non-durable companies
- Banks and insurance companies
- Agri-input companies in seeds, pesticides, fertilisers, farm machinery etc.
- Horticulture, organic farming and food processing
- Animal feed and veterinary products
- Agro and rural industries
- Research, technology and extension institutions
- Marketing, consulting and promotional agencies
- Non governmental organisations
- State Government and District Administration bodies

## Major participants

*Some of the prestigious organisations, who have participated in our past events are:*

NTPC	Escorts	State Bank	Rallis	NHPC
TVS Motor Company	Central Bank	Tata Chemical	NHB	Bajaj Auto
Union Bank	Monsanto	NECC	TAFE	HLL
Bayer	ICAR	Sonalika Tractors	Tata Tea	Dow Chemicals
NLM	Hero Cycles	GIC	Syngenta	APEDA
Tata Steels	Hero Cycles	Wockhardt	CIFTRI	Tata Chemicals
Medimix	Dhanuka	CAPART	ITC	Thapar
HIL	NSIC	Castrol	Amul	Excel
SIDBI	Pagan Paints	Transpec	CFCL	NABARD
Domino Printech	Coir Board	UPL	CWC	Tata Steel
Tea Board	Indo-American	Indian Oil	Venky's	Spices Board
Nagarjuna	APEDA	METRO C&C	AIC	PI Industries
NCDEX	PNB	Frick India	NAFED	CSIR
NHRDF	Crompton Greaves	NIAM	DSCL	Crop Health
BIOSTADT	Royal Netherlands Emb.	Jain Irrigation	Intervet	KRBL
Nuziveedu Seeds	Food & Nutrition Board	Ankur Seeds	Allanasons	Balrampur Mills
Barabanki Bank	Bejo Sheetal Seeds	Canara Bank	PCRA	Minilec
Embassy of Israel	Food Cert	Crop Life	FCI	Hymatic Agro
ICICI Bank	Trai Seed Dev Corp	IOB	Indo Gulf Fert.	JCB India
JK White Cement	Jubliant Organosis	Kharvel	Kirloskar	Larsen & Toubro
LIC	MANAGE	NIC	NSC	OBC
UBI	Proagro Seeds	Rasi Seeds	IPL	Rastriya Sahara

Besides above organizations, the governments of UP, Uttranchal, J & K and the Union Ministries of Agriculture, Food Processing, Rural Development, Commerce etc. also participated.

## The major consumer market segments

Milk & Dairy	Bicycles	Tea & Beverages	Engine parts
Edible Oils	Lubricants	Confectionaries	Batteries
Health Care	Electronic products	Personal care	Newspapers
Soaps & Detergent	Electrical & Home appliances	Two-wheelers	Cement

## Quiz program

A unique feature of the event is the quiz programs, which would be organised as part of the seminars. Quiz programs are open for sponsorships by companies. The sponsoring companies would participate in the quiz and ask questions related to their products, thus creating awareness about their products and services.

## Exhibitions

**Each exhibition would have about fifty organisations, representing three major categories:**

- Consumer companies
- Agri companies & organisations
- Government bodies and Institutions

There would be an option of exclusivity i.e. only one company from one product category would participate in the exhibition. This would help in giving a focussed promotion to the exhibitor in that product category in field publicity and on-site positioning. Companies interested in this option would have to pay three times the cost of participation.

# Registration Form

**1. Name and address of the Organisation**

**Name and Address of the Contact Person**

Name.....  
 Designation.....  
 Phone.....  
 Fax.....  
 E-mail.....

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

3. Details of products to exhibit .....

**4. Stall Requirements** (for cost details refer to page no. 8)

Category	Rate per sq. mt	Min. Size	Standard Size	Booked Area Sq. Mt.	Amount (Rs.)
a). Covered Furnished Stall	Rs. 3,000/-	9 sq. mt.	24 sq. mt.	.....	.....
b). Covered unfurnished Stall in Pavilion	Rs. 2,000/-	24 sq. mt.	50 sq. mt.	.....	.....
c). Open Space	Rs. 1,000	50 sq. mt.	120 sq. mt.	.....	.....

5. Principal Sponsorships      Yes       No       Amount .....

5. Event Sponsorship      Yes       No       Amount .....

6. Seminar Sponsorship      Yes       No       Amount .....

7. Quiz Sponsorship      Yes       No       Amount .....

8. Special Sponsorship      Yes       No

9. Exhibits Handling      Yes       No

10. All payments by Demand Draft only, in favour of "Centre for Agriculture and Rural Development", payable at New Delhi. Please add 12.34% statutory service tax extra.

## Payment Details

Demand Draft no. .... dated ..... drawn on ..... amount .....

Date.....

Name .....

Place .....

Designation.....

Signature (with seal) .....

# Sponsorships

## I Principal Sponsors (Cost Rs. 17 lacs):

### *The sponsors would get following benefits:*

1. Official status of Principal Sponsor to the Event.
2. Name and logo to appear along with the organisers in all the promotional materials like posters, leaflets, hoardings, sitegates and program banners.
3. Free furnished space of 24 sq. mt. in relevant pavilion at prime location.
4. Name and logo to appear in all advertisements in national and regional news papers, magazines, websites, hoardings, site panel etc. along with the organisers.
5. Small size hoarding can be put on our mobile vans
6. Jingle can be played and pamphlets can be distributed during mobile van campaigns
7. Part of seminar hall can be used for print advertisements
8. Special acknowledgement during inaugural and concluding functions

## II Event Sponsors (Cost Rs. 10.0 lacs) :

### *The sponsors would get the following benefits:*

1. Official status of Event Sponsor to the event.
2. Name and logo to appear along with the organisers in all the promotional materials like posters, leaflets and program banners.
3. Free furnished space of 12 sq. mt. in relevant pavilion at prime location.
4. Name and logo to appear in all advertisements in national and regional news papers, magazines, websites, hoardings, site panel etc.
5. Acknowledgement during inaugural and concluding functions

## III Seminar Sponsors (Cost Rs. 7.5 lacs) :

### *The sponsors would get the following benefits:*

1. Official status of Seminar Sponsors
2. Names and logos to appear in the seminar backdrop and seminar kits
3. Three banners are to be displayed in seminar hall
4. Seminar sponsors can speak for ten minutes at any relevant topic
5. Can avail 20 minutes time in each seminar for quiz program
5. Special acknowledgement during inaugural and concluding functions

## IV Quiz Sponsors (Cost Rs. 3.0 lac):

### *The sponsors would get the following benefits:*

1. Official status of Quiz Sponsors
2. Three banners and official logos can be put at the backdrop of seminar hall
3. To get dais and seminar hall for conducting quiz for 30 minutes in each event
4. Quiz sponsors may distribute gifts among participants and create awareness

***(For exclusivity, sponsors would have to pay 150% extra)***

# Rural Exhibitions and Market Promotion Campaign - Uttar Pradesh

October to December, 2007

EXIT

ENTRY

Food Plaza

*open space for display*

Service Area

Theme Area

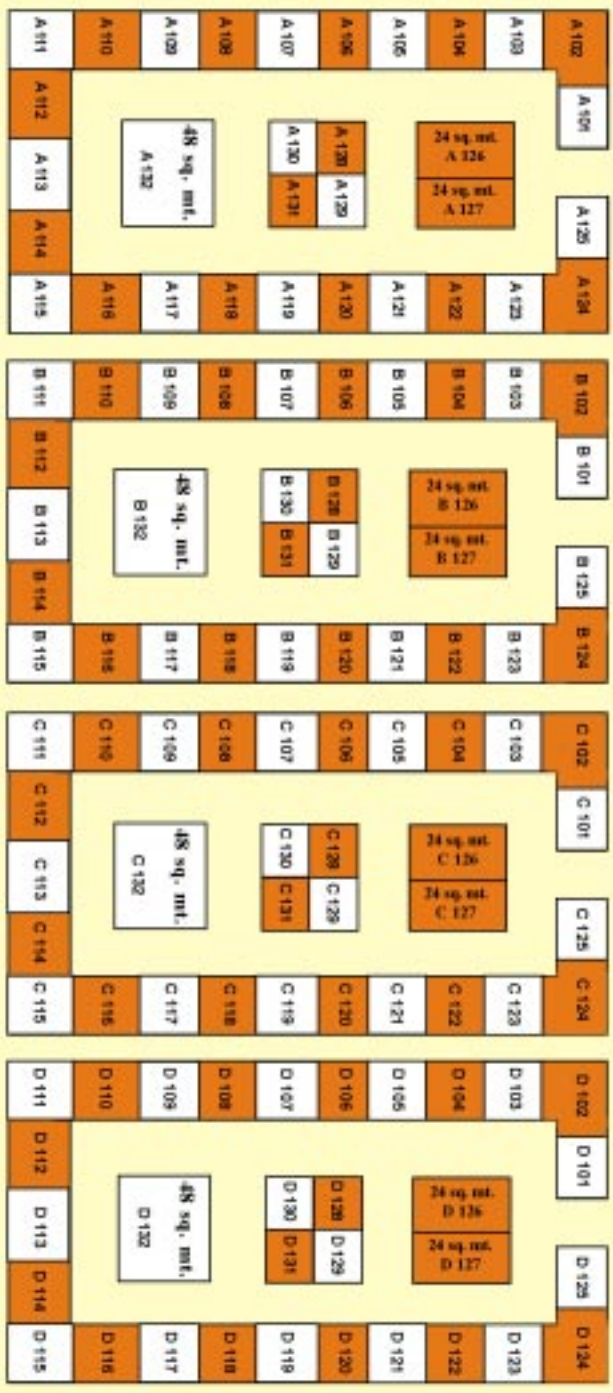
VIP Parking

GENERAL PARKING

Public Convenience

Demo Area

Seminar Hall



State Pavillion  
(20 x 40 mt.)

FMCG Pavillion  
(20 x 40 mt.)

Technology Pavillion  
(20 x 40 mt.)

Agri Pavillion  
(20 x 40 mt.)

4 x 3 sq. mt.

## Other Relevant Information Regarding Exhibitions

1. **Visitors Timings**

1st Day	11.00 AM to 8 PM
2nd Day	10.00 AM to 4 PM

**Seminar Timings**

1st Day	2.30 PM to 4.30 PM
2nd day	12.30 PM to 2.30 PM

**Quiz Timings**

1st Day	4.30 PM to 6.30 PM
2nd day	2.30 PM to 4.30 PM
2. **Facilities : We will provide following facilities along with the allotted stalls**
  1. Fully furnished stall (2 chairs, 2 tables and 2 spot lights)
  2. Carpet flooring
  3. Exhibitors name on fascia
  4. Free electricity (with one plug point)
  5. Free potable water
  6. Overall security of the exhibition
  7. Cleaning in general
3. **Stalls Allotment**

The furnished stalls would be allotted to the exhibitors by 6.00 pm of the previous evening of each event. The interiors of the stall including positioning of the exhibits must be completed by 10.00 am on the inauguration day. All the stalls should be vacated on the second day of each event by 6.30 pm.
4. **Insurance and Liability**

The exhibitors should get all their goods insured before they are brought on the exhibition grounds. The organizers are no way responsible for any theft or loss of goods. Exhibitions as a whole will be insured by the organizers.
5. **No Discounts**

No discounts and negotiations are possible under any circumstances, except those mentioned in the brochure.

The Closing date of registration for 1st phase is 18th October 2007. Full payment must reach to us before that day.

## Promotional Plan for Rural Exhibitions

### Advertising Schedule

Sizeable advertisements through The Economic Times, The Hindustan Times, The Pioneer, The Times of India, The Indian Express, Amar Ujala, Dainik Jagran and other popular print media by CARD on regular basis as per the exhibition schedule at divisional levels.

1. Two ads in national media - Economic Times 160 CC on all India basis
2. Two ads in TOI and two ads in HT of 100 CC each
3. 17 ads in Amar Ujala, Dainik Jagran and Aaj Tak of 60 CC each

### Publicity of the Event

- Publicity through posters, leaflets and hoardings at prime locations in all seventeen divisions covering all the seventy districts of UP
- Support of UP government through their line departments
- Support of NYKS and NGOs working actively in rural areas in UP
- Direct invitation to 17,000 most progressive farmers, village heads and Panchayat members of these districts, selected by District Agriculture officers and Panchayat officers of these districts
- We expect around 8 -10,000 rural visitors and 3500 to 4000 urban visitors per event.

### Van Promotion

Two vans covering on an average of 160 kms daily for 2 days in each of seventeen divisions with banners / logos of sponsors.

### Posters

20000 posters to be displayed at Krishi Mandis, Tehsil Yards, Block Offices, Sugar Corporations, District Collectorate, Banks, NYKS and other prominent places in all seventeen divisions covering all the seventy districts.

### Leaflets

10,000 leaflets to be distributed in each districts in rural areas for creating awareness about the events and mobilizing participation

## Cost of Participation

Category	Rate per sq. mt	Min. Size	Standard Size
a). Covered Furnished Stall	Rs. 3,000/-	9 sq. mt.	24 sq. mt.
b). Covered unfurnished Stall in Pavilion	Rs. 2,000/-	24 sq. mt.	50 sq. mt.
c). Open Space	Rs. 1,000	50 sq. mt.	120 sq. mt.

The stalls would be fully furnished of the sizes of 9 sq. mts. each. Extra space can be taken in the multiples of 3 sq. mts.. The standard size stalls are 24 sq. mt. in furnished and 50 sq. mt. in unfurnished category. Standard stalls would be available at 15% discount basis. And for participating in all the 17 events, there is a discount of 25% applicable.

## Sponsorships

*There are four categories of sponsorships available*

1. Principal Sponsorship - Rs. 1.50 lacs per event and Rs. 17.0 lacs for all 17 events
  2. Event sponsorships - Rs. 1.0 lacs per event and Rs. 10.0 lacs for all 17 events
  3. Co- sponsorships - Rs. 0.50 lacs per event and Rs. 5.0 lacs for all events
  4. Seminar sponsorships - Rs. 0.75 lacs per event and Rs. 7.50 all events
  5. Quiz sponsorship - Rs. 0.25 lac per event and Rs. 3.0 lacs for all events
- The sponsors would get their names and logos appearing in all the publicity materials, on-site promotion panels, gates, back-drops etc. They would also be acknowledged during inaugural and concluding functions. For more information, please refer sponsorships details in the brochure.

## Extra Facilities

Extra facilities like stalls manning, stall security, transportation of exhibits, mounting and dismantling of exhibits, hotel bookings etc. are also available for which one has to pay 15 per cent service charge extra on the actual cost. Other details can be discussed and worked out separately.

### Organizer



Centre for Agriculture  
and Rural Development

### Event Managed by



[www.cacl.in](http://www.cacl.in)

*For booking and further details, contact:*

**Siddharth Gautam**

**Head - Rural Exhibitions**

Centre for Agriculture and Rural Development

502, Rohit House, Tolstoy Road, New Delhi -110 001

Ph: 91+11+23731128/29, Fax: 91+11+23731130 (M) 9810585797

Email: [card@ricmail.com](mailto:card@ricmail.com), [siddharth@card.org.in](mailto:siddharth@card.org.in)

Website: [www.card.org.in](http://www.card.org.in) and [www.agriexpo.in](http://www.agriexpo.in)

## Glimpses of our earlier events



Concluding Function of AgriExpo 2007



Stall view during AgriExpo 2005



Overview of Agri Expo 2001



Inaugural function of Rural Exhibition at Western U.P.



Farmers Workshop & Exhibition at Rajapur (Mah)