



**GROW
WITH US**

GROW WITH US



Rajasthan has a very vibrant agriculture and animal husbandry sector. Agriculture and allied activities are a source of livelihood for a large number of people in the state. Rajasthan is the leading producer of a number of crops and animal products in the country. For Rajasthan, animal husbandry is as important a sector as Agriculture as it not only contributes to household incomes but also plays a vital role in mitigation of the effects of calamities such as drought.

The state is actively working towards Hon'ble Prime Minister's mission to double farm incomes by the year 2022. We have made policy, technological and infrastructural interventions for sustainable enhancement of farm productivity, reducing post-harvest losses, promoting farm based industries and ensuring higher return to the farmer while delivering better quality products to consumers.

Global Rajasthan Agritech Meet (GRAM) has been conceived with a two-pronged objective of exposing our farming communities to the technological advancements and global best-practices while showcasing investment opportunities in the state to agri-business communities across the world.

I invite all of you to be a part of GRAM and grow with us in this journey of delivering dreams and sharing prosperity.

VASUNDHARA RAJE

Chief Minister, Rajasthan

A blooming mustard farm



RAJASTHAN AT A GLANCE

- Located in the north-western part of the subcontinent, Rajasthan is the largest state in India with an area of about 342,239 sqkm (34 mn hectares)
- Jaipur is the capital city of Rajasthan and has an excellent rail, road and air connectivity to all the major cities of the country. The state has a population of 68.6 mn (as per 2011 census).



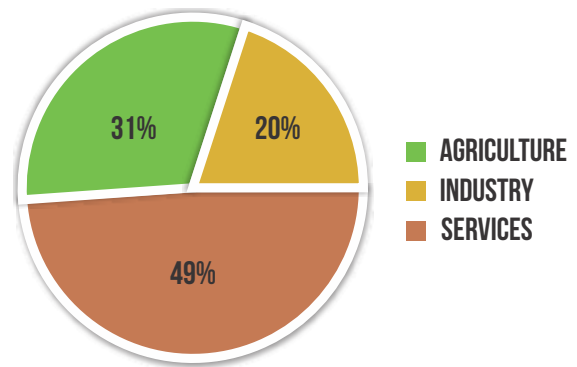
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RAJASTHAN HAS 14% OF INDIA'S CULTIVABLE LAND, WHICH ACCOUNTS FOR 25.55 MN HECTARES

ECONOMIC SCENARIO

- The agricultural and allied sectors contributed to 31% of its total GSDP in 2015
 - This contribution of 31% is above the national average of 20%
- Out of the total population in Rajasthan, approximately 27% of the people ply their trade as agricultural labourers or cultivators
 - Around 2/3rd of the population is connected with the agricultural sector
- The state attracted cumulative Foreign Direct Investment (FDI) worth USD 1.28 bn across various sectors over the past decade (2005-15)
- Rajasthan's GSDP at current prices has grown at a CAGR of 8% between 2010-15, which is over 1.2x times of India's GDP growth in the same period
- The per capita income in the state has grown to Rs33,186 in FY15 (CAGR of 6.5% for the period of 2010-15)

Sector Composition of Rajasthan's GSDP for 2015-16 (advance price estimates)



TOTAL GSDP: INR 6,741 BN

1 in India in production of Carom-seeds, Coriander, Fenugreek and Mustard

1 in India in production of Henna, Isabgol, Guar & Bajra

1 in India in production of coarse wool

THE LAND OF ADVANTAGES

- **Proximity to large consumer base:** Shares border with five other major states of India, providing an access to a vast consumer market
- **Agri-Dominant State:** Strong cultural significance of agriculture and diversity of crops sown, places Rajasthan at the forefront of agricultural states in India
- **Strategic Location:** A natural corridor between the northern and the western states of the country, making it an important trade and commerce center
- **Extensive connectivity:** Second largest network of National Highways in the country with a total road length exceeding 7,310 km
- **Land Availability:** Offers immense opportunities in the areas of organic farming, contract farming and in creation of post-harvest infrastructure
- **Strong Industrial Infrastructure:** Established four Agro food Parks for the development of agro-based industries and 2 agri export zones (AEZs)
- **Great Potential for Exports:** Spice exports have picked up from the state and play an important role in India's agri-exports
- **Government Incentive:** Government provides incentives and subsidies on export of spices, fruits and vegetables
- **Single Window Clearance System:** A single point interface is in place for online submission & tracking of investment applications and time-bound clearances

SECTOR OVERVIEW

Agriculture

- The state has 10 Agro-Climatic Zones
- 53% of the state's total land area is net sown area
- The State's top 3 agri-categories by production for 2014-15 were:
 - Food Grains: 19.62 mn tons
 - Cereals: 17.667 mn tons
 - Oilseeds: 5.314 mn tons
 - Pulses: 1.952 mn tons

Horticulture

- Rajasthan is a strong performer in India in the area of horticulture with 28 horticulture nurseries in 2014 in government sector. It is the:
 - 4th largest producer of Garlic
 - 6th largest producer of Citrus fruits
 - 8th largest producer of Pomegranate
 - Major producer of Aloe Vera with a production of 1473 metric tons
 - Pioneer in adoption of innovative techniques for Pomegranate, Olive, Date palm and Jojoba cultivation
 - Hi-tech nurseries for fruit plant sapling production

ENDOWED WITH 10 AGRO-CLIMATIC ZONES, RAJASTHAN LEADS IN THE PRODUCTION OF A LARGE VARIETY OF CROPS IN INDIA

2 in India in production of Gram(Chickpea), Cumin seeds & all Coarse Cereals

3 in India in production of Soybean, Pulses Seed spices, Oilseeds

4 in India in production of Oranges & Garlic

Agri Inputs

- The state has high yielding seed varieties of maize, wheat, mustard, gram, barley and cash crops like Soybean, Guar, Groundnut and Castor
 - Consumption of fertilisers comprising DAP, urea, complex and SSP reached upto 3.10 MT in 2015-16.
 - The public and co-operative sector companies of Rajasthan provide farmers with a consistent supply of seeds and assist them with stocking of fertilisers
 - 3rd largest producer of field crop seeds

Plasticulture

- Plasticulture refers to use of plastics in agriculture and horticulture
- Some of the major Plasticulture applications are: Drip Irrigation Systems, Sprinkle Irrigation Systems and poly houses.
 - Land under drip and mini sprinkler irrigation: 1.70 lakh ha
 - Land under sprinkle irrigation: 14 lakh ha
- Benefits of Plasticulture are: yield improvement up to 50-60%, water savings up to 60-70%, prevention of weed growth, fertiliser savings up to 30-40%

Irrigation

- Rajasthan has a gross irrigated area of approx 9 mn hectares
- Tube wells, open wells, canals, tanks, etc. are the major sources of irrigation in the state. Canals are the third largest source of irrigation, accounting for over 20% of the irrigation while

tanks and other sources accounted for 2% of the state's irrigation in 2014.

- The number of projects to build irrigation infrastructure have shown an increase as well. In 2012, there were 4,786 projects with the irrigation potential reaching 3.8 mn ha
- New approaches and special campaigns like Mukhyamantri Jal Swavlamban Abhiyan (MJSA) have been taken up for water conservation and restoration of soil & ground water
- Pressure irrigation systems are being promoted as an alternative to flood irrigation
 - The command areas for Pressure Irrigation Systems - Indira Gandhi Canal, Chambal, Narmada, Jawai, Bisalpur & Mahi at Banswada

Organic Farming

- Rajasthan is one of the largest states in India partaking in organic farming, with over 69,750 hectares of registered organic farm area
- From 2009 to 2015, the number of registered farmers and the total registered area in organic farming has seen exponential growth

Farm Mechanisation

The state is encouraging the use of modern farm machinery for increasing efficiency and saving time and labour.

Protected Cultivation

- The protected cultivation cluster in Rajasthan accounts for the following:
 - Green Houses: 18.12 lakh sqm
 - Shade net Houses: 6.76 lakh sqm
 - Cucumber, tomatoes, capsicum, cherry



Wool dyeing unit at Jaipur



tomatoes and strawberries are majorly produced in protected cultivation

- Gerbera and Dutch Rose are the commonly grown flower varieties
- The focus districts are Jaipur, Alwar, Ajmer, Chittorgarh, Udaipur, Kota, Sawai Madhopur, Sriganganagar and Bikaner
- Given the dry weather conditions, there is a huge opportunity in Rajasthan for protected cultivation.

Animal Husbandry

Rajasthan with its 57.7 mn livestock population, ranks second in the country and shares more than 11% of India's total livestock population. The state ranks first in the country with 16% share in the total goat population of India.

Dairy

- Rajasthan is a leading milk producer, with the fifth-largest cattle population in India and some of the finest breeds of milch and draught cattle.
- Gir, Tharparkar, Rathi and Sahiwal are the best milk producing indigenous breeds, and Nagauri Bull is a prominent draught breed
- The state ranks second in terms of buffalo population.
- It is the 2nd largest producer of milk in the country and produced around 17,000 mn tons (12% of India's total milk produce) in 2015
- Buffaloes were the largest contributors of milk in Rajasthan in 2015, followed by cow and goat respectively.
- The entire milk produce is facilitated by a pool of

robust co-operative societies, headed by a State-level apex organization, RCDF (Rajasthan Co-operative Dairy Federation)

- Currently, Rajasthan has about 13,878 of such dairy co-operative societies
- Tremendous produce of milk in Rajasthan also holds great opportunities for milk processing plants and commercial dairy units

Wool

- With 15 mn tons of wool production, Rajasthan ranks 1st in India with a share of about 30%
- The state has eight different breeds of sheep that produce quality carpet wool
- There are 70 wool processing units in the state
- 85% of wool produced in the state is of carpet grade

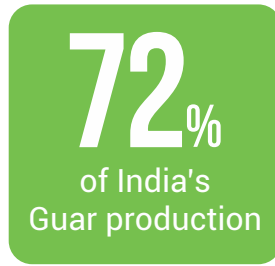
Poultry and Mutton

- All livestock animals have shown double digit growth over the past 5 years in the state
- The poultry population in the state has increased by over 60% over the previous census with total poultry population in the state being 80.24 mn in 2012
- One of the initiatives of the Department of Animal Husbandry has been the development of high producing strains of layer stock in the state
- Pratap Dhan, a new breed of poultry has been developed in Rajasthan. It produces 4 times the eggs of the indigenous breeds. Kadaknath is another popular indigenous breed.
- Such development programs and trainings have helped breeders record high growth

RAJASTHAN HAS THE LARGEST POPULATION OF GOATS AND CAMELS IN INDIA

The agri-dominant state holds great opportunity in the post-harvest storage segment.





Fisheries

Rajasthan has freshwater as well as saline water resources. It has about 423 thousand ha fresh water area besides 30 thousand ha area as rivers and canals, 80 thousand ha waterlogged and 180 thousand ha salt affected areas at full tank level. The fish production has grown in the state at an annual rate of 12% as compared to national average of 8% during the last 8 years.

Agro-Processing in Rajasthan

With its strong presence in Agricultural production, Government of Rajasthan understands the need of strong processing segment.

- The state has a large number of registered Agro-processing units processing primary commodities like onions, garlic, isabgol and henna
- In November 2015, the government launched the "Agri-Processing and Agri-Marketing Promotion Policy 2015" – to promote agro-processing and supply chain management
- During Resurgent Rajasthan Partnership Summit 2015, MOUs intending investment of over INR 4000 cr have been signed
- Mega Food Parks - MOFPI awarded approval to 2 Mega Food Parks in Rajasthan
- Agri Export Zones
 - 2 agri export zones are operational in the state, covering 5 districts each with focus on spices – coriander and cumin
- Commodity-specific markets are notified – Ramganjmandi for Coriander; Jodhpur & Merta for cumin

Post-Harvest Management

- Cold Chain
 - Four cold chain projects have been approved by MOFPI in the state, under the 'Scheme for Cold Chain, Value Addition and Preservation Infrastructure'
 - Out of the four projects, the one at Alwar has already been completed and started commercial operations
- Online Mandis
 - The central government launched an electronic National Agriculture Market (eNAM) format in April 2016 to connect 23 mandis from eight states (including Rajasthan). 10 more mandis in Rajasthan will be brought under eNAM by October 2016.
 - The e-platform would help farmers to sell their produce directly in the market, obviating middle-men, through the electronic trading platform
 - The initiative would help bringing in more transparency, greater competition and better returns for the farmers. It would also help traders in open price discovery and greater accessibility owing to the online platform

Agro Food Parks

Mega Food Park scheme is considered to be an inclusive concept aimed at establishing 'direct linkages from the farm to processing and on to the consumer markets, through a vast network of collection centres and primary processing centres. These Mega Food Parks are expected to provide high quality food processing infrastructure closer to the farms. Peripheral area of each location has multiple crops with great value addition potential. Four Agro Food Parks have been developed in the state by RIICO.



A sprouting orange farm at Jhalawar

OPPORTUNITIES FOR INVESTMENT

INFRASTRUCTURE

PRESSURE IRRIGATION

Over the years, the state has aggressively promoted replacement of flood irrigation to water efficient irrigation techniques. Over the next five years, Rajasthan aims at bringing 30-40% of the irrigated area under pressure irrigation systems.

This presents a big opportunity for manufacturing and marketing of sprinkler and drip irrigation equipment.

SOLAR PUMPS

Rajasthan holds the best solar insolation on earth with 6 to 7 kWh/m²/day, 325 sunny days a year. Taking this into cognizance, Rajasthan Government has initiated several solar energy programs to sustain irrigation energy requirements.

Over 20,000 Solar Power Pumps have already been installed in the state, and with the increasing farm automation opportunities, companies can explore installing new solar power pump sets or other alternate energy sources to power irrigation systems.

Under the Solar Power Pump Project, up to 75% subsidy on the base rate is being granted.

The state offers opportunity for setting up of Solar Pump manufacturing units to tap the vast market in and around Rajasthan.

CUSTOM HIRING OF FARM MACHINERY & IMPLEMENTS

The state aims at gradually eliminating dependence on human and animal power in farm activities.

Small and marginal farmers are usually unable to own farm machinery on their own or through institutional credit. There exists opportunity for setting up of Custom Hiring Centres for farm machinery & implements across the state.

EXPORT POTENTIAL

The state has the export potential for a variety of agro produce such as kinnow, mandarin, fresh vegetables, aonla & its products, honey & its products, garlic (whole & powder), spices seed, rose

oil, dry petals, gulkand, isabgol husk, senna & body grade henna.

FARM MECHANISATION

The state is encouraging the use of modern farm machinery for increasing efficiency and saving time and labour. Machinery for:

- Land Preparation
- Moisture Conservation
- Seed & fertiliser placement
- Plant Protection
- Harvesting
- PHM Processing
- Grading
- Sorting
- Polishing
- Waxing
- Packaging
- Transportation logistics

FISHERIES

Rajasthan possesses a large number of water bodies, which offer potential for development of capture and culture fisheries. With the productivity in reservoirs in the state at 24 kg/ ha higher than national average of 20 kg/ ha, significant opportunities exist in the state in the areas of fish cultivation, fish seed & fish feed production.

CONTRACT FARMING

The state, through the Rajasthan Agricultural Produce Markets (Third Amendment) Act 2005, allows and encourages Contract Farming.

Immense potential lies in win-win partnerships in cultivation of malt barley, fruits, vegetables, medicinal and aromatic plants.

ORGANIC FARMING

Rajasthan with its vast tracts of naturally organic land, provides immense opportunities for organic farming. The government also provides subsidy to drive growth in organic farming. Dungarpur is being developed as an 'organic district'.

Opportunities exist for companies engaged in developing & marketing organic crop varieties, and also for organic farm produce processing & exporting companies.

CEREALS

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING AREAS/DISTRICTS	MAIN SOURCING MARKETS (MANDIS)
1.	Maize	Maize-based processing plants which may include starch plant, corn syrup preparation, various enzymatic preparations	Udaipur, Bhilwara, Chittorgarh, Banswara, Rajsamand & Pratapgarh	Udaipur, Bhilwara, Nimbahera, Begu, Bundi, Iklera
2.	Barley	Malt and food additives preparation plants	Ajmer, Jaipur, Sikar, Sri Ganganagar, Hanumangarh, Bhilwara districts	Jaipur, Chomu, Sikar, Sri Madhopur, Sri Ganganagar, Padampur, Sri Karanpur, Kesarisingshpur
3.	Wheat	Flour Mills and other value-added product units	Sri Ganganagar, Hanumangarh, Alwar, Bharatpur, Jaipur, Baran, Kota, Chittorgarh, Bhilwara	Kota, Baran, Bundi, Sri Ganganagar, Hanumangarh
4.	Bajra	Poultry/Cattle feed, Malt units, Cleaning, Grading, Packing units	Barmer, Jodhpur, Nagaur, Churu, Jalore, Jaipur, Sikar, Alwar, Jhunjhunu districts	Alwar, Khairthal, Bharatpur, Dholpur, Dausa, Hindaun, Jaipur

OIL SEEDS

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING AREAS/DISTRICTS	MAIN SOURCING MARKETS (MANDIS)
1.	Soybean	Soya based food processing for soya milk and soya-protein isolates plant	Jhalawar, Baran, Kota, Pratapgarh, Bundi, Chittorgarh	Kota, Baran, Jhalawar and Chittorgarh districts
2.	Mustard	Oil extraction plant, refinery, mustard sauce etc.	Alwar, Sri Ganganagar, Bharatpur, Jaipur, Tonk, Sawai- Madhopur, Hanumangarh, Baran districts	Districts of Alwar, Bharatpur, Sawai Madhopur, Tonk and Kota, Sri Ganganagar
3.	Sesame Seeds	Dehulling units	Pali, Tonk, Sawai Madhopur, Jodhpur, Bhilwara	Hindaun, Gangapur city, Sawai Madhopur, Lalsot, Mandawari, Kota, Sumerpur, Nagaur
4.	Olive	Olive oil, tea, leaves extract	Bikaner, Sri Ganganagar, Nagaur	
5.	Groundnut	Roasted peanut, peanut butter	Bikaner, Jodhpur, Jaipur, Churu, Sikar	Bikaner, Lunkaransar, Jaipur, Chomu

PULSES

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING AREAS/DISTRICTS	MAIN SOURCING MARKETS (MANDIS)
1.	Moong Beans	Splitting of pulses, papad and other product units	Pali, Nagaur, Jodhpur, Jaipur, Ajmer, Jalore	Merta, Nagaur, Sumerpur, Jodhpur, Kekri, Kishangarh (Ajmer)
2.	Moth Beans	Namkeen Bhujia and pulse-based products	Churu, Bikaner, Barmer, Nagaur	Nokha, Lunkaransar, Sardar Shahar (Churu), Barmer
3.	Gram (Chana)	Gram Flour (Besan) and other value added products	Churu, Bikaner, Hanumangarh Jaisalmer, Jaipur, Ajmer, Tonk	Bikaner, Jaisalmer, Malpura, Kekri, Kishangarh (Ajmer)
4.	Urad (Black gram)	Splitting of pulses and other products	Bhilwara, Bundi, Tonk, Ajmer, Dungarpur, Banswara	Bikaner, Lunkaransar, Jaipur, Chomu

FOREST PRODUCE

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING AREAS/DISTRICTS	MAIN SOURCING MARKETS (MANDIS)
1.	Mahuwa, Honey, Lac, Bamboo, etc.	Processing units	Mewar region, Jhalawar and honey in Bharatpur	Udaipur, Pratapgarh

FRUITS & VEGETABLES

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING	MAIN SOURCING MARKETS (MANDIS)
1.	Potato	Processing plants which may include chips, powder	Bharatpur, Dholpur	Bharatpur, Dholpur, Jaipur
2.	Tomato	Processing units for Value-added tomato-based products flavours and ingredients, convenient meal-component sauces, powder, puree, paste, salsa, pizza sauce, ketchup, juice	Jaipur, Sirohi, Ajmer, Dausa, Tonk	Jaipur, Chomu, Bassi, Reodar (Sirohi)
3.	Onion	Dehydration plants to produce onion flakes /powder	Sikar, Jaipur, Jhunjhunu, Nagaur, Jodhpur & Alwar for winter	Sikar, Jaipur, Chomu, Phalodi for summer crop; Alwar & Khairthal for winter crop
4.	Garlic	Garlic flakes /powder	Baran, Jhalawar, Kota, Pratapgarh, Chittorgarh	Chhipa Barod (Chhabra), Jodhpur, Kota
5.	Orange	Aseptic fruit juice, fruit concentrate, powder units	Jhalawar	Bhawani Mandi, Jhalrapatan
6.	Pomegranate	Aseptic fruit juice, concentrates & other value-added product units	Jalore, Barmer, Chittorgarh, Bhilwara & Sri Ganganagar	Jaipur, Jodhpur
7.	Guava	Aseptic fruit juice or fruit concentrates units	Sawai Madhopur, Kota, Bundi, Bharatpur	Sawai Madhopur, Jaipur
8.	Kinnow	Aseptic fruit juice or fruit concentrates units	Sri Ganganagar & Hanumangarh	Sri Ganganagar
9.	Date Palm	Chhuhara, vinegar, pickles, juice, starch, essence, confectionary, liquor, poultry feed, etc.	Bikaner & Jaisalmer	

SEED SPICES

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING AREAS/DISTRICTS	MAIN SOURCING MARKETS (MANDIS)
1.	Cumin	Cleaning, Grading, powdering, packing and oleoresin units	Barmer, Jalore, Jodhpur, Nagaur, Pali,	Jodhpur, Merta, Nagaur, Phalodi, Barmer
2.	Coriander	Cleaning, Grading, powdering, packing and oleoresin units	Jhalawar, Kota, Baran Chittorgarh and Bundi districts	Ramganj Mandi, Kota, Baran
3.	Fenugreek	Grading, powdering, packing and oleoresin units	Bikaner, Jaipur, Sikar, Jhunjhunu, Nagaur	Kota, Jaipur
4.	Azwain	Cleaning, Grading and packing units	Chittorgarh, Pratapgarh	Bhilwara, Jaipur
5.	Fennel	Cleaning, Grading and packing units	Nagaur, Jodhpur, Pali, Tonk, Sirohi	Lalsot, Newai

OTHERS

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING AREAS/DISTRICTS	MAIN SOURCING MARKETS (MANDIS)
1.	Guar	Processing units which may include split and powder plants. Guar gum derivatives in paper, textile, mining and guar gum powder in food, cosmetics, pharmaceuticals	Bikaner, Barmer, Churu, Hanumangarh, Jodhpur, Sikar, Sri Ganganagar districts	Bikaner, Sri Ganganagar and Hanumangarh districts
2.	Cotton	Processing units across ginners, spinners and textile units	Sri Ganganagar, Hanumangarh, Nagaur, Jodhpur	Sri Ganganagar, Hanumangarh, Bikaner

Leading producer of seed spices



MEDICINAL/HERBAL

S.NO	PRODUCE	OPPORTUNITY	KEY PRODUCING AREAS/DISTRICTS	MAIN SOURCING MARKETS (MANDIS)
1.	Isabgol	Processing facilities for Isabgol husk, powder, etc.	Barmer, Jalore, Nagaur, Jaisalmer, Jodhpur, Chittorgarh	Merta, Nagaur, Nimbahera, Barmer
2.	Herbal Medicine	Processing units of herbal medicines based on aonla, isabgol, sonamukhi, aloe vera ashawagandha, henna, etc.	Aonla: Jaipur, Ajmer, Sikar districts Isabgol: Barmer, Jalore, Jodhpur, Nagaur Sonamukhi: Jodhpur, Phalodi Henna: Sojat Aloevera: Churu, Bharatpur	Aonla: Chomu, Jaipur Sonamukhi: Phalodi Henna: Sojat
3.	Henna	Huge potential for hair-dye grade henna	Pali	Sojat

READY-TO-EAT/PACKAGED FOOD

Changing demographics of the state with growing urbanisation, per capita incomes growing at a CAGR of 6.5% for the past 5 years and participation of women in the work force at 35% of total workforce as compared to 25% at India level as per Census 2011, is leading to the growth of ready-to-eat/ packaged food products. Taking cognizance of this trend, most large FMCG companies have established a distribution presence in Rajasthan.

Rajasthan offers immense potential of quality raw material (agri produce in the form of food grains, horticulture, dairy, etc.) processing and the government is actively processing packaged food production by offering VAT/ CST subsidies to enterprises engaged in manufacturing and processing of agriculture/ horticulture/ animal products in the state, multiple opportunities exist in the manufacturing of ready-to-eat/ packaged food.

OTHER OPPORTUNITIES

AGRI-INPUTS

- Seed research and development units
- Crop technology and agri chemicals
- Irrigation technology
- Organic farming inputs

LOGISTICS

- Modern supply chains with cold storage and warehousing
- Agri produce procurement centres
- Agri waste procurement & recycling
- Packaging facilities
- Agri waste based power plants
- Waxing plants, pack houses and cold chain for fruits & vegetables

DAIRY

- Dairy products including cheese processing
- High quality livestock feed
- Better generic breeds of livestock
- Processing of camel and goat milk

WOOL

- Carpet manufacturing facilities
- Wool-based industries

MARKETING AND MANDI FACILITATION

- Waiver of market fee on fruits & vegetables
- No market fee/ user charge on purchase of fruits & vegetables outside market yards
- Contract Farming is allowed to ensure qualitative and sufficient produce to the processors/buyers
- Special license may be issued for undertaking purchases throughout the state directly from the farmers by setting up of purchase centres in the mandi area
- Direct purchase by the processors is allowed at the processing facility without going to the mandi yards
- Establishment of private sub market yards by private sector – to improve the accessibility of mandi, private/cooperative sector is allowed to set up mandi yards after having licence for the same from Director, Agricultural Marketing

RAJASTHAN IS THE LEADING PRODUCER OF WHEAT, JUAR, MAIZE & OTHER FOOD GRAINS



Opportunities in Farm Mechanisation

ENABLING POLICY ECOSYSTEM

- Enterprises with investment of Rs100 crores or more or providing employment to at least 250 persons will be eligible for availing customized package of incentives & concessions
- Enterprises engaged in manufacturing and processing of agriculture/horticulture/ animal products and having VAT/CST liability will be eligible for subsidy. Units with investment over Rs.25 lakh have been made eligible for much higher levels of Investment Subsidy and Employment Generation Subsidy
- Enterprises engaged in post-harvest crop activities and not having VAT/CST liability will be able to avail the benefit of 5% interest subsidy.
- Enterprises engaged in manufacturing of cattle feed, poultry feed and fish feed shall also be entitled to avail the benefit of 5% interest subsidy.
- Exemption in payment of mandi fee @ 50% on the purchase of raw material for processing for a period of seven years subject to a maximum limit of Eligible Fixed Capital Investment (EFCI)
- 100% Exemption from payment of conversion charges for converting agriculture land for agro-processing and agri-marketing activities.
- Enhanced amount of employment generation subsidy per employee per year and it shall be Rs.37,500 for Women/SC/ST/Person with disability (PwD) categories of employees and Rs.30,000 for others, and shall be calculated on monthly basis.
- Freight Subsidy for export of fruits and vegetables produced in the state is available up to a maximum limit of Rs10 lakh per beneficiary per year.
- Transport Subsidy on export of spices for inland transportation as well as on marine transportation is available with a maximum limit is Rs15 lakh per beneficiary per year.
- Transport subsidy for fruits and vegetables within the country is admissible for transportation beyond a distance of 300 km. with a maximum limit is Rs15 lakh per beneficiary per year.
- Incentive for Research & Development: 50% of the cost of development of new prototype subject to a maximum of Rs20 lakh for each undertaking in a year.
- Incentive for Project Development: 50% of the cost of development of the DPR. Maximum Rs10 lakh during a period of 5 years.
- Subsidy for patent/design registration: Prescribed fee to a maximum of Rs2 lakh per beneficiary per year
- Subsidy on quality and certification: Prescribed fee to a maximum of Rs2 lakh per beneficiary per year
- Subsidy on sending samples abroad for test marketing: 40% of actual cost of sending samples subject to a maximum of Rs50,000 per beneficiary for one sample of one commodity to one country
- Scientific and technology based pressure irrigation systems are promoted over the traditional flood irrigation in agriculture in the State Water Policy. This policy support is conducive to investment in agriculture sector.



Scan for more details



Scan for more details



Scan for more details



RIPS 2014, AGRO-PROCESSING AND AGRIMARKETING PROMOTION POLICY 2015 AND THE STATE WATER POLICY OFFER MANY SUBSIDIES AND INCENTIVES TO FACILITATE INVESTMENT IN THE STATE

JECC, Jaipur – Venue for
Global Rajasthan Agritech Meet 2016





The Government of Rajasthan is committed to developing agriculture and allied ecosystem to increase farm incomes in the state. The state has conceived Global Rajasthan Agritech Meet 2016 (GRAM 2016), an agri-technology and business event as a platform to transform and catalyse the process of improving the sustainability and economic viability of agriculture and allied activities shaping globalised, market-driven and profitable ventures.

The event will bring together all stakeholders – farmers, academicians, technologists, agribusiness companies and policy makers – to accelerate development of sustainable agricultural and allied activities through innovative methods and best practices. Opportunities for entrepreneurship and partnership in these sectors will also be showcased at this platform.

GRAM will be held from 9 to 11 November 2016 at Jaipur, the capital city of Rajasthan.

OBJECTIVES OF GRAM

- Farmer Empowerment: to empower farmers with latest technical know-how and best practices
- Showcase Agri-Innovations: to provide a platform for exhibiting innovations and entrepreneurial solutions in the agriculture sector
- Marketing Tie-Ups: to provide a platform for agri-firms to promote themselves and/or find promoters
- Joint Ventures: to facilitate joint ventures between firms with similar objectives and strategic assets
- Technology Transfers: to initiate knowledge and technology transfer amongst willing firms/individuals
- International Investments: to provide a platform for firms looking to exhibit their products & technology for sizeable investments
- Business Opportunities: to set up an environment for all attendees to identify new business opportunities and avenues for growth
- Encourage Agri-based Research: to provide a venue for academic and research based studies on agriculture to be discussed with industry leaders
- Common Platform for Agri and Allied Ecosystem: to facilitate the exhibition and propagation of both agriculture and allied ecosystems

Green house cultivation of Olive at Bassi



EVENT COMPONENTS

EXHIBITION

Exhibiting Categories

- Agri Inputs & Protected Cultivation
- Irrigation, Plasticulture & Precision Farming
- Farm Machinery & allied services
- Organic Farming
- Horticulture
- Dairy
- Livestock
- Value added products

Highlights

- Showcase of available technologies & equipment in Agriculture, Agro Processing & livestock sector suitable to domestic requirements
- This will be a great opportunity for early to mid-stage Agri tech companies & agri startups to showcase their innovations to domestic & global agribusiness audience, farmers, technology integrators & investors
- This meet would also serve as a platform for presenting indigenous products developed by Rajasthan's farmers and Agri-entrepreneurs

KNOWLEDGE PAPER & INVESTOR GUIDE

- The knowledge paper will:
 - highlight the key policies in Rajasthan across various sectors to support growth and development of new products and policies
 - lay out the international and domestic best agricultural practices to establish synergies with global technologies
- Investors guide will provide information on the schemes of State and Central Government, regulatory landscape and other financing options

B2B & B2G MEETINGS

- Business opportunities for marketing tie ups, joint ventures & addressing investment queries.
- Interaction with senior representatives of agri business companies from National & International arena.

CONFERENCE

The conference aims to exchange experiences, promote dialogues and define roles for developing a concrete strategy for realising Government's vision of doubling farmer income. The key focus themes will be:

- Sustainability
- Innovation
- Value Addition
- Agri-Entrepreneurship & Startups

Session Objectives

- Discussing climate smart, innovative and sustainable solutions for farmers
- Examining research and human capital needs.
- Discussing strategy to promote agriculture entrepreneurship
- Sharing international agri best practices
- Developing a workable model for public private partnership
- Discussing technologies for women in agriculture
- Rethinking Innovation in Agriculture Financing

Presentations and Panel Discussions

- New age innovative solutions for agriculture
- Informed Farmers - future of farming
- Global perspective on challenges in agriculture
- Connecting farmers to consumers - through value addition & processing
- Empower women in agriculture - through gender friendly technologies / access to service /gender specific machines
- Incubation support for new agri businesses
- Policy reforms to enable market led innovation
- R&D in agriculture & scope for partnership
- Discuss climate smart, innovative and sustainable solutions for farmers



State renders tremendous opportunities for Milk Processing Plants

EVENT HIGHLIGHTS

Video arena: An audio visual display set-up for international players to showcase industry's best practices, production set-ups and manufacturing capabilities using videos and pictures

Rural Mall: The dynamic display of innovative agricultural products to be showcased for sale and information. This would also help to meet the retail needs of rural areas on the lines of the modern agri-market.

Start up Camp for Agri-Entrepreneurs: To facilitate incubation support to Agri-entrepreneurs and early-age tech startups by providing access to expert vision, knowledge and varied resources. There would be an emphasis on latest developments and business models. Furthermore, development of the industry by bringing in investment to Agri-startups.

Agri Clinics (Kisan Ghoshti): This is to provide farmers an opportunity to interact with Agri-Scientists and experts on crop-specific matters. They would also be able to assess best agrarian practices for increased productivity and better utilisation of technology.

Live demonstrations: Live demonstrations of modern machines and technologies for post-harvest management and value addition. Showcase of innovative technologies developed in Rajasthan by agricultural scientists for farmers

Capacity building programmes: These are for domestic and global leaders in the food processing industry looking for expansion and long term growth

Awards: Accolades and recognitions for innovations in agriculture

WHO SHOULD ATTEND

- Top level functionaries from the Central and State Government Departments
- Senior experts from National and International Agriculture Research Institutes
- Financial institutions like banks, NABARD, SIDBI
- Academicians- State Agriculture Universities & Agri Management Colleges
- Agribusiness and food companies from India and abroad
- Farmers groups and Progressive Farmers
- Infrastructure developers like Cold chain, warehouse, rural godowns
- Development agencies like Commodity boards, APEDA, FAO, IFAD, etc.

WHY ATTEND GRAM

GRAM would be your window to access the investment opportunities available in Rajasthan while building on the advantages offered by the state.

- Participate in the Rajasthan growth story via investments & joint ventures
- Understand emerging opportunities in Rajasthan's agriculture & allied sectors
- Sharing perspective with the Governments - Central & State on their programmes, projects & schemes, for agriculture development
- Meeting and networking with a wide range of stakeholders across the agribusiness value chain in one platform for three days
- Sharing perspective with businesses already active in this sector on key issues being faced & mechanism adopted by them for addressing such issues
- Understand and witness live demonstrations on the latest trends and innovations in the agribusiness space
- Discuss your unique case at the forum for identifying appropriate solutions
- Meet the leading Indian & international agribusiness players

COME! GROW WITH US

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Government of Rajasthan

Event Partner



Knowledge Partner



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