

REPORT ON
IFGTB`s PARTICIPATION IN INDIA`s PRIME AGRICULTURAL TRADE FAIR-
“AGRI INTEX 2019-CODISSIA, COIMBATORE”

The 19th edition of India’s Prime Agricultural Trade Fair “**AGRI INTEX 2019**” was organized by CODISSIA INTEC TECHNOLOGY CENTRE at CODISSIA Trade Fair Complex, G.V. Fair Grounds, Avinashi Road, Coimbatore from 12-15th July, 2019.

AGRI INTEX served an excellent platform to showcase technologies in forestry research for large and diverse stakeholders more specifically to the farmer/Tree Growers. Extension division of IFGTB organized an exhibition in the Fair for popularizing and dissemination of its technologies and products to wider audience. The visitors to the IFGTB stall included farmers, agripreneurs, technology developers, marketing consultants, scientists and technicians. This platform formed an ideal stage to promote IFGTB technologies for popularization and potential tie- up with industries and marketing agencies.

IFGTB`s Research highlights viz., Clones of Eucalyptus & Casuarina, milestones of 25 years of Forestry research in IFGTB, Casuarina Windbreak clones of IFGTB were showcased and explained. The stall housed poster exhibits on several themes, standees, publications, seeds and products. The major themes covered include, about ICFRE & IFGTB, Commercialization of IFGTB clones, Windbreak clones of IFGTB, Tree Growers Mela, Products developed by IFGTB and Success story of IFGTB products. Sale of the commercial products viz., bio fertilizers, bio pesticides, growth boosters and ICFRE/IFGTB publications was also carried out. A good response for the sale of Publications, Products & Seeds was noticed during the Fair. The exhibition also promoted popularization of the Mobile App developed by IFGTB-ENVIS on “***Disease Management in Forest Nurseries & Plantations***”. An exclusive registration counter was enabled for enrolling more tree growers to use and benefit from the mobile application. More than 6000 people had visited the IFGTB stall. Feedback from the visitors was recorded for further follow up.

Handouts on the list of services provided by IFGTB were provided to the visitors visiting IFGTB stall during the Agri Intex 2019 Exhibition. An exclusive advertisement on “***High Wood Yielding Tree Varieties***” & “***Bioproducts of IFGTB***” was designed and published in ***Agri Intex Fair Directory***. The Fair directory with a large circulation paved way for an excellent reference for all the stakeholders mainly for the Industry and Tree growers.

Queries, Opinions and Feedback

Visitors were encouraged to interact with the IFGTB team during the expo and the major queries/suggestions raised by the visitors are summarized as below;

- Maximum queries were related to Casuarina Windbreak clones. Few important ones include availability of windbreak clones, method of planting, productivity and economics.
- Secondly, availability of Clones of Eucalyptus & Casuarina, productivity of clones & their comparison and cost economics.
- Thirdly, the procurement of pulpwood and the buyback mechanism offered by the industries for clones of IFGTB.
- Clonal planting material availability at Coimbatore and mode and cost of transportation.
- Availability of subsidies for clonal plantations if taken up in farmer's field.
- Package of practices for melia, Gmelina, teak and red sander.
- Some of visitors opined the cost of publications of IFGTB to be moderated for enhancing purchase by larger number of farmers.
- Procurement mode for buying biofertilisers in large scale



Dr. Mohit Gera, IFS, Director, IFGTB visiting IFGTB STALL, Agri Intex 2019, CODISSIA



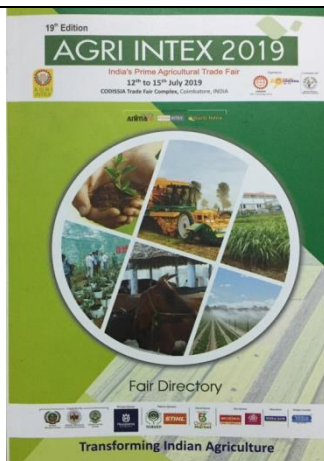
Visitors discussing with IFGTB team on the technologies at IFGTB stall



Participants in discussion and registering IFGTB-ENVIS Mobile App



Visitors observing products and publications of IFGTB



AGRI INTEX 2019 Fair Directory



Advertisement released by IFGTB in the FAIR Directory