



किसानों के संग, ग्रामीण समृद्धि के रंग

27th & 28th February, 2026

In partnership with



Sri Karan Narendra Agriculture University (SKNAU)  
Jobner, Rajasthan

[www.rangeelo.co.in](http://www.rangeelo.co.in)

#NDDBRangeelo26



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## About National Dairy Development Board (NDBB)

NDBB is an institution of national importance, founded on the conviction that India's socio-economic progress is intrinsically linked to the development of rural India. Established to promote, finance and support producer-owned and producer-controlled organisations, NDBB has played a pivotal role in strengthening India's cooperative movement.

NDBB's programmes and initiatives strengthen farmer owned institutions and support national policies that are favourable to their growth. Guided by cooperative principles, NDBB has transformed India's rural economy by making dairying a viable and profitable livelihood for millions of dairy farmers, while enabling the nation to achieve self-sufficiency in milk production. Beyond dairying, NDBB continues to support innovative, income-generating activities that ensure sustainable livelihoods for rural communities.

## About NDBB Dairy Services (NDS)

NDS is a wholly owned subsidiary of the NDBB. It functions as the delivery arm of the NDBB for field operations relating to promoting Milk Producer Organisations (MPOs) and enhance milch animal productivity, with a special focus on small and marginal farmers, especially women.

By building robust, transparent, and farmer-owned dairy ecosystems, NDS works at the grassroots to ensure fair incomes, inclusive growth, and institutional credibility. From time tested Artificial Insemination (AI) to advanced reproductive technologies such as In-Vitro Fertilisation (IVF) and Embryo Transfer (ET), NDS is reshaping India's genetic improvement landscape through technology-driven productivity enhancement, market-linked solutions, and farmer-centric services. Building on this strong foundation, NDS has also expanded into Agri Value Chain Solutions to establish organised, efficient, and credible market linkages for agricultural commodities, complementing its core milk procurement and services ecosystem.



## About the Event – Rangeelo

रंगीलो - किसानों के संग, ग्रामीण समृद्धि के रंग

Rangeelo is a farmer centric event designed to bring together farmers, agri & dairy experts and industry stakeholders on a single platform, while celebrating the vibrant cultural heritage of Rajasthan.

Blending knowledge, innovation, sustainability, and culture, Rangeelo aims to empower farmers through learning, engagement, and exposure to modern agricultural and dairy practices driving rural prosperity and inclusive growth.

### Purpose of the Event

- Create a vibrant platform for visitors to learn, engage, and celebrate excellence in agriculture and dairying
- Showcase a grand Pashu Mela, highlighting superior indigenous and high genetic merit animals, best breeding practices, and the pride of farmers
- Demonstrate innovations in agriculture and dairy through live demonstrations and expert interactions
- Enable farmer-expert interactions
- Promote sustainable and circular economy practices
- Celebrate Rajasthan's culture through folk performances, cuisine, and handicrafts



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## Event Highlights

### Knowledge & Innovation Showcase

Live demonstrations of agri and dairy innovations, modern machinery, animal nutrition solutions and health management practices.

### Progressive Farmer Interactions

Experience sharing by progressive farmers, success stories, and peer to peer learning that inspire adoption of best practices.

### Milking Competition & Animal Showcase

The centrepiece of Rangeelo, showcasing superior animals (cattle, buffalo, goat, sheep and camel), best breeding practices, and the pride of farmers celebrating excellence, productivity, and farmer ownership.

### Exhibition & Experience Zones

Agri & Dairy and associated organisations, startups, MPOs/FPOs, circular economy solutions, and farmer centric services under one roof.

### Culture, Crafts & Cuisine

Vibrant folk performances, traditional handicrafts, and regional cuisine celebrating the cultural soul of Rajasthan.

### Event Highlights

- Inauguration
- Agri & Dairy Tech Demonstrations
- Milking Competition
- Talk Shows
- Progressive Farmer Sessions
- Technical Sessions
- Policy Dialogue
- Award Felicitation
- Cultural Performances





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## Exhibitors from

### Dairy & Livestock Enterprises

- Dairy Enterprises
- Dairy startups
- Dairy automation & dairy tech companies
- Cattle & poultry feed manufacturers
- Breed societies, semen stations & genetic solution providers

### Agri & Farm Solutions

- Agricultural farm equipment manufacturers
- Farm mechanisation & automation companies
- Agri-tech companies (digital advisory, traceability, AI, IoT)
- Seed companies

### Animal Health & Nutrition

- Veterinary & pharma companies
- Animal nutrition, supplements & mineral mixture brands
- Vaccine and animal healthcare solution providers

### Renewable & Sustainable Solutions

- Solar energy & renewable power solution providers
- Biogas, slurry management & waste to energy companies
- Water management & irrigation solution providers

### Financial Services

- Banks, NBFCs
- Insurance providers (livestock & crop)

## Participants from

### Agri-Dairy Enterprises:

To showcase innovations, machinery and farmer centric services.

### Financial Institutions:

To provide information on policies and financial support.

### Farmers & Dairy Producers:

To modernize their operations and maximise productivity through Smart Dairy Solutions and IoT-based monitoring.

## Visitors Profile

- Dairy Farmers
- Milk Processors & Dairy Co-operatives
- Agri-Entrepreneurs
- Value Added Product Manufacturers
- Industry Experts
- Students & Researchers

