**Press Release (photographs and 'GRAM' logo are attached)**

**AHMEDABAD ‘GRAM’ ROADSHOW SEES HUGE RESPONSE AMONG INVESTORS**

         Government of Rajasthan along with FICCI organized the roadshow

         Rajasthan seeks technology and investments to strengthen agri sector

         State to hold GRAM  'Global Rajasthan Agritech Meet'  in November 2016. ***Netherlands, Israel, Australia and Canada to be partner countries for this Mega event***

**Jaipur, July 27**: Highlighting the new regulations, grants and policies of the Rajasthan State in agriculture and allied sectors, the Minister of PHED (Public Heath & Engneering Department) & Ground Water, Ms. Kiran Maheshwari invited farmers/industrialists from Gujarat to partner with Rajasthan in agri and related sectors. The Minister addressed the media on the sidelines of Road show conducted in Ahmedabad for the forthcoming **Global Rajasthan Agritech Meet-2016** or “GRAM 2016” to be held at Jaipur (Rajasthan) from November 9 to 11, 2016.

In the run up to the main event, FICCI jointly with the Government of Rajasthan organized a roadshow at **Ahmedabad on 27 July 2016 at Hotel Novotel**with the objective of sharing the benefits of being part of GRAM 2016. Principal Secretary – PHED & Ground Water, Govt of Rajasthan, Mr J C Mohanty said that the objective of the roadshow was to showcaseinvestment opportunities in agribusiness & allied sectors in Rajasthan and position the State as a preferred investment destination. Managing Director, Rajasthan Co-operative Dairy Federation (RCDF), Mr. Rajesh Sharma and Chairman of the Federation of Indian Chambers of Commerce & Industry (FICCI), Gujarat State Council, Mr. Rajiv Vastupal attended the event. On the occasion Head Agro-India McCain Foods India Pvt. Ltd, Mr. Abinash Kumar Gupta shared his experiences with the gathering.

With a vision of doubling the farm income by 2022, PHED Minister invited both states to form a stratergic alliance focusing more on R&D in seeds, livestocks  and dairy processing. “Rajasthan is an investment friendly state which, at present, is facing shortcoming like water scarcity, per unit productivity of land, R&D. But these problems can be converted into opportunities ”. She further mentioned than an advanced single window clarance system has been created to digitally streamline all process concering industries.

Mr. J.C. Mohanty, presented the audience with various opportunities and incentives that Rajasthan government is providing in agricultural and allied sectors. He stressed that the parternship  between both the states can create ample opportunities in the field of agricultural innovation and technology.

Focusing on technological innovations and high-yield practices in Agriculture and Allied Sectors, the primary objective of GRAM 2016 is to ensure the economic empowerment of the farmers through accelerated yet sustainable growth in agriculture and to double farmer’s income by 2022. Farmers here would be taught various new techniques to be used which would help them earn more yields. For example they will be educated about the methods of drip irrigation which will help them to overcome drought like situations.

Abinash Kumar Gupta spoke about potential of Rajasthan to become a major potato seed multiplier thereby increasing the productivity of potato plantation in Gujarat.

Congratulating Rajasthan government on the agricultural friendly initiatives, Mr Rajiv Vastupal spoke about the need to bridge technological gap and modernize value chain. “Achieving these tasks call for a newer approach, one that involves all the stakeholders”, added Mr. Vastupal.

Rajasthan shall showcase investment opportunities in the sector involving products like pressure irrigation, solar pumps, custom hiring of farm machinery & implements, farm mechanisation, agro-processing etc. The international event - with representations from Netherlands, Israel, Australia and Canada - will be attended by over 50,000 farmers.

This event will feature an Exhibition showcasing strengths of the Rajasthan agricultural sector, Live demonstrations of latest agro technologies and equipments, B2B & B2G meetings with national and foreign partners, Conference on knowledge sharing and best agri practices and a networking session between the agri industry, academia and policy makers including Government officials. It will provide a common platform for bringing everyone involved in the full value chain of agricultural ecosystem – farmers, academicians, scientists, technologists, agribusiness companies and policy makers.

Rajasthan is a strong performer in agriculture with ten agro climatic zones. Government of Rajasthan has initiated enumerable policy changes in agriculture in recent past that relates to technological and infrastructural interventions for sustainable enhancement of farm productivity, reducing post harvest losses and promoting farm based industries.

GRAM will also offer a platform for companies and service providers to showcase their latest offerings and global best-practices in farming & allied activities to over 50,000 agriculturists from Rajasthan.

Investors from across the globe will be able to tap the scope and potential of doing business with over 50,000 farmers who are expected to attend this three-day meet. GRAM 2016 is anattempt to make the farm sector to move up the value chain, attract Agri businesses, processing, packaging industries in the Agri and allied sectors. Further information please visit at<http://gramrajasthan.in/index.html> or [com.astana@mea.gov.in](mailto:com.astana@mea.gov.in).