

Invitation to apply for Exhibition Spaces at the ASHA Kisan Swaraj Sammelan, Kolkata (Science City), Oct.29-31 2026

The 6th ASHA Kisan Swaraj Sammelan for Eastern/North Eastern India in Science City of Kolkata on Oct.29, 30 & 31 2026 will feature a limited number of exhibition spaces (around fifty) for organic and natural farmers, farmers' groups/collectives, registered non-profit organizations, private entrepreneurs, and (quasi-) government agencies & departments. There will also be a BioDiversity Exhibition of traditional seed diversity as well as uncultivated foods of the region. In addition to around 500 participants of the Sammelan, consumer footfall of Kolkata is expected. These exhibition spaces provide an opportunity to sell organic and natural farm produce, showcase initiatives and projects related to organic and natural farming, display tools, implements and small-scale processing units, and share books, literature, IEC materials, and other resources that promote sustainable agriculture.

To ensure that the Sammelan remains a space that upholds the values of organic and natural farming, there are a few important guidelines to keep in mind while applying for space. Please read the guidelines below carefully before applying.

Who can apply

Anyone from across India can apply, falling under specific categories listed above (individual verified practitioners of organic/natural farming, farmers' collective, CSOs, social enterprises, government departments/agencies). However, priority will be given to those from Eastern and North-eastern states of India. Different rates apply for different categories of exhibition spaces and organisers reserve the right to assess if the application is under the appropriate category or not.

- Kisan Haat (for Individual organic/natural farming farmers, living in villages and having no other income than farming to sell their own farm produce: Rs.2700/-
- Farmers' Collective (FPO, Farmers' Cooperative, SHG, Micro credit group): Rs. 7000/-
- Non-profits having 12A certificate: Rs. 12500/-
- Private entrepreneurs, Semi Govt and Govt Departments/Agencies: Rs. 15000/-
- Live food counter applications are also invited. Reasonable & possibly different rates for each of the stalls will be communicated by the exhibition stall committee directly to short-listed stalls.

The space rates do not include accommodation and organic food for all meals for all three days of Sammelan, and include only the exhibition space. All applicants cleared for the exhibition have to separately register as Participants. For Kolkata based exhibitors, please note that there are Day Registrations for Participants, fixed at Rs.500/person/day, which includes organic lunch but not accommodation and breakfast & dinner.

Space Confirmation and Allocation Procedure

- a. Please note that **submission of an application** online does not guarantee allocation. Spaces are limited and will be allocated only after the screening and selection process. The organisers reserve the right to decline or withdraw the table space at any stage, including during the Sammelan, if the organisers determine that the applicant or activities do not comply with the stated guidelines or the spirit of the event.
- b. A **Screening Committee of the organisers** will scrutinise each application and decide to progress to the next stage with some of the applications after verifying if the application fits into the non-negotiable standards set for organicity, appropriate messaging and plastic-free status of each applicant.
- c. A **Declaration Form** (annexed) has to be filled after the initial application, where sourcing of products is declared transparently, filling out all the details requested.
- d. The Screening Committee will look at this data also, and then seek an **Undertaking** from the applicant (format annexed).
- e. Based on the filled undertaking, payment links will be provided to the applicants for payment.
- f. Only after successful payment of the appropriate fee will the Exhibition Space be considered as confirmed. A message to this effect will be sent to the applicant.

Physical space and amenities provided during the sammelan

- a. For the Kisan Haat, one table space will be provided - Table size will be 5 X 3 ft.
- b. For FPO & CSO exhibitors, two table spaces will be provided of the above dimensions.
- c. For private enterprises and government agencies/departments, bigger table space with racks will be provided.
- d. You can sell cooked items of completely organic food - If you want to set up a Live Counter, kitchen space will be provided but you need to organise your oven etc. For the Food Festival, one table space will be provided per approved application. Table size will be 5 X 3 ft

Objectives:

1. To showcase proof of concept that alternatives to chemical farming as well as to the use of chemicals in daily life exist and are viable. Similarly, that appropriate technology exists.
2. To provide marketing and networking opportunities to genuine organic farmers and their groups.
3. To appreciate the effort of people who are innovating and working tirelessly to find solutions to agriculture, health and environment-related problems such as use of agrochemicals & GMOs, chemical additives in food, wrong food choices and inappropriate scale or process in mechanization/tools/implements.
4. To promote concepts, technology and products leading to environmentally sound, safe to health choices while reducing drudgery, especially of women.

Principles and guidelines:

To ensure a fair, transparent, and consistent experience for all participants, ASHA has prepared a detailed set of guidelines outlining the rules and requirements for participating in the Sammelan. All applicants are expected to read these guidelines carefully and comply with them throughout the event. For the detailed guidelines, please read them here.

1. **Farmer First:** Fully converted genuine organic farmers, their collectives, women and their groups, people living in villages will be given priority over intermediaries /non-farmer entrepreneurs, NGOs and urbanites.
2. **Fully Organic ONLY:** Processed foods displayed and sold should also be fully organic, including all the ingredients. The idea is that small ventures that are producing value added products mainly with organic ingredients but currently using some non-organic ingredients should be hand-held and motivated to go fully organic using this opportunity. If it is a problem of sourcing, they have to let us know and we will arrange for the supply of organic ingredients. **All raw farm products have to be from organic/natural verified/refereed farms only, and Disclosure Form should reveal sourcing.**
3. **Agricultural inputs:** Organic/Natural Farming related agricultural inputs may not be displayed or sold at the Sammelan, except when they are produced and sold by genuine natural/organic farmers, small FPOs, or government agricultural universities and institutions.
4. **Trust based** on transparency and traceability and reference from network people will be the main criteria to screen products and people.
5. Apart from farm produce, **forests and aquatic harvest are allowed** if harvested on a sustainable basis, and verified to be so.
6. Animal products will not be considered as we have not formulated the process to set standards about their organicity within the network. Exceptions will be considered only at the discretion of the screening committee members.
7. **Exaggerated claims** related to yield, results, ingredients, proportions, profit shares etc. about products and people **will not be entertained.**
8. **Farm tools and equipment** having less than 20 HP capacity as well as **educational materials** related to organic / natural farming and green lifestyle **will be allowed.**
9. **Reasonably Priced:** Products should be reasonably priced (organizers expect that at least 70% of MRP should go to the original/primary producer).
10. **Organizers reserve the right to make exceptions** related to concessions in registration fees, rights with regard to screening products on display/sale or about some individual or their group keeping in view the benefit of the event and its objective. Such exceptions cannot be used as an example or precedent for any other case.
11. **The organizing committee will not approve products which require technical skill beyond the committee's capacity.**
12. Organizers are sensitive to financial limitations of applicants. At the same time, applicants are requested to try to contribute to the cost of this event which is supported by voluntary donations & registration fees. Organisers will also take the liberty to request additional payments from certain applicants and hope that they will cooperate, in the spirit of building a self-reliant movement, where entities cross-subsidise each other.
13. Filling the form or paying full fees will be considered that the applicant has read and agreed to rules.

14. Organizers reserve the rights to cancel the space provided, stop display/sale of any product/material if found problematic without giving any reason.
15. Organizers will seek an undertaking from the Applicant of products on display/sale and ingredients used for preparation as well as information on sourcing of materials. The Committee might also ask for references in the organic farming movement of the state, to proceed with the scrutiny process.
16. The approved applicant is responsible for being compliant with regulatory requirements related to FSSAI and GST.
17. Organizers reserve the right to give concession to any applicant. This is purely discretionary and the decision of the organisers is final. Organisers may also change the category of the Application, irrespective of how the applicant has filled out the application, if found that the correct category has not been chosen.

During the Sammelan

18. **Only cloth banners will be allowed.** Use of flex or plastic based material for display is not allowed.
19. Only screening-committee-approved biodegradable and non-synthetic packing to pack the products, or bulk vending will be allowed.
20. Each table must be clean and maintained neatly/tidily throughout the Sammelan. Use of a dustbin is a must. No wastage to be generated during and after the Sammelan.
21. Please **take charge of your table well in advance so that it is ready before 9.00 am of the first day**
22. Please ensure that the allocated **space continues its display/sale until 6 pm of third and last day.** Early winding up is discouraged.
23. There will be a common security arrangement for the event. However, security & safety of each table will be the owner's responsibility.
24. Decorating tables and the space immediately behind the table with natural materials is highly encouraged. Synthetic material like plastic, thermocol, synthetic fibres is not allowed.

A note on packaging: A commitment to conscious and sustainable consumption

This very often comes up in our discussions with participants while conducting an event, hence we are writing a separate note on it. At ASHA, we see organic farming as much more than simply producing with organic inputs and methods. We also want to encourage conscious consumption and environmentally responsible practices. In keeping with this philosophy, the ASHA Sammelan and all associated exhibitions are strictly one-time-use-plastic-free (no plastic that is used once or just a few times and thrown). This applies not only to the materials used at your space (no flex banners, for instance), but also to the packaging of products brought to the Sammelan. Packaging that contains one-time-use plastic, including packaging that may appear to contain only a small amount of plastic, will not be permitted.

The following are strictly prohibited:

- One-time-use plastic packaging and carry bags
- Aluminium foil
- Flex banners
- Thermocol
- Littering of any kind

We encourage all participants to think creatively about reusable, recyclable, compostable, and otherwise environmentally responsible alternatives. The exhibition can become vibrant when we go beyond environmentally harmful packaging, and truly embrace ecologically sustainable practices.

For clarifications please contact Nivedita at 9962043710

Annexure 1:

DISCLOSURE FORM TEMPLATE (to be filled after initial application is submitted online)[illegible]

Annexure 2:

UNDERTAKING

I have read and understood the conditions specified by ASHA-Kisan Swaraj in its detailed note along with the Invitation to Apply for Exhibition Spaces and agree to abide by these, including specifically to the 100% organic conformity/sourcing and to remain plastic-free. All decisions made by the organizing committee are final and binding.