

## **IABMI students visited Agri Asia Exhibition at Gandhinagar**

Students of the International Agri-Business Management Institute (IABMI) visited the Agri Asia 2023 i.e. 12th International Exhibition on Agriculture Technologies at Helipad Exhibition Centre, Gandhinagar, Gujarat on 16<sup>th</sup> September, 2023. As a part of the Educational visit, third-semester students of MBA-ABM visited the Agri Asia exhibition. There were two domes for the exhibition namely dome one and dome two. There were more than 100 stalls of different companies in total.

The first dome comprised of innovative exhibition on agricultural solutions, highlighting the importance of sustainable and organic farming practices. These were a display of cutting-edge seeds, fertilizers, and organic farming solutions. The emphasis on sustainable practices was evident. With eco-friendly products taking centre stage.

Major highlights of the first dome were the companies related to organic farming and natural farming solutions. The presence of Amul a household name synonymous with dairy excellence was eye-catching. There were a few Government stalls in the exhibition like the Department of Agriculture and Farmers Welfare, the Government of Gujarat, Student Start-up and Innovation Policy (SSIP). There were dairy automation companies that showcased its range of dairy equipment, and automation solutions of companies comprising of MNCs and start-ups supported by the Ministry of MSMEs, Government of India.

The exhibitions also featured innovative irrigation systems and hydroponics setups, underling the importance of water-efficient agricultural practices in our rapidly changing environment. The diversity of products and services on display was a statement of industries commitment to sustainability and innovation. The companies in the exhibition were Amul organic, Finolex Pipes, Aashirwad pipes, Krops fertilizers, Suntech, Agrotis, Agro-India Fertichem, Hutin organics, Growit, etc.

The second dome was a showcase of the future of agriculture, with a strong focus on Agro machinery, IoT-based Agri analytics, and farm mechanization. This hall was a bustling hub of activity, with major agricultural, machinery companies taking the spotlight. Companies like Mahindra, Sonalika, Shaktiman and Honda displayed their state-of-the-art agricultural machinery, highlighting the role of mechanization in increasing farm productivity. The fusion of technology and agriculture was particularly evident with IoT-based Agri analytics, which offered insights into data-driven decision-making for farmers.

A noteworthy aspect of the exhibition was the presence of start-ups supported by MSMEs in the agriculture sector. These young and dynamic companies showcased their innovative solutions also there were start-ups working in the field of lowest oil processing machinery which drew the large attention of farmers.

The 12<sup>th</sup> Agri Asia Exhibition was an eye-opening experience that showcased the remarkable evolution of the agriculture sector. It provided a platform for industry leaders, innovators, enthusiasts and students to come together and exchange ideas.





