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“Role & Techniques of Exhibitions”

Seminar held in New Delhi

A Seminar on the “Role and Techniques of Exhibitions”, sponsored by the Directorate of Advertising & Visual Publicity (Union Ministry of Information & Broadcasting) was held at Vigyan Bhawan, New Delhi on November 15, 16 and 17, 1961. The Seminar was inaugurated by Shri T. N. Singh, Member Planning Commission, on the morning of November 15, 1961.

The following papers were presented in the Seminar :

1. “Architectural Designs for Exhibitions” by Dr. Ing. George Lippsmeier (Federal Republic of Germany)
2. “Architectural, Designs and Exhibitions” by Shri A. P. Kavinde (India)
3. “Versatility in Designing International Fairs” by Mr. Robert G. Bessette (U.S.A)
4. “Low Cost Exhibitions” by Shri V. P. Dhamija (India)
5. “Exhibitions for Promotion of Trade and Commerce” by Mr. M. Tobita, (Japan)
6. “Public Relations in International Fairs” by Mr. Endre Jovai (Hungary)
7. “Role of Exhibitions in Developing Countries” by Shri K. D. Sharma (India)

Besides a large number of Indian delegates representing Central Ministries, State Governments, Commercial firms and organizations and the Bharat Krishak Samaj there were participants from Bulgaria, Czechoslovakia, Federal Republic of Germany, Hungary, Newzealand, Poland, Switzerland, United Arab Republic, United States of America and Democratic Republic of Viet Nam.

Welcoming the delegates, Shri L. R. Nair, Director of Advertising and Visual Publicity, observed that the Seminar was the first of its kind to be organized in the country. Though a number of international exhibitions had been held in New Delhi, it was for the first time that experts had gathered to discuss the technical problems of organizing exhibitions. Emphasising the growing importance of exhibitions, Shri Nair observed that though fairs and displays had been part of our way of life for a long time, exhibitions in the modern sense were the result of the development of modern methods of communication.

In his inaugural address Shri T. N. Singh recalled the human appeal, especially the appeal for unsophisticated women and children, which the traditional village fairs in this country had always had and pleaded for the incorporation of this feature in the large-scale exhibitions of today. He urged that the reactions of the people to the exhibitions should be systematically and scientifically studied, so that exhibitions could be designed in such a way that far from being tiresome, they proved refreshing to the visitors. In all such exhibitions architectural styles, interior designs and exhibition techniques should be integrated to provide a continuous stimulation to the visitors and to create a deep impact on them.

In the discussions which followed on the 15th, 16th and 17th various aspects of the role and techniques of exhibitions were thoroughly discussed. The main points brought out in the discussions are given briefly in the following paragraphs :

Lack of Expert Guidance

The lack of experts to explain exhibits to visiting laymen was deplored and it was urged that this deficiency should be made up. Information personnel in exhibitions should have received intensive training in marketing departments of commercial firms or government departments. There should be a separate information booth in every pavilion to provide literature to visitors to follow up lines which interested them more. The information booth may also be an orientation booth to guide visitors effectively to decide what to see and how to see it.

Mobile Exhibitions

The idea of using mobile exhibition vans was received enthusiastically. The delegate from the Federal Republic of Germany informed the gathering that a convoy of twenty four road vans was on its way to West Africa from Germany. This stimulated a lot of interest. It was decided to explore possibilities to have a convoy of vans, each contributed and

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equipped by each of the State Governments, to tour the country and help in carrying the message of national integration. The same technique could be utilized by trade to popularize specific goods. Besides road vans it was suggested that government should also explore possibilities of having an "India Train" consisting of wagons equipped by every state government.

Importance of Architectural Designing

On the question whether the outer 'shell' should be given greater importance over the materials to be exhibited it was felt that the architect should design the structure of a pavilion keeping in view the material to be presented and the theme to be portrayed. The outer structure was important as it made the first impact and thus played a vital part in selling an idea. This was very important especially in a country like India where a large percentage of the people were not educated. Colour had a vital role in this respect. Especially in planning exhibitions for villagers pavilion planning had to be given due weight. There should however be harmony between the outer structure and the inner displays, so that the whole complex yielded a satisfying, unitary and integrated impression.

Entertainment & Visual Appeal

Entertainment and visual appeal were important in drawing audiences and producing satisfactory results. The cultural programme in the host city should be carefully selected and planned well in advance. There could be sports, concerts, art exhibitions, children's gardens, amusement parks etc. In fact the entire town may be given a festival atmosphere. The role of music of particular regions or participating countries in their own pavilions was also considered important—as long as it did not become a distraction.

In international fairs the pavilions of participating foreign countries should reflect their own traditions rather than depict the style of the host country.

"Shell" & Theme

The setting up of an industrial pavilion by the U.S.A. (in the Indian Industries Fair in New Delhi) in a "Shell" originally put up for an agricultural fair (World Agriculture Fair) led to a discussion of the point whether it was desirable to use the same "shell" for exhibitions on different themes. The general opinion was that for every different theme there should be a correspondingly appropriate "shell". Some delegates were, however, of the opinion that the same "shell" could be used for any theme in order to reduce expenditure.

Variety in Display

To avoid monotony exhibits in different sections of the same pavilion should be made interesting and attractive to the visitors. One important way of achieving this was the proper placement of exhibits so that an impression of variety was created and monotony eliminated. Side by side with exhibits of machines or merchandise should also be placed

photographs and background material regarding sources of raw materials, life of labour in industry etc. This would impart greater appeal for visitors.

Reducing Cost of Exhibitions

On the question of reducing cost of putting up pavilions in exhibitions it was suggested that the cheapest materials like bamboo etc. should be used for the outer structure. Infinite variety could be obtained in the interior by changing the layout, colour-scheme and lighting.

It was suggested that a small expert body be appointed by government to visit the permanent structures available for exhibitions in various parts of the country and report on their flexibility for displaying various types of exhibits. It was also suggested that government should produce a documentary film, from the "purely technical" point of view, on the various pavilions etc. in the present Indian Industries Fair. This could help exhibitors to learn a lot on pavilion planning. Another suggestion for reducing cost was that display elements should be standardized so that they could be re-used repeatedly.

All welcomed the suggestion that organizers of exhibitions should fix rate contracts for materials with reliable suppliers so that exhibitors might be protected from exorbitant prices. The general feeling was that while efforts should be made to make exhibitions economical it would certainly not be possible to make them cheap. The designer's effort should be to put up as effective a show as possible within the resources available. An advance study of locally available materials and their use could lower cost of pavilions.

Promotion of Trade

In the discussion on the holding of exhibitions for promotion of trade and commerce it was felt that such shows should be jointly sponsored by government and commercial organizations. Although a commercial organization may be the organizer of such a show governmental control would have to come in at various points due to requirements of foreign exchange, licences etc.

Non-commercial Fairs

The idea of holding non-commercial exhibitions was welcomed. Such exhibitions would be mainly for educational and extension purposes. On the international level they could help to bring the people of various countries and areas closer to each other.

Public Relations

Public relations work in connection with international and other fairs, it was felt, was so important as to make it absolutely necessary to have a full time man for the job. Experience had shown that even when the Director of the exhibition was competent to handle the work himself his hands were too full with other pressing matters to do justice to the press publicity and other public relations work. Considerable preliminary work had to be done in planning the

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President's
Twentieth
Letter



1960-'61 Extremely Satisfactory Year

It is well that the year 1960-61 was extremely satisfactory from the point of view of agricultural production. The over-all index number which was 128.7 during 1959-60 rose to 139.1. The previous record production was in the year 1958-59, but the production in the year 1960-61 was higher than even that year by 5.4 per cent. The total quantity of foodgrains produced came to 79.3 million tons as against the revised target of the Second Five Year Plan of 80.5 million tons.

Sugarcane, Oilseeds, Groundnuts, Rapeseed, Sesamum

The production of sugarcane also was the highest so far being 8.7 million tons in terms of *gur* as against 7.7 in the year 1959-60. Oilseeds production in 1960-61 was 6.5 million tons as compared with 5.9 million tons in 1959-60. This works out to an increase of 11 percent over the previous year. In this, groundnut contributed an increase of 10.5 per cent and rapeseed and mustard 31.8 per cent. Sesamum, however, showed a big decline of 19.8 per cent.

Cotton, Jute

Cotton production last year was phenomenally low being only 3.7 million bales of cotton as against 5.4 million bales in 1960-61. This constituted an increase of 46.7 per cent. In 1959-60, the jute production was far better than what we got in 1960-61 being 4.6 and 4.0 respectively. This showed a decrease in production of 12.5 per cent.

Irrigation, Soil Conservation

By the end of the Second Plan an area of 9 million acres was proposed to be supplied with minor irrigation. The target for the Third Plan is to cover 12.8 million acres. There is also satisfactory progress with respect to soil conservation. From the reports that I have come across so far which relate to only 8 States, show that during the quarter April-June 1961, 3.19 lakh acres of agricultural land was covered with soil conservation measures as against 2.27 lakh acres during the corresponding period in 1959-60.

Land Reclamation

My readers will probably remember the appointment of the Waste Land Survey and Reclamation Committee set up by the Ministry of Food and Agriculture. It has been submitting its reports as they were ready and so far they have been able to cover 7 States. According to them an area of 9 lakh acres in blocks of 250 acres and above and suitable for reclamation have been located by the Committee in those 7 States. A vast programme of implementing

these recommendations of the Committee is being taken up by the Ministry with the State Governments.

Cattle & Poultry Improvement

In the course of the First Five Year Plan about 13,000 superior bulls were produced through the key Village Centre schemes. These are needed for undertaking cattle improvement work outside the key village areas. During 1960-61 about 4.6 lakh eggs and 0.94 lakh foundation stock were produced at the five Regional Poultry Farms at Delhi, Kamlahi, Bombay, Bangalore and Bhubaneswar. 0.66 lakh foundation stock was distributed and 366 farmers trained in poultry keeping. At the State poultry farms and extension centres 42.76 lakh eggs were produced and 0.70 lakh birds were distributed during 1960-61 as compared to 28.82 and 0.30 respectively in 1959-60.

Sheep & Wool

Under the Sheep and Wool programme, 36 new extension centres were established during 1960-61 in the States of Maharashtra, Gujarat, Andhra Pradesh and Rajasthan. In all 305 extension centres were set up during the Second Plan period.

Rice, Jowar, Gram, Tur

As compared to 1959-60, 1960-61 showed spectacular high production in the case of various foodgrains such as rice 8.8 per cent, Jowar 13.5 per cent, gram 12.80 per cent and tur (Arhar) 22.6 per cent. It is naturally these higher yields that have contributed to our increased production making it possible for us to go as near the target of production envisaged in the Second Five Year Plan as possible.

Increase in Acreage under Cultivation

The All India First Estimates for 1961-62 have started coming in thus giving a preliminary indication of the acreage under the following groups. Sugarcane area seems to have increased by 7.9 per cent, groundnut by 6 per cent, jute by 14.4 per cent

and mesta by 30.8 per cent as compared with the corresponding adjusted estimates for the year 1960-61. In the case of Sesamum, there is a decline of 7.9 per cent which is attributed to unfavourable weather conditions at the sowing time. It is also envisaged that the out-put of cotton is likely to suffer a big setback during the current year owing to excessive untimely rains.

Raising Vegetable & Fruit Production—IARI Programme

A programme for raising the production of cereals, vegetables and fruits in villages near Delhi (in the Kanjhawala Development Block) has been drawn up by the Indian Agricultural Research Institute. Under the programme, several seed farms, both for field crops and vegetables, will be established to ensure adequate supply of improved seeds for the entire Block area. To meet the ever-growing demand for fresh vegetables in the capital, large areas will be brought under vegetable cultivation, particularly under such high yielding varieties as Pusa Ruby tomato, Bonneville peas, Pusa Sawani bhindi, Pusa purple long brinjal etc.

Pest Elimination...Improved Implements... Workshop

It is also proposed to introduce a new variety of oats (Kent) which has been found very suitable for milling purposes. A high yielding variety of fodder grass, Pusa Giant Napier, will also be grown. Simultaneously, a campaign will be waged against crop pests like termites and rats. Simple but effective bullock drawn implements will be introduced in all the villages and a workshop established to ensure their proper maintenance.

Power for Pumping...Minor Irrigation

At a two-day Northern Regional Conference on Minor Irrigation, it was decided that a special Engineering Cell should be set up in all the States to deal with technical aspects of minor irrigation schemes in an unified and integrated manner. This Conference was held on 27th October, 1961. The conference also called for urgent steps to remove procedural delays. The second recommendation was that a certain percentage of electric power potential available in the States should be set apart for use on agricultural pumping. Adequate rural transmission lines should be laid for this purpose and the rate per unit of power should be low enough for economical pumping operations. The possibility of selling electricity to *Panchayat* at bulk rates should also be studied. The conference also recommended the setting up of Demonstration Centres to work out cropping patterns for newly irrigated lands and for research and training in the technique of design and construction with a view to bringing down the cost. The conference also recommended that any saving that might be effected out of funds allocated for agriculture should be diverted only to the minor irrigation programme.

Cow-Dung Gas Plant...IARI Training Course

As part of a project to popularise the cow dung gas plant, the I.A.R.I. has organised a training course

on the construction and maintenance of these plants. The course is being attended by engineering personnel from various States who on return will help villagers in their region to set up these plants. Gas from these plants can be used not only for cooking and lighting purposes but also for running engines to lift water or grind flour. It is also a fact that the residue from the waste of the gas plant is better manure than ordinary dung because it is richer in nitrogen.

Japanese Farmers' Income Rises

In Japan, the farmer's income in 1960 rose as much as by 10.4% over the previous year due chiefly to the increased production, rise in prices of farm produce and the improvement in the conditions of marketing. The average income of a farming family was now 4,08,000 yens a year, which will work out to over Rs. 5,000 per annum. Analysing the income of farmers, it was found that purely agricultural income was about 52% of the total while 48% came from non-agricultural pursuits. Along with the income, consumption among farming families has also shown considerable increase. Consumers' expenditure in 1960 increased by 12.5% over the preceding year. The balance-sheet of farmer's family showed an average surplus of 43,000 Yen or Rs. 600 in 1960. This was a large increase of 41.3% as compared with 1959. Analysis of the investment in fixed assets per farming family showed that farmers were spending more in their investment in agricultural machinery than in buildings and other structures. The amount of saving per farming family by the end of March, 1961 averaged 328,000 Yens or about Rs. 4100. On the other hand, the amount of money borrowed came to an average of 50,000 Yens per family (Re. 1/-=73 Yen).

Horse Meat

Russia has become the world's biggest horse meat producer says a report. Production has risen sharply as the use of the horses in farms and cities is cut back. It has risen from 26 million pounds in 1950 to 463 million pounds in 1956. In 1959, production was 430 million pounds. Soviet leaders have been urging people to eat horse meat to augment the current meat supply. This would provide a market for excess draft animals and help speed mechanization in the country. There are less than 11 million horses in the Soviet Union today compared with 15.3 million in 1953. France is the world's second biggest horse meat producer, with an out-put of about 229 million pounds. United States production is estimated at 59 million pounds. (This information has been taken from the ("World Farming News", Issue No. 5, Sept., 1961).

National Commodity Councils

As you have already known, the last Council meeting of the Bharat Krishak Samaj which was held in Srinagar decided to constitute as early as possible different National Councils for the more important cash crops like sugarcane, cotton, jute, tobacco, and and horticultural products. It was also decided to constitute a National Council of Co-operatives. It

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Indian Farm Leaders Visit to USA

Some Impressions

Under a programme of exchange of farmers, jointly sponsored by the Bharat Krishak Samaj and Farmers & World Affairs, U.S.A. two groups of American farmers visited our country earlier. In return, the Bharat Krishak Samaj was invited to send a group of twelve Indian farmers to visit the U.S.A. for a period of about three months.

The purpose of the programme is two-fold: (1) to study American farming methods, farm organizations, cooperatives, extension methods, etc. and (2) to help build friendship and mutual understanding between the farmers of the U.S.A. and India.

The members of the group were:

1. Shri R. B. Deshpande, Bharat Krishak Samaj.
2. Shri Bishan Mansingh, U.P.
3. Shri Charan Singh, Punjab.
4. Shri J. S. Mann, Punjab.
5. Shri B. S. Patil, Maharashtra.
6. Shri V. B. Patil, Maharashtra.
7. Shri M. S. Anyikar, Maharashtra.
8. Shri R. L. Patil, Mysore.
9. Shri J. N. Bhardwaj, Delhi.
10. Shri V. G. Sukumaran, Kerala.
11. Smt. K. D. Sharma.
12. Smt. Rajalakshmi, Madras.

Smt. Rajalakshmi had to return to India from Washington for personal reasons.

Shri K. D. Sharma, our Secretary, was with the group for nine days.

The group arrived Washington D.C. on June 1, 1961. During its stay of about a week there for orientation, it met Mr. Orville Freeman, U.S. Secretary of Agriculture and Mr. Chester Bowles, U.S. Under Secretary of State. The group then travelled through Indiana, Michigan, Illinois, Iowa, Minnesota, Colorado, California, Alabama and

North Carolina. It returned to Washington on August 20 and left New York on August 26 for India.

During the tour the members of the group stayed mostly in twos with different farm families and worked with them on their farms, wherever any work was in progress. This gave them an opportunity to know more closely their way of life and farming practices and routines. The group had also opportunities of participating in the social, community and religious activities of the American farmers. The close contacts also enabled the Indians and Americans to dispel wrong ideas and misconceptions entertained by either side about the other and to strengthen the bonds of friendship between our two countries. The members of the group also learnt a lot about American agriculture and livestock practices, the working of the farm organizations, extension services, cooperatives, credit facilities, etc.

The most salient observations made during the tour which would be useful and interesting to our farmers and others are given below:
Things which struck the group most.

The most striking things to an Indian farmer visiting U.S.A. for the first time, are the large size of the farm, complete farm mechanization, and consequently the very small number of persons employed on the farm; the stay of the farmer and his family on the farm itself and the confining of the livestock in fenced enclosures. The average size of the farm in the U.S.A. is about 240 acres as against about 5 acres in our country. Most of the agricultural operations in U.S. are done by machinery as against by bullocks or human labour in our country. Mechanization does away with human labour to a great extent. Hence the farmer, his wife and two or three part-time helpers can manage a farm of even 300-400 acres efficiently in U.S.A. The group was convinced that mechanization

not only reduces the cost of production but it also enables the farmer to perform agricultural operations more efficiently, quickly and at the proper time. Sowing or planting of crops, fertilizing, irrigation, plant protection measures, harvesting, threshing, etc. have to be done at the proper time if the best results are required and these cannot be expected with the aid of bullocks or manual labour. Moreover, due to the development of industries in our country, the labour in the rural areas is getting scarce and more costly. These considerations, therefore, favour gradual introduction of mechanization in our country. However, the machinery should be such as to suit our small holdings and pockets of our farmers. Rotary tillers, small tractors, lawn mowers of the sickle type with certain modifications for reaping cereals should be useful in our country. The group saw these working efficiently in a terraced farm of 8 acres in Colorado.

The stay of American farmers on the farm has certain distinct advantages such as better supervision of crops and livestock, saving of time involved in going from the village to the field and back with bullocks, implements, etc.

Livestock in U.S.A. is confined to fenced areas. Hence no animals or domestic birds are seen hovering around, destroying crops as we often find in this country.

The sight of large numbers of cattle raised specifically for beef was both unusual and repugnant.

Another point of significance was that on every farm where the members stayed or which they visited, there was a well-equipped workshop where the farmer himself carried out all minor and sometimes even major repairs to his machinery, implements, trucks, automobiles, etc. In our country even for small repairs we have to send for the carpenter or blacksmith or a

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was further decided that the actual formation of these councils may be left over till we are able to hold separate conferences of the growers of these commodities. But this is likely to take a long time and would also be costly. Secondly people may not be able to spare the time repeatedly. I would also find it difficult to go to various places for such conferences.

National Convention

It is, therefore, proposed that these Councils should be constituted at the time of the next Convention which will be held in Madras alongside the National Agriculture Fair. Since the General Elections are to last till the 25th of February, the Convention may have to be held after that date say the 27th or 28th or in the first week of March. That would also

(Continued from page 3)

publicity campaign and this included the study of exhibits, their economical and technical aspects and the study of the conditions prevailing in the country in which the exhibition is organized. The general opinion was that the specialized nature of publicity work in connection with exhibitions was often forgotten and should be given due attention.

Exhibitions in Developing Countries

Shri K. D. Sharma, Secretary, Bharat Krishak Samaj, in his paper "Role of Exhibitions in Developing Countries" dealt mainly with agricultural fairs. Developing countries, he said, faced two major problems: They had to change over from a traditional agricultural economy to a progressive industrial economy. At the same time they had to attend to the immediate task of stepping up agricultural production for feeding their growing populations, for providing raw materials to industries and also for raising the per capita income to support the absorption of increased volume of industrial goods.

...to make agriculture progressive

Shri Sharma pointed out that in order to make agriculture progressive it was essential that new ideas and methods of agriculture should be communicated to the farmers by demonstrating to them the increased productivity made possible by improved techniques and implements. He observed that to achieve this objective exhibitions were the most potent medium of mass communication. In fact, he felt, exhibitions were even more effective than films as, unlike in the case of films, in an exhibition the visitors could not only see the new articles and implements but could also handle them. Use of agricultural exhibitions was strongly urged, by Shri Sharma, especially in view of the tremendous success of the World Agriculture Fair organized by the Bharat Krishak Samaj in

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mechanic or take the implements, etc. to them. This procedure in-

volves waste of time and greater expenditure. It is highly necessary that our farmers are trained to

attend to the repairs of their small machinery themselves on their farm. (To be Continued in the next issue)

be the best time to hold separate meetings of the prominent growers of various commodities with regard to which we have decided to form the Councils. I would, therefore, request the growers of these commodities to invite to the Convention prominent growers in their areas along with Chairman and influential members of the Marketing and other committees and other leading farmers who are taking part in cooperatives connected with those commodities. This would give us sufficient number of people from whom to choose our Council members as well as give us the necessary guidance both in the formation and programme of these Councils. The Central Office proposes to issue separate invitations to the marketing committees and well-known co-operatives dealing with these commodities.

November 24, 1961

Panjabrao S. Deshmukh

New Delhi in 1959-60 and the first National Agriculture Fair held in Calcutta in 1961. The Second National Agriculture Fair would be held in Madras in January-February, 1962 and was expected to be another great success. Subsequently it was proposed to organize a National Agriculture Fair every year in a different State. Shri Sharma proposed that traditional Cattle and poultry fairs should be developed into fairs and exhibitions in the modern sense.

The importance of these agricultural fairs was recognized by all delegates especially in the context of India's planned development and the efforts to transform a traditional agricultural society into a progressive, balanced, economy.

...Exhibitions & Extension Service are complementary

Shri Sharma drew pointed attention to the fact that these exhibitions were not meant to replace the extension service. Both were complementary and neither could replace the other. An agricultural exhibition provided an excellent opportunity and forum for an impressive display of a large variety of agricultural implements, machinery, crops etc., which was not possible for an extension worker to achieve.

...training institutes

In response to a general desire for the establishment of a training institute for exhibition workers Shri Sharma announced that the Bharat Krishak Samaj proposed to put up such an institute, in about a year's time in New Delhi.

Shri L. R. Nair announced that the government of India, Ministry of Information and Broadcasting, was actively working on a scheme for an institute of Mass Communication which would handle research in addition to training.

The Seminar ended, on the afternoon of November 17, with the approval of the draft report, with certain additions, and a vote of thanks to the Chair.

NATIONAL
Agriculture Fair

ISLAND GROUND, MADRAS

OPENING : JANUARY 14, 1962

BIGGEST EXHIBITION

ever organized in South India

The Participants include :

1. U.S.A.—Federal Republic of Germany
2. Five Ministries of Government of India
3. Thirteen State Governments
4. Manufacturers of Agricultural Machinery, Plant Protection Equipment and Chemicals, Fertilizers etc. etc.

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