



**DAIRY DEVELOPMENT
DEPARTMENT
GOVT. OF UTTAR PRADESH**



Pradashik Co-Operative Dairy Federation



D.R.E.A.M.S
Dynamic Research Education
and Management Society

INDUSTRY PARTNER



U.P. DairyTech

- CONCLAVE -

2026



Day Conference | Exhibition | Awards | Networking

17th - 18th September, 2026

Gallant Auditorium, Mahayogi Gorakhnath University, Gorakhpur (U.P)



Transforming Uttar Pradesh Dairy Sector

Productivity | Value Addition | Sustainability

www.updairyexpo.in

Background

Uttar Pradesh is India's largest milk-producing state, contributing nearly 17% of national milk output. The dairy sector plays a crucial role in income security of small and marginal farmers, employment generation, nutrition security, and women empowerment

Prime Minister Shri Narendra Modi has also prioritized dairy development as a cornerstone of rural empowerment, focusing on boosting farmer income, strengthening infrastructure, and enhancing animal health under the vision of Atmanirbhar Bharat (Self-Reliant India). Despite various initiatives, the sector faces persistent challenges including:

- ▶ Low per-animal productivity & pure breed availability
- ▶ Fragmented supply chains
- ▶ Limited value addition and branding
- ▶ Inadequate cold-chain and logistics infrastructure
- ▶ Limited access to institutional finance
- ▶ Slow adoption of modern technologies



About the Conclave

The U.P DairyTech Conclave 2026 is conceived as a strategic convergence platform bringing together policymakers, cooperatives, private dairies, farmer producer organizations (FPOs), technology providers, financial institutions, and global experts to accelerate modernization, investments, and inclusive growth in the State's dairy ecosystem.

Event's Agenda

Program Schedule (17 Sep 2026)

09:00 - 10:00	Registration, Networking Tea & Expo visit
10:00 - 12:00	Inaugural Session (State Dairy Vision)
12:00 - 13:00	Session1: Enhancing Milk Productivity & Animal Health
13:00 - 14:00	Session 2: Value Addition, Branding & Market Linkages (backward & forward)
14:00 - 15:00	Networking Lunch & Expo visit
15:00 - 16:00	Session 3: Investment & Export potential of Uttar Pradesh's Dairy Sector: Opportunities & Roadmap
16:00 - 17:00	Session 4: Sustainable & Climate-smart Dairy practices
17:00 - 17:30	HiTea & Expo Visit
19:30-	CEO's Round Table & Networking Dinner

Program Schedule (18 Sep 2026)

09:00 - 10:00	Registration, Networking Tea & Expo visit
10:30 - 12:00	Session1: Modern Feed & Fodder Solutions for Sustainable Dairy Farming
12:00 - 13:00	Session2: Digital Transformation of the Dairy Value Chain
13:00 - 14:00	Networking Lunch & Expo visit
14:00 - 15:00	Session 3: Breeding Excellence & Genetic Improvement for Higher Productivity
15:00 - 16:00	Session 4: Women & Youth led Dairy Enterprises: Empowering Rural Uttar Pradesh
16:00 - 17:00	Dairy Excellence Awards & Valedictory Session
17:00 - 17:30	HiTea & Expo Visit

Focused Sectors

- ▶ Milk Production & Animal Husbandry
- ▶ Dairy Processing & Value Addition
- ▶ Cold Chain, Logistics & Dairy Machinery
- ▶ Animal Nutrition & Feed
- ▶ Veterinary Healthcare, Genetics & AI Breeding
- ▶ Dairy Machinery & Automation
- ▶ AgriTech, DairyTech & Digital Platforms
- ▶ Renewable Energy & Waste-to-Energy in Dairy
- ▶ Banks, NBFCs & Insurance
- ▶ Academia & research institutions
- ▶ Policy makers & implementing agencies

Stakeholders

- ▶ Dairy farmers & FPOs
- ▶ Cooperative societies
- ▶ Private dairy companies & processors
- ▶ Startups & technology providers
- ▶ Banks, NBFCs, insurance firms
- ▶ Input suppliers
- ▶ Exporters & retailers
- ▶ Academia & research institutions
- ▶ Policy makers & implementing agencies

Expected Outcome

- ▶ Actionable policy recommendations for
- ▶ strengthening UP dairy sector
- ▶ MoUs & partnerships across the value chain
- ▶ Increased visibility for dairy entrepreneurs & FPOs
- ▶ Technology adoption roadmap
- ▶ Strengthen public-private collaboration
- ▶ Increased private and institutional investment interest
- ▶ Strengthened FPOs and market linkages
- ▶ Enhanced national visibility of Uttar Pradesh as a dairy hub

Key Highlights

- ▶ 1500+ delegates, stakeholders & rural functionaries
- ▶ 40+ eminent speakers
- ▶ Exhibition & demos
- ▶ CEO's roundtable & networking
- ▶ Buyer-Seller & Investor Networking
- ▶ State Dairy Excellence Awards 2026
- ▶ Dairy Innovation & Technology Showcase
- ▶ Media Coverage & Digital Outreach

Uttar Pradesh Dairy Excellence Awards 2026

- ▶ Progressive Dairy Farmer of the Year
- ▶ Best Women Dairy Entrepreneur
- ▶ Best Dairy FPO / Cooperative
- ▶ Young Dairy Innovator Award
- ▶ Best Dairy Processing Company
- ▶ Best Dairy Startup
- ▶ Best Dairy AgriTech Solution
- ▶ Excellence in Animal Nutrition & Feed
- ▶ Excellence in Veterinary Healthcare
- ▶ Sustainable Dairy Practices Award
- ▶ Dairy CSR & Rural Impact Award



Yogi Adityanath
Hon'ble Chief Minister
Uttar Pradesh



Shri Dharam Pal Singh
Hon'ble Minister, Dairy
Development Department, UP



Shri Mukesh Meshram
Additional Chief Secretary,
Dairy Development, UP Govt.



Smt. Dhanakshi K. IAS
Dairy Commissioner,
Department of Dairy Development

BEGINNING OF A NEW ERA OF WHITE REVOLUTION

RS. 10,881 CRORE APPROVED TOWARDS INITIATION AND SETTING UP OF DDF* FOR 2017-18 TO 2028-29

Implementation of DDF scheme will generate **40,000 direct and 2 lakh indirect employment**

95 Lakh farmers in 50,000 villages will be benefited

Additional milk processing capacity of **126 lakh litre per day** will be created



THE PROJECT WILL FOCUS ON BUILDING AN EFFICIENT MILK PROCUREMENT SYSTEM BY SETTING UP OF CHILLING INFRASTRUCTURE & INSTALLATION OF ELECTRONIC MILK ADULTERATION TESTING EQUIPMENT

[f](#) [t](#) [in](#) [B/JP4India](#) [B/JP](#) [www.bjp.org](#) Read Full - bit.ly/DairyDevelopment

'Dairies backbone of rural economy'

59 MoUs Worth Over ₹3K Cr Inked At 'Dugdh Swarn Mahotsav'

TIMES NEWS NETWORK

Lucknow: Chief minister Yogi Adityanath on Saturday described dairy development as the backbone of the rural economy, highlighting Uttar Pradesh's leading position in milk production.

Speaking at an event at Indira Gandhi Pratishthan, Yogi said the dairy sector was playing a key role in boosting rural incomes and employment.

The event marked the conclusion of the Dairy Development Department's two-day 'Dugdh Swarn Mahotsav 2026', organised to commemorate 50 years of the department with a focus on milk production, rural prosperity and investment in the sector.

Additional chief secretary Mukesh Kumar Meshram stressed the importance of indigenous cattle breeds in strengthening the rural economy,



while dairy commissioner Dhanalakshmi K outlined govt initiatives aimed at retaining UP's top position in milk output. Officials said the department has so far signed 796 MoUs involving investments of over Rs 25,000 crore, which are expected to generate nearly 60,000 employment opportunities across the state.

During the event, 59 fresh MoUs worth over Rs 3,000 crore were signed with leading dairy players, including Ananda Dairy, Gyan Dairy and Param Dairy. These investments are projected to create around 13,000 new jobs.

A govt spokesperson said the dairy sector contributed an estimated Rs 1.72 lakh crore to Uttar Pradesh's gross value addition, underlining its significance in the state's rural economy.

Under the Nand Baba Milk Mission, more than 10,000 beneficiaries have received Rs 84 crore through direct benefit transfer, officials said. In addition, over 4,000 new primary dairy cooperative societies have been formed across the state, benefiting around 1.5 lakh dairy producers directly or indirectly.

SPONSORSHIP OPPORTUNITIES

Principal Sponsor @ 15.0 Lakhs + GST

- Exclusive designation as "Principal Sponsor of the event"
- Prominent logo placement across all event promotion & branding including Advertisements, event branding, social media, etc
- Opening address opportunity during the inaugural session and sharing the dais with the Chief Guest & VIPs
- Premium Stall space of 36sq.mt at most prominent location
- Highest visibility in press releases, media coverage, and post- event communications
- Dedicated brand integration in event videos and highlight reels
- Corporate video can be played multiple times during session breaks
- 6 Dinner passes for Senior Officials
- Company's promotional material to be inserted in Kit Bags

Sponsor @ 7.50 Lakhs + GST

- Exclusive designation as "Sponsor of the event"
- Logo placement across all event promotion & branding including advertisements, event branding, social media, etc
- 10mins speaking opportunity during any 1 Technical session
- Corporate video can be played 4 times during session breaks
- Premium Stall space of 18sq.mt at good location
- Visibility in media coverage and post-event communications
- 2 Dinner passes for Senior Officials

Co-Sponsor @ 5.0 Lakhs + GST

- Exclusive designation as "Co-Sponsor of the event"
- Logo placement across all event promotion & branding including advertisements, event branding, social media, etc
- 5mins speaking opportunity during any 1 Technical session
- Corporate video can be played 2 times during session breaks
- Premium Stall space of 9sq.mt at good location
- Visibility in media coverage and post-event communications
- 1 Dinner passes for Senior Officials

Kit Bags Sponsor @ 3.0 Lakhs + GST

- Branding on all Kit Bags for delegates
- 1 Dinner pass for Senior Officials
- Company's promotional material to be inserted in Kit Bags
- 1 Complimentary 9sq.mtr furnished stall

Main Sponsor @ 10.0 Lakhs + GST

- Exclusive designation as "Main Sponsor of the event"
- Prominent logo placement across all event promotion & branding including Advertisements, event branding, social media, etc
- Speaking opportunity during the Concluding/Technical session
- Premium Stall space of 24sq.mtr at prominent location
- Visibility in press releases, media coverage and post- event communications
- Dedicated brand integration in event videos and highlight reels
- Corporate video can be played multiple times during session breaks
- 4 Dinner passes for Senior Officials
- Company's promotional material to be inserted in Kit Bags

CEOs Dinner Sponsor @ 6.0 Lakhs + GST

- Official status of CEOs Dinner Sponsor
- Presentation slot of 15mins during Dinner event
- Logo to be carried in all Event promotions & branding
- 1 complimentary Stall of 9sq.mtr in Conclave
- Corporate video can be played during session breaks
- 6 Dinner passes for Senior Officials

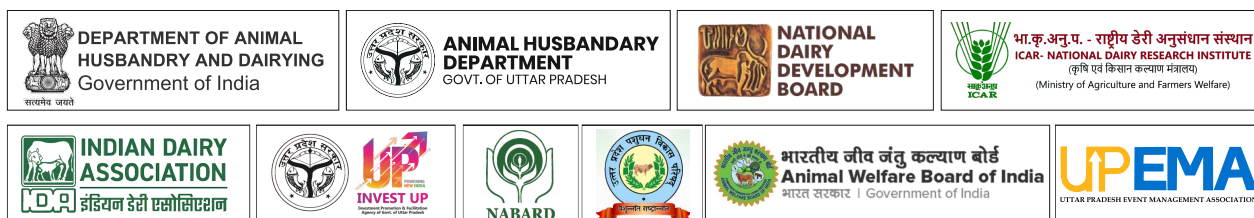
Exhibition Stalls @ 1.0 Lakhs + GST onwards

- Minimum 9sq.mtr fully furnished stall
- Each stall comes with Fascia name, 1 table, 2 chairs carpet, powers socket, spotlights
- Stalls available in other dimensions too 18sq.mtr, 24sq.mtr, 27sq.mtr, 36sq.mtr, 48sq.mtr, etc

BANK DETAILS

Account Name: **TASK Marketing Solutions**
 Bank Name: **The Karur Vysya Bank Ltd.**
 Bank A/C No.: **4402 1350 0000 5078** (Current Account)
 IFSC CODE: **KVBL0004402**
 Address: 4/46, Vivek Khand, Gomti Nagar,
 Lucknow-226010 (U.P)

SUPPORTED BY *



MEIDA PARTNERS *



EVENT MANAGED BY



EVENT SECRETARIATE

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* few confirmations awaited