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**10<sup>th</sup> SKUAST-K AgriTech Mela**

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Prosperity Through Secondary & Sustainable Agriculture

**A REFLECTION OF HADP**

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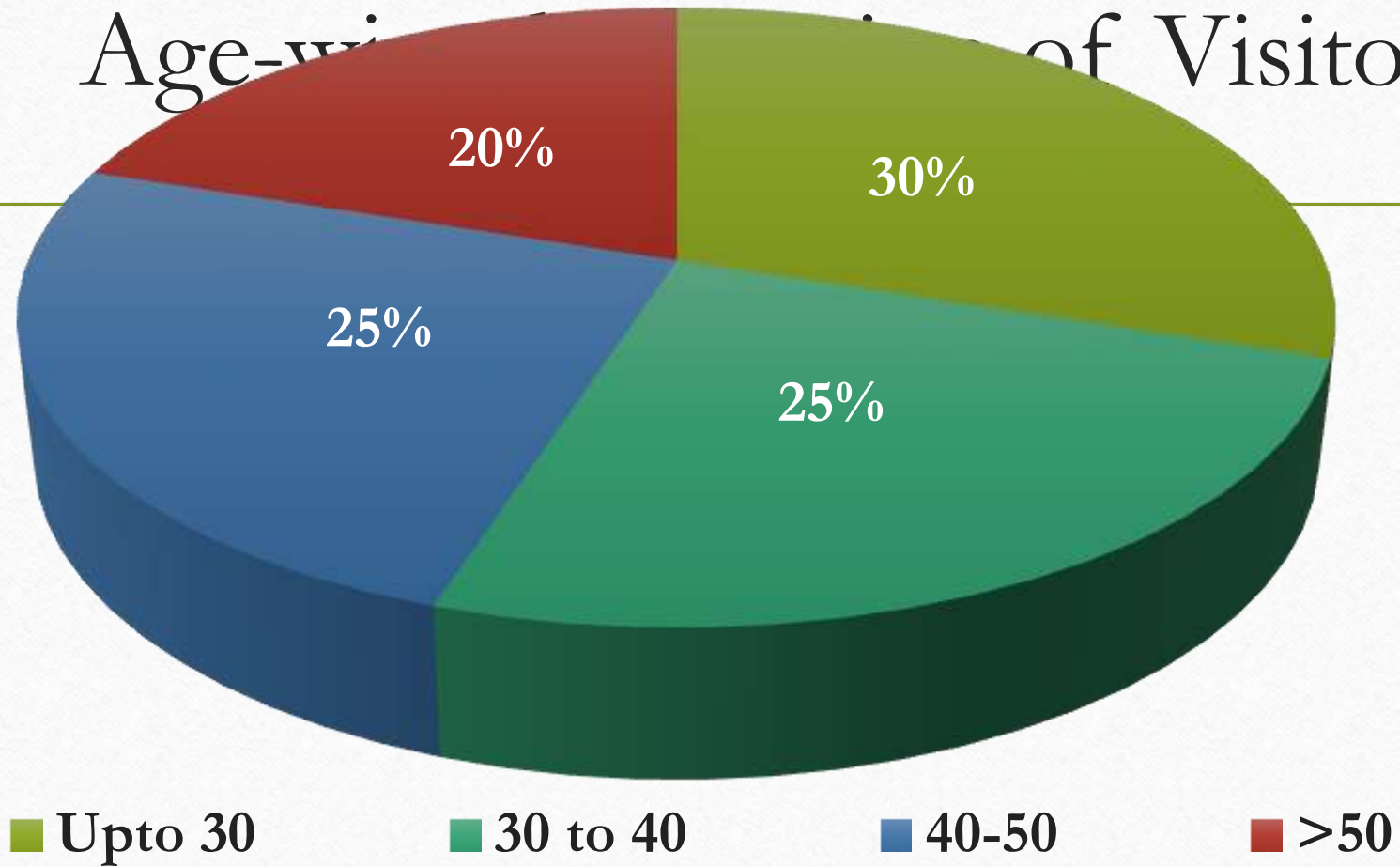
**Seed-cum-Technology Mela**  
**SKUAST-K**

# Issue

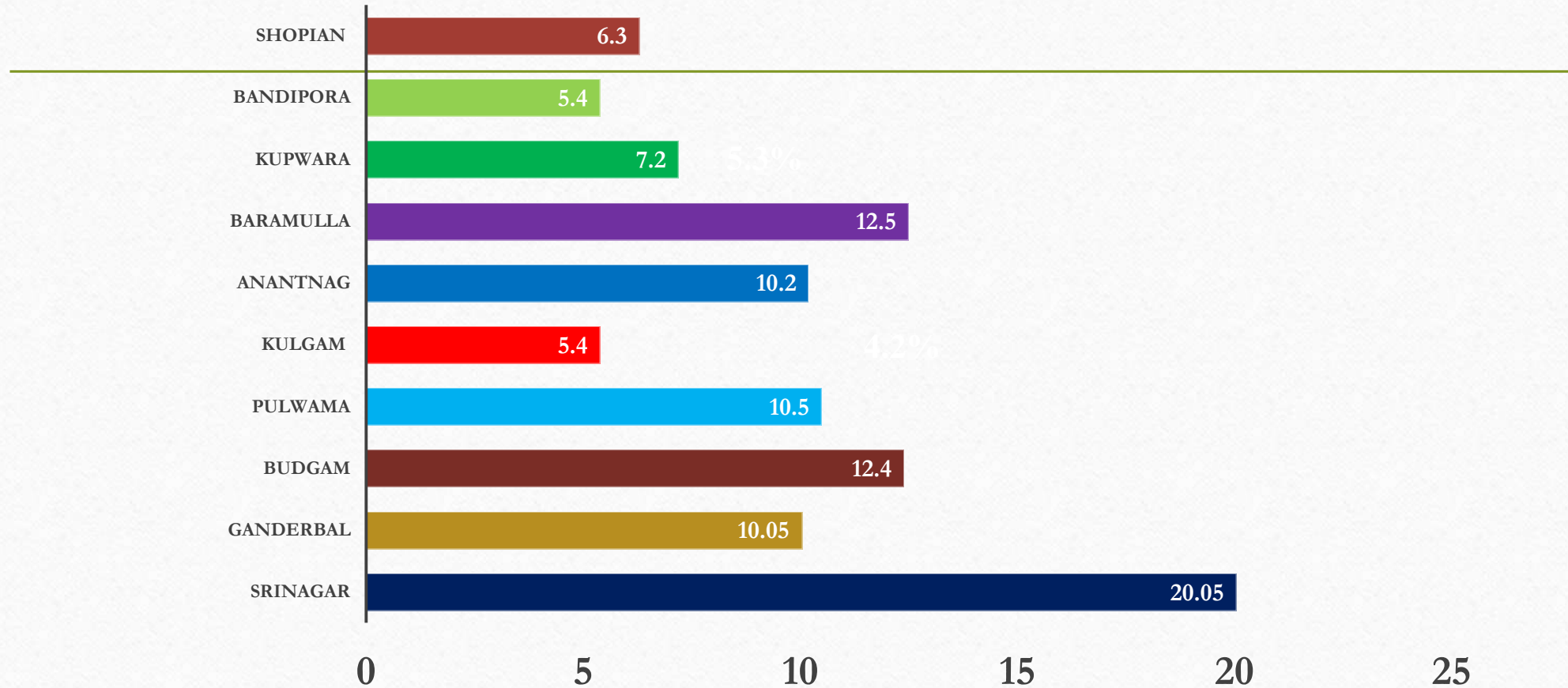
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- **SKUAST-K organized its annual Seed-cum-Technology Mela as a major outreach program**
- **Gongul- 2024-25 was organized during Feb 22-24, 2025 at Shalimar Campus**
- **It show cased various productions & provisions of HADP under 18 theme-based sections**
- **It attracts around 2.5 visitors with diverse interests from across the Kashmir Valley**
- **Networking, Collaborations & Business development were the major objectives**
- **Product Launching, Quality Assurance, Display & sale of Cutting Edge Technologies at Rationalized Costs, etc is expected to have better impact & positive externalities**

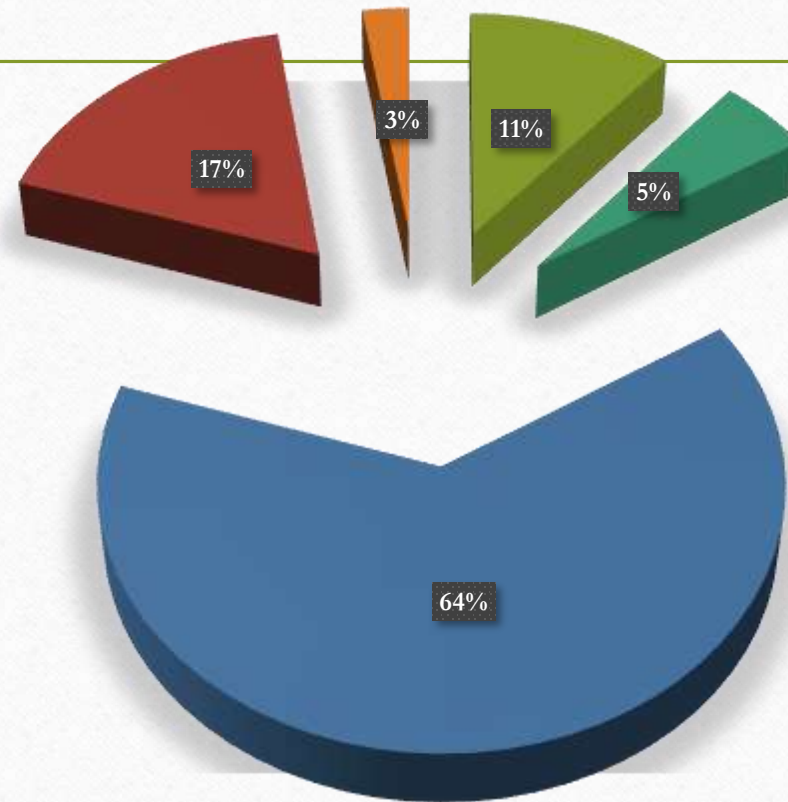
# Age-wise Distribution of Visitors



# Residence of Visitors

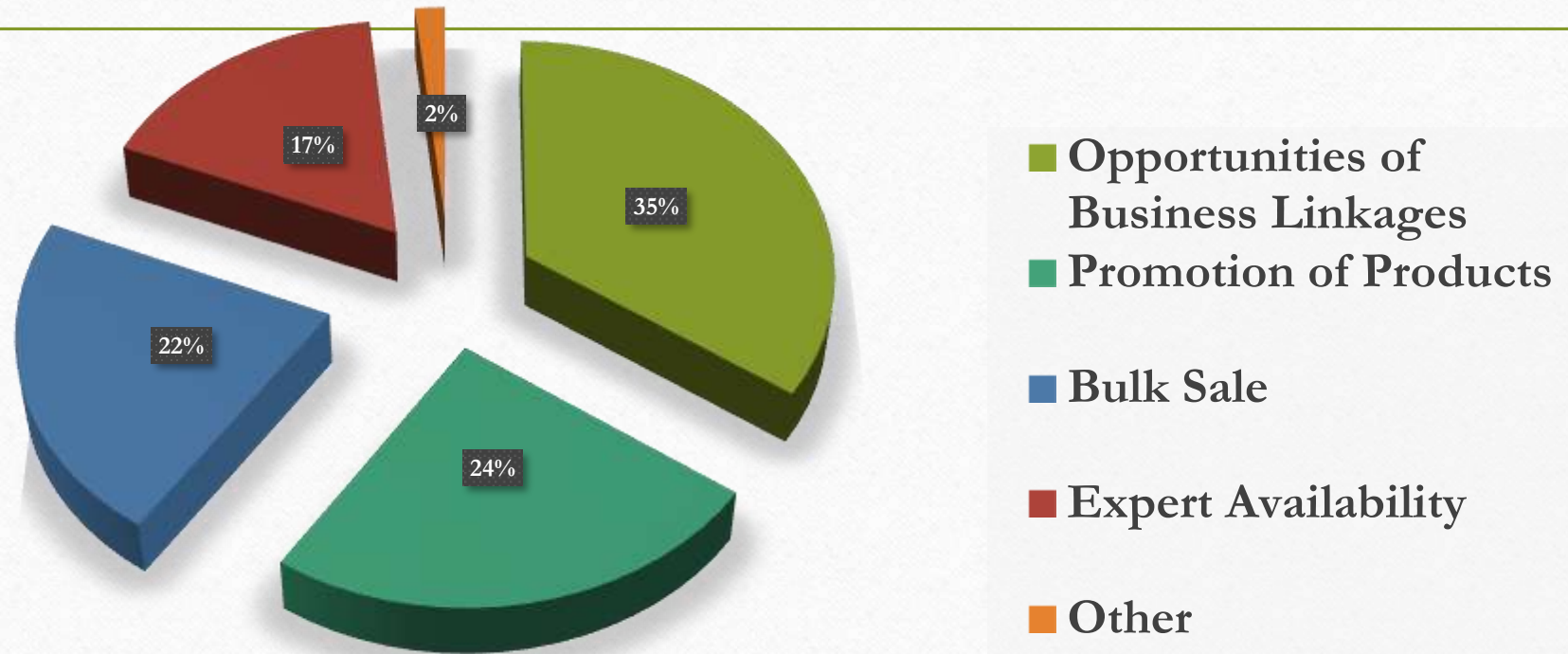


# Primary Occupation of Visitors

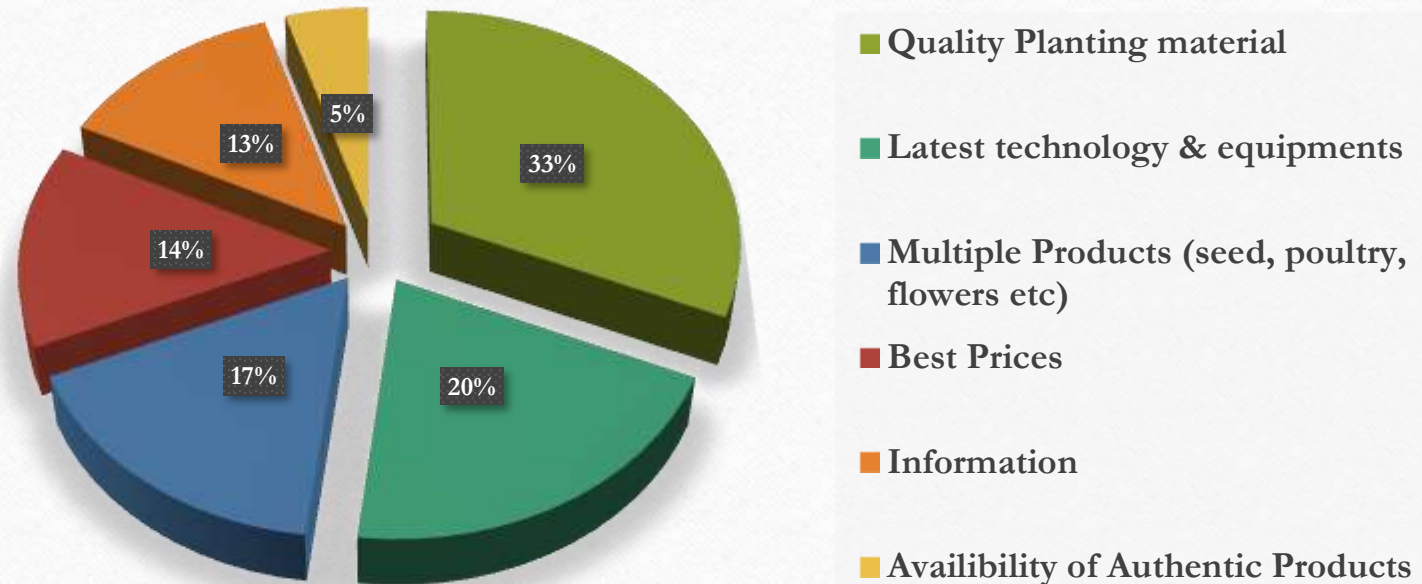


- Students
- Entrepreneur Start up
- Farmer & their members
- Business firm
- Others

# Major Attractions in Mela (Visitor's Perception)



# Major Attractions in Mela (Farmers' response)



# Economics of the Gon'gul Mela (Rs In Lakhs)

THEME	No. of Stalls	Exp per Stall	Expenditure on all Stalls	Sale per stall	Gross Sale from all Stalls	Net Return per Stall	Net Return from all Stalls
Brand Bizz Fest	18	0.67	12.06	1.01	18.18	0.34	6.12
Food Fest	13	0.96	12.42	2.32	30.16	1.36	17.74
Fruit Show	8	1.22	9.73	2.15	17.24	0.94	7.51
Industrial Exhibition	38	1.02	38.58	3.95	150.21	2.94	111.63
Kvk Excellence Show	40	0.61	24.58	0.72	28.74	0.1	4.16
Pet And Animal Show	10	0.49	4.93	0.82	8.23	0.33	3.3
Seed Show	18	1.1	19.76	2.01	36.23	0.91	16.47
Smart Infra Show	15	0.55	8.28	2.05	30.76	1.5	22.48
Start Up And Tech Show	25	0.43	10.83	1.49	37.14	1.05	26.32
Organic And Natural Farming Show	24	0.69	16.56	0.8	19.2	0.21	2.64
Medicinal And Aromatic Plants Show	7	0.36	2.54	0.57	4.0	0.21	1.47
Processed Products Show	31	1.36	42.05	1.58	48.87	0.22	6.82
Plant Material Show	22	1.66	36.52	3.3	72.6	1.4	36.08
HADP Numaish	17	0.75	12.75	1.1	18.7	0.35	5.95
Agri Art And Craft Show	24	0.64	15.36	1.72	41.28	0.97	25.92
Vegetable Show	7	0.69	4.86	1.36	9.49	0.66	4.64
Flower Show	10	0.63	6.26	1.25	12.55	0.63	6.29
<b>Total</b>	<b>327</b>	<b>13.83</b>	<b>278.07</b>	<b>28.2</b>	<b>583.58</b>	<b>14.12</b>	<b>305.54</b>

# Multi-facet Benefits

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- **Huge promotion of brands and products**
  - **Information flow of tech. & scientific protocols**
  - **Entrepreneurial opportunities**
  - **Technical guidance from experts**
  - **Built customer/client relationship**
  - **Huge registrations at service provider stalls**
  - **Developed business linkages & collaborations**
  - **Networking with experts and stakeholders**
  - **Pet show added flavour to the event**
  - **Develop sense of competition**
  - **Idea sharing on business models**
  - **Sale promotion & launch of products**
  - **Huge registrations at service provider stalls**

# Benefits To Consumers

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- **Quality & true to type planting material**
- **First hand knowledge about emerging technologies**
- **New consumer experience**
- **Big product basket**
- **Reasonable rates**
- **Elite varieties & products**
- **Amusement at pet show**
- **Satisfactory visit**

# Suggestions For Improvement

ID Cards for stall keepers

Public address system & control room for announcements

Mapping to locate stalls

Better aesthetic looks of stalls

## Scientists

Prof. M. Anwar Bhat  
Prof. F. A. Bhat  
Prof. S. H. Baba  
Dr. Omar F. Khan  
Dr. Ubair Nisar  
Dr. Farheen Naqash

## Team

## Students

Mr. Mohd Younis  
Mr Faraz Ali  
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Mr Absar  
Mr Yamin Nisar  
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Mr Yameen A Dar  
Mr Junaid ul Islam  
Mr. Rizwan Sathoo  
Mr Ankik  
Ms Rounaq  
Mr Abishek  
Ms Ripple

