



Eastern Zone **REGIONAL AGRICULTURE FAIR 2024-25**



ICAR- Central Rice Research Institute, Cuttack
February 27 - 1 March, 2025



**5G Enabled Climate Smart Agriculture:
Transforming Agri-Ecosystems for Sustainability
and Resilience (5G 4 CSA)**

Organised by
ICAR - Central Rice Research Institute, Cuttack 753006, Odisha

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Background

Climate change is a defining challenge of our time, profoundly impacting agricultural systems and food security worldwide. Its manifestations—shifting weather patterns, increasing frequency and severity of extreme events such as flood, drought, and cyclone, rising temperature, and changes in pest and disease dynamics—threaten the sustainability and resilience of agriculture. These challenges demand transformative solutions to ensure that agriculture not only adapts to these changes but also contributes to mitigating their effects.

Agriculture, a cornerstone of global sustenance, is both a contributor and a victim of climate change. The sector is responsible for approximately 20-25% of global greenhouse gas (GHG) emissions through land-use changes, deforestation, and livestock production. Simultaneously, agricultural productivity is being undermined by the very climate shifts these emissions exacerbate. Urgent and innovative approaches are needed to achieve sustainable, resilient, and climate-smart agricultural systems.

Fifth Generation Technologies (5G) represent a holistic framework of advancements, encompassing precision farming tools, biotechnology, artificial intelligence robotics, big data analytics, and renewable energy systems. These cutting-edge solutions enable the optimization of agricultural practices, enhance resource efficiency, and foster resilience against climatic disruptions. By integrating these technologies into agricultural systems, it is possible to:

- Monitor environmental and crop conditions in real-time
- Minimize resource wastage through precise inputs
- Enhance productivity and profitability and
- Support decision-making with robust data-driven insights

Fifth Generation Technologies are particularly relevant for promoting **Climate Smart Agriculture (CSA)** in rice-based farming systems, which dominate the landscape in regions like Odisha, West Bengal, Bihar, and Jharkhand. CSA encompasses strategies and practices aimed at sustainably increasing agricultural productivity, adapting to climate change, and reducing greenhouse gas emissions. The convergence of 5G technologies and CSA principles offers unprecedented potential to revolutionize farming systems and make them sustainable and resilient.

With this backdrop, the **Regional Agricultural Fair**, organized by **ICAR-Central Rice Research Institute (ICAR-CRRI), Cuttack**, serves as a vital platform for farmers, scientists, policymakers, and other stakeholders. The fair seeks to foster collaboration, share knowledge, and promote the adoption of Fifth Generation Technologies for CSA. By leveraging these innovations, the fair will showcase actionable strategies and tools to address regional agricultural challenges, ensuring a sustainable future for rice-based farming systems.

Objectives

The objectives of the Regional Agricultural Fair are to foster the adoption of **Climate Smart Agriculture (CSA)** in rice-based farming systems in the region by leveraging **Fifth Generation Technologies (5G)** and promoting agri-enterprises across the value chain, including inputs, implements, processing, and marketing. Specifically, the fair aims to:

- 1. Facilitate Knowledge Exchange and Collaboration**
 - Provide a platform for farmers, farmwomen, scientists, policymakers, and industry stakeholders to exchange ideas, share experiences, and discuss innovative solutions for achieving CSA goals.
 - Highlight successful case studies and best practices that demonstrate the impact of CSA technologies in enhancing sustainability and resilience.
- 2. Promote Awareness and Adoption of CSA Technologies**
 - Showcase integrated CSA solutions and Fifth Generation Technologies (5G) that can help farmers adapt to climate change and optimize resource use in rice-based farming systems.
 - Enable farmers and farmwomen to understand the benefits and practical steps for adopting these technologies through demonstrations, seminars, and interactive sessions.
- 3. Strengthen Public-Private Partnerships (PPP)**
 - Encourage collaboration between public institutions, private enterprises, and farmer organizations to scale up the deployment of CSA technologies.

- Facilitate linkages with government agencies, financial institutions, and input suppliers to ensure the accessibility and affordability of climate-smart solutions.

4. Support Agri-Enterprise Development

- Promote innovations in agri-enterprises that align with CSA principles, including value addition, sustainable processing, and climate-resilient marketing strategies.
- Offer opportunities for entrepreneurs to connect with investors and stakeholders to scale their climate-smart ventures.

5. Build Regional Capacity for CSA Implementation

- Organize training sessions, workshops, and live demonstrations to empower farmers, agricultural officials, and extension workers with the knowledge and skills required to implement CSA practices effectively.
- Identify region-specific challenges and co-create actionable solutions tailored to local needs through expert consultations and participatory approaches.

Improved Activities in Agriculture Fair

The activities at the **Regional Agriculture Fair** will focus on showcasing **Climate Smart Agriculture (CSA)** practices for **Rice-based Farming Systems** by integrating Fifth Generation (5G) Technologies to address sustainability and resilience. The three-day event will include diverse, engaging, and knowledge-driven activities organized around specific themes for each day:

Focus Areas and Themes

1. Day 1: Transforming Rice-based Farming through Climate Smart Agriculture (CSA)

- Inaugural session with keynote addresses from eminent scientists, policymakers, and industry leaders.
- Showcasing innovations in CSA technologies, including biotechnology, precision farming tools, and renewable energy solutions.
- Live demonstrations of 5G-enabled solutions like IoT-based soil and crop health monitoring systems.
- Strengthening Farmers' Rights through innovation (PPVFRA).

2. Day 2: Strengthening Development Programmes for CSA

- Presentations by Central and State Departments on CSA-related policies, funding opportunities, and implementation frameworks.
- Farmer success stories highlighting adoption of CSA technologies and practices.
- Panel discussions with government officials, extension workers, and agri-business professionals.
- Strengthening Farmers' Rights through innovation (PPVFRA).

3. Day 3: Promoting Agri-Enterprises and Market Linkages for CSA

- Interactive sessions with input suppliers, processing units, and marketing agencies.
- Opportunities for farmers to network with buyers, startups, and cooperatives.
- Demonstrations on value addition, storage technologies, and market-ready CSA innovations.
- Strengthening Farmers' Rights through innovation (PPVFRA).

Activities During the Fair

1. Live TV Shows and Interactive Media Engagement

- Daily half-hour live TV shows featuring interviews with visiting farmers, farmwomen and agri-experts.
- Prized spot questions on CSA and agricultural innovations to encourage audience participation.

2. Thematic Seminars and Farmer Dialogues

- **Crop Seminars** focusing on region-specific CSA technologies for rice-based systems.
- **Kisan Gosthi** (farmer discussion forums) enabling farmers and farmwomen to interact with panel of experts.
- **Regional Workshop** to discuss challenges, opportunities, and cooperative solutions for CSA adoption.

Sponsorship Opportunities

Platinum Sponsor
10,00,000

Exclusive Benefits

- Prominent branding as a Platinum Sponsor on all event materials, banners and digital platforms.
- Prime stall location in the exhibition area.
- Opportunity to deliver a keynote speech during the inaugural session.
- Full-page advertisement in the event souvenir.
- Logo featured on attendee kits and other giveaway items.
- Mention in press releases and media coverage.

Diamond Sponsor
5,00,000

Exclusive Benefits

- Branding as a Diamond Sponsor on event materials and banners.
- Prime stall location in the exhibition area (second tier).
- Half-page advertisement in the event souvenir.
- Logo featured on event signage and digital platforms.
- Mention in press releases and media coverage.

Gold Sponsor
3,00,000

Exclusive Benefits

- Branding as a Gold Sponsor on event materials and banners.
- Stall in the exhibition area (third tier).
- Quarter-page advertisement in the event souvenir.
- Logo featured on event signage.

Silver Sponsor
1,00,000

Exclusive Benefits

- Branding as a Silver Sponsor on select event materials and banners.
- Stall in the exhibition area (standard placement).
- Acknowledgement in the event souvenir.

3. Exhibitions and Demonstrations

- Showcasing important development in crops, livestock, fisheries, CSA inputs, insurance products, and financial services.
- Live demonstrations of advanced tools, climate-smart implements, and sustainable farming practices.

4. Knowledge Sharing Platforms

- Video shows, and multimedia presentations highlighting CSA benefits and Fifth Generation technologies.
- LCD projections of real-time applications, such as smart irrigation, insect pests and disease monitoring, and post-harvest innovations.

5. Cultural and Community Engagement

- Cultural programs representing the unique traditions of Odisha, West Bengal, Bihar and Jharkhand.
- Souvenir release commemorating the fair's highlights, including success stories and key takeaways.



Registration, Lodging, Boarding and Stalls

- The charges for registration is Rs.500/- for farmers' and Rs.1000/- for others.
- Lodging and boarding charges for the farmers' shall be Rs.1200/- per day per farmer.
- Stall charges is Rs 30,000/- for 10' x 10' size.

Bank Account Details

- A/c Name : ICAR UNIT CRRI CUTTACK
- Account No. : 10329386033
- Bank Name : State Bank of India
- Bank Address : Nayabazar, Cuttack - 753004
- IFSC Code : SBIN0002094
- MICR Code : 753002016



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