



2ND EDITION SMART AGRI SUMMIT



Emerging Opportunities in Agriculture

BCC&i
AIDING BUSINESS
SINCE 1833

13th November, 2024

Marigold Hotel, Hyderabad

Overview

Usage of technology in agriculture space is becoming crucial in India. The country's agriculture sector, which is worth US\$370 billion, continues to remain the main source of livelihood for over 58% of the population and contributes 19.9 percent (FY 2021) to the national GDP. However, despite the sector's contribution, it remains stalled in structural weaknesses that prevent growth of the sector and the population which is attached to the sector. To achieve the goal of Doubling Farmers' Income, Indian agriculture needs technology-aided modernization, backed by resilient reforms and this is where AgriTech is expected to play a significant role.

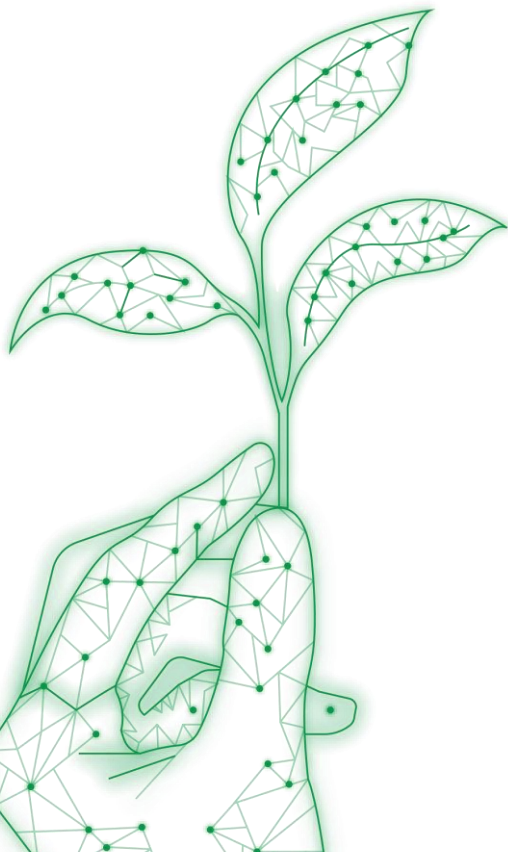
The Indian agriculture sector needs dedicated reforms, policies and technology intervention to boost productivity and efficiency. At the same time, corporates, banks, micro-financing firms and AgriTech start-ups also need to work in close tandem in solving the on-ground problems of farmers. India currently has over 1300 agriculture start-ups which are actively employing artificial intelligence (AI), machine learning (ML), internet of things (IoT), etc. to increase efficiency and productivity in the sector. They are also playing a significant role in promoting Biological Agriculture which is environmentally friendly farming techniques, smart water management, and soil conservation that balance productivity with sustainability.

BCC&I understands it is important to create a platform for deliberations of all stakeholders which would in turn help in formulation of concrete recommendations for designing the way forward.



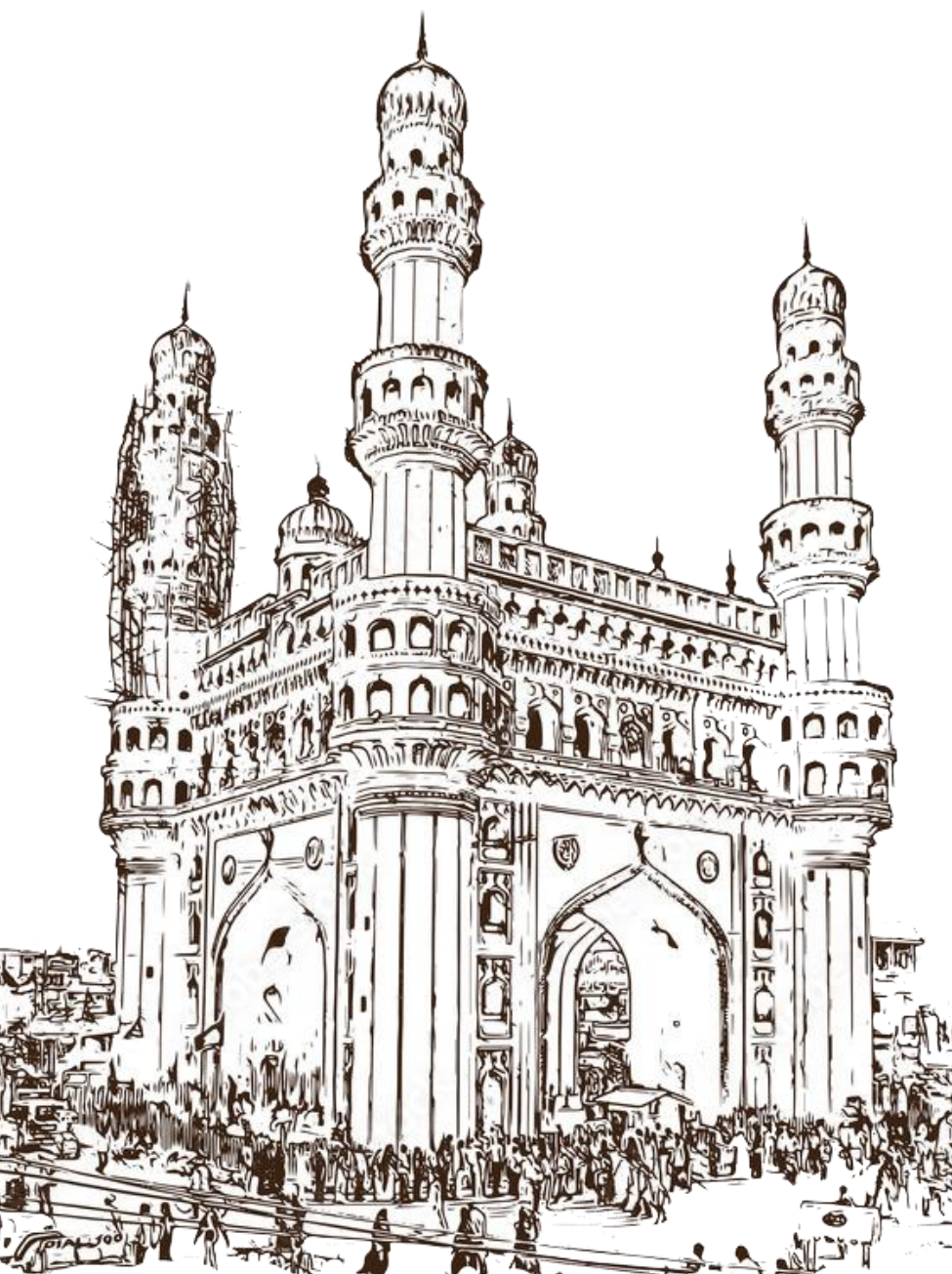
To achieve the goal of Doubling Farmers' Income, Indian agriculture needs technology-aided modernization, backed by resilient reforms and this is where AgriTech is expected to play a significant role

BCC&I understands that it is important to sensitize the farming community about the benefits that technology may bring in agriculture and most importantly it has the potential to reduce the risk of the business to a great extent. Hence, that is the main objective of Smart Agri Summit



Why Hyderabad?

Telangana has identified agriculture as a priority sector. The State is now focusing on developing technology-based solutions to benefit the farmer. Telangana is envisaged as a prototype State to bring a digital revolution in India's agriculture sector. The State has started using technology to a great extent for achieving digital transformation across the agriculture value chains by working with all relevant stakeholders to realise tangible benefits for the farmers. BCC&I feels that the capital of the State, Hyderabad is the best suitable place in the country to create a platform for knowledge assimilation and dissemination in the space of Smart Agriculture.



Telangana is envisaged as a prototype State to bring a digital revolution in India's agriculture sector. BCC&I feels that the capital of the State, Hyderabad is the best suitable place in the country to create a platform for knowledge assimilation and dissemination in the space of Smart Agriculture.

Ecosystem



Biological Agriculture: Biological Agriculture is about looking at the whole agronomic, environmental picture, nutritional and biological components of what constitutes a healthy soil. Biological Farming combines the best of conventional and organic farming with an emphasis on attaining naturally productive soils that display high levels of biological activity. The main purpose is to maximise the activity of soil microbes through the provision of good soil nutrition and structure, together with adequate supplies of energy, air and water. Biological farming is using modern technology and new methods, but uses only those that do not interfere with natural systems and do not cause harm down the road. Hence, Biological agriculture is the focus area of **“Smart Agri Summit 2024.”**



Productivity respecting: Ecology-Plant Protection-Nutrition-Seeds-Farm Mechanization: India's ecology is rich and diverse, with a variety of ecosystems, landscapes, and species. Plant Protection continues to play a significant role in achieving targets of crops production. The major thrust areas of plant protection are promotion of Integrated Pest management, ensuring availability of safe and quality pesticides for sustaining crop production from the ravages of pests and diseases, streamlining the quarantine measures for accelerating the introduction of new high yielding crop varieties, besides eliminating the chances of entry of exotic pests and for human resource development including empowerment of women in plant protection skills.

Like humans and animals, plants do require two types of nutrients- macronutrients and micronutrients. Macronutrients include nitrogen, phosphorus, potassium, calcium, magnesium and sulphur. The micronutrients include boron, chlorine, copper, iron, manganese, molybdenum and zinc

Seed is the basic and most critical input for sustainable agriculture. The response of all other inputs depends on quality of seeds to a large extent. It is estimated that the direct contribution of quality seed alone to the total production is about 15 – 20% depending upon the crop and it can be further raised up to 45% with efficient management of other inputs. The developments in the seed industry in India, particularly in the last 30 years, are very significant. Indian seed Industry is one of the most mature and vibrant one in the world currently occupying the 6th position. Indian Seed Industry has been growing at a CAGR of 12% compared to global growth of 6 - 7%.

Increasing the rate of farm mechanization is critical for India to sustainably meet production demand and develop value chains and modernized food systems. The application of farm machineries is increasing continuously in Indian Agriculture as it contributed to the increase in productivity due to timeliness of operations and increased precision in input application. Hence Productivity respecting: Ecology-Plant Protection-Nutrition-Seeds-Farm Mechanization is the focus area of **“Smart Agri Summit 2024.”**



AgriTech: Usage of latest tools in precision farming, drones, IoT, and data analytics that are revolutionizing farm management. With over 70% of India's rural population still being dependent on agriculture for their livelihood, the need for innovation in the sector has always remained high. In this scenario, efforts have been made by Government-led initiatives like Startup India to foster the growth of an ecosystem with AgriTech sector being one of the key areas. One of the key areas where AgriTech startups are making a significant impact is precision farming. Precision farming allows for more accurate application of resources like water, fertilisers, and pesticides, leading to increased efficiency and reduced environmental impact. This not only enhances crop yields by up to 30% but also promotes sustainable farming practices, a crucial aspect in the face of climate change. Many of these startups have developed marketplaces that analyze crop-related problems and offer specific solutions. The data-driven approach helps farmers anticipate challenges, plan better, and ultimately improve their crop yields. For a country like India, where unpredictable weather conditions often pose a threat to agriculture, such predictive capabilities can be a game-changer. **"Smart Agri Summit 2024"** aims to gather all major AgriTech players at the platform.



Agri Finance & Insurance: Credit and risk are two interlocking problems, where both on the supply side financial institutions face large and systemic risks in providing credit to agriculture and on the demand side, farmers face risks beyond their control in trying to finance the investments necessary to increase productivity. Hence banks and credit agencies play a crucial role in agri value chains. **"Smart Agri Summit 2024"** brings all important players of this space at the Summit.

Event Objectives

The primary objectives of the Smart Agri Summit 2.0 include:

- **Fostering Innovation:** Highlight cutting-edge technologies like precision agriculture, biotechnology, and digital platforms that are reshaping the agricultural value chain.
- **Promoting Sustainable Practices:** Discuss environmentally friendly farming techniques such as biological agriculture, smart water management, and soil conservation that balance productivity with sustainability.
- **Encouraging Collaboration:** Facilitate partnerships between farmers, agribusinesses, government bodies, and financial institutions to build a resilient agricultural ecosystem.
- **Strengthening Value Chains:** Explore innovative financing and insurance solutions to mitigate risks, enhance supply chains, and empower farmers with better market access.



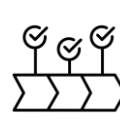
Fostering Innovation



Promoting Sustainable Practices



Encouraging Collaboration



Strengthening Value Chains

Focus Areas

Major Technical Sessions

- Biological Agriculture
- Agri Finance & Insurance
- AgriTech
- Productivity respecting: Ecology-Plant Protection-Nutrition-Seeds-Farm-Mechanization

Networking Opportunities

Interact with industry players, policymakers, and innovators. The summit provides a unique platform to forge collaborations and build relationships that drive agricultural advancements.

Exhibitions & Demos

A showcase of innovations and solutions from AgriTech startups, agribusinesses, and technology providers that are shaping the future of farming.

Why Attend?

Learn from Industry Experts: Gain insights from leading minds in agriculture, finance, and technology.

Discover Cutting-Edge Technologies: Explore how AgriTech is transforming farm management, increasing efficiency, and promoting sustainability.

Build Partnerships: Network with key stakeholders, from agribusinesses and policymakers to financiers and innovators.

Get Ahead of Market Trends: Stay updated on the latest trends and policy initiatives that will impact the agriculture sector in the coming years.



Who Should Attend?

- **Farmers, agribusinesses, and food producers**
- **AgriTech startups and technology providers**
- **Financial institutions and investors in the agricultural space**
- **Policymakers and government representatives.**
- **Academics, researchers, and environmental organizations.**



Takeaways

- **Ways of leveraging technology in agriculture**
- **Connecting FPOs with market**
- **Connecting FPOs with access to credit**
- **Knowledge on environment-friendly agriculture**



Partnership Opportunities

Harvest Partner (Title Partner): 5 Lakh plus 18% GST applicable

This exclusive title gives the highest visibility and premium exposure throughout the event.

Deliverables:

- Logo to be placed at the Top with BCC&I
- **Exclusive branding as Title Partner** across all event materials, including stage backdrop, event signage/ standee, brochures, banners, digital platforms, and post programme article.
- **Speaking opportunity: 2 slots**, during the Inaugural Session and separate Keynote Address.
- **10 complimentary delegate passes** for senior officials.
- **6 standees to be placed inside the venue with premium visibility**
- Full-page **advertisement** in the BCC&I's monthly newsletter : 2 editions.
- **Dedicated exhibition space** in a prime location for product displays, demonstrations, or networking.
- Mention in all **media outreach** (press releases, media interviews, and post-event reports).
- Extensive **social media promotion** on all event platforms, before, during, and after the summit.

Agri- Business Visionary (Platinum Partner): 3 Lakh plus 18% GST applicable

Highlighting leadership in driving technological innovations in agriculture.

Deliverables:

- Logo to be placed below Title Partner.
- **Branding as Platinum Partner** on all event materials, including stage backdrop, event signage/ standee, brochures, banners, digital platforms, and post programme article.
- **Speaking opportunity** during one of the technical sessions.
- **7 complimentary delegate passes.**
- **4 standees to be placed inside the venue**
- Full-page **advertisement** in the BCC&I's monthly newsletter : 1 edition.
- **Exhibition space** to showcase products or solutions.
- Mention in **post-event media outreach** and social media platforms.



Knowledge Partner : 2.5 Lakh plus 18% GST applicable

Focused on organizations that contribute research, white papers, or insights for the summit.

Deliverables:

- Opportunity to distribute **white papers** or research material to all attendees.
- **Panelist or speaker slot in a relevant session.**
- **Branding as Knowledge Partner** with logo placement in the backdrop and Thank you partner standee.
- **Logo on digital event platforms.**
- **3 complimentary delegate passes.**

Green Revolution Partner (Gold Partner): 2 Lakh plus 18% GST applicable

Focused on sustainable solutions and eco-friendly farming practices.

Deliverables:

- Branding as **Green Revolution Partner / Gold Partner** with logo placement in backdrop, banners, and digital content.
- **5 complimentary delegate passes.**
- **2 standees to be placed inside the venue**
- Half-page **advertisement** in the event brochure.
- **Exhibition booth** to display products or services.
- Mention in **media outreach and social media promotions.**

Sustainability Catalyst : 1 Lakh plus 18% GST applicable

Designed for organizations leading sustainable agriculture and environmental innovation.

Deliverables:

- Branding as **Sustainability Catalyst** with logo placement in backdrop, banners, and digital content.
- **3 complimentary delegate passes.**
- **Exhibition booth** at the event.
- Mention in **social media posts** and post programme publications.

Smart Farming Partner : 75 Thousand plus 18% GST applicable

Ideal for organizations involved in AgriTech, smart farming solutions, or farm productivity enhancement.

Deliverables:

- Branding as **Smart Farming Partner / Bronze Partner** with logo placement on Thank you Partner Standee
- **2 complimentary delegate passes.**
- **Exhibition booth** at the event.

Networking Lunch Partner : 3.5 Lakh plus GST applicable

Perfect for organizations seeking prominent exposure during the networking lunch.

Deliverables:

- **Exclusive branding** at the networking lunch area with signage,
- **5 complimentary delegate passes.**
- **3 standees to be placed inside the venue**
- **Acknowledgment** during the networking lunch announcement.
- Mention in **event materials and social media posts.**
- **Company logo** in the backdrop and partner standee.

Associate Partner : 50 Thousand Plus 18% GST applicable

Deliverables:

- Logo placement on the Thank you partner standee inside the venue
- Invitations to key networking sessions with industry stakeholders.
- **10 Delegate Passes:** Complimentary passes for attending the summit.
- 1 standee to be placed inside the venue

Exhibitor Space

- **2X2 Sq mtr: Rs. 50,000 AI**
- **3X2 Sq mtr: Rs. 59,000 AI**

Delegate Fee

- **Delegate Fee (Corporate): Rs. 4000 AI per person**
- **Delegate Fee (FPO): Rs. 2000 AI per person**
- **Delegate Fee (NGO/ Students): Rs. 1500 AI per student**





BCC&ⁱ
AIDING BUSINESS
SINCE 1833

CONTACT DETAILS

Mr. Arijit Dey
arijit@bengalchamber.com; 7890008357

Ms. Samarpita Goswami
samarpita@bengalchamber.com; 9051338709

www.bengalchamber.com

