

#### The International Federation of Indigenous Zebu Cattle of India Presents





Asia's largest livestock & Agri Expo

Yashobhoomi, India International Convention and Expo Centre (IICC), New Delhi 14th-16th November 2024

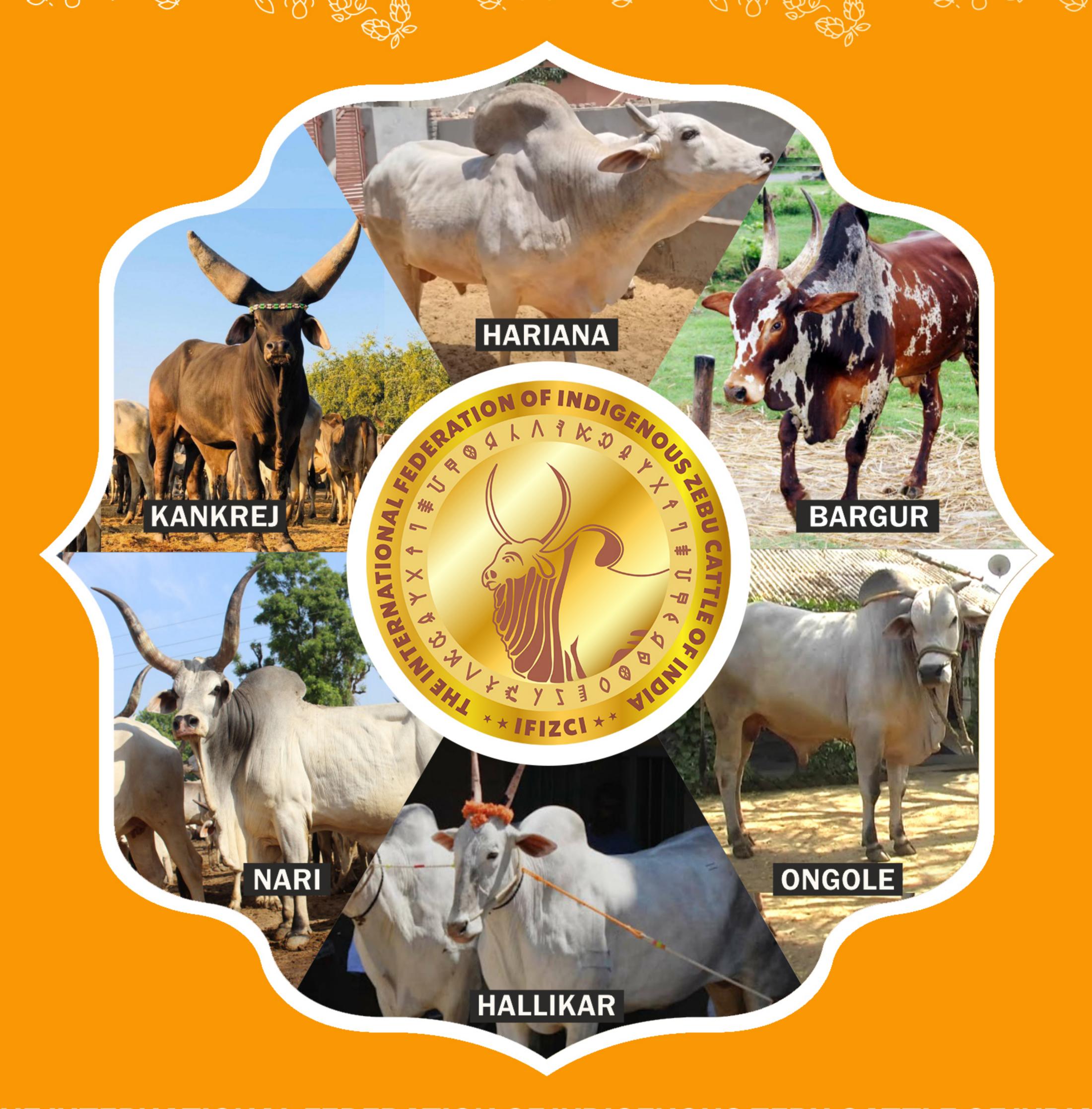












THE INTERNATIONAL FEDERATION OF INDIGENOUS ZEBU CATTLE OF INDIA

#### **ABOUT IFIZCI**

The International Federation of Indigenous Zebu Cattle of India (IFIZCI) stands as a dedicated Indian organization, placing its primary focus on the enhancement of Zebu Cattle breeds and fostering international collaboration. The objective is to preserve the best germplasm and genetics of all Indian Zebu breeds. Through the incorporation of innovative technologies, comprehensive training programs, and ongoing research on nutrition and feeding practices, IFIZCI is committed to elevating the well-being of Indigenous Zebu Cattle. We staunchly advocate policies that support the conservation of these invaluable breeds, while simultaneously facilitating income-generation opportunities for cattle breeders. Our commitment extends to the promotion of sustainable agriculture and fodder production techniques as well as the preservation of traditional cattle rearing practices.









#### ABOUT KGKM

The Kamdhenu Gau Krishi Mahotsav 2024 (KGKM) is the first-of-its-kind, dedicated to showcasing the diversity of Indian indigenous cow breeds and promoting sustainable agricultural practices. Organized by the International Federation of Indigenous Zebu Cattle of India (IFIZCI), this event aims to facilitate all the stakeholders involved in the dairy and agriculture industries in exploring best practices, exchanging knowledge, promoting their products, and establishing a broader network of like-minded individuals in the industry, government, and academia.

The 3-day event promises to be an enlightening experience, featuring 25+ event sessions and 500+ exhibitions, presenting 80+ indigenous cow breeds of India, traditional cattle rearing methods, dairy products, advancements in breed improvement and cow genetics, cutting-edge agrotechnology, and much more.



# **OBJECTIVES**

#### **Knowledge Exchange and Capacity Building:**

knowledge exchange workshops, and discussions, with insights into sustainable agriculture practices and cattle rearing practices.

#### International Collaboration for Breed Improvement:

Foster collaboration with international entities, particularly Latin American programs, to leverage their expertise in breed improvement techniques and adapt them to the Indian context.

#### Showcase of Advanced Agricultural Technology:

Provide a platform to showcase cutting-edge agricultural technologies and innovations, offering participants a glimpse into the latest advancements driving agricultural productivity and sustainability.

#### Promotion of Indigenous Zebu Cow Breeds:

Highlight the cultural, historical, and economic significance of Indian cow breeds, emphasizing their pivotal role in sustainable agriculture, medicine, nutrition, and cultural heritage preservation.

#### Networking and Collaboration for Holistic Development:

Facilitate networking opportunities among farmers, industry leaders, government representatives, and international stakeholders, fostering collaborations that drive holistic development in the agricultural sector, promoting knowledge exchange, technological innovation, and sustainable practices.











#### International Center

At Kamdhenu Gau Krishi Mahotsav, we are dedicated to ensuring a seamless experience for our esteemed members of FICEBU and delegates from Latin and South American countries. Our International Center is designed to cater to your every need, offering a range of services to enhance your participation:

- Refreshments: Enjoy complimentary refreshments to keep you energized throughout the event.
- Language Support: Our team of skilled interpreters and translators will be available to assist you in overcoming language barriers and ensuring smooth communication during your interactions.
- Helpdesk Assistance: The International Center's helpdesk is your one-stop destination for all logistical queries and requirements. From accommodations to commute arrangements, restaurant recommendations to travel plans, our dedicated staff will ensure that your stay is comfortable and hassle-free.
- Concierge Services: Take advantage of our concierge services, which include personalized assistance and guidance to make your visit to KGKM truly memorable.

Experience the warmth of Indian hospitality at our International Center, where every detail is taken care of to make your stay in India a memorable one.

#### WHO SHOULD ATTEND?

- Cow Breeding and Genetics Companies
- Cow Fodder and Nutrition Companies
- Milk Marketing Companies & Co-Operatives
- Dairy Medicine Companies
- Dairy Equipment Manufacturers
- Cow Eco-tourism Centers
- Cow Economic Products
- State Livestock Development Boards
- Gaushala Management Services
- Crop Genetics and Soil Science
  Companies
- Pharma Companies (Ayurvedic, Allopathic
  & Homeopathic)
- Fertilizer and Pesticide Manufacturers
- Tractors & Agriculture Equipments (Manufacturers and Distributors)
- Agricultural and Veterinary Universities
- Agricultural Consultants and Researchers
- Cosmetic and Household Item Producers
- Startups, Incubator Industries & Laboratories
- Banks, Micro Financers & Insurance
  Companies
- Media Houses
- Chamber of Commerce, State Chapters,
  FICCI, ASSOCHAM, NGO Forums





## WHY EXHIBIT?

VISIBILITY: SHOWCASE YOUR PRODUCTS, INNOVATIONS, AND EXPERTISE TO A DIVERSE AND ENGAGED AUDIENCE.

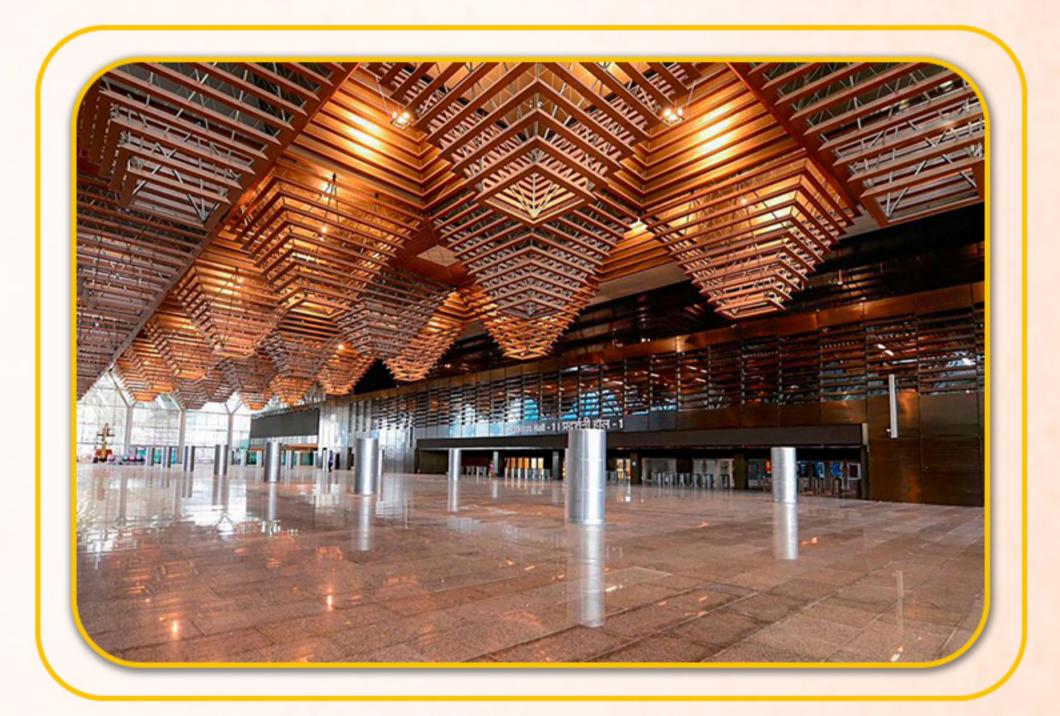
**NETWORKING:** CONNECT WITH INDUSTRY LEADERS, PROFESSIONALS, AND GOVERNMENT REPRESENTATIVES.

GLOBAL EXPOSURE: GAIN VISIBILITY AMONG INTERNATIONAL PARTICIPANTS AND ORGANIZATIONS.

KNOWLEDGE EXCHANGE: BE PART OF DISCUSSIONS, SEMINARS, AND WORKSHOPS ON THE LATEST TRENDS AND INNOVATIONS IN THE INDUSTRY.







#### YASHOBHOOMI

#### **EXHIBIT AT KGKM**

Types of Spaces	Area	Participation Charges (per sq. m)*	
Indoor area Stalls	9 M², 12 M², 15 M², 18 M²	INR	<b>USD</b>
	& above as per requirement	12000*	150
Foyer area Stalls	<b>25 M², 30 M², 36 M²</b>	INR	<b>USD</b>
	& above as per requirement	8000*	100

\*All charges are exclusive of applicable GST.





### KAMDHENU GAU KRISHI MAHOTSAV 2024

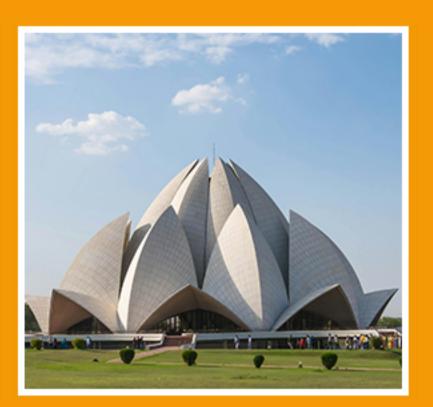
#### Save the Dates!

#### Day 1 13 November 2024 Arrival in Delhi

- Arrive in Delhi, the vibrant capital city of India, where our representative will welcome you with warmth and traditional hospitality.
- Check-in at a handpicked hotel, offering comfort and luxury to ensure a rejuvenating start to your journey.
- Optionally, go for a guided tour of Delhi's iconic landmarks and famous markets.







India Gate

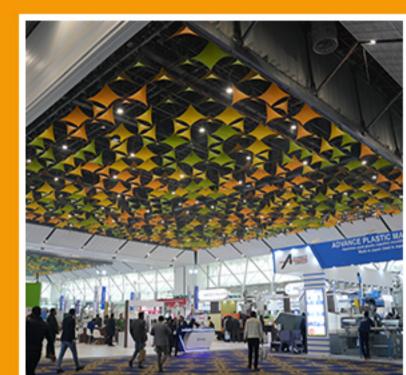
**Akshardham Mandir** 

Lotus Temple

# Days 2-4 | 14-16 November 2024 | Kamdhenu Gau Krishi Mahotsav

- Attend the Kamdhenu Gau Krishi Mahotsav at Yashobhoomi, IICC, New Delhi.
- Exclusive opportunity to interact with the erstwhile Maharajas of India & other esteemed government officials.
- Immerse yourself in the vibrant atmosphere of the event, with cultural performances, showcases of 88 Indian cow breeds, traditional handicrafts displays, and gastronomic Indian delights celebrating India's rich agricultural heritage.



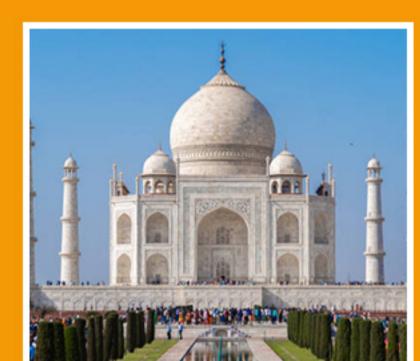




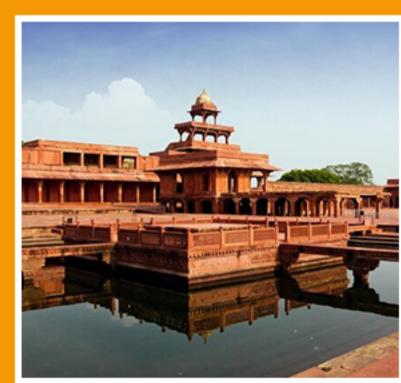
Yashobhoomi, India International Convention Centre and Expo, New Delhi

# Day 5 17 November 2024 Agra - City of Love

- Journey to Agra, home to the iconic Taj Mahal, a UNESCO World Heritage site.
- Marvel at the breathtaking beauty of the Taj Mahal during a guided tour, as you unravel the architectural brilliance behind this timeless monument.
- Explore the historical treasures of Agra Fort and other landmarks, before departing for Ranthambore Tiger Sanctuary.



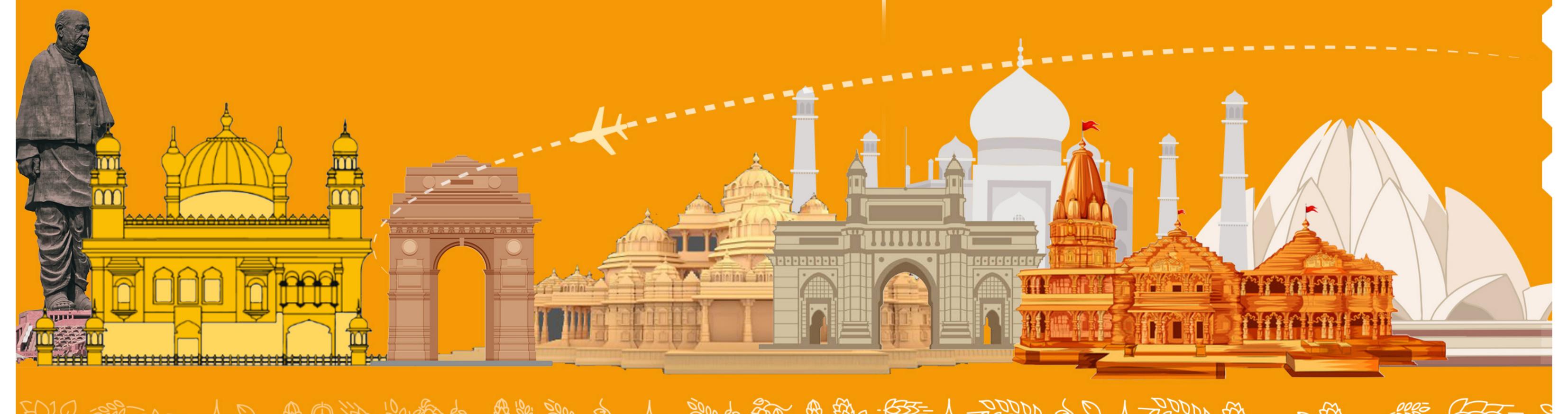




Taj Mahal

Agra Fort

Fatehpur Sikri

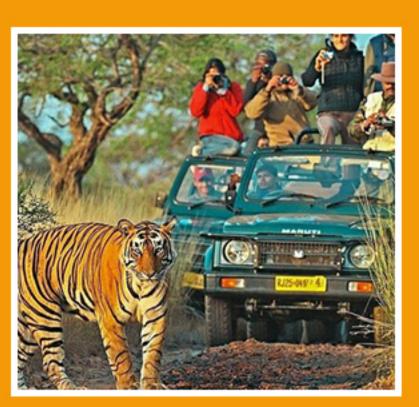


#### Day 6 18 November 2024 Ranthambore Wildlife Safari

- Experience an exhilarating safari through the dense forests of Ranthambore National Park, where you may encounter majestic tigers and other wildlife species in their natural habitat.
- Continue your journey to Jaipur, the 'Pink City' of Rajasthan, renowned for its majestic forts, opulent palaces, and vibrant bazaars.
- Explore Jaipur's vibrant markets, where you can shop for colourful textiles, exquisite handicrafts and traditional jewellery.







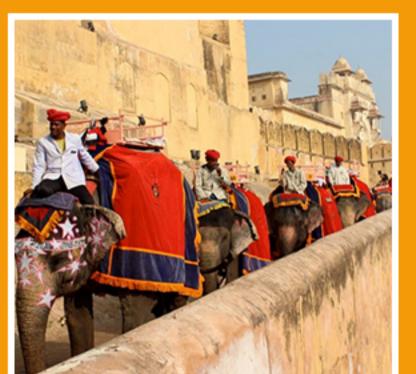
Ranthambore National Park

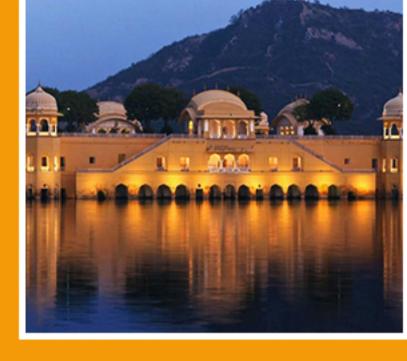
Ranthambore Fort

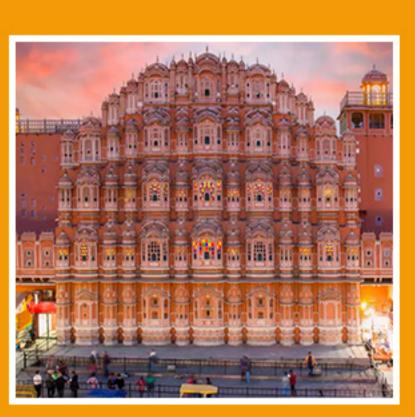
Tiger Safari

#### Day 7 19 November 2024 | Jaipur Cultural Experience

- Start your day with a regal elephant ride to Amber Fort, followed by a visit to Jaigarh Fort.
- Witness a mesmerizing light & sound show at the City Palace in the evening.
- later In the evening, witness the magic of Rajasthan come alive with a cultural extravaganza featuring folk music and dance performances.







**Amber Fort Elephant Ride** 

Jal Mahal

Hawa Mahal

# Day 8 20 November 2024 Porbandar Heritage Tour

- Travel to Porbandar, birthplace of Mahatma Gandhi, and explore its rich cultural and historical heritage.
- Visit local farms dedicated to preserving indigenous Zebu cattle breeds and horses, including the majestic Gir, Guzzera, and Zafrabadi breeds.
- Enjoy a traditional Gujarati lunch before continuing your journey to Sasan Gir, home to the last remaining population of Asiatic lions.



Porbandar





Gir Bull

# Zebu Cattle Breeds

# Day 9 21 November 2024 Lion Safari and Departure

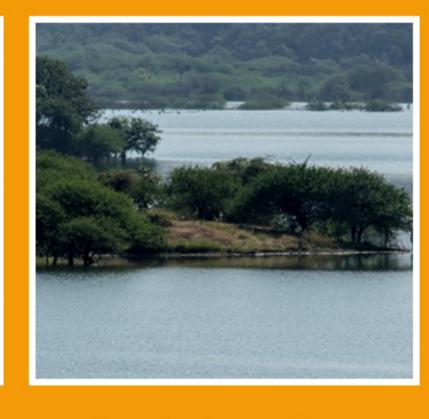
- Enjoy an adventurous safari through Sasan Gir National Park, where you'll have the opportunity to spot Asiatic lions in their natural habitat.
- Bid farewell to the wilderness as you journey back to Delhi airport for your onward flight.





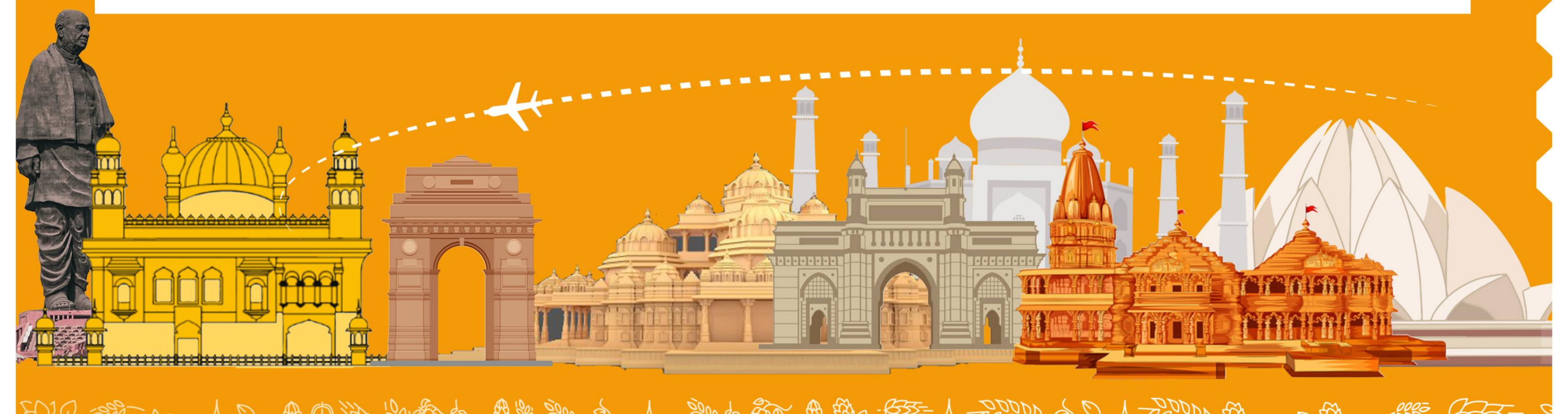


Indian Lions



Kamleshwar Dam

\*If you wish to extend your stay beyond 21 November or customize your personal itinerary, our team will be pleased to assist and advise you.



# RADIANT REVELRY: INDIA'S PREMIER CATTLE CELEBRATIONS

COWS HAVE BEEN AN INTEGRAL PART OF ALL OUR FESTIVALS AND CELEBRATIONS

सर्वदेवनमस्कारः केशवं प्रतिगच्छति।

कुर्वञ्नेवार्चितं भूयः सुपूजा भवेत्ततः।

"All gods and goddesses are present in the body of the cow. Worshipping the cow is equivalent to worshipping Lord Krishna. Performing cow worship leads to the highest form of divine worship."



#### POLA

Celebrated in Maharashtra & Chattisgarh, this festival highlights the importance of cows by acknowledging their crucial part in agriculture and farming activities.

#### GOREHABBA

Gorehabba or Gore Habba is a festival of splashing cowdung on each other. It is celebrated as 'Thanksgiving' by farmers in Gumatapura, Karnataka.





#### Go Bandna

A post-harvesting celebration called Go Bandna, or the festival of the cow. In Bengali, 'go' means cow and 'bandna' means worship. Celebrated by the Santals of Purulia as 'Thanksgiving' to the cows, they offer special baths to their cows. Perform the songs of go-jagania, which protect their cattle from the evil forces of the night accompanied by painting, dancing, music, food and sports.

#### GAIJATRA

Celebrated in the Indo-Gangetic Plain. Cows are marched on the streets in the memory of family members who have passed away. The name roughly translates to Cow's Journey!





#### JALLIKATTU

A traditional event of Tamil Nadu where a bull is released into a crowd & multiple participants attempt to grab the bull's hump on the back with arms & hang on to it while the bull attempts to escape.

#### KHEKRA FESTIVAL

An old tradition performed to worship cows on Govardhan Puja in Nathdwara. Cows' heads are embellished with peacock feathers & their necks are belled. Furthermore cows are ornamented with ghunguroos in their legs and vibrantly painted horns.





#### MOICHARA

The speciality of Moichara lies in the manner it is celebrated, which is marked by cattle race among villagers. This festival is over 100 years old & the primary purpose is to test the capacity of the bulls before the start of cultivation and increase the fertility of the land.

#### BIHU

1st day of Bwisagu is dedicated to cow worship by the Bodos of Assam. Cows are bathed, decorated with garlands, their horns are oiled & turmeric paste on their foreheads.





#### KICCHU HAYISUVUDU

Famous in Mysuru and Mandya, cattle are made to walk through fire to celebrate the festival of harvest. The ritual involves bullocks and their masters running through the flames for warding off evil & bringing good luck to them.



#### GOVATSVA DWADASHI

Govatsa Dwadashi is also celebrated as Nandi Vrat. Nandi is the divine cow in Hinduism who is worshipped on this day. Post worship, they are given food made from wheat. The use of cow's milk & wheat products is prohibited on this day.

# PASUVULA PANDUGA CATTLE FESTIVAL

This cattle festival in Andhra Pradesh is observed to appease the gods for improving & protecting livestock. Cows & bulls are colourfully decorated with trophies attached to their horns to be snatched by the villagers.





### NAGAUR CATTLE FESTIVAL

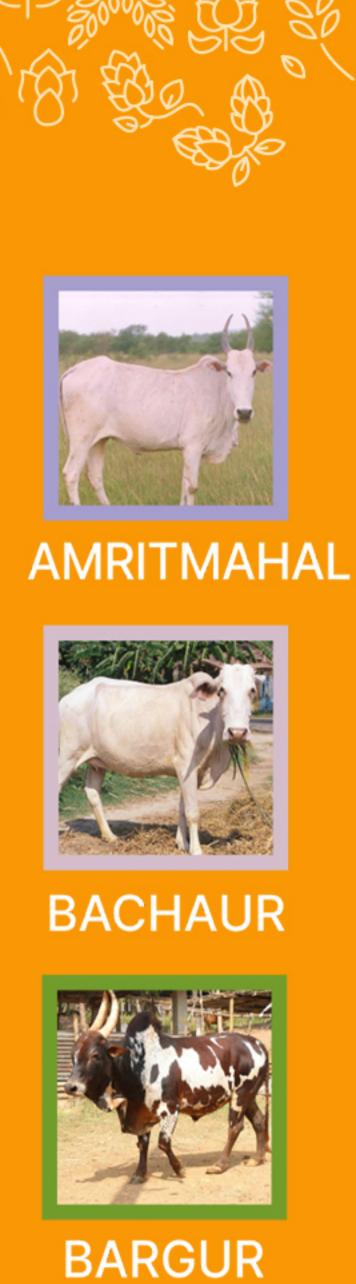
This Cattle Festival is held in the quaint town of Nagaur. Essentially fun events like tug-of-war, camel & bullock races take place along with enchanting folk music of Jodhpur.

#### DEEPALI TIHAR

Cows are worshipped as the vahana (vehicle) of Goddess Lakshmi associated with prosperity. Women show their gratitude to the cow by doing their Aarti & Tikka & feeding them prasad.







DEONI

**GAOLAO** 

**HALLIKAR** 

# **PUNGANUR**

# DANGI

KHERIGARH

ONGOLE (Nellori)

KRISHNA VALLEY

**RED SINDHI** 

# GENETIC RESCURCES



GIR



**GANGATIRI** 



KANGAYAM



**BADRI** 



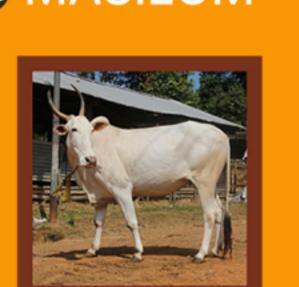
**HARIANA** LADAKHI



**MASILUM** 



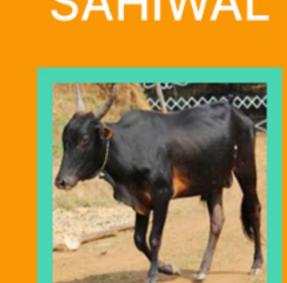
LAKHIMI



KHILLAR KONKAN KAPILA



SAHIWAL PODA THURPU







NARI

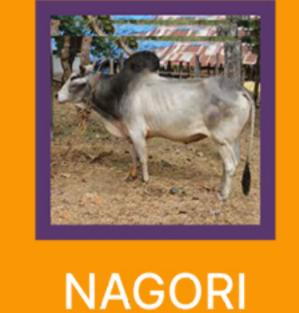




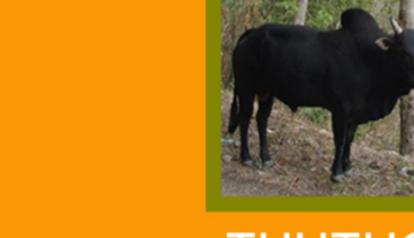
**DAGRI** 



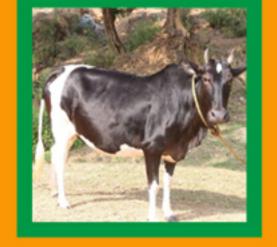




NIMARI

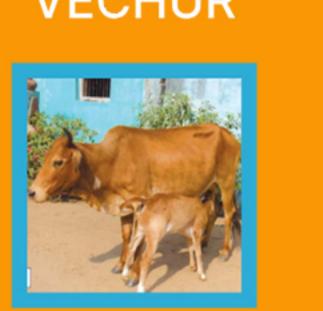


**SWETA KAPILA** THUTHO



**RATHI** 

PONWAR **VECHUR** 



**MOTU** 



**BINJHARPURI** 







KOSALI

BELAHI

PURNEA

**KATHANI** 



**SANCHORI** 



HIMACHALI **PAHARI** 







SIRI

Cow colour coding according to their respective region

THARPARKAR



**KHARIAR** 



**PULIKULAM** 

#### Scan to know more about the event



www.kgkmindia.com

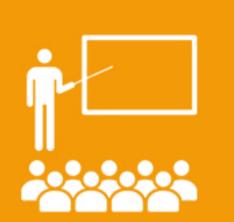


TOTAL EXHIBITORS



20+

**EVENT SPEAKERS** 



25+

**EVENT SESSIONS** 



30+

**SPONSORS & PARTNERS** 

#### Contacts in Latin America

Larissa Veronez Lino Project and Communication Manager

larissa@ifizci.com

+55 16 99326-6930

Ivan Ledic Chief Patreon, Brazil & Latin America ivanledic@ifizci.com +55 34 99172-1021

