Press Release (logos of the ‘GRAM’ are attached.)

Interaction on Potential Areas for Investment in Each District

**VIDEO CONFERENCE WITH DISTRICT COLLECTORS TOMORROW FOR ‘GRAM 2016’**

Jaipur, 3 August:  In view of the forthcoming ‘Global Rajasthan Agritech Meet 2016’ (GRAM 2016), Principal Secretary, Agriculture and Horticulture, Ms. Neelkamal Darbari and Secretary Animal Husbandry, Mr. Kunji Lal Meena will address the District Collectors through video conferencing tomorrow. The objective is to get the District Collectors to motivate farmers to attend the event, identify at least 5 potential areas in each district for setting up industries or attracting investment in the field of agriculture, horticulture, animal husbandry, dairy, fisheries and allied sectors. Furthermore, the Collectors will be asked to identify innovative practices in their districts for showcasing at ‘GRAM’.

**About ‘Global Rajasthan Agritech Meet 2016’ (GRAM):**

The ‘GRAM’ is an international event which is being from 9 to 11 November at the Jaipur Exhibition and Convention Center (JECC) at Sitapura in Jaipur. It is jointly organized by the Government of Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI). The mega event will be attended by around 50,000 farmers. The primary objective of GRAM is to ensure economic empowerment of the farmers through accelerated yet sustainable growth in agriculture and to double farmers’ income by 2022. In addition to farmers, the global event will also showcase global best practices and best of technologies suited to the agro-climatic conditions of Rajasthan. It will also be an important platform for investors, manufacturers, academicians and researchers. For further details please visit: [http://gramrajasthan.in](http://gramrajasthan.in/) .