Press Release (photographs attached)

        Over 40,000 farmers to attend ‘GRAM’ in November

        Jointly organized by Rajasthan Government and FICCI

        Agriculture Minister and FICCI Chief present on the occasion

**CHIEF MINISTER LAUNCHES WEBSITE, LOGO AND BROCHURE OF ‘GLOBAL RAJASTHAN AGRITECH MEET’**

Jaipur, 29 June: Rajasthan Chief Minister, Smt. Vasundhara Raje launched the website, logo and the brochure of ‘Global Rajasthan Agritech Meet 2016’ (GRAM) today in Jaipur.  The international event will be held from 9 to 11 November at the Jaipur Exhibition and Convention Center (JECC) at Sitapura in Jaipur. Jointly organized by the Government of Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI), the mega event will be attended by over 40,000 farmers.

The Chief Minister said on the occasion that the prime objective of ‘GRAM’ is to expose the farming communities to the technological advancements and global best-practices in farming & allied activities while showcasing investment opportunities in the State to agri-business communities across the world. She invited the investors and the farmers to be a part of ‘GRAM’ and participate in the 3-day event in a big way.

The Chief Minister further said that the State is actively working towards doubling farm income by the year 2022. Necessary interventions relating to policy, technology and infrastructure have been made to achieve sustainable enhancement in the agriculture sector, she said.

After the launch of the ‘GRAM’ logo, a audio-visual narrating the logo story was shown. The logo is a graphic representation of the Sun since it is the source of all energy and life – on the farms and everywhere else. The illustration style is inspired by Rajasthani *‘Maandana’* art form, which is practiced in rural Rajasthan and captures the essence and the prime objective of gram – growth, prosperity, happiness and celebration of the farming community.

The interactive and user-friendly website ([http://gramrajasthan.in](http://gramrajasthan.in/)) of ‘GRAM’ will provide in-depth information about the event and will facilitate the registration for participation of farmers, academicians, technologists, agribusiness companies and policy makers, among others.

The brochure, apart from the Chief Minister’s message, outlines Rajasthan’s economic scenario and gives a sectoral (agriculture, horticulture and animal husbandry) overview of the State. It primarily focuses on the investment opportunities in the sector by way of pressure irrigation, solar pumps, custom hiring of farm machinery & implements, farm mechanisation, agro-processing, among others.

On the occasion the Rajasthan Agriculture Minister, Mr. Prabhu Lal Saini; Principal Secretary, Agriculture, Ms. Neelkamal Darbari; Secretary to CM, Ms. Gayatri Rathore; Director, Agriculture, Mr. Ambrish Kumar; President of FICCI, Mr. Harshavardhan Neotia; Secretary General of FICCI, Dr. A. Didar Singh as well as senior officials of the Government and FICCI were also present.