TOTAGARIKA MELA - 2011

Change is the spice of life and order of the day. There is no place or person or thing on the earth that remains untouched by change. The field of Horticulture is also not an exception. In the present scenario, it is essential not only to be quick in knowing but also in adopting the innovations in technology or process. To spread, demonstrate and popularise the latest technologies to the public and farming community, Totagarika mela is being organized for the first time.

Totagarika Mela - 2011 is scheduled to take place from 22nd to 24th November, 2011 at the Main campus of the University of Horticultural Sciences, Udyanagiri, Navanagar, Bagalkot-587 103. During this event, we are expecting more than 50,000 farmers, extension workers, representatives of NGOs, SHGs, Government Officials, processing industries, marketing agencies and input supplies etc.,
Priority Areas of Totagarika Mela - 2011

- Hi-Tech Horticulture
- Medicinal & Aromatic Plants
- Flower & Fruit show
- Fruit and Vegetables
- Value Added Products
- Bio-Fertilizers
- Rain Water Harvesting
- Ground Water Recharging
- Waste Land Development
- Quality testing and grading of Horticultural Produce
- Integrated Rural Women Development through Home Science Technology
- Bio-Pesticides
- Organic Farming
- Integrated Pest & Disease Management
- Integrated Nutrient Management
- Integrated Crop Management
- Integrated Farming System
- Poly House, Shade net & Poly mulching
- Apiculture & Animal Husbandry
- Farm Machineries
- Flood, Drought & Watershed Management
- Soil Fertility Management

As a part of Totagarika Mela- 2011, Horticultural Farm machinery and Organic farming exhibitions are arranged. These exhibitions would be a golden opportunity for the Organisations involved in hortibusiness to interact with horticulture experts, decision makers, promotional organizations as well as farmers on a single platform. It would also provide an opportunity to promote external trade, while encashing on the liberal marketing environment presently prevailing in the country. We look forward for your active participation in the ensuing Totagarika Mela - 2011 to help the

STALL RENTALS

Stall tariff for the entire duration of the Mela is as under

<table>
<thead>
<tr>
<th>Stall type</th>
<th>Stall Size</th>
<th>Stall Rent*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy stall</td>
<td>10ft. X 15 ft.</td>
<td>₹ 10,000</td>
</tr>
</tbody>
</table>

* inclusive of service tax @ 10.3%

STALL BOOKING

Booking of stall/s will be made against advance payment on or before 10th November, 2011 on first come first serve basis, as the limited stalls are erected. Interested organizations are requested to use the enclosed proforma for stall booking along with the necessary payments prescribed. The proforma is available on www.uhsbagalkot.edu.in for download.
OPEN SPACE FOR DISPLAY

Provision for display and demonstration of materials is made in front of ordinary stall for which Rs 20 per Sq.ft open area will be charged extra in addition to stall rent. Shade net can be erected on their own in the open space to protect the seedlings and the height should not exceed 6 ft.

SPONSORSHIP FOR TOTAGARIKA MELA - 2011

Provision for sponsorship to Totagarika Mela is also made as detailed below. Interested firm/organizations are requested to contact on or before 10th November, 2011

- Platinum Sponsor: ₹ 1,00,000
- Gold Sponsor: ₹ 50,000
- Diamond Sponsor: ₹ 75,000
- Silver Sponsor: ₹ 25,000

SPONSORSHIP FOR WELCOME ARCHES

Sponsorship for “Welcome Arches” is available during the Totagarika Mela-2011 and the tariffs are given as below. The booking for the same will be made on first come first serve basis.

WELCOME ARCH SPOTS

<table>
<thead>
<tr>
<th>Division</th>
<th>Tariff</th>
</tr>
</thead>
<tbody>
<tr>
<td>UHS, Campus Main Entrance</td>
<td>20,000</td>
</tr>
<tr>
<td>Fruit Division, Sector No. 70</td>
<td>15,000</td>
</tr>
<tr>
<td>Vegetable Division, Sector No. 01</td>
<td>10,000</td>
</tr>
<tr>
<td>Medicinal &amp; Aromatic Division, Sector No. 41</td>
<td>5,000</td>
</tr>
<tr>
<td>Floriculture Division, Sector No. 37</td>
<td>5,000</td>
</tr>
<tr>
<td>Silvi- Horticulture Division, Sector No. 09</td>
<td>5,000</td>
</tr>
</tbody>
</table>
**DISPLAY PROFILES**

- Seeds
- Nursery, Medicinal & Aromatic Plants
- Organic Manures
- Chemical Pesticides
- Dairy Products
- Publications
- Empowerment of Self Help Groups
- Cottage Industries
- Tractors & Tractors Drawn Implements
- Farm/ Garden Implements
- Irrigation pumps & Equipments
- Non Conventional Energy Equipments
- Seed Processing Machineries
- Fruits, Vegetable, Flowers
- Inorganic Fertilizers
- Biofertilizers
- Organic Pesticides
- Biopesticides
- Animal/Poultry Feeds
- Govt. Organizations & NGOs
- High-Tech Horticulture
- Threshers and Harvesters
- Sprayers and Dusters
- Nursery Equipments
- Financial Institutions
- Food Processing Machineries
- Automobiles
- Miscellaneous

**VISITORS PROFILES**

- Farmers from different States
- Self Help Groups / Workers
- Extension Personnel
- Manufacturers of value added products
- Product promoters
- Experts from NGO’s & other organizations
- Scientists from Horticulture / Agriculture & Allied Enterprises
- Progressive/ Innovative Farmers
- Unemployed Youths
- Policy Makers
- Dealers/Distributors/ Retailers
- Students
- Officers from State Departments

The payment may please be made in the form of DD drawn in favour of “Director of Extension, UHS, Bagalkot” payable at SBI, Navanagar, Bagalkot. The Cheques/ Cash payments are not accepted. The working hours of the bank are 10.30 am to 4.00 pm from Monday to Friday and from 9.30 am to 12.00 noon on Saturday.

In view of the above, please hurry-up to reserve your required number of stalls indicating profile under which your are representing to avoid the last minute heavy rush. Terms and conditions of booking are given on the overleaf of registration proforma for your kind information.

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**Dr. S. B. Dandin**  
Hon’ble Vice - Chancellor & Chairman  
Totaqarika Mela- 2011  
UHS, Bagalkot-087 103

**Dr. J. Venkatesh**  
Director of Research & Chairman  
Programme Committee, Totaqarika Mela- 2011  
UHS, Bagalkot-087 103

**Dr. Y. K. Kotikal**  
Director of Extension & Chairman  
Exhibition Committee, Totaqarika Mela- 2011  
UHS, Bagalkot-087 103

Ph : 08354 - 201352 Fax : 08354- 235152  
e-mail : de.uasbagalkot@gmail.com; de_uhsb@yahoo.in
Respected Sir/ Madam,

The University of Horticultural Sciences, Bagalkot has planned to organize first Totagarika Mela -2011 at the main campus, Udyananagiri, Navanagar, from 22nd to 24th November, 2011. During this event, we are expecting more than 50 thousand farmers, farm women, extension workers, processing industries, marketing agencies input suppliers etc. unemployed rural youths, from all over the state and also from neighboring state.

In this mega event, platform will be provided to showcase technologies & technical information to educate the stake holders on the technologies released by the University and private enterprises. In addition, sale of seeds, planting materials, fertilizers, chemicals, biopesticides etc., which are directly helpful to the farmers will be exhibited during this mela.

To address the farm mechanization and to move forward towards mechanization of horticulture, the manufacturers of Agriculture / Horticulture implements are also showcasing their products in large numbers. In view of this, it is my privilege to extend the warm invitation to you and your organization to participate in our First Totagarika Mela to showcase your technologies for educating the participating farmers.

For exhibiting your technologies the stalls of 10’ x 15’ size will be provided. We look forward to your participation in the Totagarika Mela and further requested to convey the itenary for making necessary arrangements. For more information contact Dr. Y. K. Kotikal (9480696381),Chairman, Exhibition Committee, Totagarika Mela - 2011, UHS, Bagalkot. Application form for the same is enclosed. Kindly complete the same and send it at your earliest to the organizers.

Thanking you,

Yours faithfully,

Chairman, Exhibition Committee,

Totagarika Mela- 2011
UHS, Bagalkot
To,
Dr. Y. K. Kotikal
Chairman, Exhibition Committee/
Director of Extension
University of Horticultural Sciences
Udyanagiri, Navanagar, Bagalkot-587 103
Ph: 08354-201352 Cell : 9480696381
E-mail : de_uhsb@yahoo.in

STALL RESERVATION FORM

Dear Sir,

I / We hereby forward the application form duly filled in together with demand draft for stall charges and charges for additional facilities. I/ We acknowledge explicitly that, I/ We have read and accepted in full the rules and regulations of the Totagarika Mela -2011 as in this application. I/ We undertake to comply with the same.

1. DETAILS OF THE PARTICIPANT

<table>
<thead>
<tr>
<th>Name &amp; Address of the Participant</th>
<th>Land Phone :</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hand Phone :</td>
</tr>
<tr>
<td></td>
<td>Fax :</td>
</tr>
<tr>
<td></td>
<td>E-mail :</td>
</tr>
<tr>
<td>City:</td>
<td>Pin code :</td>
</tr>
<tr>
<td></td>
<td>Website :</td>
</tr>
</tbody>
</table>

Details of the Representative/ Contact Person of the Company/ Organisation

<table>
<thead>
<tr>
<th>Name :</th>
<th>Designation :</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone (Office) :</td>
<td>Mobile :</td>
</tr>
</tbody>
</table>

2. SHORT NAME OF THE COMPANY (For FACIA)

3. PRODUCTS TO BE EXHIBITED

4. STALL SPECIFICATIONS

<table>
<thead>
<tr>
<th>Stall Size : 10 ft. x 15 ft.</th>
<th>OPEN SPACE- OUTDOOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size : _______ sq.ft.</td>
<td></td>
</tr>
</tbody>
</table>

5. STALLS REQUIRED

6. PROFILE UNDER STALL/S TO BE RESERVED:

<table>
<thead>
<tr>
<th>Private/ Govt. / Regd. N.G.O. / Other</th>
</tr>
</thead>
</table>

Total Amount Rs. 10,000/-
(In words) Ten thousand only

Demand Draft No. Dated

Please enclose DD in favour of “Director of Extension, UHS, Bagalkot” payable at State Bank of India, Navanagar, Bagalkot

COMPANY SEAL

Signature
Date :

Terms & Condition over leaf

P. T. O.
TERMS AND CONDITIONS

✔ Movement of vehicles (of all kinds) is strictly prohibited in the exhibition premises and are to be parked in the parking area only.

✔ Sticking posters/handbills and putting banners in the campus premises is strictly prohibited. Firms violating this will be penalized. However, space on hire basis is available for the same for which, you can please contact Dr. Y. K. Kotikal, Chairman, Totagarika Mela – 2011. The details of rent for display of banners is given in the folder.

✔ Ordinary stalls are erected with zinc sheet roof and zinc sheet at the back of the wall, side partitioned with coloured cloth and provided with two plastic moulded chairs, two tables, one electrical points (5 AMPS) and two tubelights.

✔ Any additional requirement can be obtained from the Contractor on payment basis directly.

✔ The electricity supply to the open space stall is to be obtained from the stall contractor on payment basis directly.

✔ The payments made once will not be refunded for any reasons.

✔ The security of individual stall / s and their belongings rests with the occupants.

✔ The stalls will be ready for occupations a day in advance.

✔ Use of audio system, cooking, gambling and consumption of alcohol in the stalls is strictly prohibited.

✔ The display of materials is restricted to respective stalls only.

✔ Preparation or selling of any kind of eatables strictly prohibited in the Exhibition premises.

✔ The University will not be responsible for any loss or damage caused to the Exhibitor’s property. For any dispute, the decision of the University is final and binding on exhibitors.

✔ Maintain cleanliness in and around the stalls. Please keep a waste box in each stall

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Please Help us to Organise Plastic free & Guthaka / Tobacco Free Totagarika Mela 2011