

Organized by

In Collaboration With



CENTRE FOR AGRICULTURE  
AND RURAL DEVELOPMENT



Department of Horticulture  
Govt. of Uttar Pradesh

4<sup>th</sup> Edition

# UTTAR PRADESH SPICES CONFERENCE AND EXPO 2024

Friday, 19th July 2024

Udyaan Bhawan, Sapru Marg, Lucknow



Value-chain development | Strengthening supply-chain | Promoting entrepreneurs  
Cluster-based spices farming | Processing and market linkages



[www.card.org.in/spices-conference](http://www.card.org.in/spices-conference)

## INTRODUCTION

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India has long been considered as a land of spices and the Western Ghats region of the country is found to be the origin of many spices like black pepper, cardamom to name a few. Over the years, there has been a steady increase in the consumption of spices in the country as well as growth in exports. The purchasing power of the people is increasing and upwards movement in food chain would significantly increase per capita consumption.

Uttar Pradesh is not only the largest consuming market for spices, but also possess highest potential for production of variety of spices, especially in Bundelkhand region. As per the projections of the Department of Horticulture, the State offers huge opportunities for production, value addition, processing, organic farming and consumption of spices. Uttar Pradesh Government is keen to increase the production of spices and help entrepreneurs setup processing units at district levels for medium and small businesses.

This offers big opportunity for large companies and brands to collaborate for forward market linkages. In this context, Centre for Agriculture and Rural Development jointly with Department of Horticulture is organizing a day long 4<sup>th</sup> Edition of Spices Conference & Expo-2024 to bring all key stakeholders on one platform to showcase products and technologies and facilitate sourcing and supply chain and partnering for marketing and processing.

## ABOUT THE ORGANIZERS :

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CARD is a premier Non-Governmental Organization, which is working in the areas of agro projects development, livelihood projects, capacity building and entrepreneurship development, and farmers market linkages programs, since its inception in the year 2000.

Department of Horticulture is the nodal department of the Government of Uttar Pradesh, which executes programs and policies and all developmental projects related to horticulture. The Government is committed to developing spices sector in the State for the benefit of the farmers.

## ABOUT THE SPICES CONFERENCE & EXPO-2024:

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The 4th Edition of Spices Conference & Expo-2024 would be a state level event, in which spices FPOs and potential entrepreneurs would participate along with the state department, research institutions, bankers, national experts and senior executives from the spices industry. This seminar aims to promoting cultivation, supply chain and value chain, business linkages and market of spices in the State.



## Post Event Activity And Hand-Holding Support :

Each FPO and entrepreneur, who participates, would get hand-holding support and consultancy from CARD for the following:

- ❖ Project feasibility report
- ❖ Training and exposure visits
- ❖ Bank Loan from different banks
- ❖ Subsidy and other legal compliances
- ❖ Processing units, machinery and operations
- ❖ Market linkages and marketing support
- ❖ Quality seed and seedlings for better production



## Program Schedule

Inaugural Session	09:30-10:30 AM
Scope of Spices Cultivation in Uttar Pradesh	10:30-11:30 AM
Economic Viability of the Various Spices Crops in UP	11:30-12:30 PM
Bank Loan and Government Subsidies for Cultivation and Processing	12:30-01:30 PM
Lunch	01:30-02:15 PM
Marketing and Supply Chain of Spices and Processing Opportunities in UP	02:15-03:15 PM
Availability of Quality Seed and Seedlings for Quality Production	03:15-04:15 PM
Concluding Session	04:15-04:30 PM
Concluding Tea	04:30-05:30 PM

## SPONSORSHIP DETAILS :

### Title Sponsor ( Rs. 3.00 Lac )

- The official status of the title sponsor of the event.
- Name & Logo to appear in promotional material like posters, site gates and program banners.
- Special acknowledgement during inaugural & concluding session.
- Corporate movie to be displayed during lunch.
- Sharing Inaugural & concluding dais with the Chief Guest.
- Company product catalogue can be inserted into the seminar kit.
- 20 minute presentation/slots for interaction with the Entrepreneurs.
- Full page back cover page AD in post souvenir.
- 18Sq.mt.Stall

### Co- Sponsor (Rs. 0.75 Lac )

- The official status of the Co-Sponsor of the event.
- Name & Logo to appear in promotional material like posters, site gates and program banners.
- Special acknowledgment during inaugural & concluding session.
- Company product catalogue can be inserted into the seminar kit.
- 10 minute presentation slot for interaction with the entrepreneurs.
- Back cover inside page AD in post souvenir. 6sq.mtStall

### Sponsor (Rs. 1.50 Lac )

- The official status of the sponsor of the event.
- Name & Logo to appear in promotional material like posters, site gates and program banners.
- Special acknowledgment during Inaugural & Concluding session.
- Company product catalogue can be inserted into the seminar kit.
- 15 minute presentation/slots for interaction with the Entrepreneurs.
- Front back page AD in post souvenir.
- 12sq.mt Stall

### Panel Sponsor (Rs. 0.50 Lac)

- The official status of the panel sponsor of the event
- Name & Logo to appear in promotional material like posters and in all standees.
- Acknowledgment during inaugural & concluding session.
- Company product catalogue can be inserted into the seminar kit.
- Back page AD in post souvenir.
- 6 sq.mt Stall

## Stall of 6sqm @ Rs. 25000 + GST

### 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	HDFC0000003
MICR Code	110240001

For participation, please contact

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