EASTERN ZONE | ODISHA • WEST BENGAL • BIHAR • JHARKHAND



EAST zone

Regional Agriculture Fair 2026

विकसित कृषि • सशक्त कृषिका • समृद्ध किसान

Empowerment Mahotsav *for* Women in Agri-food Systems

19th - 21st NOVEMBER 2026

AGRI-MAHOTSAV

भाकृअनुप
ICAR

Organized By

ICAR-Central Institute for Women in Agriculture, Bhubaneswar-751003,Odisha

In association with Research Association for Gender in Agriculture (RAGA), Bhubaneswar, India

www.icar-ciwa.org.in

Innovation • Resilience • Enterprise • Inclusion

WOMEN AT THE HEART OF RESILIENT AGRICULTURE

01 Women's contribution

Agriculture remains a primary livelihood source for over 80% of women in India. Women contribute across crop production, livestock, seed preservation, post-harvest management and value addition.

02 The recognition gap

Despite their substantial labour, productivity and time contributions, women are often inadequately recognized as farmers-limiting access to resources and opportunities.



FROM CONTRIBUTION TO RECOGNITION - FROM RECOGNITION TO LEADERSHIP

A changing climate demands inclusive solutions

CLIMATE PRESSURES	Erratic Rainfall • Extreme Weather • Soil Degradation Declining Water Resources
RESILIENT PATHWAYS	Crop Diversification • Integrated Farming • Water Conservation Agroforestry • Resilient Livestock
NATURAL FARMING	Organic Inputs • Biofertilizers • Mulching Traditional Seed Varieties
EASTERN REGION	Salinity • Cyclones • Floods • Land Degradation Gender-based Access Constraints



THREE OBJECTIVES. ONE SHARED AMBITION.

01 SHOWCASE

Women-led innovations, enterprises, best practices and leadership in agri-food systems.

02 PROMOTE

Gender-responsive, climate-smart and nutrition-sensitive agricultural technologies and packages of practices.

03 CONNECT

Networking, market linkages and collaboration among women farmers, SHGs, FPOs, researchers, extension workers, departments and industries.

THE *Empowerment Mahotsav* WILL FACILITATE

Knowledge exchange | Technology dissemination | Capacity building

Institutional linkages | Women-led agricultural transformation



FROM INNOVATION TO IMPACT - FARMS TO MARKETS - SCHEMES TO SUCCESS

DAY 1

FROM INNOVATION TO IMPACT

Resilient & inclusive agri-food systems

- Inaugural session & keynote addresses
- Gender-responsive technical sessions
- Technology & enterprise exhibition
- Nutrition-sensitive, organic & natural farming
- Women-led innovation, agripreneurship, SHGs & FPOs

DAY 2

FROM FARMS TO MARKETS

Entrepreneurship, value creation & inclusive growth

- Leadership & gender-transformative approaches
- Enterprise & business interface
- Live technology demonstrations
- Incubation, mentoring & start-up promotion
- Buyer-seller meet & networking

DAY 3

FROM GOVT. SCHEMES TO SUCCESS

Linking farmers with opportunities

- Government schemes & policy support
- Climate-smart agriculture & natural resource management
- Policy-extension-agribusiness panel
- Success stories & knowledge exchange
- Awards, souvenir & future action agenda



KNOWLEDGE, DEMONSTRATION, BUSINESS & COMMUNITY

01

LIVE TV + INTERACTIVE MEDIA

Daily 30-minute live programmes with farmers, farm women, scientists and experts, plus audience quiz segments.

02

THEMATIC SEMINARS + KISAN GOSTHI

Region-specific technologies, farmer-scientist interaction and workshops on challenges, opportunities and collaborative strategies.

03

EXHIBITIONS + LIVE DEMOS

Women-centric innovations, climate-smart agriculture, natural farming, drudgery reduction, value addition, finance, insurance and digital agriculture.

04

KNOWLEDGE SHARING

Success stories, multimedia, digital kiosks, precision farming, post-harvest and value-addition demonstrations; government schemes.

05

CULTURAL + COMMUNITY ENGAGEMENT

Agricultural heritage, traditional knowledge, folk arts and women-led cultural traditions of the eastern region; souvenir release.





Exhibition on SheShakti in Krishi

STALL size :3 m × 3 m | ₹50,000

Showcase technologies, products & enterprises

REGISTER • EXHIBIT • CONNECT • SPONSOR

REGISTRATION

Farmers: Free
Others: ₹1,500 Per person

ACCOMMODATION

Lodging & boarding for farmers: ₹1,500 / day / person

SCAN HERE FOR PAYMENT

UPI ID : 30765130775@sbi

BHIM UPI

SPONSORSHIP

PLATINUM	DIAMOND	GOLD	SILVER
₹10,00,000	**₹5,00,000**	**₹3,00,000**	**₹1,00,000**
▪ Premium branding ▪ Keynote opportunity ▪ Prime stall ▪ Full-page souvenir ad ▪ Media visibility	▪ Branding ▪ Prime third-tier stall ▪ Quarter-page souvenir ad ▪ Event signage	▪ Branding ▪ Third-tier stall ▪ Quarter-page souvenir ad ▪ Event signage	▪ Select branding ▪ Standard stall placement ▪ Souvenir acknowledgement

PAYMENT / BANK DETAILS

A/C Name: Research Association for Gender in Agriculture (RAGA)
A/C No.: 30765130775 | Bank: State Bank of India | P.D Market Branch
IFSC: SBIN0009027 | MICR: 751002014



East Regional Agriculture Fair • 19-21 Nov 2026 • ICAR–CIWA, Bhubaneswar

GUIDED BY AGRICULTURAL LEADERSHIP AND REGIONAL EXPERTISE

CHIEF PATRON

Dr. Mangi Lal Jat
Secretary DARE & Director General, ICAR

PATRON

Dr. Rajbir Singh
Deputy Director General (Agril. Extension & Agril. Engg.), ICAR

ADVISORY COMMITTEE

Sh. Gyanendra D. Tripathi , IAS
Addl Secretary (DARE) & Secretary (ICAR)
New Delhi

Shri Sachin Ramchandra Jadhav, IAS
Commissioner-cum-Secretary
Department of Agriculture & Farmers' Empowerment, Odisha

Shri Onkar Singh Meena, IAS
Principal Secretary
Department of Agriculture, West Bengal

Dr. Monica Priyadarshini, IAS
Director cum CEO
Department of Mission Shakti, Odisha

Dr. Rajarshi Roy Burman
Assistant Director General (AE), ICAR, New Delhi

Dr. Ranjay Kumar Singh
Assistant Director General (AE), ICAR, New Delhi

Prof. Pravat Kumar Roul
Vice-Chancellor, Odisha University of Agriculture and Technology, Bhubaneswar

Dr. A. K. Misra
Vice President, RAGA & Retd. Pr. Scientist & Former Head, LPM, ICAR-NDRI, Karnal

Sri Narmdeshwar Lal, IAS
Principal Secretary
Department of Agriculture, Bihar

Shri Aboobacker Siddique P, IAS
Secretary
Department of Agriculture, Animal Husbandry & Co-Operative, Jharkhand

Shri Sanjay Kumar Agarwal , IAS
Joint Secretary (Extension)
Department of Agriculture & Farmers Welfare New Delhi

Dr. Aparajita Chowdhury
Former Vice-Chancellor
Rama Devi Women's University, Bhubaneswar

Dr. Bimlesh Mann
Former Assistant Director General (EP&HS)
ICAR, New Delhi

Dr. Sabyasachi Roy
Regional Head (NES), NDDB, Kolkata

Dr. Mridula Devi
President, RAGA & Director, ICAR CIWA, Bhubaneswar

Dr. Sabita Mishra
General Secretary, RAGA & Ex-Pr. Scientist, ICAR-CIWA, Bhubaneswar



Making the Mahotsav Happen

CHAIRPERSON & ORGANIZING SECRETARY

Dr. Mridula Devi
Director, ICAR–CIWA, Bhubaneswar

CO-ORGANIZING SECRETARIES

Dr. AK Panda
Principal Scientist & Head
ICAR-CIWA, Bhubaneswar

Dr. SK Sarangi
Principal Scientist & Head
ICAR-CIWA, Bhubaneswar

Dr. Lipi Das
Principal Scientist
ICAR-CIWA, Bhubaneswar

MEMBERS

Dr. Ranjay Kumar Singh
ADG (AE) & Director (Additional Charge)
ICAR-ATARI, Patna, Bihar

Dr. G.A.K. Kumar
Director, ICAR-CRRI, Cuttack

Dr. Pramod Kumar Sahoo
Director, ICAR-CIFA, Bhubaneswar

Dr. Susanta Kumar Swain
Dean Extension Education, OUAT, Bhubaneswar

Dr. Gobinda Chandra Acharya
Head, ICAR-IIHR-CHES, Bhubaneswar

Dr. K. Laxminarayana
Head, ICAR-RS-CTCRI, Bhubaneswar

Dr. Subrat Kumar Bhanja
Head, ICAR-CARI Regional Station, Bhubaneswar

Dr. Arjamadutta Sarangi
Director, ICAR-IIWM, Bhubaneswar

Dr. R.P. Singh
Director, ICAR-NIFMD, Bhubaneswar

Dr. Pradip Dey
Director, ICAR-ATARI, Kolkata

Dr. Asish K. Rout
Scientist, ICAR-RC-IIPR, Bhubaneswar

Dr. Biswanath Sahoo
Principal Scientist, ICAR-CIWA, Bhubaneswar

Dr. Praveen Jakhar
Pr. Scientist, ICAR-CIWA & Addl. Secretary, RAGA

Dr. Ankita Sahu
Scientist, ICAR-CIWA & Treasurer, RAGA





