



**ORGANIC MELA**



6TH VISAKHA ORGANIC MELA

Farmer First - Sustainable Future

Sponsorship Models

Our Website
www.organicmela.org



EVENT OVERVIEW

December 4th, 5th, 6th, and 7th 2025

Largest gathering of farmers and farmer producer companies doing organic and natural cultivation.

Over 4.2 lac visitors expected

- Farmer First Pesticide Free Resolution
- Unique Blend of Rural, Urban, Educated Farmers
- Start-ups & Eco brands brands
- Leading Organic food brands
- Core Pillars: Natural Farming | Sustainability Innovation | Community



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VISION & MISSION



Our Vision

To become a largest platform in the country by bridging natural farmers, consumers and agri innovators and build a chemical-free future.



Our Mission

To empower farmers through fair pricing and direct market access, educate citizens on sustainable living, foster agri-tech innovation that drives rural transformation, and ensure a plastic-free, eco-conscious future through collective awareness and responsible action.



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WHY VISAKHA ORGANIC MELA?

6 SUCCESSFUL YEARS OF TRUST & GROWTH

- Farmer First Focus: 50 % stalls for natural farmers & FPOs
- Public Impact: 4 days of learning, shopping & community engagement
- Eco Leadership: Zero plastic policy & waste segregation
- Economic Impact: ₹ 3 crore worth direct farm transactions expected
- **Entire city wait for this event in December**

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SPONSORSHIP STRUCTURE



Title Sponsor (1)

- Exclusive branding on main stage, & media
- Event entrance, social media, hoardings across the city etc.,
- 3 exclusive stalls

INR 20 lacs



Powered by (1)

- Logo on press note, backdrop, website header
- Title, social media and all media briefings
- 2 exclusive stalls

INR 10 lacs



Associate Sponsor (4)

- Prominent banner & digital visibility
- In media briefings and on the LED screen
- 1 exclusive stall

INR 5 lacs



Co-Sponsors (10)

- Logo placement on stalls and volunteer T-shirts
- In media briefings, LED Screen

INR 2 lacs



Digital Media(30)

LED physical display of your story in a prominent place in the mela

INR 10k

Sponsoring the Organic Mela means investing in a movement that empowers farmers, educates citizens, and drives sustainable innovation.

It's not just an event - it's a commitment to building a fair, green, and self-reliant Bharat.








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SPONSORSHIP BENEFITS

| Visibility Channel | Title | Powered By | Associate | Co-Sponsor |
|-----------------------------------|--------------|---------------|-----------|------------|
| Logo on Main Stage Backdrops | ✓ | ✓ | ✓ | — |
| Social Media Tags (Posts & Reels) | ✓ 10x | ✓ 6x | ✓ 3x | ✓ 1x |
| Website & Booking Page Logo | ✓ Top banner | ✓ Mid section | ✓ Footer | ✓ Footer |
| Press Note Mention | ✓ | ✓ | ✓ | — |
| FM Radio Shout-out | ✓ | ✓ | — | — |
| Stall Branding Rights | ✓ | ✓ | Optional | — |
| Complimentary Stalls | 3 Premium | 2 Prime | 1 Regular | — |

MARKETING & MEDIA REACH

-  **Social Media**
Target reach 5 L+ (Instagram, FB, YouTube reels)
-  **Press Coverage**
Local & state media – Hello Vizag, Eenadu, Sakshi, Times of India
-  **FM Radio**
City-wide jingles & interviews
-  **Outdoor Branding**
Entry arches, banner corridors, road signs
-  **Community Events**
Pre-mela workshops at schools & colleges



6th Visakha Organic MELA 2025

4th, 5th, 6th, 7th December

largest gathering to promote cow based organic farming & create awareness on natural farming

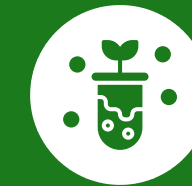
ENTRY FREE



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CSR ALIGNMENT

Join hands to create a social impact especially from Agri, Banking, Energy, FMCG, Healthcare, Education sectors



Rural Livelihood Development

Empowering rural communities through sustainable farming and skill-based livelihood opportunities.

Farmer Skill Building & Market Linkage

Enhancing farmers' skills and connecting them to fair, profitable markets for sustainable growth.

Sustainable Practices & Climate Action

Promoting eco-friendly farming and community-driven initiatives to combat climate change and protect natural resources.

Women Entrepreneurship in Agri Value Chains

Enabling women to lead, innovate, and earn across the agri value chain — from production to processing to direct market access.



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GALLERY



Glimps of the previous organic melas



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Thank You For Your Support

More Information:



Our Website

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Supporting Organisations



Our Location

 Andhra University, Vizag