

120th ALL INDIA FARMERS' FAIR & AGRO-INDUSTRIAL EXHIBITION

03-06 October, 2026

Invitation-cum-Information Brochure



स्मार्ट खेती-स्वस्थ धरती-समृद्ध किसान

Organized by:

Directorate of Extension Education

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

U.S. Nagar, Uttarakhand

G. B. Pant University of Agriculture and 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 October 03-06, 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/ product.

Main Highlights of Exhibition

Agri- Startup	Agricultural Heritage
Natural Farming	University Innovations
Chemical/ Bio Fertilizer, Micro Nutrients	Agricultural Startup/Innovations
Tractor, Farm Machinery and Tools	Seed & Planting Materials - Sale of quality seeds
Pumps, Motors and Sprayer	Pesticides and Bio-Pesticides
Processing and Value Addition	Improved Irrigation Techniques
Agriculture Based Enterprises	FPO /SHGs Exhibition
Academics and Research Institutions	Herbal Products
Veterinary Medicines	Animal Husbandry
Bank and Financial Institutions	Organic Farming
Publication House	IT and Software

Agriculture - A way to Prosperity

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. 0.40 Lakh

Agencies 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 Sept. 25, 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.

Main Attractions of Exhibition



Advertisement rate for mela extension literature

"रबी फसलों की उन्नत उत्पादन तकनीकें"

Cover Back Page (Inner side) - Rs. 8,000/-

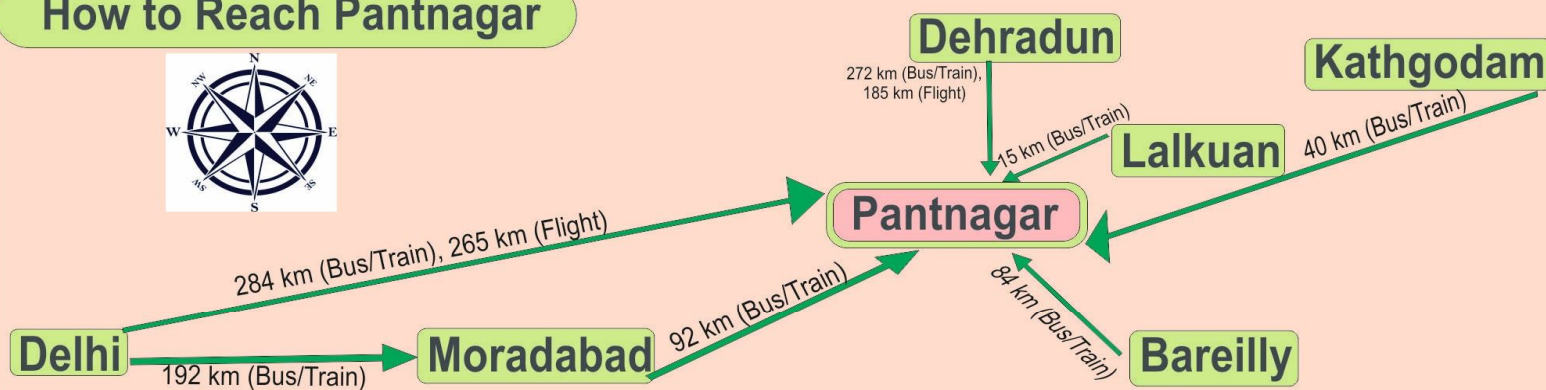
Cover Back Page (Outside) - Rs. 7,000/-

Full Page - Rs. 6,000/-

Half Page - Rs. 3,000/-

Quarter Page - Rs. 2,000/-

How to Reach Pantnagar



Pantnagar airport is also connected with Pithoragarh, New Delhi, Lucknow & Dehradun airports.

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