



REPORT ON

Participation of ICFRE-Institute of Forest Genetics and Tree Breeding

AGRI INTEX 2025

AGRI INTEX

AGRIINTEX is one of India's most prestigious agricultural trade fairs, bringing together the latest advancements in agriculture, horticulture, forestry, dairy farming and food processing technologies. The event serves as a dynamic platform for farmers, agribusiness owners, industry professionals and technology providers to explore innovative solutions and best practices that can revolutionize the agricultural sector and enhance the rural economy. This can inevitably help countless farmers and platform owners.

The 23rd edition of India's Prime Agricultural Trade Fair AGRI INTEX was hosted by CODISSIA from **10th to 14th July 2025** at the CODISSIA Trade Fair Complex, Coimbatore, Tamil Nadu, India.

Why should ICFRE-IFGTB participate?

ICFRE-IFGTB, as a forestry research institution of this region, working for tree improvement and increasing the farm income, we need to engage with key decision-makers from national and international organizations closely associated with agriculture economy. To explore cutting-edge innovations, discover the latest farming machinery, agri-tech solutions and establish a network with industry experts, this fair will pave a way to our scientists to align with current trends in agrarian sector. Commercialization of farm grown products will throw a light to our bioprospecting initiatives.

Event Highlights

- Government agencies like ICFRE-IFGTB, TNAU, TANUVAS, ICAR-SBI, TANFED, NDDDB, CDB, SITARC, ICAR-NRCB, TDJFU, and BANKS have participated.
- Private institutions, SHGs, PSUs, NGOs also have taken part.
- Mega machine producers, Tool and implement manufacturers, agritech agencies, privatenurseries, cattle farm owners took part.
- Live demonstrations of modern farming techniques will be useful for Tree Growers to manage their plantations at par with agriculture practices.
- Expert-led seminars and workshops will be of a great platform to ICFRE-IFGTB to disseminate its package of practices of selected tree crops.
- Tools developed to manage coconut groves may be utilized for 'taller crops'.
- Irrigation technology provides instant solutions to drought affected areas.
- Mechanization reduced the manual labour. Harvesters can be diversified for tree crops.
- Drone technology opened the doors of community farming practices which will unite the farmers based on crops.
- Mushrooming of Private Tree Nurseries are of a good sign in decentralization of technologies. At the same time, unauthorized mass production of seedlings from unknown seed source is a new challenge to overcome.

Observations

Five days of interaction with fellow exhibitors and farmers, made us to learn a lot. The summary of the observations are listed as follows:

1. To face 10-15 thousand farmers visiting our stall in a stipulated time (10.00 am to 6.00 pm), we must have a justifiable space with proper furnishing.
2. Government organizations like TNAU, TANUVAS, ICAR Institutes have higher level officials to provide instant solutions for the queries for high profile agripreneurs, industrialists etc.
3. Hall should be well displayed with latest display techniques like interactive panels, backlight displays.

4. Need based advisory is the key in extension outreach. Specieswise advisory, issue based solutions, soil based crops to be explained.
5. Good packing with DOM and DOE is essential for any commercial product. Composition of ingredients, MR Price etc. are to be taken care.
6. Early booking has an advantage of taking strategic place in the Hall.
7. Farmers from Tamilnadu, Kerala, Karnataka and UT of Puducherry are visiting.
8. Getting contact details will be helpful in organizing various stakeholders trainings, Tree Growers Melas and field trials.
9. Apart from exhibition hall display, exhibitors like nurseries, floriculture, poultry, farm input producers etc. use outdoor spaces for display cum sale. Our seedlings/clones counter can be installed there.
10. '*Uzhave Thalai*' is, an annual agricultural seminar series was organised by the Indian Chamber of Commerce and Industry (ICCI) Coimbatore, during Agriintex at the CODISSIA Trade Fair Complex.
11. The topics of the year in *Uzhave Thalai 7.0* include 'Tamarind Cultivation in Drought Prone Areas of Tamilnadu' and 'Neem based Agribusiness Management'. These topics could have been handled by ICFRE-IFGTB.
12. Agriintex was supported by TNAU, TANUVAS and TDJFU and have the privilege of free exhibitions.
13. Live demonstrations of technologies developed by institutions were attracting stakeholders.

ICFRE-IFGTB Stall

- During late 1990s, IFGTB represented ICFRE, displayed its technologies in a very simple way in CODISSIA grounds in a National Science Expo. Shri.T.R.Balu, the then Minister of Environment and Forests, GoI visited our stall.
- In the recent past, we made it a routine annual event and started participating every year.
- In 2025, IFGTB participated in the Agriintex with a budget of Rs.1, 00,000 approved by the Director, IFGTB which includes stall rent and display costs.
- About 7500 visitors benefitted by ICFRE-IFGTB stall from 10th – 14th July, 2025.
- We have booked a stall (of minimum size available) 3 x 3 Mtrs.

- Cultivation techniques of the commercially important forest tree species like Casuarina, Eucalyptus, Tissue Culture Teak, Melia, Gmelina, Tamarind, Cadamba, Ailanthus, Mahogany and Red Sanders along with, Tree Born Oil Seeds like Calophyllum were displayed in a 10 x 10 x 3 cloth printed backdrops.
- IFGTB Windbreak clones, Clones of various forest tree species including CH5,EC4 developed by our institute were displayed with banners.
- Quality seeds of Tree species are other corner attracted many visitors. An amount of Rs.6440/- was realized from seed sales.
- Bioproducts (Tree Rich Biobooster, TaraRed Jam) and biofertilizers (VAM,NFixer,K-Mobilizer,Biobacilin) developed by ICFRE_IFGTB were displayed for sale.
- Health products like Red Sanders Soap, Aromatic Face Mask had their own customers.
- Publications of IFGTB including Handouts and brochures were distributed to the visitors.
- Queries of the visitors were clarified by Technical Officers deployed in our stall.
- Mobile Applications (TreeGenie, CYCAS yield calculator App.) developed by ICFRE-IFGTB were explained for the benefit of farmers.
- The List of Services provided by our institute, contact details of the Species Experts were also shared.
- The list of farmers volunteering for providing their land for research trials by IFGTB was collected.
- Visitor book was maintained and obtained the details of visitors to our stall.
- An exclusive jeep was allotted for all the days.
- Fair Directory and Participation memento were received.

Agriintex –Team IFGTB

To ensure effective and exclusive display of ICFRE-IFGTB, following team was formed with specific tasks.

Head & Over all in charge: **Dr. K. Ganeshkumar IFS**, CCF

Technical Head:P.Chandrasekaran, CTO, Extension

Technical Team members:

1. Smt.R.G.Anithaa, TO

2. Shri.K.Sureshkumar, TO
3. Shri.R.Velumani
4. Smt.R.Kalaiselvi, TO
5. Smt.S.Sudha, TO
6. Shri.S.Pragadeesh, STA
7. Shri.S.M.Paulraj, Sr.Technician
8. Shri.S.Selvakumar, Technician (Event Coordinator-Agriintex)
9. Shri.M.Venkatrathinam, Technician
10. Shri.Abhijit, Technician
11. Shri.C.Kandasamy
12. Shri.M.Mahalingam
13. Ms.Ann Maria Geogre, MTS
14. Shri.Akilesh, Driver

Conclusion

AgrilIntex, the premier agri-trade fair, serves as an exceptional platform for ICFRE-IFGTB to connect with farmers and stakeholders. The era of conventional extension methods and paper-based dissemination is rapidly fading. To stay relevant and effective, we must embrace AI-driven technologies and modern digital tools in our extension strategies. This is the right moment to rise to the emerging trends of modern agriculture. With focused planning and a more expansive, well-designed setup, our participation in AgrilIntex 2026 can greatly enhance the visibility of the institute's technologies and innovations, reaching a wider and more diverse audience.

DIRECTOR



Inauguration of ICFRE-IFGTB Stall, Agri Intex 2025



Visitors discussing with IFGTB team on the technologies at ICFRE -IFGTB stall



Visitors observing products and publications of IFGTB



Species specific interaction by the visitors



Registering TreeGenie Mobile App



AGRI INTEX 2025 Participation Certificate

