



CENTRE FOR AGRICULTURE  
AND RURAL DEVELOPMENT

# Uttar Pradesh Dairy & Animal Health Expo 2024

22-24 FEBRUARY, 2024

*Indian Institute of Sugarcane Research, Telibagh, Lucknow*



## THE BIGGEST EXHIBITION OF UTTAR PRADESH

Creating platform for Innovations, Integration, Manufacturing, Technologies,  
Researches, Development, Regulations, Schemes In Dairy & Animal Health Sector

    | [www.card.org.in](http://www.card.org.in)

# Uttar Pradesh Dairy & Animal Health Expo 2024

The proposed Uttar Pradesh Dairy & Animal Health Expo 2024 invites entrepreneurs in Dairy & Animal Husbandry, pharmaceutical (, Animal vaccines and medicine) companies, disease diagnostic labs, Milk Processing & Animal-feed producing companies, Animal nutrition specialists, etc to explore new technologies, opportunities and development in the sector. The Indian animal healthcare market is projected to be around Rs. 7000 crores (2021-22). The share of each species in AH market is 55% of livestock, 33% of poultry, 8% of companion animals, 3% of Aqua and rest 1% for other animals. It will be an opportunity for state to take serious cognition of issue of animal health and how different stakeholders can coordinate and work in unison to have well-nourished disease-free livestock, poultry and fisheries. There has been a exemplar change in the business approach of Animal health companies that have progressed from therapeutics to preventive to productivity enhancement and at the moment to overall healthcare of the animals.

A Three day Uttar Pradesh Dairy & Animal Health Expo will bring a large number of National and International stakeholders from the Industry, Institutions, Government and the development sectors together to showcase their products, technologies and services; and deliberate upon the issues and opportunities and the way forward.. The need of this program is critical in these times as an optimally-functioning governing ecosystem is critical for the animal health sector for sustenance of animal health industry in India in order to make quality vaccines, drugs and diagnostics reach our farmers in a timely fashion.

Centre for Agriculture and Rural Development (CARD) envisions to provide exposure to farmers to various interventions available for disease management in domesticated animals, diagnostic centres, right feed and their sources, etc.





## About the Organizer :

Established and registered in the year 2000 under the Societies Registration Act 1860, Centre for Agriculture and Rural Development is a premier Non-Government Organization, playing a vital role in the national efforts of developing India through agricultural transformation. CARD is committed towards reaching out to all parts of the rural society, especially the farming community. CARD also participates actively towards improving the quality of life of rural masses by addressing technical, economic policy issues related to the development of agriculture and rural society.

CARD is engaged in a variety of activities in agriculture, horticulture and rural development with maintaining a national presence. The organization focuses on information dissemination, training, capacity-building and technology exposure by organizing business seminars, technical conferences, farmers' workshops, agro trade fairs, conducting surveys & studies, and adopting villages for their sustainable development.

CARD has organized hundreds of rural expos, farmers' seminars and workshops, and has participated in several field projects. Through a series of activities, CARD seeks to empower farmers with the latest technologies, quality products and services by organizing several capacity building sessions, workshops, rural exhibitions and interaction programs.

### Objectives :

- ❖ Create awareness on the significance of Dairy & animal health for enhancing rural livelihood
- ❖ Serve as networking platform for different stakeholders, who want to engage in animal husbandry & Dairy in Uttar Pradesh and explore opportunities.
- ❖ Provide valuable inputs to the State Governments for formulating appropriate animal health policies aimed at inviting partnerships, enhancing competitiveness and accelerating growth in the animal husbandry sector.
- ❖ Provide the youth, women, NGOs and development agencies, interaction opportunities with the National Level Institutions, Industries, Experts and Officials.
- ❖ Provide exposure to farmers and rural youths about latest products, technologies, animal health interventions available, government schemes, etc
- ❖ Provide platform to industry stakeholders to come forward to work on collaborative approach towards finding sustainable animal healthcare solutions

### Participant's Profile :

- ❖ Veterinary Professionals with specialization in Livestock, & Dairy
- ❖ Animal Vaccine manufacturers
- ❖ Animal Feed Manufacturers
- ❖ Regulatory Bodies into quality control
- ❖ Animal drug manufacturers
- ❖ Officials from INFAH (Indian Federation of Animal Health Companies)
- ❖ Milk Processing Companies
- ❖ Dairy Equipment Manufacturers
- ❖ Exporter and Importers
- ❖ Farmers / Entrepreneurs / Agribusiness Professionals / Agriculture students practicing / studying Animal Husbandry

# Sponsorships

## Principal Sponsor (Rs. 18.0 Lacs + GST)

- Official status of the Principal Sponsor to the Event.
- Name and logos to appear along with the organizers in all the promotional materials like posters, leaflets, hoardings, site gates and program banners,
- Free furnished space of 48 sq. mt. in relevant pavilion at prime location
- Name and logo to appear in all advertisements in national and regional newspapers, magazines, websites, hoardings, site panel etc. along with the organisers.
- Special acknowledgement during inaugural and concluding functions
- Eight banners (6x3 feet) can be displayed in exhibition Area.
- Name and logo to appear in all technical as well as farmers Seminars and workshops
- Back page advertisement in the Event Souvenir
- Sponsor to share Inaugural as well Concluding dais
- 20 min farmer workshop slot on all 3 days

## Sponsors (Rs. 8.5 Lacs + GST)

- Official status of Sponsor of the event
- Free furnished space of 24 sq. mt. in relevant pavilion at prime location.
- Names and logos to appear in promotional materials like posters, site gates and program banners.
- Three banners are to be displayed in exhibition area
- Special acknowledgement during inaugural and concluding functions
- Name and logo to appear in all advertisements in national and regional newspapers, magazines, websites, hoardings, site panel etc.
- Three banners (6x3 ft) can be displayed in exhibition area
- Logos to appear in all the Technical Seminars
- Colour page advertisement in the Event Souvenir
- 10 min farmer workshop slot on 2 days

## Co-Sponsors (Rs. 5.5 Lacs + GST)

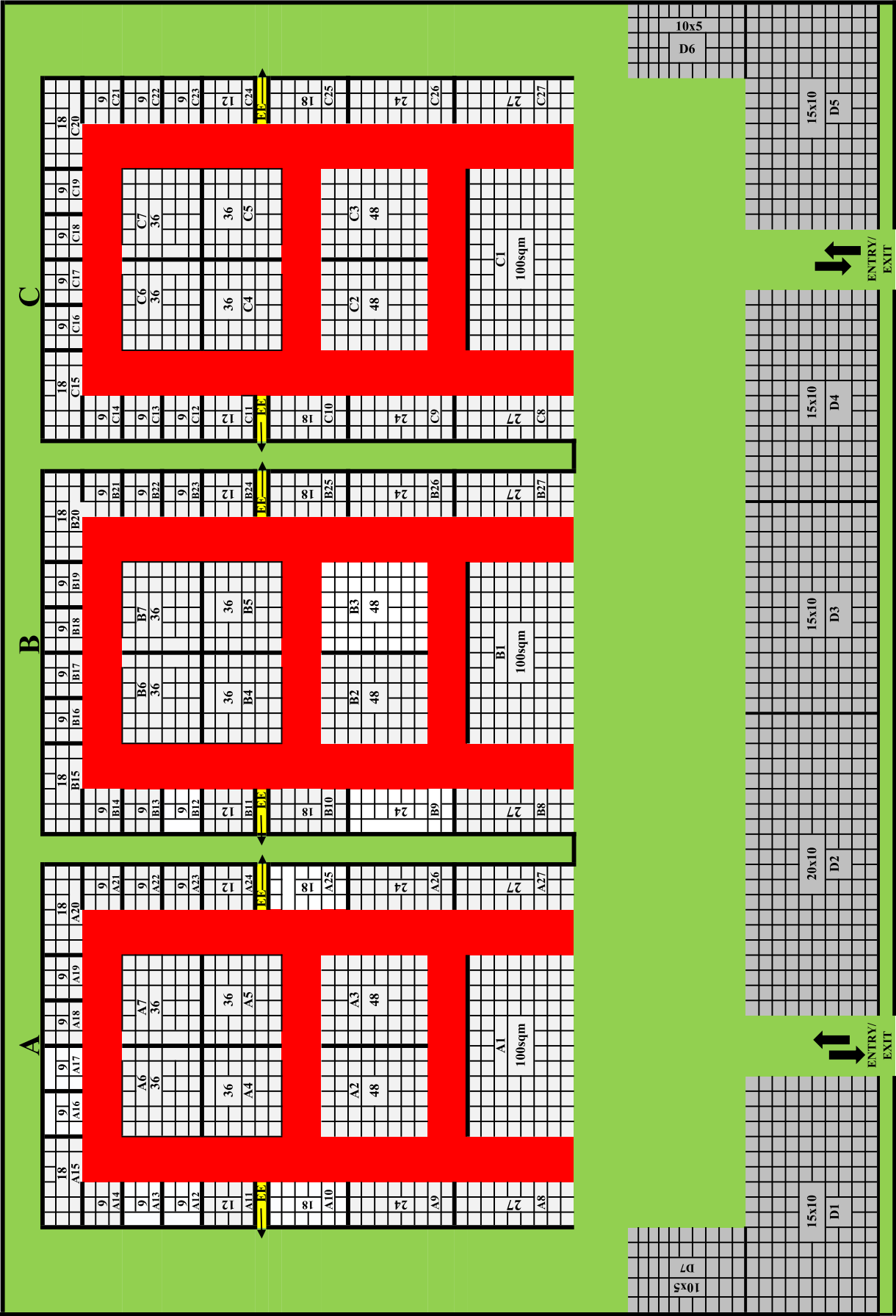
- Official status of Co-Sponsor of the event
- Free furnished space of 18 sq. mt. in relevant pavilion at prime location.
- Names and logos to appear in promotional materials like posters, site gates and program banners.
- Two banners (6x3 ft) displayed in exhibition area
- Special acknowledgement during inaugural functions
- Name and logo to appear in all hoardings, site panel etc.
- Colour page advertisement in the Event Souvenir
- 5 min farmer workshop slot on 1 day

## Associate Sponsors (Rs. 3.5 Lacs + GST)

- Official status of Associate Sponsor of the event
- Free furnished space of 12 sq. mt. in relevant pavilion.
- Names and logos to appear in promotional materials like Panels, Standees and program literature.
- One banner (6x3 feet) can be displayed in exhibition area
- Special Acknowledgement during concluding function
- B/W page advertisement in the Event Souvenir



STALL LAYOUT



Uttar Pradesh Dairy & Animal Health Expo 2024

# Reply Form

## 1. Name and address of the Organisation

## Details of the Contact Person

Name .....

Designation .....

Phone .....

Fax .....

E-mail .....

## 2. Fascia (as it should appear on the stall in block letters)

.....

## 3. Details of products to exhibit

.....

## 4. GST NO .....

## 5. PAN NO .....

## 6. Stall Sizes and Cost Requirements

	Rate per sq. mt	Minimum Size	Standard Size	Large Size	Booked Area Sq. Mt.	Amount (Rs.)
Covered Furnished Stall	Rs. 8,000/-	9 sq.mt.	24 sq.mt.	48 sq.mt.	.....	.....
Covered unfurnished Stall	Rs. 6,400/-	24 sq.mt.	48 sq.mt.	96 sq.mt.	.....	.....
Open Space	Rs. 4,000/-	50 sq.mt.	120 sq.mt.	240 sq.mt.	.....	.....

## 7. Facilities at extra cost : (Refer to terms & conditions)

Electricity	Yes	No	Stall Security	Yes	No
	If yes .....	KW	Additional Furniture	Yes	No
Water Connection	Yes	No			

Total amount payable Rs .....

## RTGS/NEFT Details

BENEFICIARY NAME	Centre for Agriculture and Rural Development
BENEFICIARY A/C NO	50200028473500
BENEFICIARY BANK	HDFC BANK
BENEFICIARY BRANCH	KAILASH BUILDING, KG MARG, NEW DELHI-110001
ACCOUNTS STATUS	CURRENT ACCOUNT
IFSC Code	HDFC00000003
MICR Code	110240001

Date

Name

Place

Designation

(Signature (with seal))

# TERMS OF PARTICIPATION

## IMPORTANT INFORMATION FOR PARTICIPANTS

The stalls would be allotted to the exhibitors on 21st Feb 2024 from 12:00 noon. The interiors of the stall including positioning of the exhibits must be completed by 9:00 am on 22nd Feb 2024. All the stalls should be vacated by 7:00 pm on 24th Feb 2024.

1. **FURNISHED STALLS** : The facilities will include: 4 chairs, 2 table, 6 spot light, matting, exhibitors name on fascia, 1 plug point (for a small 18sq.mt stall)
2. **COVERED BARE STALL** : The exhibitors shall get covered bare space in the hanger and would have to get their own panels, furniture and other required equipments, etc
3. **OPEN SPACE** : The exhibitors will have to get their own furniture and other required material
4. **REGISTRATION FOR RESERVATION** : The closing date for registration is 18th Feb 2024. Full payment must reach us by that day.
5. **CANCELLATION** : The organiser reserves the right at all times to change the dates of exhibition due to force majeure, without any rights to participants for claiming compensation for any loss. Allotments cannot be withdrawn or altered by the participants and payment for reservation will be forfeited on cancellation by participants or on non-payment of any balance payment.
6. **FACILITIES AT EXTRA COST** :
  - Additional power requirement will be charged @ Rs. 2500/- per KW per day.
  - Water connection can be made available at the additional cost of Rs.5000/- per connection.
  - Additional Security can be provided @ Rs. 2000/- per head per shift.
  - Use of Demo plot Rs.30,000/- Per day per equipment basis.
  - Furniture per item, (1) Chair= Rs. 300 (2) Table= Rs.500/- (3) Reception counter = Rs.10000 (4) Spot Light(60 W) Rs.200 (5) Fluorescent Tube = Rs. 400/- (6) Power Point 5 Amp = Rs.350/- (7) Power Point 15 Amp.= Rs.500/- .
7. **GENERAL**: In addition to any rights or reservations already specified, the Organisers reserve the following rights:
  - The information rules and regulation in this booklet are subject to alteration or deletion. The organisers will keep the exhibitors informed
  - All matters in connection with the exhibition not provided for by these rules and regulation, shall be settled or determined by the organisers, whose decision in relation thereon shall be final and binding.
  - In case of cancellation or postponement of the event, caused by natural calamities, government instructions or any other reasons, the exhibitors shall comply with decision of the Organisers.
  - No security deposit is required. But if any damage is caused by a company it would have to pay the amount as decided by the organizers.
8. **DISTRIBUTION OF THE PRICE LIST/ADVERTISEMENT ETC** : Price lists, pamphlets, advertisement, etc. may only be distributed from exhibitors within stall and not in the public ways nor at any other location on the exhibition grounds. Such literature must relate to the goods of the exhibitor as displayed or eligible for display by him.
9. **ORGANISER'S LIEN**: Organisers shall have the lien on the exhibits/goods of the exhibitors having stall /bare space/open space if any payments remain uncleared before the end of the exhibition
10. **INSURANCE AND LIABILITY**: The exhibitors are required to get all their goods insured before they are brought on the exhibition grounds. The organisers are in no way responsible for any theft or loss of goods.



## About the EXPO :

The Expo would be a national level in which all the major stake-holders from the industry, government institutions and related organizations would be participating. The entrepreneurs across the state shall join for starting up their ventures.



### HOW TO PARTICIPATE:

Interested people can write a mail to  
[shakeel@card.org.in](mailto:shakeel@card.org.in)  
or register at [www.card.org.in/upcoming-events.php](http://www.card.org.in/upcoming-events.php)

**For more details, please contact**

#### LUCKNOW OFFICE

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