

2ND RURAL LIVELIHOOD SUMMIT
FPO & SHG
GRAM-UDYOG



BUYER SELLER MEET
EXHIBITION
SEMINAR
NETWORKING

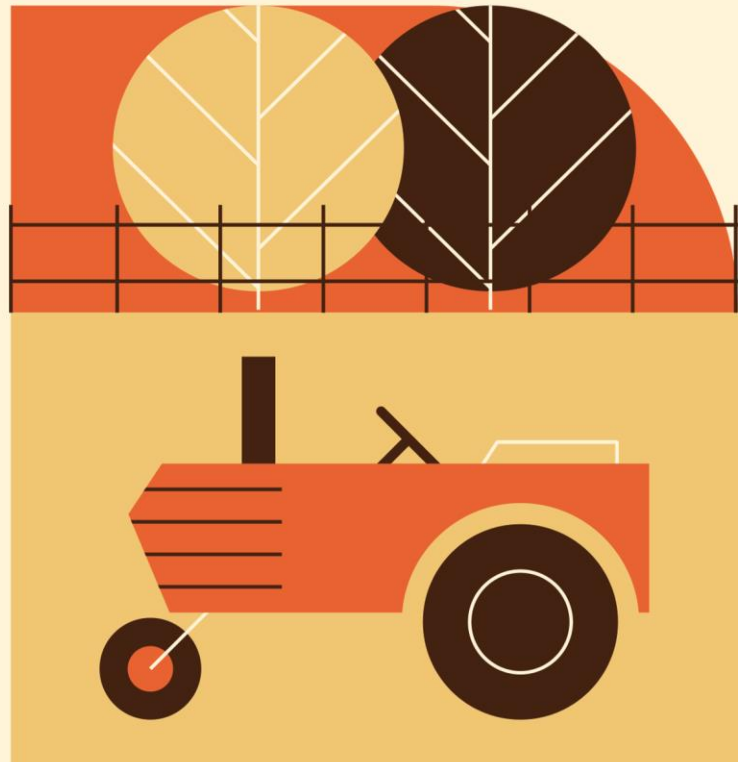


BACKGROUND

“FPO & SHG GRAM – UDYOG” is a unique initiative to enhance the socio-economic well-being of rural communities in West Bengal by strengthening the FPOs and SHGs by enabling them to access resources, markets and government support effectively.

Currently farmer producer organizations (FPOs) are making significant strides in various aspects of value chain development for their targeted agricultural commodities, self-help groups (SHGs) are advancing to a higher level of livelihood development programs using a cluster-based approach.

However, these two crucial development initiatives are operating independently, much like separate entities in the rural socio-economic ecosystem. The summit is a platform to explore possible synergies which can prove to be a win-win for both these aggregators.



PROGRAMME FOCUS

The programme focuses on the following areas:

- Buyer Seller Meet
- B2B Meet/B2G Meet
- Knowledge Sessions
- Capacity Building



“FPO & SHG GRAM – UDYOG” aims to create a platform for connecting our producers, FPOs and SHGs to national and international buyers. Embassies and Consulates will be connected to bring international buyers. It also aims to bring major national level buyers at the programme.

During the day-long initiative, B2B meetings will be held separately to create a robust market connect for the participating FPOs and SHGs. These B2Bs will also majorly focus on connecting the FPOs and SHGs with the major online platforms.

There will be presence of policymakers, bureaucrats and different Departments of the Government which play crucial roles in facilitating FPOs and SHGs.

PARTICIPANTS

- FPOs
- SHGs
- Relevant Government
Departments
- Financial Institutions
- National and International
Level Buyers
- Private Players
- Online Market Players
- Embassies and
Consulates
- Agritechs
- Exporters
- Export Promotion
Councils



SPONSORSHIP

	TITLE 5 LACS	PLATINUM 3 LACS	GOLD 2 LACS	SILVER 1 LACS	INDUSTRY 75 THOUSAND
LOGO PRESENCE ALL COMMUNICATION MATERIALS, SOCIAL MEDIA CAMPAIGN PRE AND POST, DURING EVENT AT SPONSOR PANEL, BACKDROP AND IN ALL VENUE BRANDING MATERIAL.	✓	✓	✓	✓	✓
ADVERTORIAL CONTENT	1 AV	1 AV	1 AV	1 AV	
TESTIMONIAL OF SENIOR OFFICIAL	✓	✓	✓		
SPEAKER SLOT	INAUGURAL & TECHNICAL	SPECIAL TECHNICAL	15 MIN TECHNICAL	15 MIN TECHNICAL	
STALL SPACE	4 X 2 sq.mtr	3 X 2 sq.mtr	2 X 2 sq.mtr	4 STANDEE	2 STANDEE
AD IN BCC&I MONTHLY NEWS LETTER	FULL PAGE	FULL PAGE	HALF PAGE	HALF PAGE	
PARTICIPANT DATA BASE	✓	✓	✓	✓	✓

EXHIBITOR STALL

Rs. 5,000 Per Sq. Mtr + TAX as applicable
(min. 6 sq.mtr)



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