



119th ALL INDIA FARMERS' FAIR & AGRO-INDUSTRIAL EXHIBITION

13-16 March, 2026

Invitation-cum-Information Brochure



ਸਥਾਨਕ ਮਹਿਲਾ - ਸਮੂਛਦ ਖੇਤੀ

Organized by:

Directorate of Extension Education
G. B. Pant University of Agriculture & Technology, Pantnagar
U.S. Nagar, Uttarakhand

G. B. Pant University of Agriculture & Technology, Pantnagar



Govind Ballabh Pant University of Agriculture & Technology, Pantnagar popularly known as 'Harbinger of Green Revolution' in India was dedicated to the Nation in 1960 by Late Pt. Jawahar Lal Nehru, the first Prime Minister of independent India to promote agricultural education in the country. Since then, the University is catering the needs of the society by imparting quality education, need based research and disseminating farmer friendly innovations through extension education. The University has grown many folds since its inception and presently houses eight constituent colleges with Agriculture, Home Science, Fisheries, CABM, Veterinary Science and Technology as main streams. The University has credit of receiving prestigious Sardar Ballabh Bhai Patel Best Institution Award (for year 1997, 2005 & 2019). **The University has QS World Rankings 2025 #201-250 (QS WUR Ranking- 209).**

The University has made significant achievements in producing high yielding disease resistant crop varieties, techniques of crop production and technological tools to enable farmers in increasing their crop production. With a view to display its innovations, the Directorate of Extension Education organizes All India Farmers' Fair and Agro-Industrial Exhibition twice a year mainly to benefit the farming community. This year the forthcoming Kharif Kisan Mela is being organized from March 13-16, 2026. In this endeavor, we appeal to all to participate in the "Krishi Kumbh" and join hands with the University in its noble cause of uplifting rural mass as by displaying valuable products and innovative ideas/techniques/products.

Main Highlights of Exhibition

Chemical/ Bio Fertilizer, Micro Nutrients	Seed & Planting Materials - Sale of quality seeds
Tractor, Farm Machinery and Tools	Pesticides and Bio-Pesticides
Pumps, Motors and Sprayer	Improved Irrigation Techniques
Processing and Value Addition	Importance of FPO /SHGs
Agriculture Based Enterprises	Agriculture - A way to Prosperity
Academics and Research Institutions	Animal Husbandry
Bank and Financial Institutions	Herbal Products
Natural Farming	Veterinary Medicines
Sri Ann-Millets	Herbal Products
Agri- Startup	IT and Software
	Publication House



**G.B. Pant University of Agriculture & Technology
has obtained
QS World Rankings 2025 #201-250
(QS WUR Ranking-209)**

Sponsorship Opportunities

Gold sponsorship

Rs. 1.0 lakh

Space for 02 stalls (30x30 feet) at Mela ground

One Colour full page space for advertisement in mela extension literature
Firm logo will be displayed in backdrop of main stage

Silver sponsorship

Rs. 0.70 lakh

Space for 01 stall (30x30 feet) at Mela ground

Half Colour page space for advertisement in mela extension literature
Firm logo will be displayed in backdrop of main stage



Promotional Events : Rs. 0.25 Lakh

Any Agency may organize their Company programmes through Workshop/ Seminar/ Gosthies etc. at Gandhi Hall during Kisan Mela Gosthies/ Scientist - Farmers interaction programme.

Stall Booking:

- * The ground rent for a stall (30'x 30') is Rs. 26,000/- (including GST @18%) & allotment will be made on "first come first serve" basis.
- * A firm may book one or more stalls by making advance payment either in cash/online transfer /DD of requisite amount in favour of Director, Extension Education, GBPUA&T payable at SBI/UCO Bank/PNB, Pantnagar. Please note that cheque will not be accepted. In case of online transfer, UTR No. must be mentioned and detail should be sent to us.
- * All the participating firms are requested to book their stall preferably by March 03, 2026.
- * The facilities like tentage etc. will be available at the mela ground on payment basis.

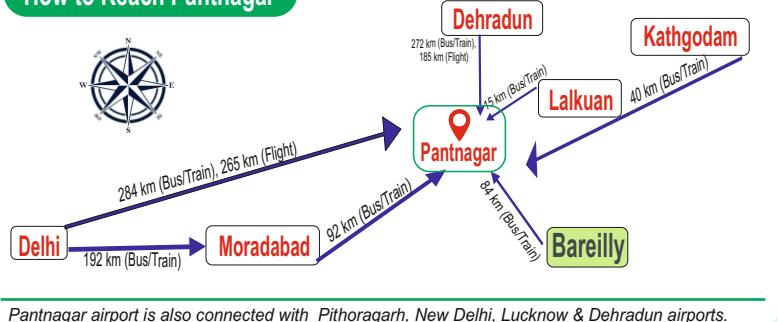
Prizes to Exhibitors:

The firms with outstanding performance through display, demonstration or other supported activities will be awarded. Prizes will also be given for the overall performance and best exhibit in the Kisan mela.

Accommodation:

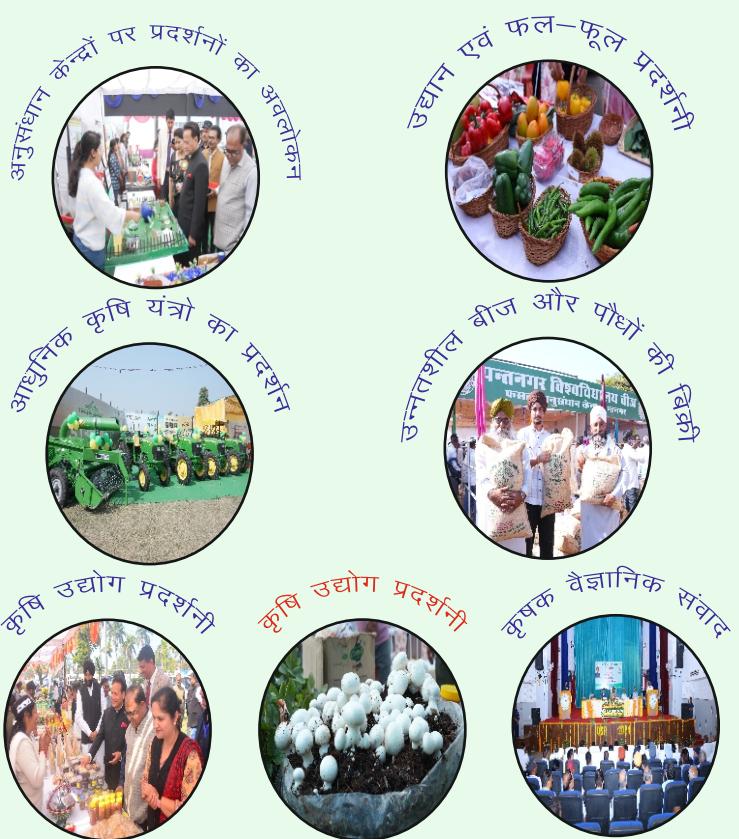
Accommodation will be provided on "first come first serve" basis only to the firms representative in International Guest House (A.C. @ Rs. 850/-, Non A.C. @ Rs. 600/-) and in Lambert Square Guest House (A.C. @ Rs. 990/-) per room per day as per the availability of room.

How to Reach Pantnagar



Dr. Manmohan Singh Chauhan
Vice Chancellor
web : www.gbpuat.ac.in

Main Attractions of Exhibition



Advertisement rate for mela extension literature

"खरीफ फसलों की उन्नत उत्पादन तकनीकें"

Cover Back Page (Inner side)	Rs. 8,000/-
Cover Back Page (Outside)	Rs. 7,000/-
Full Page -	Rs. 6,000/-
Half Page -	Rs. 3,000/-
Quarter Page -	Rs. 2,000/-

Dr. Jitendra Kwatra
Director Extension Education
E-mail : dirextedugbp@gmail.com
Mob. : 7500241509

Contact Persons:

Dr. B.D. Singh

Professor (For Stay Arrangement)
Mob.: 09412952034

Dr. Dheeraj Kumar

Associate Director (For Sponsorship purpose)
Mob.: 09412605069

Dr. Mohan Singh

Associate Director (For Stay Arrangement)
Mob.: 07500241451

Dr. V.K. Singh

Professor (For Stall Allotment at Mela Ground)
Mob.: 09411539862

Dr. Sanjay Chaudhary

Professor (For Advert./ Sponsorship)
Mob.: 9412162673

Dr. S.K. Sharma

Professor (For Stall Allotment at Mela Ground)
Mob. : 9412926530

Shri Mukesh Pant

Accountant (For Booking of Stall)
Mob.: 09410906755

Shri K.C. Paneru

Accountant (For Booking of Stall)
Mob.: 09410714405