**Press Release**

***Industries Minister Invites Kolkata Investors to Participate in ‘GRAM’***

         Government of Rajasthan along with FICCI organized a roadshow at Kolkata

         Rajasthan seeks technology and investments to strengthen agri sector

         State to hold GRAM – a global agri-technology and business event in November 2016. ***Netherlands, Israel, Australia and Canada to be partner countries for this Mega event***

**Jaipur, July 29**: Highlighting the new regulations, grants and policies of the Rajasthan State in agriculture and allied sectors, Mr. Gajendra Singh , the Minister of Industries, Government of Rajasthan invited farmers/industrialists from West Bengal to partner with Rajasthan in agri and related sectors. The Hon’ble Minister addressed the media on the sidelines of Road show conducted in Kolkata 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 **Kolkata on 29 July 2016** with the objective of sharing the benefits of being part of GRAM 2016. Ms Veenu Gupta, Principal Secretary – Medical & Health, Govt of Rajasthan along with Mr P C Berwal, Project Director, Rajasthan Agriculture Competitiveness Project also attended the event. On this occasion, Mr. M K Jalan, Chairman, Keventer Group shared his noteworthy experiences with the gathering.

Inviting all the industrial alliances in West Bengal to GRAM 2016 Hon’ble Minister, Sri Gajendra Singh Khimsar said, “In GRAM 2016, 50,000 progressive farmers from all across Rajasthan will assemble together to learn about the latest technologies in agriculture. There is a need for technological innovation for empowerment of farmers and through this initiative, the State Government is reaching out to these farmers to help them achieve the same”.

Ms Veenu Gupta mentioned about the vast growth potential Rajasthan has and also the various opportunities which it offers to the farmers. She said, “Rajasthan has great potential for agri exports. 62%  of the State is dependent on agro related sectors and there is need for development. During GRAM 2016, new agricultural techniques will be introduced to the farmers and various industry bodies will share their expertise in this field. This will be a great platform for knowledge sharing which in turn will help the farmers to increase productivity”.

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.

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 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 please visit at <http://gramrajasthan.in/index.html> or com.astana@mea.gov.in.