

ORGANIZED BY



**CENTRE FOR AGRICULTURE AND RURAL DEVELOPMENT**



**POULTRY ENTREPRENEURSHIP SEMINAR AND EXPO - 2023**

on

**Broiler farming, Layer farming & Hatchery  
under Uttar Pradesh Poultry Policy - 2022**

**23-24 February-2023**

**at Indian Institute of Sugarcane Research, Lucknow**



The proposed Uttar Pradesh Poultry Entrepreneurship Seminar and Expo 2022, comprising Poultry technologies, Poultry startups, Poultry development and export promotion, will provide an opportunity for the state to showcase its potential and highlight opportunities for the rest of the country for partnering and engaging in the growth and development of poultry in the region.

A two-day Uttar Pradesh Poultry Expo will bring a large number of National and International stakeholders from the Industry, Institutions, Government, and development sectors together to showcase their products, technologies, and services; and deliberate upon the issues and opportunities, and the way forward..

Centre for Agriculture and Rural Development in collaboration with Department of Animal Husbandry envisions to provide exposure to farmers by sharing successful Poultry business models and sensitize them with policies, schemes, technologies and markets.

## OBJECTIVES

- Create awareness about the potential of the region, business opportunities available and the scope for investment and growth.
- Serve as partnership and networking platform for different stake-holders, who want to engage in Poultry Sector in Uttar Pradesh and explore opportunities.
- Provide valuable inputs to the State Governments for formulating appropriate dairy industrial and developmental policies aimed at inviting investments and partnerships, enhancing competitiveness and accelerating growth.
- Provide the youth, women, NGOs and development agencies, interaction opportunities with National Level Institutions, Industries, Experts and Officials.
- Provide exposure to farmers and rural youths about latest products, technologies, dairy practices and government schemes



## PARTICIPANTS PROFILE

- Poultry equipment Manufacturer /Exporters
- Packaging Machinery, Equipment & Materials
- Feed Manufacturing Machinery
- Feed Storage System.
- Feeds, Feeding & Feed Additives-Vitamins
- Poultry Farming Consultants
- Veterinary Products
- Meat & Food process industry owners
- Dealers, Distributors of Poultry Industry
- Cooling, Fermentation & Freezing Systems
- Food Lab & Quality Testing Equipment
- Waste Disposal Systems & Equipment
- State & Central Govt. Department / Agencies
- Disinfectants For Dairy Industry
- Housing & Environment Management
- Value Added Milk Products
- Health Products



## ABOUT THE EXPO

The Expo would be a National level event 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 poultry ventures.



## Diamond Sponsor (Rs. 6 lac)

1. Official status of the Diamond Sponsor to the Event. Name and logos to be displayed as XYZ presents POULTRY ENTREPRENEURSHIP SEMINAR AND EXPO.
2. Name and logos to appear along with the organizers in all the promotional materials like posters, leaflets, hoardings, site gates and program banners, news paper ad.
3. Free furnished space of 36. sq. mt. ( 9sq.mt \*4) in relevant pavilion at prime location.
4. Name and logo to appear in all advertisements in news papers, magazines, websites, hoardings, site panel etc. along with the organisers.
5. Special acknowledgment during inaugural.
6. Eight banners (6x3 feet) can be displayed in the exhibition area
7. Back page color advertisement in the post Event Souvenir
8. Sponsor to share Inaugural dais with Chief Guest.
9. 20 minute slot shall be given during a seminar for presentation and discussion/ corporate movie.

## Platinum Sponsors (Rs. 4 lac)

1. Official status of the Platinum Sponsor of the event
2. Name shall be displayed as POULTRY ENTREPRENEURSHIP SEMINAR AND EXPO powered by ABC
2. Free furnished space of 27 sq. mt. (9 sq.mt \*3) in relevant pavilion at prime location.
3. Names and logos to appear in promotional materials like posters, site gates and program banners.
4. Three banners are to be displayed in the exhibition area
5. Special acknowledgment during inaugural.
6. Name and logo to appear in all advertisements in news papers, magazines, websites, hoardings, site panel etc.
7. Front back color page advertisement in the post Event Souvenir

## Gold Sponsors (Rs. 2.5 lac)

1. Official status of Gold Sponsor of the event
2. Free furnished space of 18 sq. mt. (9 sq.mt \*2) in relevant pavilion at prime location.
3. Names and logos to appear in promotional materials like posters, site gates and program banners.
4. Two banners (6x3 feet) displayed in exhibition area
5. Special acknowledgment during inaugural functions
6. Name and logo to appear in all hoarding, site panel etc.
7. Color page advertisement in the Event Souvenir .

## Silver Sponsors (Rs. 1.0 lac)

1. Official status of Silver Sponsor of the event
2. Free furnished space of 9 sq. mt. in relevant pavilion at prime location.
3. Names and logos to appear in promotional materials like posters, site gates and program banners.
5. Special acknowledgment during inaugural functions
6. Name and logo to appear in all hoarding, site panel etc.
7. Color page advertisement in the Event Souvenir .

# TERMS AND CONDITIONS

## 1. STALLS ALLOTMENT:

The furnished stalls would be allotted to the exhibitors on 22<sup>nd</sup> February by 12.00 noon. The interiors of the stall including positioning of the exhibits must be completed by 9.00 am on 23<sup>rd</sup> Feb 2023. All the stalls should be vacated by 9.00 pm on 24<sup>th</sup> February.

### FURNISHED STALLS:

The facilities will include: 2 chairs, 1 table, 3 spot light, coir matting, exhibitor's name on fascia, 1 plug point, one trash bin. (one stall of 9 sq.mt)

## 2. REGISTRATION FOR RESERVATION:

The closing date for registration is 20<sup>th</sup> February, 2023. Full payment must be made along with the confirmation.

## 3. CANCELLATION:

The organizers 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.

## 4. FACILITIES AT EXTRA COST

- ❖ Additional power requirement will be charged @ Rs. 1000/- per KW per day.
- ❖ Water connection can be made available at the additional cost of Rs. 1500/- per connection.
- ❖ Furniture per item, (1) Chair=Rs. 100 (2) Table=Rs.300/- (3) Reception counter = Rs. 1500 (4) Spot Light (60 W) = Rs. 50/- (5) Fluorescent Tube = Rs. 100/- (6) Power Point 5 Amp = Rs. 50/- (7) Power Point 15 Amp. = Rs. 100/-.

## 5. VISITORS TIMINGS : 10.00 am - 6.00pm

In addition to any rights or reservations already specified, the Organisers reserve the following rights:

- a) The information rules and regulation in this booklet are subject to alteration or deletion. The organisers will keep the exhibitors informed
- b) 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.
- c) In case of cancellation or postponement of **POULTRY ENTREPRENEURSHIP SEMINAR AND EXPO**, caused by natural calamities, government instructions or any other reasons, the exhibitors shall comply with decision of the Organisers.
- d) 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.

## 6. DISTRIBUTION OF THE PRICE LIST/ADVERSITMENT ETC.

- i) Price lists, pamphlets, advertisement, etc. may only be distributed from exhibitors own stall and not in the public gangways nor at any other location on the exhibition grounds.
- ii) Such literature must relate to the goods of the exhibitor as displayed or eligible for display by him.

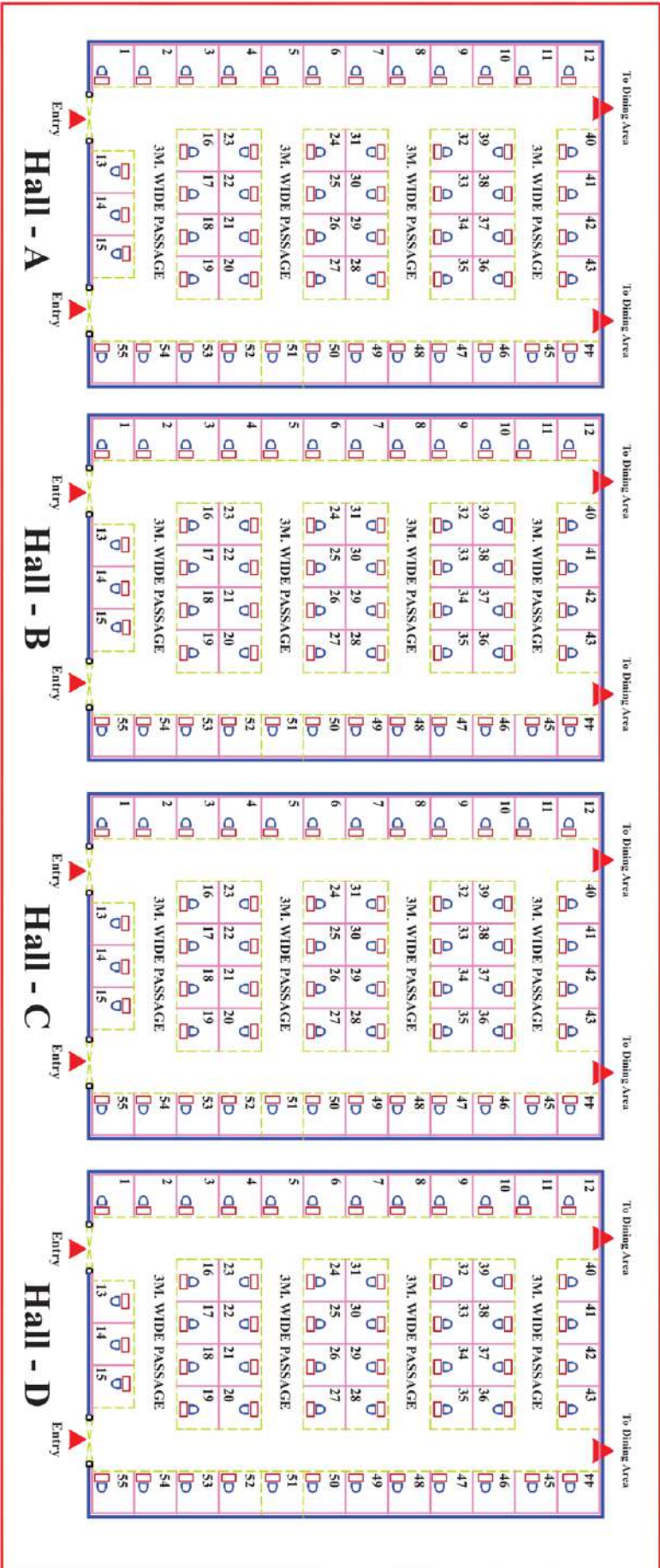
## 7. ORGANISER'S LIEN

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.

## 8. 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.

# STALL LAYOUT



# OUR PAST SPONSORS

HESTER



# REPLY FORM

## 1. Name and Address of the Organisation

## Details of the Contact Person

Name.....  
Designation.....  
Mobile/Phone.....  
E-mail.....

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

3. Details of products to exhibit.....

4. Stall sizes and cost requirement

S. No.	Category	Size (Sq.mt)	Cost (in INR)	GST (INR)	Total cost (INR)
1.	Standard stall	36	2,88,000	51,840	3,39,840
2.	Medium stall	27	2,16,000	38,880	2,54,880
3.	Large stall	18	1,44,000	25,920	1,69,920
4.	Small stall	09	72,000	12,960	84,960

All payments by Demand draft/Cheque or RTGS/NEFT in favor of Centre for Agriculture & Rural Development, payable at New Delhi.

## RTGS/NEFT Details

Category	Size (Sq.mt)
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	HDFC0000003
MICR Code	110240001

### WHO CAN PARTICIPATE:

1. Poultry Entrepreneurs
2. Financial Institutions
3. Academic & Training Institutions
4. Government officers
5. Poultry sector industry

### 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

Regional Office

Mr. Shobhit Shrivastava, Regional Director  
Tel. -0522 4336311, Mob: 9621361577

Mr. M.S. Khan-Nodal Officer, AC & ABC-Cell  
B 104 Indira Nagar Lucknow UP- 226016  
Mob: 9997286694

### NEW DELHI

Head Office

Ms. Neetika Chhabra, Director  
Tel. -011, 23731129, 9289277447

[neetika.chhabra@card.org.in](mailto:neetika.chhabra@card.org.in)  
Centre for Agriculture and Rural Development  
214-217, Naurang House KG Marg Delhi - 110001