Agriculture Pavilion in IITF 2026 Witnesses Massive Footfall

Pavilion to remain open every day till November 27, 2026, to showcase its unique display of modern agriculture

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The Agriculture Pavilion set-up by Ministry of Agriculture and Farmers Welfare (MoA&FW) in the 'India International Trade Fair (IITF)' 2026 has emerged as a major crowd-puller at Pragati Maidan. Commencing from November 13 and to be continued till November 27th 2026, the pavilion today witnessed extraordinary public participation. The momentum received a major boost with the visit of the Joint Secretary (Extension), who interacted extensively with exhibitors, farmers, and tech innovators, praising their efforts towards awareness creation about sustainable and modern agriculture.





The theme of the pavilion beautifully reflects the progress of MoA&FW in empowering farmers through farmer-centric interventions of flagship schemes, technology transfer and direct market linkages from 'Seed to Market'.

Strategic Display of Key initiatives and Achievement of MoA&FW Schemes in Agriculture Pavilion include :

• Digital Agriculture & Public Infrastructure: A cornerstone of the pavilion depicts the live demonstration of Digital Public Infrastructure (DPI) for Agriculture, featuring AgriStack, Decision Support System (DSS) for geospatial intelligence, and AR/VR-based Digital Crop Surveys.

• National Mission on Natural Farming & Core Missions: The pavilion spotlights the shift toward eco-friendly farming with full-scale models on Natural Farming, alongside interactive displays from the Pulses Mission and Oilseeds Development ("Save Oil" campaign), stepping towards self-reliance.

• Millets for Nutrition: Backed by the Directorate of Millets Development, this zone attracts massive crowds to visualise live seed samples, nutritional education, and counters for processed and value-added millet products, as a super food.

• Pradhan Mantri Fasal Bima Yojana (PMFBY): A dedicated area showcases the success milestones, and the security net provided by the government's premier Crop Insurance Scheme to millions of Indian farmers.

• Per Drop More Crop (PDMC): Underlining the conservation of water through Micro Irrigation automation set-ups display, high-efficiency water conservation techniques and smart irrigation systems.

• Empowering FPOs & Agri-Marketing: Giving regional agriculture a global platform, several Farmer Producer Organisations (FPOs) and the e-NAM (electronic-National Agriculture Market) network are showcasing their high-quality produce.

The Major highlights include:

• Kashmiri Saffron & Spices: Saffron, Kahwa, and pure essential oils directly from FPO Pampore.

• Organic & Native Grains: Multi-flavored Jaggery from Hargaon FPO, and unique Black and Basmati rice varieties showcased by FPO, Dasuya.

• North-East Organic Bounty: Exotic fruit wines, Lakadong turmeric, and bamboo shoot pickles brought by Tangsim Agro FPO from Meghalaya.

• Advanced Horticulture & Allied Sectors: Live hydroponic farming display by 'National Horticulture Board (NHB)', cocoa processing techniques, and high-interest live Beehive & Honey Extraction demonstrations by 'National Bee Board' are keeping families and children highly engaged.

• Plant Protection & Modern Agriculture Machinery: Interactive zones on safe pesticide use, the Pest Surveillance System (NPSS), Mobile App, and actual display of advanced mechanical farm tools emphasize smart farming.





The Agriculture Pavilion remains open every day till November 27, 2026, to showcase its unique display of modern agriculture to the urban visitors, industry professionals, and visiting farmers with a profound, technology driven to depict the resilient and sustainable future of Indian agriculture.

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