



**Institution of Agricultural Technologists®, Bengaluru
and
ICAR Agricultural Technology Application Research
Institute, Bengaluru**

Jointly organize

NATIONAL POMEGRANATE TECHNICAL CONCLAVE 2026

" Sustainable Cultivation to Global Markets"

In association with

Karnataka Agri Business Development Corporation

Karnataka State Agricultural Produce Processing and Export Corporation Ltd

Karnataka State Department of Horticulture

Agricultural and Processed Food Products Export Development Authority

Jain Irrigation Systems Pvt Ltd



Date: October 3, 2026 (09.00 am onwards)

**Venue: Institution of Agricultural Technologists (IAT),
Queens Road, Bangalore – 560052**



1. Background

Pomegranate has been known for its strategic value as climate smart crop under the emerging challenges like drought and groundwater depletion. It is known for its worth in improving the farmers' income and contributing to entrepreneurship and livelihood opportunities. With an annual production of about 31.96 lakh tonnes from 2.76 lakh hectares cultivated area in the year 2022-23, India is the largest producer with around 48% share globally.

Pomegranate cultivation has expanded significantly across the dryland districts of Karnataka during the past two decades. Initially, the North Karnataka districts such as Vijayapura, Bagalkote and Koppal harvested the benefits of pomegranate cultivation in a big way. Later on, Southern districts of Karnataka viz., Chitradurga, Tumakuru, Ballari, Chikkaballapur, and Bengaluru Rural have witnessed substantial growth due to the crop's high profitability and suitability to limited water and rainfall conditions.

2. The Need for the Technical Conclave

Pomegranate cultivators in Southern Karnataka have been facing several issues from planting material, package of practices for agronomical, nutritional, disease and pest management aspects. Very high input cost, non-availability of timely and complete advisory services and marketing uncertainties have severely hampered the prospects from pomegranate cultivation.

Most farmers are in need of enlightenment on following aspects of pomegranate cultivation:

- **Bacterial Blight** is one of the most devastating threats, affecting the yield, quality of fruits as well as the economics of cultivation.
- **Anthraxnose**, a fungal infection driven by high humidity and warm rainy conditions causes dark, sunken black patches on fruits, affecting the quality and marketability of fruits.
- **Wilt & Fruit Rot problem** trigger tree wilt and internal decay that ruin plant life, yield and profitability.
- **Fruit Borers & Butterflies** drill into developing fruit, ruining quality and causing severe yield drops.
- **Sucking Pests:** Aphids, mealybugs, thrips, and scales suck vital plant nutrients and deform young leaves and flowers.
- **High Production Costs:** Farmers face steep expenses for specialized fungicides, antibiotics, pesticides, and liquid fertilizers.
- **Environmental Stress:** Irregular watering triggers flower drop, while excessive rains and humidity spike disease rates.
- **Marketing Constraints:** High transport costs, lack of cold storage chains, and heavy middleman commissions squeeze farmers income.
- **Organic management practices** to control pests and blight are urgently needed.
- **Recommended micronutrient sprays** for deficiency correction is not readily available.
- **Proper orchard spacing and sanitation** guidelines are required for different agro-climatic situations.



The Pomegranate Technical Conclave is a modest effort to bring all stakeholders in one platform and facilitate an open-minded and open-hearted exchange of solutions relevant to Southern Karnataka.

The technical conclave happily seeks to identify and disseminate successful production models by bringing together progressive growers and supporting institutions.

Though India is the largest producer of pomegranate, its export share in world trade of pomegranate is lesser in comparison to China which has lesser area than India. The technical conclave strives to make an honest effort to identify ways to link farmers to markets both local, national and international.

3. Objectives

The Technical Conclave aims to:

- Educate and enlighten the participants on scientific production protocols.
- Reduce indiscriminate pesticide usage and promote residue-free production.
- Optimize productivity through balanced and integrated management of resources
- Connect farmers with domestic and export marketers and improve competitiveness.
- Network Pomegranate farmers clusters and strengthen farmers collectives.
- Improve income through value addition.
- Facilitate institutional finance.

4. Collaborating Organisations

Scientific Institutions

- ICAR National Research Centre on Pomegranate, Solapur
- University of Horticultural Sciences, Bagalkote
- University of Agricultural and Horticultural Sciences, Shivamogga
- University of Agricultural Sciences, Bengaluru
- ICAR Indian Institute of Horticultural Research
- ICAR Agricultural Technology Application Research Institute (ATARI) Bengaluru
- Krishi Vigyan Kendras in Karnataka

Government Departments

- Karnataka Agri Business Development Corporation
- Karnataka State Agricultural Produce Processing and Export Corporation Ltd
- Karnataka State Department of Horticulture
- Agricultural and Processed Food Products Export Development Authority



Industry Partners

- Plant material producers
- Bio-input manufacturers
- Micronutrient manufacturers
- Irrigation companies
- Domestic and Export Marketers
- Pack houses and Cold chain operators
- Packaging companies

5. Resource Persons:



Dr. Shilpa Parashuram
Plant Breeder, NRCP



Dr. K.B. Patil, VP,
Jain Irrigation Systems



Dr. G. Manjunatha
Assoc. Professor
CoH, Mysuru



Dr. N. Manjunatha
Pathologist, NRCP



Dr. G. Basana Gowda
Entomologist, NRCP



Dr. Suresh Ekbote,
Prof., CoH, Hiriya



Dr. H.K. Shivakumar
CEO, KABDC
& GM, KAPPEC

Major topics and issues to be discussed:

1. Choosing the right planting material – varieties, sources and procurement
2. Soil health management – preparation, maintenance, reclamation
3. Nutrition scheduling and crop health management
4. Water regulation and optimization
5. Pruning and flower regulation for yield and quality sustenance
6. Export considerations and standards attainment
7. Cost reduction and profit maximization
8. Mechanisation and Labour management
9. Post harvest handling, storage, packing and transportation
10. Market dynamics : understanding and harnessing the physical and online markets
11. Orchard rejuvenation and rehabilitation



6. Target Participants and Districts

Participants:

- Pomegranate farmers
- Scientists
- Extension officers
- Entrepreneurs
- Plant Nurseries
- Pomegranate FPOs
- Input companies
- Bank officials
- Export and Local Marketers

Target districts: (Farmers from other districts are also welcome)

- Chikkaballapur
- Kolar
- Bengaluru Rural
- Bengaluru South
- Tumakuru
- Chitradurga
- Ballari



Scientists interacting with Farmers in a Problematic Pomegranate Field

7. Programme Schedule (Tentative)

Time	Programme details	Responsibility
09.00 – 09.45	Registration	
09.45 – 10.30	Inauguration	
10.30 – 10.45	Goal Setting : Farmers Issues and Expectations	Representatives from Pomegranate Growers Associations, FPOs
10.45 – 11.15	Pomegranate Cultivation in Karnataka – Agro climatic suitability, Varieties and Planting material	Dr.Mrs. Shilpa P Sr. Scientist, NRC Pomegranate
11.15 – 11.45	Tissue culture: Role in management of pomegranate	Dr. K.B.Patil, Vice President, Jain Irrigation Systems
11.45 – 12.00	TEA BREAK	
12.00 – 12.30	Soil health based Crop Management	Dr. G.Manjunatha, Assoc.Professor, CoH, Mysuru, UHS
12.30 – 13.00	Pomegranate diseases: Causes, Prevention and Integrated Management	Dr.M.N.Manjunatha Sr. Scientist, NRC Pomegranate
13.00 – 13.30	Pomegranate Insect Pests: Identification, Prevention and Integrated Management	Dr. BasanaGowda Sr. Scientist, NRC Pomegranate
13.30 – 14.30	LUNCH BREAK and visit to exhibition stalls	
14.30 – 15.30	"Farmers Ask—Experts Answer" A moderated panel featuring scientists, successful farmers, exporters and horticulture officers.	Chair: Dr Benagi, Ex VC, UAS Dharwad Co-chair: Dr Suresh Ekbote, CoH, Hiriya & Resource Persons
15.30 – 16.00	Government schemes and support systems	Mr. Shivakumar, CEO, KABDC and GM, KAPPEC
16.00 – 16.15	TEA BREAK	
16.15 – 16.45	Pomegranate export opportunities	Mr. U.Dharma Roa AGM, APEDA
16.45 – 17.15	Industry Perspectives : Inputs and services	Private Sector Participants
17.15 – 17.45	Market opportunities: Fresh and Processed Pomegranate	NinjaCart and other market players
17.45 onwards	Closing session and Recommendations	Dr. A B Patil, Dr. V I Benagi Dr. Sharan Angadi Dr. Hittalamani



8. Exhibition

The companies providing soil and water testing, nursery plants, drip irrigation, pruning equipment, fertigation systems, biopesticides, diagnostic tools, drones, packing material, etc will be provided with stalls for display of their products. Rs 5000/- per stall shall be charged. Since we have limited stalls, it will be on first come first serve basis. **The last date to book the stall is 27.09.2026.**

9. Power Point Presentation opportunity for Private Sector:

Selected THREE private sector stakeholders shall be given 10 minutes each under the session “Industry Perspectives: Inputs and services” to make presentation about their products and services, on payment of Rs 5000/-. **The last date to book the slot is 27.09.2026.**

Selected THREE domestic market players, exporters, processed products manufacturers, shall be given 10 minutes each under the session “Market opportunities: Fresh and Processed Pomegranate” to make presentation about their services, on payment of Rs 5000/-. **The last date to book the slot is 27.09.2026.**

10. Expected Outcomes

- Understanding the ground realities and burning issues with respect to pomegranate cultivation and marketing in Southern Karnataka from farmers perspectives
- Scientific production protocols and solutions to farmers problems
- Farmers networking with Scientists, Input providers, Service providers, Exporters and Domestic Market players
- Policy Recommendations to Government and Development Departments

11. Registration, Payment details and reaching the venue

- 250 Pomegranate Farmers on first-cum-first basis. However, the last date is **27.09.2026**
- Registration Fee: **₹500 per participant** (Includes: Registration Kit, Pomegranate Literature, Breakfast, Lunch, Tea and Certificate).

Bank Account No.: 0431101028321, Canara Bank, Queens Road, Bengaluru
IFSC code: CNRB0000431





Event Directors



Dr. V.I. Benagi,
Vice President, IAT,
Bangalore



Dr. M.J. Chandre Gowda,
Principal Scientist, ICAR
ATARI Bengaluru



Dr. A.B. Patil,
President IAT,
Bangalore



12. Enquiries and How to reach the Venue:

Contact: Technical
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