







ICAR - Indian Institute of Horticultural Research Society for Promotion of Horticulture

Hesaraghatta Lake Post, Bengaluru - 560089

NATIONAL HORTICULTURE FAIR - 2025



February 27th to 1st March 2025

HORTICULTURE FOR VIKSIT BHARAT

Nutrition, Empowerment and Livelihood









ICAR-Indian Institute of Horticultural Research

ICAR-IIHR was established in 1967 to carry out basic, applied and strategic research on horticultural crops. The Institute has spread large number of technologies in 13 fruits, 30 vegetables, 10 flowers and 5 medicinal crops, contributing ₹30,150 crores annually to the ever growing horticulture sector. It has licenced 130 technologies to 675 clients with 1550 licenses. Organized more than 900 trainings and 8 National Horticulture Fairs. A total of 410 students have completed post-graduation studies at ICAR - IIHR. During NHF 2024 about 250 stalls displayed their technologies and innovations in various aspects of horticulture and entrepreneurships. More than 70000 farmers, farm women, farm youth and other stakeholders participated in the event.

HORTICULTURE FOR VIKSIT BHARAT - Nutrition, Empowerment and Livelihood

The theme of the National Horticulture Fair 2025, **Horticulture for Viksit Bharat** - *Nurtition*, *Empowerment and Livelihood* focuses on showcasing and promoting varieties and technologies to improve nutrition through crops and varieties which are nutritionally rich, empowering needy farmers with need based information / technologies and programmes on various aspects of horticultural crops. The event is focused on technologies suitable for socio-economically deprived groups and to improve the productivity, income and livelihood in horticultural crops, which are socially compatible and acceptable economically efficient, and environmentally safe. In the fair



about 250 instutions will display their inovations under different categories horticulture technologies. The institute is also displaying more than 250 varieties and technologies developed by ICAR-IIHR in crop production, crop protection, PHM, value addition, machinery & tools in horticultural crops.

About National Horticulture Fair - 2025

ICAR-IIHR, Bengaluru, Karnataka is organizing a mega event "National Horticulture Fair - 2025" from February 27th to 1st March 2025 in collaboration with the Society for Promotion of Horticulture (SPH); BESST- HORT, a Technology Business Incubator ICAR-IIHR; ICAR-ATARI Bengaluru and with all the leading development departments, institutions and firms serving for the cause and promotion of horticulture and allied sectors.



New Technologies at NHF - 2025

Watermelon - Sel-4

- High yielding (80 t/ha) with fruit weight ranges from 4-8 kg per fruit
- Bio-fortified carotene rich variety (28.34 μg g-1)

Bottle Gourd - Arka Shreyas

 Resistant to Gummy Stem blight, round or club shaped fruits with yield potential of 48 t/ha.

Leaf Curl Resistant Chilli Hybrids Arka Dhirithi and Arka Nihira

 Resistant to *Phytophtora* root rot and Chilli Leaf Curl virus

Avocado: Arka Coorg Ravi

 Regular bearing, high yielding with fruit weight of 400-600 g, with 80% pulp content and yields 185 kg fruits/per plant.

Wax apple CHESM-1

- Spreading growth habit, regular bearer, and high yielding, bears bell shape fruits in 3 years with attractive pink peel colour and less seeds.
- Yield is 90–120 kg fruits per plant with fruit weight of 35–40 g.

Red Dragon fruit powder technology

Product has attractive dark purple colour, free flowing nature with least additives (4-8%), higher amount of bio-active compounds, rich in minerals also protein & crude fibre, suitable for preparation of cookies, cakes, muffins, milkshake and Dip tea bags.

Arka Tender Jack fruit Frozen Patties and Kabab

■ These are Ready-to-Eat and Ready-to-Cook products, rich in crude fibre, minerals and antioxidants with shelf life of one year under frozen conditions, with Benefit: Cost ratio is 1.36:1.00.

New Varieties/Technologies

- Pummelo-Arka Chandra, Arka Anantha
- Custard Apple-Arka Neelanchal Vikram
- Training System in Dragon Fruit
- LCV Resistant Chilli Hybrids- Arka Gagan, Arka Yashasvi, Arka Saanvi, Arka Tanvi, Arka Tejasvi

Arka Vitamin D enrichment technology in Elm oyster mushroom





- Fabricated low cost device for vitamin D enrichment
- 2.12 g vitamin D enriched mushrooms to fulfil RDA



Infrastructure at ICAR-IIHR



Plant Health Clinic

Plant Health Clinic is equipped to diagnose plant pests and diseases.



Mechanized mushroom spawn production unit



IIHR Fruit Plant Mall

Nursery for quality fruit planting material.



Testing of honey and other bee products for their quality and nutrient parameters



The centre is set up focus on production, post-harvest and value addition of Kamalam at KVK, Hirehalli



A Technology Business Incubator, Catalyzed and Supported by NSTEDB, DST, Ministry of S&T, Gol

Centre of Excellence for Protected Cultivation of Horticulture Crops Engaged in demonstration and promotion of innovations in production, protection PHM and Marketing of high value crops

Highlights of NHF - 2025

- Live demonstration of ICAR-IIHR developed varieties and technologies
- Vertical farming and terrace farming for urban horticulture
- CoE on protected cultivation of different horticulture crops
- More than 250 stalls on innovative technologies in horticulture and other related enterprises
- Skill oriented workshops on mushroom production, protected cultivation including vertical farming, terrace gardening
- Consultation and advisory on field based problems in different horticultural crops
- Sale of seeds, planting materials new varieties and hybrids, process products, equipments and machinery etc

Exhibition Profile-cum-Sale

- Seeds & Planting Materials
- Green House & Accessories
- Research & Development
- Plant Nutrients
- Pesticides
- Sthree Shakti Groups, SHG's, FIG's & FP0's.
- Irrigation Systems
- Food Processing & Packaging
- Agri Export Services
- Financial Institutions
- Govt., Semi-govt., Ngos
- Tissue Cluture Protocols/ Plants
- IIHR-ATIC Services & Products

- Organic Farming & Ifs
- Market Functionaries
- Plant Growth Modifiers
- Garden Accessories
- Business Incubation Process
- Horitcultural tools & machinery

Exhibition Stalls

NHF-2025 STALL BOOKING DETAILS **High-Tech Stalls** 10' x 10' **114 Nos** ₹ 25,000/-* (Structure) 95 Nos ₹ 20,000/-* 10' x 10' **High-Tech Stalls** (Shamiyana) 10' x 7' 25 Nos ₹ 18,000/-* **Nursery Stalls** ₹ 25.000/-* 15' x 20' 21 Nos **Food Stalls** 15' x 20' 15 Nos ₹ 15,000/-*

* 18% GST Extra

Corner Stalls costs 15% Extra **Second Corner Stalls** costs 10% Extra

Special Events

Special workshops & seminars on various aspects of horticulture as listed below will be organized on all three days. Registration is compulsory for participation in these programmes.

- Urban Horticulture: Terrace/Rooftop/Vertical Gardening
- Hi-tech Horticulture: Protected Cultivation & Vertical Farming
- Soilless Cultivation: Cocoponics/Hydroponics/Aeroponics
- Waste to wealth: Farm Composting /Kitchen Waste
- Value addition & waste utilization of flowers
- Home scale package & storage of fresh fruits & vegetables

https://nhf.iihr.res.in

For Stall Booking Please Contact Dr. M. Thangam, Principal Scientist & Chairman, Exhibition Committee (Email: thangam.m@icar.gov.in, Moblie: 9423057269) or Society for Promotion of Horticulture, ICAR-IIHR, Bengaluru, (Email: sphiihr2005@gmail.com, Moblie: 8618286559). Payments are to be made online before February 01, 2025. Stall bookings are on a first-come-first-served basis only.

National Level Organizing Committee

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M/s RijK-Zwaan Seeds India Pvt. Ltd.

M/s Agrinnovate India. Ltd. M/s Jain Irrigation System

Event Sponsorships

Sponsorships are invited from Govt. Dept. / Individuals / Organizations /Firms/ NGOs under the following categories:

Platinum

₹ 5,00,000

- Three Hi-Tech stalls
- Logo will be prominently displayed
- One page advertisement in souvenir

Gold

₹ 3,00,000

- Two Hi-Tech stalls
- Logo will be prominently displayed
- One page advertisement in souvenir

Silver

₹ 2,00,000

- One Hi-Tech stall
- Logo will be prominently displayed
- Half page advertisement in souvenir

Bronze

₹ 1,00,000

- One Hi-Tech stall
- Logo will be prominently displayed
- Quarter page advertisement in souvenir

Advertisement in Souvenir NHF - 2025

One page

₹ 50,000/-

Half page

₹ 25,000/-

Quarter page

₹ 10,000/-

Bank Details for Stall Booking and Sponsorship

Current Account



Name of the Beneficiary Society for Promotion of Horticulture State Bank of India, Hesaraghatta Branch, Name & Address of the Bank Branch Hesaraghatta Lake Post, Bengaluru - 560089, Karnataka 37807617355 Bank Account Number -

IFSC Code -SBIN0041187

Nature of Bank Account -

Bank Code - 41187

MICR Number - 560002588



For further details contact: Society for Promotion of Horticulture, ICAR-IIHR, Bengaluru Email: sphiihr2005@gmail.com, Phone: 8618286559

Head Office Details and Address

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