



UTTAR BANGA KRISHI VISWAVIDYALAYA

Organises

National Training cum Technology Week, 2023



Theme

Natural
Farming



March 13-15, 2023

Venue: UTTAR BANGA KRISHI VISWAVIDYALAYA
Pundibari, Coochbehar, Westbengal

Key Features

- Farmers, rural youth and farm-women from entire area of North Bengal and selected areas from Eastern region of India (5,000-10,000 farmer-visitors every day expected) demonstrate, popularise and sale your concept, technology, model and machinery
- Interact with the farmers, farm-women, rural youth, agripreneurs, input-retailers, professionals and academicians.
- Exclusive advertisement of products and concepts Developmental Departments, NGOs, SHGs, KVKs for Technology, Models and Services related to agriculture
- Live demonstration of crops, models, entrepreneurial farms
- Farmers' training and conference
- Competition on Agri-products produced by local farmers'
- Interactions sessions with progressive farmers, rural youth & women, agripreneurs
- Cultural Night

Why should you exhibit

- To get acquainted with research and extension works performed/ being performed by other land-based and research organizations of the
- To display upto date agricultural inputs and agricultural implements, machinery, models and extension literatures for region the visiting farmers; and
- To encourage the farmers to adopt new/profitable technologies through organization of different interaction sessions, live demonstrations, training, conference and competitions

Who should exhibit

- Departments of Government and Non-Government Organization
- Agri-equipment & Machinery companies
- Input industries, distributors, dealers and retailers
- Post-harvest and processing industries
- Marketing and export companies/organisations
- Agri-services sectors
- Farmer Producer Companies/ Organization
- Self-Help Groups and Farmer Clubs
- Any other

About the Venue UBKV:

The "Uttar Banga Krishi Viswavidyalaya" (www.ubkv.ac.in) was established by West Bengal Act XX of 2000 and started functioning from 1st February, 2001. The Head Quarter is situated at Pundibari, a rural block in the district of Cooch Behar (with 43m MSL) which is 13KM away from the district head-quarters. The University offers undergraduate courses in Agriculture Horticulture and Technology (Agril. Engineering); postgraduate courses in Agriculture and Horticulture in Agriculture, Horticulture and Forestry. The nearest railway station is New Cooch Behar, which lies in between Kolkata and Guwahati train route. It is 15KM from Pundibari and 4KM from Cooch Behar town. It is situated by the side of the national highway (Nh31) which leads from Cooch Behar to Siliguri. The nearest airport is Bagdogra which is 150 KM away from the University Head Quarters.

Cooch Behar:

Cooch Behar district is located in the northeastern part of West Bengal bordering Assam and Bangladesh. Cooch Behar town, the head quarter of the district which is mainly famous for the Kochbihar Palace, noted for its elegance and grandeur. Idealized from the concept of classical European style of Italian Renaissance, this magnificent palace was built by the famous Koch king Maharaja Nripendra Narayan in 1887. Another attraction is the Madan Mohan Temple situated in the heart of the Cooch Behar town; constructed by Maharaja Nripendra Narayan during 1885 to 1889. Sagardighi, the huge tank situated in the middle of Cooch Behar Town is also at our ist attraction. It is a popular rendezvous in the evening surrounded by heritage buildings. Rasikbil, Kholta Ecotourism Spot, Rajpat Mound, Chilapata Reserve Forest, Gorumara National Park and Jaldapara Wildlife Sanctuary are popular tourist destinations nearby and can be visited within a day from Cooch Behar. Doars, Bhutan, Darjeeling or Gangtok can also be approached from here requiring three days.

Climate During March

During March, the mercury rises to a maximum of about 33 degrees, with the minimum temperatures being about 17 degrees. Pre monsoon shower with hailstorm may sometime occur in Cooch Behar during March.

Application Form for Sponsorship/Stall
Booking/Advertisement in Souvenir
National Training cum Technology Week, 2023
March, 13-15, 2023

Terms and Condition

(a) Diamond sponsor company / agency will be given ONE freestall + Full colour page advt. in souvenir and the logo of company / agency will appear on stage back drop. Gold Sponsor company / agency will be given one stall + Half colour page advt. in souvenir. Silver Sponsor company / agency will be given one stall + Quarter colour page advt. in souvenir. They can also display their logo through standee or flex in the fair premises.

(b) One table, two chairs and electric point (5 amp) will be provided in each stall. Additional requirements, if any will be made available by the contractor on payment basis.

(c) For ICAR, SAU and Govt. organisations, there will be no stall booking charge.

(d) The stall (s) cannot be confirmed until the advanced payment is made. **Payment can be made through NEFT/RTGS to be payable at A/c No. 2250723632; Central Bank of India, Pundibari; IFSC: CBIN0281091 electronically or by demand draft in favour of "UTTAR BANGA KRISHI VISWAVIDYALAYA"; or by Cash.**

(e) Accommodation, if required may be arranged on payment basis.

(f) No refund will be made if participation is withdrawn by the exhibitor. In case the event is postponed/cancelled, the liability of the organizer is limited to refund the fee paid by the exhibitor.

(g) The stall allocation will be as per discretion of stall allocation committee. In case of number of requisitions is more than the number of stalls, lottery method will be applied.

(h) The University reserves the right to be the final authority in setting the dispute, if any.

(i) The advertisement contents may please be sent both in English and Bengali (in soft pdf/jpeg ready to print format).

Terms and Condition

I,(name), on behalf of
.....
(name of organisation), hereby agree with the above terms and conditions.

Signature



1.	(a) Name of Organisation:		
	(b) Type of Organisation:	SAU/ICAR/Govt./ Farmer/SHG/FPC/ Other	
2.	(a) Name of Head/ Authorised person:		
	(b) Address:		
	(c) Mobile No.		
	(d) E-mail Id.		
4. SPONSORSHIP (Give v mark)			
	Diamond (Rs. 50,000.00)	Gold (Rs. 30,000.00)	
		Silver (Rs. 20,000.00)	
5. STALL BOOKING			
No. of Stall(s)	Rate per stall	Amount (Rs.)	
	Nil. (for SAU, ICAR, Govt.); Rs. 1000.00 (for Farmer/SHG); Rs. 3000.00 (for FPC); Rs. 5000.00 (for Others)		
6. ADVERTISEMENT IN SOUVENIR (Give v mark)			
Size	Colour		Amount (Rs.)
	Rate (Rs.)	Give v	
	Black & White		
	Rate (Rs.)	Give v	
(a) Cover back page	25,000.00		--
(b) Cover inner page (back)	20,000.00		--
(c) Cover inner page (front)	20,000.00		--
(d) Inner full page (Photopaper)	20,000.00		5,000.00
(e) Inner half page	10,000.00		2,500.00
(f) Inner quarter page	5,000.00		1,500.00
7. PAYMENT DETAILS			
(a) Mode of payment:	Cash/Demand Draft/Electronic transfer (NEFT/RTGS)		
(b) Amount (Rs.)			
(c) Ref. No. with date			

NB.: Attach original Demand Draft or Photocopy of Cash Receipt/
Electronic transfer (NEFT/RTGS) receipt

NB: Kindly contact following persons for Sponsorship, Stall booking and Souvenir Ad
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