**Press Release**

GRAM- BUSINESS MEET AT BANGALORE

Jaipur, 8 August: A Business Meet was held by The Government of Rajasthan & FICCI today at Bangalore. It was attended by over 200 industry delegates.

Highlighting the new regulations, incentives and policies of the Rajasthan State in agriculture and allied sectors, theMinister of Agriculture Shri Prabhu Lal Saini invited farmers/industrialists to partner with Rajasthan in agri and allied sectors. The Minister addressed the media on the sidelines of Road show conducted in Bangalore for the forthcoming**Global Rajasthan Agritech Meet-2016** (GRAM 2016) to be held at Jaipur (Rajasthan) from November 9 to 11, 2016.

The Minister mentioned that inspite of 61% of state being Arid/ Semi Arid, the state has made impressive progress in Agriculture. He cited examples of date palm farming & Olive Farming, along with other high value crops. He stressed on the opportunities in contract farming, direct marketing, organic spices, Agri export Zones, R & D, Drip Irrigation, Processing Industry and Quality Production in Milk & the entire value chain like Cheese, Khoya etc.

Focusing on technological innovations and high-yield practices in Agriculture and Allied Sectors, the primary objective ofGRAM 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 exposed to various new techniques to be used in farming which would help them improve farm yields. For example they will be educated about the methods of pressure and precision irrigation which will help them to conserve water and get more crop per drop.

Addressing the audience, Principal Secretary Government of Rajasthan, Ms. Neelkamal Darbari gave out the policy advantages & ease of doing business in Rajasthan. She also spoke about the investment opportunities in Oilseeds, Pulses, cereals, medicinal & herbal plants, forest produce, seed spices, warehousing & logistics, horticulture, mechanisation , agri tourism, animal husbandry, poultry & Fisheries.

GRAM 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.

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. Rajasthan is a strong performer in agriculture with ten agro climatic zones. Government of Rajasthan has initiated many 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. 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 – being organized in association with Federation of Indian Chambers of Commerce and Industry (FICCI) - is an attempt 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 at

<http://gramrajasthan.in/index.html>  or [com.astana@mea.gov.in](mailto:com.astana@mea.gov.in)