

# JOHAR



# DHAN

# 2023



14<sup>th</sup> & 15<sup>th</sup> of July 2023\*



The Chanakya BNR hotel Station Road, Ranchi,  
Jharkhand - 834001





## BACKGROUND

Jharkhand, often referred to as the "Land of Forests," was established as a separate state in November 2000, following its separation from Bihar. The state encompasses a total geographical area of 79.71 lakh hectares, out of which an estimated 38 lakh hectares are classified as cultivable land. However, the actual net sown area amounts to only 18 lakh hectares. Despite being abundant in natural resources, agriculture serves as the primary occupation for 80% of the rural population in Jharkhand.

The agriculture sector in Jharkhand is characterized by its dependence on nature, low investment, low productivity, mono-cropping system, and small-scale farming. The dominant crop is paddy, covering approximately 16.2 lakh hectares out of the total net sown area of 18 lakh hectares. The 92% of the cultivated area lacks irrigation facilities in Jharkhand. However, the state's cultivable land resources possess immense potential for increasing productivity and crop intensity.

As the agricultural sector in Jharkhand undergoes a transformation, it presents lucrative business opportunities for private sector companies involved in seeds, agrochemicals, farm machinery, and technology-driven agricultural advisory services.

Now is the opportune time to become a part of Jharkhand's agricultural growth story. By participating in 'JOHAR DHAN - 2023,' you can explore the available opportunities, build your network, and contribute to the agricultural development of the state.

## JOHAR-DHAN – 2023

JOHAR DHAN - 2023 is an innovative exhibition and brainstorming platform, aimed at fostering comprehensive and sustainable agricultural growth in Jharkhand. This unique event will facilitate the participation of diverse stakeholders who are invested in the development and advancement of the agriculture and allied sectors in Jharkhand. Government organizations, private companies, agri-tech start-ups, banks and financial institutions, farmers' organizations, and developmental sector organizations will converge to share their perspectives, showcase their products & services, and engage in strategic discussions.

Moreover, JOHAR DHAN - 2023 presents an excellent networking opportunity for participants to connect with farmers' producer organizations and other potential partners, enabling them to expand their reach to a larger base of farmers in the state.

## OBJECTIVES

The primary objectives of organizing "JOHAR DHAN - 2023" are as follows::

- To facilitate discussions on various growth areas and business opportunities within the agriculture and allied sectors.









- To engage in strategic deliberations addressing the challenges posed by climate change and promoting sustainable production systems.
- To identify specific opportunities for enhancing agricultural infrastructure and improving marketing systems.
- To create collaborative opportunities with emerging collective institutions, such as FPOs, to extend outreach to remote areas, establish distribution networks, and promote agricultural extension.
- To explore possibilities for new-age start-ups in areas such as agri-tech, agri-fintech, carbon credit, and climate-smart farming.
- To showcase high-quality inputs, advanced farm machinery, emerging technologies, and innovative farming solutions to various stakeholders.

## KEY ACTIVITIES

The “JOHAR DHAN - 2023-2023” will encompass a range of activities designed to achieve the objectives mentioned above. These activities may include:

-  Exhibitions and sales
-  Workshops and demonstrations
-  Panel discussions and presentations
-  Business meetings and matchmaking sessions

## Themes for Workshop

- Climate challenge, unpredictability of rains, increasing temperature, sustainable rice production
- Adoption to new technologies (seed, farm machinery, control sensors, drones, AI & ML, digital extension etc.)
- Sustainable production - use of bio-pest and disease control measures, bio-fertilizers, adoption of sustainable production practices (land preparation, water use etc.)
- FPOs as institutions to drive the change
- Newer opportunities - carbon credit, Farming as service etc.

## PROGRAM DETAIL

Event	Time
<b>Day-1 (14<sup>th</sup> July 2023)</b>	
Registration	10:30 am to 11:00 am
Inauguration session	11:00 am to 11:45 am
Tea	11:45 am to 12:00 pm
Technical Session-1: Agriculture production in Jharkhand-Challenges and opportunity	12:00 pm to 01:00 pm
Lunch Break	01:00 pm-2:00 pm
Technical Session-2: Climate Resilient Agriculture and Role of Technology	02:00 pm to 03:00 pm
Hi Tea	03:00 pm to 03:30 pm
Technical Session-3: Financial Service for Small holder Farmers and FPOs	03:30 pm to 4:30 pm
<b>Day-2 (15<sup>th</sup> July 2023)</b>	
Recap Day-1	10:30 am to 10:45 am
Tea	10:45 am to 11:00 am
Technical Session-4: Emerging alternate Sales Channel for Agri-input	11:00 am to 12:00 pm
Technical Session-5: Agricultural Marketing and Processing Opportunity in Jharkhand	12:00 pm to 01:00 pm
Valedictory Session	01:00 pm to 01:30 pm
Lunch Break	01:30 pm to 02:30 pm



# TARGET AUDIENCE

The “JOHAR DHAN - 2023-2023” aims to attract the following target audience:

- 👤 Political leaders, Policy maker and diplomat.
- 👤 Officials of Central and State Government.
- 👤 Industry leader and agribusiness industry executives.
- 👤 Experts, researcher, academic and extension persons.
- 👤 Banking, insurance, financial and rural development professionals.
- 👤 Farmers, Processors, Traders, Exporter, Media and Extension agencies.
- 👤 Entrepreneurs, Startup, NGOs, FPOs, Students and Agribusiness professionals.

## SPONSORSHIP

Description	Golden Sponsorship- (INR 10/- Lakh only)	Silver Sponsorship- (INR 7/- Lakh only)	Workshop Sponsorship (INR 2/- Lakh only)
Official status	Main Sponsor	Sponsor	Sponsor of the workshop
Names and logos	On all promotional material	On all promotional material	On all promotional material
Special acknowledgment	During inaugural and concluding functions	During inaugural and concluding functions	During workshop
Event Souvenir	Color page advertisement	Color page advertisement	Color page advertisement
Complementary stall	Yes	Yes	Yes
Speaker slot (max)	2	1	1
Complimentary delegate	3	2	1
Corporate film	5 min	3 min	NA

- **Stall charges** for Entrepreneur, private companies & startups INR 50,000/- for FPOs, NGOs, Women entrepreneur, SHG etc. INR 30,000/-

## ABOUT ORGANIZER- SYNERGY TECHNOFIN PVT. LTD.

Synergy Technofin Pvt. Ltd. is an agribusiness advisory and consulting firm working in multifaceted domains of agriculture and allied sectors i.e. facilitating the implementation of livelihood and technical projects, supporting investors and Agri start-ups, advising agri-input enterprises for exploring new opportunities for growth and disseminating learning and knowledge about the sector.

- Agricultural Value chain analysis
- Agri-input marketing & channel development
- Climate Change Adaptation and Mitigation Production System

**For further Information and sponsorship please contact**

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