



ICAR - Indian Institute of Horticultural Research
Hesaraghatta Lake Post, Bengaluru - 560089



NHF - 2024

NATIONAL HORTICULTURE FAIR 2024

NextGen Technology Led Horticulture for Sustainable Development



05 - 07 March, 2024



Arka
Vegetable Micronutrient Formulation



How to Apply: Spray are required or spray before 2 weeks of flowering
Stop before 1 or 2 days after



syngenta

ZENTRON LABS



Scan for NHF2024 location



+91-9403891704



enquiry@nhf2024.in



https://nhf2024.in/



ICAR-IIHR was established in 1967 to carry out basic, applied and strategic research on horticultural crops. Presently, it is working on 58 horticultural crops (13 fruits, 30 vegetables, 10 flowers and 5 medicinal crops) and so far released 354 varieties and 156 technologies. It has commercialized 176 technologies to 746 clients with 1,250 licenses. Organized more than 850 trainings and 7 National Horticulture Fairs.

A total of 380 students have completed post-graduation studies at ICAR-IIHR. Institute technologies have contributed to the nation at the tune of more than Rs. 30,051 crores annually to the evergrowing Horticulture Sector.

Nextgen Technology Led Horticulture for Sustainable Development

The theme of the National Horticulture Fair 2024, "**NextGen Technology Led Horticulture for Sustainable Development**" focuses on showcasing and promoting the integration of cutting-edge technologies in horticultural practices. It includes innovations like smart irrigation, controlled environment farming and vertical farming, optimizing resource use and enhancing crop yields while reducing environmental impact. This holistic approach minimizes ecological footprints, fostering efficient and environmentally friendly horticultural practices for sustainable development.



About National Horticulture Fair - 2024

ICAR-IIHR, Bengaluru, Karnataka is organizing a mega event "National Horticulture Fair - 2024" from March 5 - 7, 2024 in collaboration with the Society for Promotion of Horticulture (SPH); BESST- HORT, a Technology Business Incubator ICAR-IIHR; ICAR-ATARI Bengaluru and leading development departments serving for the cause and promotion of horticulture and allied sectors.



New Technologies at NHF - 2024

Arka Nihira (F₁)

- New high-yielding chilli F₁ hybrid with yield potential of 30 tonnes of green chilli and 7.5 tonnes of dry chilli per hectare under optimum condition
- Resistant to *Phytophthora* root rot & Chilli leaf curl virus



Arka Bhringaraj

- Highly vigorous variety of Bhringaraj with high dry biomass yield (6 to 6.5 tonnes/hectare) & Wedelolactone content (0.5 - 0.6%).
- Field tolerance to downy mildew
- Erect plant type suitable for commercial cultivation



Arka Vertical Farming Module

- 11-tiered vertical structure with both side utility & each tier measures 6 × 1 × 1 feet
- Load bearing capacity: 2.0 tonnes
- 80% water saving as compared to traditional methods
- Benefit - Cost (BC ratio): 2.18



Arka Onion Bulblet Planter

- Field planting capacity: 0.12 hectare per hour
- Simultaneous bund forming cum planting
- Labour efficient (35%) & Reduced drudgery



Vitamin D Enrichment Technology

- Fabricated low - cost device for Elm oyster mushroom
- 2.12 grams of mushrooms exposed to 100 watts UV-B light for 10 minutes fulfil the recommended dietary allowance
- Enriched vitamin D levels sustained for 6 months



Arka Fresh Cut Fruit Technology

- Ready to Eat (Jackfruit, Pineapple & Papaya)
- Free from added preservatives/additives
- Shelf Life: 8 - 10 days by storage at 8°C



What is new at IIHR



Plant Health Clinic

Plant Health Clinic is equipped to diagnose plant pests and diseases.



Spawn Incubation and Capacity Development Center

A mixer and filling unit of the mechanized mushroom spawn production unit.



IIHR Fruit Plant Mall

Nursery for quality fruit planting material.



Honey Testing Facilities

Testing of honey and other bee products for their quality and nutrient parameters



Centre of Excellence for Kamalam Fruit (Dragon Fruit)

The centre is set up to focus on production, post-harvest and value addition of Kamalam at KVK, Hirehalli



BESST-HORT, ICAR-IIHR, Bengaluru

A Technology Business Incubator, Catalyzed and Supported by NSTEDB, DST, Ministry of S & T, GoI

Exhibition Profile-cum-Sale

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

Exhibition Stalls

Special Events

NHF - 2024 STALL BOOKING DETAILS

High-Tech Stalls (Structure)	10' x 10'	101 Nos	₹25,000/-*
	10' x 7'	26 Nos	₹20,000/-*
High-Tech Stalls (Shamiyana)	10' x 10'	128 Nos	₹20,000/-*
	10' x 7'	30 Nos	₹18,000/-*
Nursery Stalls	15' x 30'	21 Nos	₹25,000/-*
Food Stalls	15' x 20'	15 Nos	₹15,000/-*

* 18% GST Extra

Corner Stalls costs 15% Extra

Second Corner Stalls costs 10% Extra

Special workshops & conferences on horticulture and various aspects are listed below will be conducted on all 3 days. Online Registration is compulsory.

- Urban Horticulture: Terrace/Rooftop/Vertical Gardening
- Hi-tech Horticulture: Protected Cultivation & Vertical Farming
- Soilless Cultivation: Cocoponics/Hydroponics/Aeroponics
- Waste to wealth: Farm Composting /Kitchen Waste
- Value addition & waste utilization of flowers
- Home scale package & storage of fresh fruits & vegetables

Visit the exhibition website for all stall and workshop bookings. Payments are to be made online before 20 February 2024. Stall bookings are on a first-come-first-served basis only.

<https://nhf2024.in/>



National Level Organizing Committee

Chief Patron

Dr. Himanshu Pathak
Secretary, DARE and DG, ICAR
New Delhi

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(Horticultural Science), ICAR, New Delhi

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Shri Abhishek Dev, IAS, Chairman, APEDA, GoI, New Delhi

Shri Priya Ranjan, IFS, MD, National Horticulture Board, Ministry of Agriculture and Farmers Welfare, GoI, Gurugram

Shri Shaji K.V., Chairman, National Bank for Agriculture and Rural Development, Mumbai

Dr. Maninder Kaur Dwivedi, IAS, Chairman & Managing Director, National Seeds Corporation Limited, New Delhi

Dr. Trilochan Mohapatra, Chairperson, Protection of Plant Varieties and Farmers Rights Authority, GoI, New Delhi

Shri Pankaj Kumar Bansal, IAS, Managing Director, National Cooperative Development Corporation, GoI, New Delhi

Dr. P. K. Singh, Agriculture Commissioner, Ministry of Agriculture & Farmers Welfare, GoI, New Delhi.

Dr. Prabhat Kumar, Horticulture Commissioner, Ministry of Agriculture & Farmers Welfare, GoI, New Delhi.

Dr. N.K. Hegde, Vice Chancellor, University of Horticultural Sciences (UHS), Bagalkot, Karnataka

Dr. R.C. Jagadeesha, Vice Chancellor, Keladi Shivappa Nayaka University of Agril. and Hort. Sciences (UAHS)

Dr. S. V. Suresha, Vice-Chancellor, University of Agricultural Sciences (UAS), Bengaluru, Karnataka

Dr. M. Hanumanthappa, Vice-Chancellor, University of Agricultural Sciences (UAS), Raichur, Karnataka.

Dr. Tolety Janakiram, Vice-Chancellor, Dr.Y.S.R. Horticultural University, Venkataramannagudem, Andhra Pradesh

Dr. B. Neeraja Prabhakar, Vice-Chancellor, Sri Konda Laxman Telangana State Horticultural University (SKLTSHU), Mulugu, Siddipet, Telangana

Dr. V. Geethalakshmi, Vice-Chancellor, Tamil Nadu Agricultural University (TNAU), Coimbatore, Tamil Nadu

Shri V. Anbukumar, IAS, Secretary, Dept. of Agriculture, Govt. of Karnataka, Bengaluru

Shri K.P. Mohan Raj, IAS, Secretary, Dept. of Horticulture, Govt. of Karnataka, Bengaluru

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- Dr M. Vedhachalam**, Addl. Director of Agriculture (Hort), Govt. of Puducherry
- Dr. V.B. Patel**, ADG (Fruit & Plantation Crops), ICAR, New Delhi
- Dr. Sudhakar Pandey**, ADG (Vegetable, Flower & Medicinal Crops), ICAR, New Delhi
- Dr. S. K. Malhotra**, Project Director, DKMA, KAB-I , Pusa, New Delhi
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- Dr. Baldev Raj Gulati**, Director, ICAR-National Institute of Veterinary Epidemiology and Disease Informatics, Yelahanka, Bengaluru
- Dr. S.N. Sushil**, Director, ICAR-National Bureau of Agricultural Insect Resources, Bengaluru
- Dr. V. Venkatasubramanian**, Director, Agricultural Technology Application Research Institute Zone XI, Bengaluru, Karnataka
- Dr. Shaik N. Meera**, Director, Agricultural Technology Application Research Institute Zone X, Hyderabad, Telangana
- Dr. S. R. K. Singh**, Director, Agricultural Technology Application Research Institute Zone IX, Jabalpur, Madhya Pradesh
- Dr. Subrata Kumar Roy**, Director, Agricultural Technology Application Research Institute Zone VIII, Pune, Maharashtra
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- Dr. Shantanu Kumar Dubey**, Director, Agricultural Technology Application Research Institute Zone III, Kanpur, Uttar Pradesh
- Dr. J.P. Mishra**, Director, Agricultural Technology Application Research Institute Zone II, Jodhpur, Rajasthan
- Dr. Parvender Sheoran**, Director, Agricultural Technology Application Research Institute Zone I, Ludhiana, Punjab

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Director (Acting), ICAR-IIHR

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Dr. V. Venkatasubramanian
Director, ATARI Zone-11

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M/s Rain Bird Pvt. Ltd.
M/s Agrinnovate India Ltd.
M/s Jain Irrigation System
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Event Sponsorships

Sponsorships are invited from Govt. Dept. / Individuals / Organizations /Firms/ NGOs under the following categories:

Platinum

₹ 5,00,000

- Three Hi-Tech stalls
- Logo will be prominently displayed
- One page advertisement in souvenir

Gold

₹ 3,00,000

- Two Hi-Tech stalls
- Logo will be prominently displayed
- One page advertisement in souvenir

Silver

₹ 2,00,000

- One Hi-Tech stall
- Logo will be prominently displayed
- Half page advertisement in souvenir

Bronze

₹ 1,00,000

- One Hi-Tech stall
- Logo will be prominently displayed
- Quarter page advertisement in souvenir

Advertisement in Souvenir NHF - 2024

One page

₹ 50,000/-

Half page

₹ 25,000/-

Quarter page

₹ 10,000/-

Bank Details for Stall Booking and Sponsorship



Name of the Beneficiary	Society for Promotion of Horticulture
Name & Address of the Bank Branch	State Bank of India, Hesaraghatta Branch, Hesaraghatta Lake Post, Bengaluru - 560089, Karnataka
Bank Account Number	37807617355
Nature of Bank Account	Current Account
IFSC Code	SBIN0041187
Bank Code	41187
MICR Number	560002588

For further details contact: Society for Promotion of Horticulture, ICAR-IIHR, Bengaluru

SCAN
HERE!



Head Office Details and Address

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Scan for NHF2024 location

The programme will be organized following appropriate COVID-19 guidelines. All the participants are also requested to strictly follow the prescribed protocol