



Reg No: 756 of 2016

**KISAN JAGARAN**

(RAITHU CHAITANYA VEDIKA)

Presents

# 3<sup>rd</sup> KISAN GRAMINA MELA



WE ARE FOR

**TECHNOLOGY & GROWTH**

BRIDGE BETWEEN

**FARMER & INNOVATION**

**DECEMBER 2025**

1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>



**AMBEDKAR STADIUM**

KARIMNAGAR, TELANGANA



[www.kisanjagaran.org](http://www.kisanjagaran.org)

# KISAN GRAMEENA MELA - 2025

**Kisan Grameena Mela** is being organized in Telangana with the objective of empowering farmers and fostering rural development. The fair serves as a comprehensive platform for farmers to engage directly with agricultural experts, technology providers, marketers, and key stakeholders in the farming ecosystem. It plays a pivotal role in enhancing the knowledge and capabilities of the farming community by facilitating learning, marketing, collaboration, and access to innovative tools and technologies that contribute to improved agricultural productivity and sustainability.

**3-Day**  
Exhibition

**250+**  
Exhibitors

**10,000+**  
Sq.m Area

**50,000+**  
Visitors



## KEY FEATURES OF KISAN GRAMEENA MELA - 2025

### FARMER-CENTRIC EXHIBITIONS

- ❖ The mela typically features exhibitions by agricultural companies, government agencies, and NGOs showcasing the latest farming technology, tools, seeds, fertilizers, and modern irrigation systems.
- ❖ Farmers get hands-on exposure to innovative products that can improve their crop yield, reduce input costs, and make their farming more efficient.



## WORKSHOPS AND KNOWLEDGE SHARING

- ❖ Experts, including agricultural scientists, extension officers, and successful farmers, conduct workshops and seminars during the mela.
- ❖ Topics often include modern agricultural techniques, pest management, soil health, organic farming, and climate-smart agriculture.
- ❖ The mela functions as an effective platform for the dissemination of information regarding government schemes, subsidies, and farmer welfare programmes aimed at enhancing the well-being and productivity of the local agricultural community.

## TECHNOLOGICAL ADVANCEMENTS

- ❖ Emphasis on the introduction of advanced farming machinery and technologies, such as precision farming tools, automated irrigation systems, drones, robots and soil sensors.
- ❖ Demonstrations of how technology can improve productivity, reduce water usage, and lower farming costs.

## NETWORKING OPPORTUNITIES

- ❖ The event facilitates direct interaction between farmers and various stakeholders such as government representatives, agri-business companies, financial institutions, and agricultural extension services.
- ❖ Farmers can also meet with agricultural experts to discuss crop planning, disease management, and marketing strategies.

## FOCUS ON MARKET LINKAGES

- ❖ One of the primary goals of the mela is to help farmers find better market linkages and get fair prices for their produce.
- ❖ Government schemes like the Minimum Support Price (MSP) and other market incentives are often discussed to ensure farmers' produce reaches the right markets.

## FARMER WELFARE SERVICES

- ❖ The mela often provides access to financial services such as loans, insurance, and investment options tailored to farmers' needs.
- ❖ Legal and financial advice is given to farmers to help them navigate loan management, crop insurance, and other aspects of financial planning.

## CULTURAL AND SOCIAL ACTIVITIES

- ❖ The event isn't just an agricultural showcase—it often includes local cultural activities, making it a community gathering.
- ❖ It promotes rural unity, strengthens farmer networks, and encourages social cohesion.

## GOVERNMENT SUPPORT AND POLICY ADVOCACY

- ❖ The mela is an excellent venue to showcasing government initiatives, subsidies, new farming policies, by sponsoring the event and seminars.
- ❖ It often serves as a space for farmers to voice their concerns and challenges to policymakers, improving the overall agricultural policy landscape.



## IMPACT OF THE KISAN GRAMEENA MELA

### Increased Awareness

Farmers get a deeper understanding of how modern techniques can improve their agricultural productivity and income.

### Better Market Access

Through partnerships with local and national market platforms, farmers can access better prices for their products.

### Empowerment

The mela empowers farmers by providing them with the tools, knowledge, and support to make informed decisions, enhance productivity, and improve their socio-economic condition.

### Community Building

It creates a strong sense of community and encourages farmers to share experiences, discuss challenges, and develop solutions together.



In summary

**KISAN GRAMEENA MELA - Karimnagar** is a vital platform for the farmer community in the state, offering education, exposure to technology, and opportunities for growth.

It aims to make farming more sustainable, profitable, and technologically advanced while ensuring the welfare of the rural population.

# About ORGANIZER

**Mr. P. Sugunakar Rao** is the **President of Kisan Jagaran** and a prominent farmer leader with extensive knowledge in agriculture and rural development.

He has been instrumental in mobilizing farmers and helping them improve their agricultural practices.

Under his leadership, **Kisan Jagaran (Raithu Chaitanya Vidika)** has been running successfully since 2016, contributing significantly to farmer empowerment.

**Mr. P. Sugunakar Rao** is also a strong supporter of Farmer Producer Organizations (FPOs). These organizations aim to empower farmers by providing them collective bargaining power, better access to markets, and improved value chains. Through his leadership at **Kisan Jagaran**, he helps farmers form and strengthen FPOs, which boosts their economic sustainability and enhances their ability to compete in the agricultural market. This support plays a key role in ensuring farmers have a more organized and profitable approach to agriculture.



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Presents



Organizer :  
**Mr. P. Sugunakar Rao**  
President, KISAN JAGARAN  
(Raithu Chaitanya Vedita)  
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Partnered By

**NAVA NIRMAN FOUNDATION**

**Nava Nirman Foundation Charitable Trust** is a non-profit organization focused on supporting agricultural development, including natural farming, research, and education. The foundation also engages in other activities such as providing support for individuals and promoting environmental conservation through initiatives.

**Agriculture:** Supports farmers and rural communities through training, research, and promoting sustainable practices.

**Research and education:** Funds research in agricultural technology and provides educational programs for farmers.

The foundation has a strong presence in India, with a specific focus on events and workshops in Telangana & Andhra Pradesh.





# KISAN GRAMINA MELA 2022

**3-Day**  
Exhibition

**100+**  
Exhibitors

**10,000+**  
Sq.m Area

**20,000+**  
Visitors

Kisan Gramina Mela was started with an aim to create awareness among farmers with regard to new technologies & scientific developments in the Telangana State.

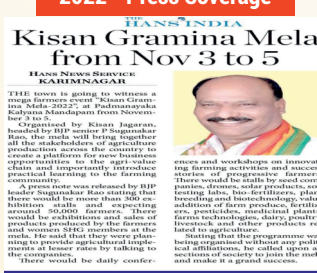
Focus on increasing farmers produce, adaptation of new processing methods, value addition to supply chain.

Kisan Gramina Mela 1.0 (2022), the inaugural edition of agri - exhibition in Telangana, received wide spread acclaim and media attention.

The success of this unique event prompted the ruling government to adopt the idea, initiating a similar exhibition in the region.



## 2022 - Press Coverage



**U.S. NEWS SERVICE  
KATHMANDU**

On the presence of thousands of Nepalese in Kathmandu, the U.S. News Service said, "under way" in the city. The U.S. News Service said, "under way" in the city. The U.S. News Service said, "under way" in the city.

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# SPONSORSHIP OPPORTUNITIES

Title Sponsor

Platinum Sponsor

Diamond Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

## SPONSORS' BENEFITS

- ❖ Brand Visibility
- ❖ Event Recognition
- ❖ Premium Stall
- ❖ Media Coverage
- ❖ Local hoardings
- ❖ Networking
- ❖ On-Ground Branding
- ❖ Complimentary Passes
- ❖ Digital Promotion
- ❖ Long-Term Recognition
- ❖ Opportunity to address
- ❖ Others...

## EXHIBITION LAYOUT & EXHIBITION STALLS



### EXHIBITION STALLS

Total 250 (30+220) Stalls Available

#### Sponsor Zones (30 Stalls – Prime Area)

- ❖ Title Sponsor 40×40 ft
- ❖ Platinum 30×30 ft (6×6 cubes)
- ❖ Diamond 20×20 ft
- ❖ Gold 10×20 ft
- ❖ Silver 10×15 ft
- ❖ Bronze 12×12 ft

#### Exhibitor Zones (220 Stalls)

- ❖ General Exhibitors 150 stalls (10×10 ft)
- ❖ Large Exhibitors 50 stalls (10×15 ft)
- ❖ Small Business / Micro Zone 20 stalls (8×8 ft)

for Sponsorship - Contact

for Stalls - Contact

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**NAVA NIRMAN FOUNDATION**