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Karnataka as the source for Next Gen Smart Foods

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By **Guest** | October 5, 2018



karnataka-as-the-source-for-next-gen-smart-foods

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Government of Karnataka (GoK) recently organized a curtain raiser event in Bengaluru for the much sought after Organics and Millets International Trade Fair 2019 to be held from 18th to 20th January, 2019.

The event was graced by the presence of H N Shivashankar Reddy, Minister for Agriculture, GoK, Krishna Byre Gowda, Minister for Rural Development and Panchayat Raj, GoK, Maheshwar Rao, IAS, Principal Secretary, Department of Agriculture, GoK, Dr. K G Jagadeesha, IAS, Commissioner of Agriculture, GoK amongst others.

H N Shivashankar Reddy addressed the gathering by speaking at length about the upcoming trade fair. “The second edition of the Organics and Millets International Trade Fair will be the largest congregation of India’s Organic and Millets community. Through this event, we want to emphasise our positioning of Karnataka as the Organics and Millets Capital of India. This flagship event will revolve around the theme- K-Source, celebrating the State of Karnataka as the source for the Next Gen Smart Foods.”

The event also saw the unveiling of the event mascot, event video and the launch of the event website.

“The previous edition of the event saw footfalls of around 1 lakh visitors including farmers, students, businessmen and general public. From the international perspective, we had six delegations participating from US, Japan, South Korea, China, Germany and The Netherlands. Business of around Rs 4.5 Crores was generated across various counters during the three days fair. Business and potential orders generated at the event was to the tune of Rs 107 Crores with MoUs worth 13218 metric tonnes of organic and millet products being signed. Long term

commitments for the next three years are estimated at Rs 340 Crores”, elaborated Maheshwar Rao during his address at the curtain raiser event.

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