

POOPPOLI 2023

International Flower Fest

Regional Agricultural Research Station, Ambalavayal



Organized by
Kerala Agricultural University
 &
Department of Agriculture
 Development and Farmer's Welfare, Kerala

Pooppoli, The International Flower Show and agri-fest, organized jointly by the Kerala Agricultural University and the Department of Agriculture Development and Farmers' Welfare, will be conducted from January 1 to January 15, 2023. The seventh edition of this flower fiesta aims to showcase the potential of floriculture in the high range of Wayanad as well as to foster better collaboration among multi-stakeholders including scientists, farmers, traders and entrepreneurs in the sector.

Thematic gardens and a large collection of flowers are the main highlights of this fest. An agro industrial exhibition is also planned on the sidelines of the event, with more than 200 stalls sprawled over 10 acres with the display and sale of various agricultural technologies, equipments and machineries and value added products. Participants from renowned research and development institutes of ICAR, various stations of Agricultural University, Agriculture department, NGOs as well as private agro firms are expected to participate in the event. Besides, technical sessions such as seminars, farmer-scientist interactions, agro clinic etc. will also be conducted for the benefit of the participants. The visitors will also get a chance to engage in exciting & adventurous games along with various recreational activities. Furthermore, they can also participate in various competitions including flower or bouquet arrangement, pet show and cookery show to showcase their culinary skills and savour local delicacies from the food court. Besides, a range of cultural programmes will add more charm and flavor to the flower fest.

Since 2023 is declared as the International Year of Millets (IYOM) by the Food and Agriculture Organization (FAO), importance of millets will be set as one of the thematic highlights a part of the Pooppoli 2023.

In the previous edition of Pooppoli in 2020, more than 2.75 lakh visitors across the globe, turned up for the event that lasted for 12 days. In 2023 we are planning to make it more exuberant and colourful given the resumption of the fest after the COVID -19 pandemic. More importantly, this flower fest will be a major support to the local communities with the generation of livelihood opportunities and better income. Many games and recreational activities will also be arranged for the visitors.

We are looking forward to your participation and valuable support to the event. You can do this either by providing sponsorships or participating in the agro industrial exhibition of Pooppoli 2023.

For stall booking, sponsorship, and other details, please contact

Event : Pooppoli- International Flower Fest 2023

Date: 1-15 January 2023

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FREE STALL SPACE	60 Sq. Mtrs.	30 Sq. Mtrs.	18 Sq. Mtrs.	12 Sq. Mtrs.	9 Sq. Mtrs.	1 day main stage events	1 day main stage events
ADVERTISEMENT IN FAIR DIRECTORY	Front inner page	Back wrapper page	2 nd page after Introduction	One full inner page	One Half page	One Half page	-
BRANDING IN OUTDOOR MEDIA PUBLICITY	✓	✓	✓	✓	✓	-	-
BRANDING IN THE MAIN ENTRANCE ARCH	✓	✓	-	-	-	-	-
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BRANDING IN THE INVITATION	✓	✓	✓	-	-	-	-
INCLUSION OF LOGO WITH HYPERLINK FROM THE EVENT'S OFFICIAL WEBSITE TO YOUR WEBSITE	✓	✓	✓	✓	✓	-	-

* The acceptance of the sponsorship will be in observance with the Govt. policy in this regard. ADR, RARS Ambalavayal, holds the sole discretion to take the final decision in case of any disputes.