

National Seed Association of India
INDIAN SEED CONGRESS, 2013
Activity Report



INDIAN SEED CONGRESS, 2013
8 - 9 February, Gurgaon (NCR), India

Seeds of Change

Enabling The Ever Green Revolution



nsa

National Seed
Association of India



Indian Seed Congress 2013

- **National Seed Association of India (NSAI)**, the apex organization of the Indian seed industry was established in 2007 with the Vision to create a dynamic, innovative and internationally competitive research based industry producing high performance, high quality seeds and planting material which benefit farmers and significantly contribute to the sustainable growth of Indian Agriculture.
- To accomplish this vision, amongst other initiatives NSAI has been organizing **Indian Seed Congress, 2013 (ISC'13)**; the fourth edition of the mega industry event was organized at The Leela Kempinski, Gurgaon (NCR) on 8-9 February, 2013 on the theme “**Seeds of Change – Enabling The Ever Green Revolution**”.
- The concept of ‘Seeds of Change’ for this years’ event was to project growing involvement of technology and research & development in development of Indian Seed Industry, ushering in genetically superior seeds which are high performing and adaptable to wide range of agro-climatic zones. This perspective brings in important change in lives of farmers through better and safe productivity of crops and vegetables, ultimately leading to their food, nutritional and economic security.



- After the great journey of Green Revolution to make India a self reliant agricultural country, a new era began in the early 90s when private seed companies jointly working with government and international bodies have brought in a paradigm shift in Indian agricultural scenario. The R&D investments in the seeds and biotechnology sector jumped from less than USD 5 million in mid 1990s to around USD 90 million in 2008/9
- This Congress in past attracted participation by representatives of all major stakeholders including industry (seed & allied), policy makers, developmental agencies, scientific community and farmer's organizations. The Congress delegates included industry leaders from more than 15 countries.
- As a precursor to Indian Seed Congress, 2013, Leaders Conclave was held on 7 February 2013 for a half day session wherein Leaders from seed industry met to discuss the industry and listen to greats like Mr. Gurcharan Singh and Mr. Ashok Gulati





Relio Quick's mandate

- NSAI appointed **Relio Quick** to manage the event and provide turnkey solution. Relio Quick's strength lies in Integrated Marketing Communication, having started its journey 15 years before and grown to a full servicing agency today associating with clients on principles of Integrated Marketing Communication.
- Right from concept to creative design and further delivery for Indian Seed Congress 2013 was planned and executed by Relio Quick. Besides, registration drive & management, delegate query & response management, event day operations & delegate engagement, and innovative venue concepts is being led by Relio Quick.
- Being an industry specific event, communication is being delivered primarily through direct and personal approach to the Indian Seed Industry members and international associates through personal mails and emails supported with calling support which are being further converted to registrations through touch points such as payment gateway and directly at NSAI office. Indian Seed Congress webpage was made rich with content about the event and functionality related to delegate convenience such as hotel accommodation, pre-event networking opportunity by publishing delegate participation list, programme schedule information and so forth.



Event Attendees

- Indian Seed Congress witnessed attendance of 630 delegates, exhibitors, organizers and speakers including complimentary entries
- Leaders Conclave witnessed attendance of 78 delegates




Exhibitors

INDIAN SEED CONGRESS 2013 8 - 9 February, Gurugram (Haryana), India National Seed Corporation Enabling The Ever-Green Revolution	
EXHIBITION HALL 1	
COMPANY NAME	STALL NO.
Agro Business Solution	4
ATS Translogic Systems	5
Attal Flexipac	3
B&V Agro Irrigation Co.	26
Cimbria Unigrain India	21
CTM Technical	2
Esteem Engineers	13
Fowler Westrup (India)	10
Frontal Rain Technologies	22
Genotypic Technology	19
GLS Industries	27
Hitron Hi.Tech Chemicals	24
Krishgen Biosystem	25
Lead Hood	1
Little's Oriental Balm & PHD	20
Osaw Agro Industries	9
Osaw Industrial Products	18, 23
Premas Biotech	14
Professional Agriculture Management Services	7
Rohini Seeds	6
Smart Krishi Intugus Systems	16
Swarup Chemicals	15



43 exhibitors participated and 54 exhibition stalls were booked

INDIAN SEED CONGRESS 2013 8 - 9 February, Gurugram (Haryana), India National Seed Corporation Enabling The Ever-Green Revolution	
EXHIBITION HALL 2	
COMPANY NAME	STALL NO.
ABLE -AG	29
Amar Diagonistics	53
Bayer Crop Science	55, 60
Centre for Cellucar and Molecular Platforms	28
East West Seeds India	37
G.S.P. Crop Science	41, 42
Gubba Cold Storage Limited	43, 44
Incotec India	50
Indo American Hybrid Seeds	54
ISAAA 30	
Krishna Seeds	31
Maharashtra Hybrid Seeds	34, 35
Monsanto	58
Navbharat Seeds	36
Nuziveedu Seeds	45, 46, 47
PHI Seeds	48, 49
PPV & FRA	32
Rasi Seeds	59
Syngenta India Ltd. Delhi	33
United Phosphorus	38, 39
Vibha Agrotech	51, 52, 56 57

Trading Tables



INDIAN SEED CONGRESS 2013
8 - 9 February, Guwahati (NCR), India
Seed of Change
Enriching Seed, Seed, Science, Society



NSA National Seed Authority of India

TRADING TABLE AREA	
COMPANY NAME	TABLE NO.
Ambala Agro Machineries	11
Ambala Agro Machineries	15
Anseme S.P.G	7
Centor India Hyderabad	14
Doriane	4
Genotypic Technology	12
Indo American Hybrid Seeds	9
Koregon	8
Mahyco	5
Monsanto	2
Noble Seeds	10
Nongwoo Seed India	13
P.H.I	1
Rasi	6
Syngenta	3

14 companies
participated
and
15 trading
tables were
booked

Exhibition Layout

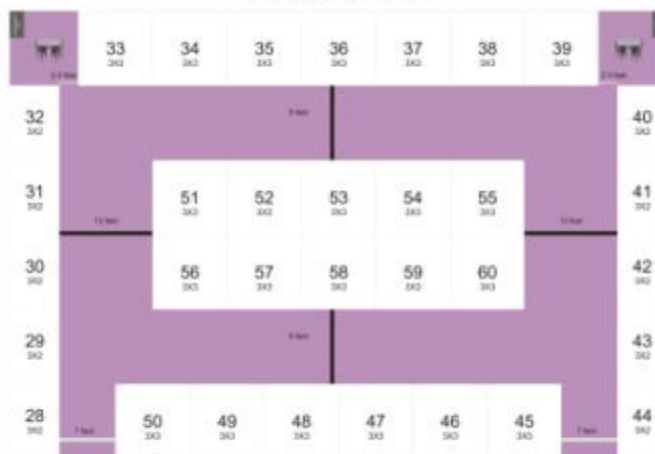
EXHIBITION HALL 1



Stall : 3x3 Nos. 9
Stall : 3x2 Nos. 14 Total No. 27
Stall : 2x3 Nos. 4

1. Lead Hood
2. CTM Technical
3. Aftal Flexipac
4. Agro Business Solution
5. ATS Translogic Systems Pvt. Ltd. Hyderabad
6. Rohini Seeds
7. Professional Agriculture Management Services
- 8.
9. Osaw Agro Industries Pvt. Ltd. Ambala Cantt
10. Fowler Westrup (India) Pvt. Ltd. Bangalore
- 11.
- 12.
13. Esteem Engineers Mumbai
14. Premas Biotech Pvt. Ltd.
15. Swarup Chemicals (P) Ltd. Lucknow
16. Smart Krishi Intugus Systems Noida
- 17.
18. Osaw Industrial Products Pvt. Ltd. Ambala Cantt.
19. Genotypic Technology Pvt. Ltd. Bangalore
20. Little's Oriental Balm & PHD Ltd. Chennai
21. Cimbrina Unigrain India New Delhi
22. Frontal Rain Technologies Pvt. Ltd. Bangalore
23. Osaw Industrial Products Pvt. Ltd. Ambala Cantt.
24. Hiron Hi Tech Chemicals Pvt. Ltd. Coimbatore
25. Krishgen Biosystem Mumbai
26. B&V Agro Irrigation Co. Mumbai
27. GLS Industries Pvt. Ltd. Gurgaon

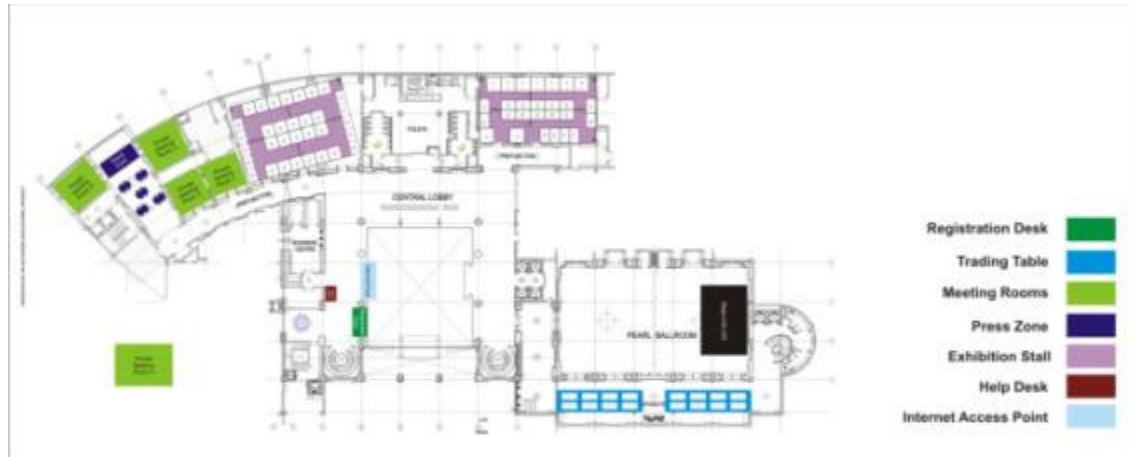
EXHIBITION HALL 2



Stall : 3x2 Nos. 10
Stall : 3x3 Nos. 23 Total Nos. 33

28. Centre for Cellular and Molecular Platforms Bangalore
29. ABLE -AG
30. ISAAA
31. Krishna Seeds
32. PPV & FRA
33. Syngenta India Ltd. Delhi
34. Maharashtra Hybrid Seeds Co. Ltd. Mumbai
35. Maharashtra Hybrid Seeds Co. Ltd. Mumbai
36. Navbharat Seeds Pvt. Ltd.
37. East West Seeds India Pvt. Ltd. Aurangabad
38. United Phosphorus Ltd. New Delhi
39. United Phosphorus Ltd. New Delhi
- 40.
41. G.S.P. Crop Science Pvt. Ltd. Ahmedabad
42. G.S.P. Crop Science Pvt. Ltd. Ahmedabad
43. Gubba Cold Storage Limited Secunderabad
44. Gubba Cold Storage Limited Secunderabad
45. Nuziveedu Seeds Pvt. Ltd. Hyderabad
46. Nuziveedu Seeds Pvt. Ltd. Hyderabad
47. Nuziveedu Seeds Pvt. Ltd. Hyderabad
48. PHI Seeds Pvt. Ltd. Hyderabad
49. PHI Seeds Pvt. Ltd. Hyderabad
50. Incotec India Ltd.
51. Vibha Agrotech
52. Vibha Agrotech
53. Amar Diagnostico
54. INDO AMERICAN HYBRID SEEDS
55. Bayer Crop Science
56. Vibha Agrotech
57. Vibha Agrotech
58. MONSANTO
59. RASI SEEDS
60. Bayer Crop Science

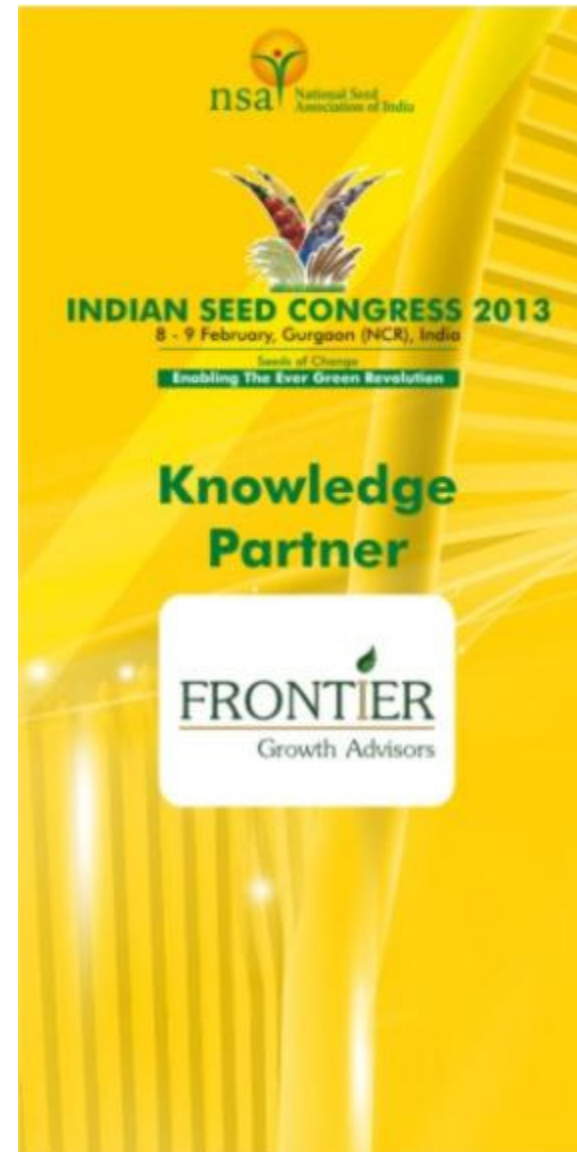
Overview and Trading Table layout



TRADING TABLES



Sponsors & Knowledge Partner





Registrations pre event

- Till day before the event, 536 registrations were made through payment gateway and through direct registrations at NSAI secretariat for Indian Seed Congress and 93 registrations were made for Leaders Conclave
- For both, Leaders Conclave and Indian Seed Congress a total of 228 registrations were made online through payment gateway of which 139 registrations were paid online; online payments amounting to a total of Rs. 12,97,534.63
- On spot, almost 37 payments were made for ISC'13, Leaders Conclave, and one exhibitor, amounting to a receipt of Rs. 353900.





Registration drive

- Brochures with registrations forms were send as direct mailers to 284 NSAI members records and 320 Seed Times magazine recipient records
- Email was send to 1135 records of NSAI members and attendees from previous congresses. The emails were adapted on the basis of Early Bird Registration date closing fast , communicating primarily the Congress trivia, providing links to payment gateway URL and hotel booking URL
- Telecalling was made on 284 NSAI members database and 414 attendees from 2011 congress
- It was identified at end of the event, that 274 delegates records from 577 ISC delegate attendees, on the basis of company names matched.

Entertainment

Day 0

February 7, 2013

Evening session

Zulfiquar
Ghazal Singer

Day 1

February 8, 2013

Morning Session

**Surjeet Sirji Dance
Academy**
Ganesh Vandana
Colours of India leading to
all Colours of India
Jai Ho
+
Ankeeta Sareen
Anchor



Entertainment

Day 1

February 8, 2013

Evening Session

Bharti

Laughter Artist

+

**Indrani with Six member
dance troupe**

Dance performer

+

Ankeeta Sareen

Anchor

Day 2

February 9, 2013

Evening Session

RockStars

5 Amazing acts

+

Ashok Masti

Punjabi Singer with Dance
troupe

+

Jitesh Chawla

Anchor and Mimic



Event Glimpses



Meeting of BT Cotton Seed Producers



Media Interaction



Leaders Conclave



Dr. Ashok Gulati and Mr. Gurcharan Das at Leaders Conclave



Registration



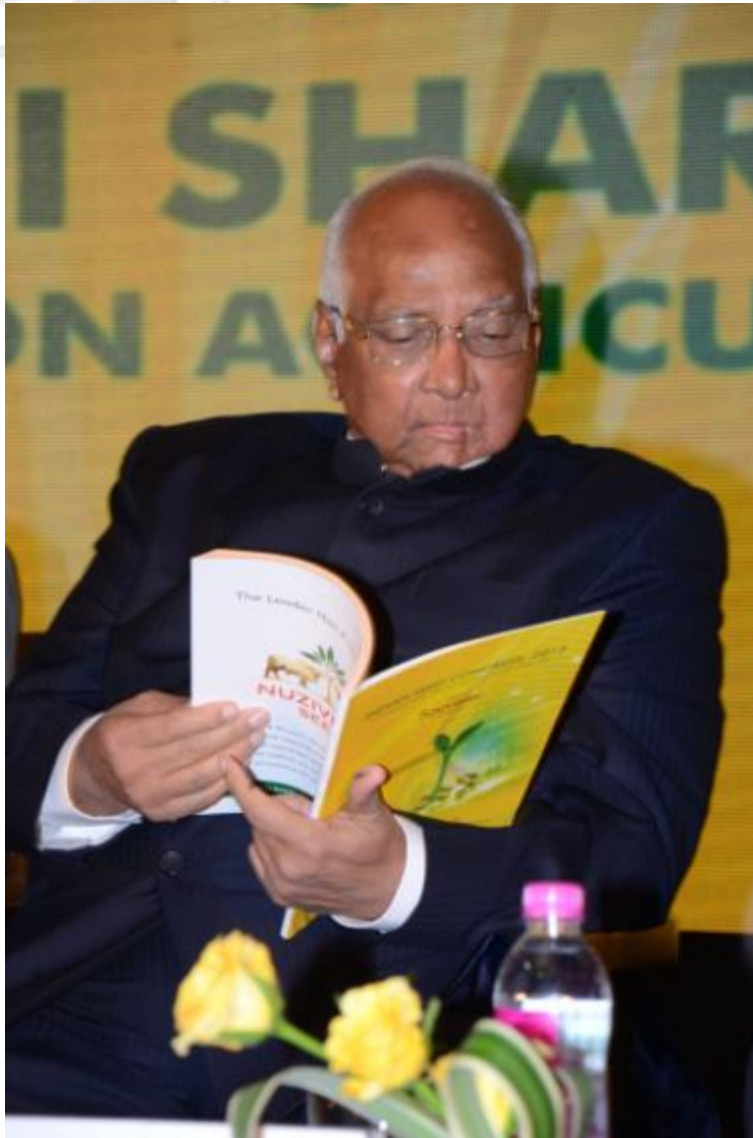
Shri Sharad Pawar, Union Agriculture Minister honoring ISC 2013 as Chief Guest



Shri Sharad Pawar inaugurating ISC 2013



Unveiling of Souvenir and Frontier Report



Shri Sharad Pawar walking through the venue



Highlights



Discussions



Felicitation



Exhibition Stalls



Exhibition Stalls



Delegates at the event



One on One meetings



Lighter moments



Entertainment



Entertainment



Entertainment



MC Ankita Sareen



Sponsors Panel



Venue Layout



Exhibition Hall and Private Meeting Room Standee



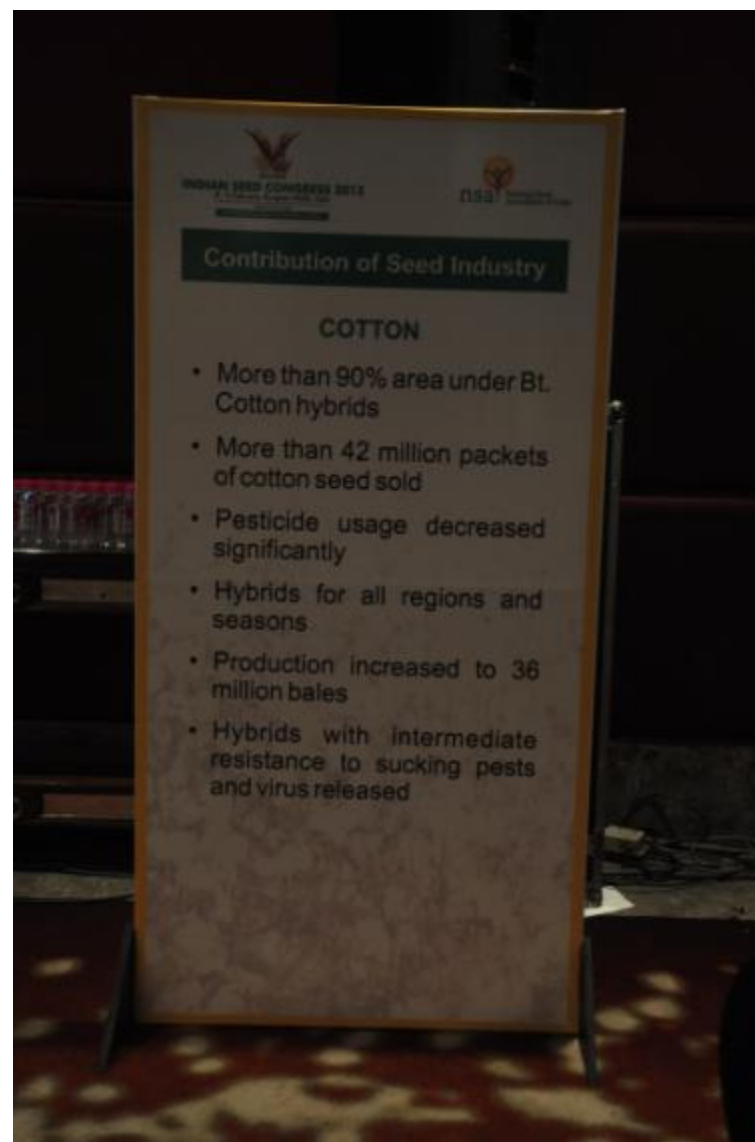
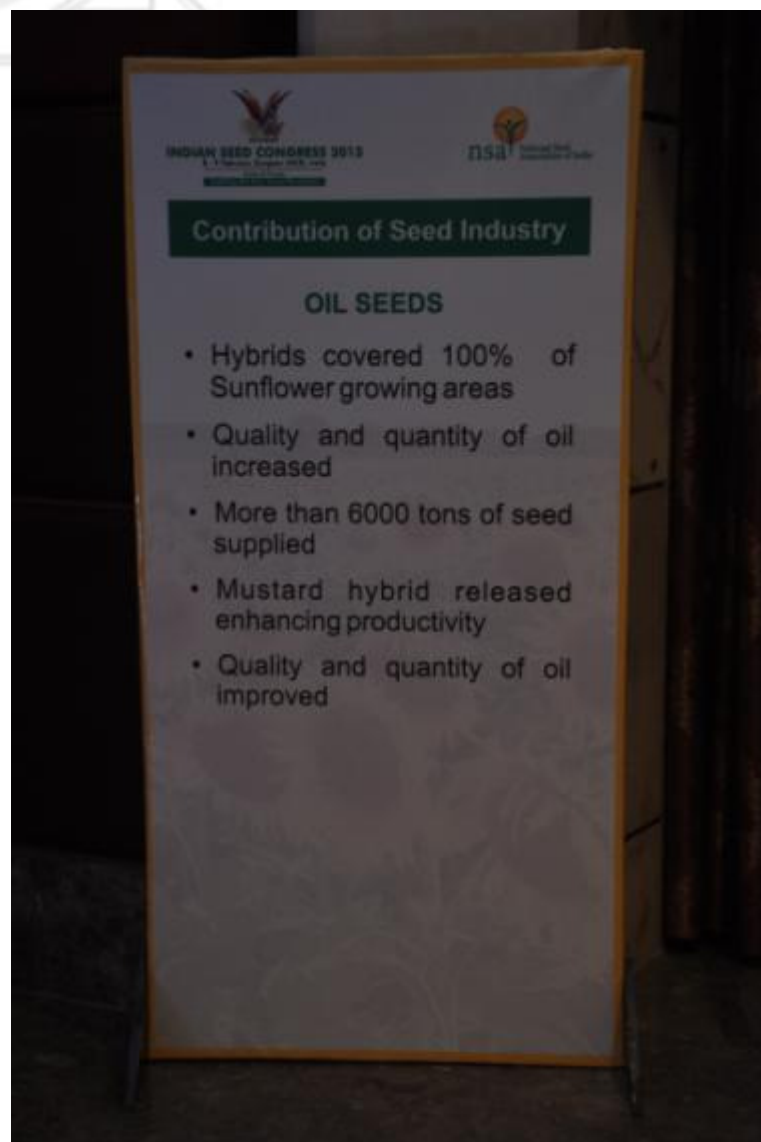
Seeds of Change – 3D Theme Stall



Pledge Wall




Glimpses of Contribution of Seed Industry standee



Glimpses of History Wall


BEFORE 1950



Pre Independence Era

"To forget how to dig the earth and tend the soil is to forget ourselves" - Mahatma Gandhi

- "GOOD SEED IN GOOD LAND YIELDS ABUNDANT". The Vedic Saying still holds true.
- Organic agriculture was known in India. Indian agriculture began by 9000 BCE.
- Agriculture was predominantly subsistence.
- Not much Chemical fertilizers were used.
- Agricultural performance in the 1891 to 1946 period was dismal, the annual growth rate of all crop output being only 0.4 percent.
- An important factor for the dismal scenario was repeated use of poor quality farm saved seed.



1970-1980



Era of Green Revolution


Norman E. Borlaug

- The impact of green revolution was strongly visible and the productivity got immediate boost.
- Wheat and rice dwarf revolution along with optimum fertilizer use immediately doubled the food production.
- Seed being produced, stored and distributed by farmers led to fast spread of green revolution.
- Private seed sector started expanding its activities by multiplying public sector varieties and hybrids. Hybrid cotton introduced.
- National seed project was initiated through the World bank and lot of infrastructure to produce, process and store seed was created in the Public sector.
- First Multinational field crop company "Cotton Hybrid International" now called Pioneer Seed Company was established in India.
- First multicut Sorghum Sudan Grass (SSG) was introduced.






Learning and improvement areas

- Pre event registration process was effective. Care should be taken on two fronts: a) to track all changes in terms of names or address details and, b) to have a common interface for data capture at multiple locations to systemize common fields
 - A mix of email followed up telecalling on same base results in effective conversions. Emails without follow-up telecalling does not effect in positive conversions
 - Payment gateway should be made a part of any registration process, though the drive should be majorly towards online payment options, else attached with a process of regular payment follow-up on offline registration advises
 - Creative for the event and details should be finalized at least 15 days before the event. Though last minutes sponsorship cannot be avoided, still a cut-off date of minimum 4-5 days is advised so that printing can be organized. Similarly, it is good practice to advise client of resource sharing in terms of images and content pre-event
 - Collaterals receipt and distribution checks are must not only in receipt but also possibly in physical count. All collaterals should be advised to be handed over at least couple of days before the event to put a controlled packaging and distribution system in place.
 - For venue registration, it is mandatory to have a complete delegate list with tags of paid, unpaid, complimentary, organizers and crew. All should have separate counters besides walk in and separate lists should be made. Any change in details listed such as name should be separately captured.
- 



Learning and improvement areas

- Besides, while doing registrations it is important that badges are pre-printed and pre-sorted by company names and clubbed as per company kept in separate alphabetic pouches/bags so that easy distribution could be possible
 - It is suggested to have a printer set-up with networked system for quick and neat badge printing and to simultaneously maintain a record of all badges distributed through system rather than through manual signatures or delegate receipts.
 - If using bar code or other alphanumeric field for badge distribution, make sure that those are merged as one single process with name badge printing process rather than printing two separately as it helps in commonality of attendee database and saves time
 - When using LED display, it is also important to understand lighting architecture at the venue so that proper exposure could be given to required areas and persons such as speakers during the event. It was noticed during ISC 2013 that speakers at podium was coming in dark zone because of glare of LED at back
 - It is important to take a stock of all elements discussed and approved with client at event venue through a dedicated client personnel, so that in-future anomalies can be avoided
 - Similarly, for pre-event arrangements, it is advisable to have instructions from one common client personnel for all details rather than from multiple contacts
 - While distributing food, make sure to track plate count besides what the hotel does. Similarly, keep a separate budget for crew food.
- 



Pre Event collaterals' creative



INDIAN SEED CONGRESS 2013 LOGO



INDIAN SEED CONGRESS, 2013
8 - 9 February, Gurgaon (NCR), India

Seeds of Change

Enabling The Ever Green Revolution

BROCHURE

NATIONAL SEED ASSOCIATION OF INDIA

National Seed Association of India (NSAI), is a peer organization of the Indian seed industry was established in 2007 with the vision to create a dynamic, innovative and internationally competitive research based industry producing high performance, high quality seeds and planting materials which benefit farmers and significantly contribute to the sustainable growth of Indian Agriculture. The Mission of NSAI is to encourage investment in state-of-the-art R&D to bring to the Indian farmer superior genetics and technologies, which are high performing and adapted to a wider range of agro-climatic zones. It actively contributes to the seed industry policy development through regular engagements with the concerned governments, to ensure that policies and regulations create an enabling environment including public acceptance so that industry is globally competitive. NSAI also promotes harmonization and adoption of best commercial practices in production, processing, quality control and distribution of seeds.

NSAI represents the seed industry, partners and assists government scientific and regulatory entities in enabling favourable policy environment for the growth of the seed industry. NSAI regularly communicates the latest news and other information related to seed industry to its members through News Today (Daily), News Update (Weekly) and Seed Times (Quarterly Magazine). Besides organizing subject specific Conferences/Seminars/Special Lectures, Regular capacity building programmes are organized by way of specially designed modules for different levels of seed industry human resource. NSAI, through regular interactions and networking with global/regional seed industry organizations, works towards developing joint programmes and harmonization of seed regulations across countries.

PROGRAMME SCHEDULE

Friday, 8 February, 2013

- 10:00 : Inauguration Session
- 11:30 : Opening of Exhibition & Trading Halls
- 12:00 : Speed of Lecture
- 13:00 : Lunch
- 14:00 : Technical Session I
- 15:30 : Tea
- 16:00 : Technical Session II
- 17:30 : Tea
- 18:00 : Speed of Evening Lecture
- 19:30 : Cultural Programme
- 20:30 : Welcome Dinner

Saturday, 9 February, 2013

- 09:30 : Technical Session III
- 11:00 : Tea
- 11:30 : Technical Session IV
- 13:00 : Lunch
- 14:00 : Technical Session V
- 15:30 : Tea
- 16:00 : Technical Session VI (Industry Meeting)
- 18:30 : Cultural Evening
- 20:30 : Gala Dinner

Sunday, 10 February, 2013

For Congress Tours (Agri / Jaipur)

(Note : This is tentative programme. Please visit www.nsai.org.in for updated details.)



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INDIAN SEED CONGRESS, 2013

8 - 9 February, 2013 | The Leela Kempinski, Gurgaon (Haryana), India



INDIAN SEED CONGRESS, 2013
 8 - 9 February, Gurgaon (Haryana), India
 Seeds of Change
 Enabling The Ever Green Revolution



BROCHURE

INDIAN SEED CONGRESS, 2013

Innovations in agricultural technology & institutions, and farmer increased awareness about technological advances have greatly contributed to increased agricultural productivity in the country. An important factor contributing to this growth is the role played by improved seed – the basic input in agriculture and the main vehicle for delivering the benefits of technology. The technology policy reforms ushered in as part of the liberalisation process fuelled the growth of the Indian seed industry and encouraged them to play a greater role in improving the access of farmers to quality seed of improved crop varieties. Indian farmers, today, are more rational and informed to adopt a technology through which they can capture more benefits.

The private sector seed companies have taken a lead in harnessing the benefits of technological innovations for the farmers. The liberalisation increased the competitiveness of the seed industry and encouraged investments for Research & Development (R&D). The R&D investments in the seed and biotechnology sector jumped from less than USD 5 million in mid 1990s to around USD 90 million in 2008/09. The seed industry today complements the conventional plant breeding with biotechnology (using genomics and molecular markers) to focus research for improvement in productivity & quality, and on pest & drought tolerance. The industry, today, has over 10,000 ha of experimental research farms and employs couple of thousands of highly skilled scientists to bring new improved plants for the farmers regularly. There is a significant increase in the number of improved varieties / hybrids available to the farmers.

The thrust of seed industry research has been more on hybrids in crops contributing to the food, nutritional and economic security of farmers. Many innovations from private sector research in seeds had positive impact on agricultural productivity and saving scarce resources. Several studies have supported the argument that private sector hybrid seeds have benefited both rich and poor farmers. Hybrid of rice, pearl millet, maize and sorghum have



been used in some of the poorest regions, such as semi arid tropics of Central India and non irrigated rice regions of Eastern India. Use of rice hybrid in the National Food Security Mission programmes have contributed significantly to ensure food security in the Eastern India. Adoption of Bt cotton hybrids have increased rural employment and reduced poverty in Maharashtra. The vegetable hybrids have contributed significantly in improving the nutritional status of our masses. Spread of Bt cotton has reduced insecticide use, thus helping us preserve our environment. Appropriability of benefits of new technology has encouraged more R&D and innovation. All new products are being registered with the Protection of Plant Varieties and Farmers' Rights Authority. An important contribution of the seed industry in the recent times is increased investments in transfer of technology through farmer field demonstrations, and participation in state sponsored farmers' fairs and partnering the state in their extension programmes.

The Indian seed industry continues to strive to exceed the expectations of the Indian farmers by investing in state-of-the-art R&D programmes and infrastructure to develop high performing products for our farmers. This is done through regular consultations by the industry with the concerned stakeholders. An important exercise in this regard is the **Indian Seed Congress**, an annual forum organized by the National Seed Association of India (NSAI), the apex organisation representing the Indian seed industry, to review the status, deliberate on the new technological advances and the barriers to technology development & introduction, showcase new products, range of services and networks for better business development. The Indian Seed Congress provides a platform for the seed industry personnel to interact closely with technology developers, sector development officials and policymakers.

NSAI is pleased to invite you to the **Indian Seed Congress, 2013 (ISC13)**, the fourth edition of the mega industry event being organized at The Leela Kempinski, Ambience Island, Gurgaon (Delhi NCR) on 8-9 February 2013, on the theme "Seeds of Change – Enabling The Ever Green Revolution". The theme for the earlier editions of the event organized in Bangalore (2010) was "Seeds for Global Food Security; Hyderabad (2011): "Seed Industry – partners in agricultural growth" and "Seeding Rural Prosperity" for Pune (2012). These Congresses attracted participation by representatives of all major stakeholders including industry (seed & allied), policy makers, developmental agencies, scientific community and farmer organizations. The Congress delegates included industry leaders from more than 15 countries.



REGISTRATION FEE

Early Bird Registration (Close on Before 15 January, 2013)

Indian Delegates	₹ 10,000
Foreign Delegates	USD 2000

(30% less for those on non-charge tickets on non-registered)

Regular session (After 15 January, 2013)

Indian Delegates	₹ 12,000
Foreign Delegates	USD 2000

(30% less for those on non-charge tickets on non-registered)

Academics Institutions

Faculty and students	₹ 6,000
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(Not more than 10 seats for the same unit)

Subsistence (Daily)

Per person (Daily)	₹ 30,000
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Standard (Daily)	₹ 25,000
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Traveling (Daily)	₹ 10,000
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SPONSORSHIP CATEGORIES

Principal of Event Sponsor at ₹ 20 lakhs

- Complimentary Delegate Registration - 5 delegates
- Complimentary Exhibit on Stand - 2 stalls
- Branding Meeting Room - 1 room
- Color Advertisement in the Souvenir Book Cover Page
- Branding at Congress Venue & Website
- Announcement at Key Events
- Promotional Material in Congress Kit Bag

Platinum Sponsor at ₹ 11 lakhs each

- Complimentary Delegate Registration - 3 delegates
- Complimentary Exhibit on Stand - 2 stalls
- Seating Table - 1 table
- Color Advertisement in the Souvenir - 1 full inside page
- Branding at Congress Venue & Website
- Announcement at Key Events
- Promotional Material in Congress Kit Bag

Silver Sponsor at ₹ 5 lakhs each

- Complimentary Delegate Registration - 1 delegate
- Color Advertisement in the Souvenir - 1 full inside page
- Branding at Congress Venue & Website
- Announcement at Key Events

Souvenir Advertisement (Color)

Inside Cover Page (Full) - ₹ 25,000 per page

Inside Full Page - ₹ 25,000 per page

Diamond Sponsor at ₹ 14 lakhs each

- Complimentary Delegate Registration - 3 delegates
- Complimentary Exhibit on Stand - 2 stalls
- Branding Meeting Hall - 1 room
- Color Advertisement in the Souvenir - 1 full inside page
- Branding at Congress Venue & Website
- Announcement at Key Events
- Promotional Material in Congress Kit Bag

Gold Sponsor at ₹ 8 lakhs each

- Complimentary Delegate Registration - 2 delegates
- Complimentary Exhibit on Stand - 1 stall
- Seating Table - 1 table
- Color Advertisement in the Souvenir - 1 full inside page
- Branding at Congress Venue & Website
- Announcement at Key Events
- Promotional Material in Congress Kit Bag

Platinum Sponsor at ₹ 12 lakhs

- Complimentary Delegate Registration - 3 delegates
- Complimentary Exhibit on Stand - 1 stall
- Seating Table - 1 table
- Color Advertisement in the Souvenir - 1 full inside page
- Branding at Congress Venue & Website
- Announcement at Key Events
- Promotional Material in Congress Kit Bag



DELEGATE REGISTRATION FORM



INDIAN SEED CONGRESS, 2013
8 - 9 February, Gurgaon (HCR), India
Seed of Change
Sowing the First Green Revolution



nsai National Seed Association of India

INDIAN SEED CONGRESS, 2013
The Leela Kempinski, Gurgaon (HCR), India
DELEGATE REGISTRATION FORM

First Name : _____ Last Name : _____

Position : _____

Organisation : _____

Address : _____

City : _____ Pincode : _____ State : _____

Contact (Tel) : _____ Email : _____

REGISTRATION FEE

EARLY BIRD REGISTRATION (On or Before 15 January, 2013)	REGISTRATION (After 15 January, 2013)
Indian Delegates : ₹ 10,000	Indian Delegates : ₹ 12,000
Foreign Delegates : US\$ 300	Foreign Delegates : US\$ 300
(20% less for three or more delegates from an organisation)	
Faculty and students : ₹ 4,000	Faculty and students : ₹ 4,000
(Please carry your ID card to the venue)	

Total Amount : _____

Amount in words : _____

Payment Details : DD / Cheque (Multi City)

DD / Cheque should be in favour of
'NSAI Account - ISC' payable at New Delhi

Bank Name : _____

DD No. : _____

Date : _____

Bank Transfer

Bank Details

A/C Name : NSAI ACCOUNT - ISC

A/C No. : 910010038726836

Bank Name : Axis Bank

Branch : Secunderabad

IFSC : UTIB0000068

For more details and online registration please visit www.nsa.co.in/isc

909, Surya Kiran Building, Kankarbagh Garden, New Delhi-110001, India
Tel : +91 11 4353241-45 | Fax : +91 11 4353248 | Email : isc2013@nsai.co.in

EXHIBITION STALL FORM



INDIAN SEED CONGRESS, 2013
8 - 7 February, Gurgaon (NCR), India
Sponsored by: Govt. of India, Ministry of Agriculture



nsai National Seed Association of India

INDIAN SEED CONGRESS, 2013
The Leela Kempinski, Gurgaon (NCR), India
EXHIBITION STALL BOOKING

First Name : _____ Last Name : _____

Position : _____

Organisation : _____

Address : _____

City : _____ Pincode : _____ State : _____

Contact (Tel) : _____ Email : _____

EXHIBITION STALL FEE

PREMIUM STALL (3x3 m)	STANDARD STALL (3x2 m)
US\$ 1000	US\$ 800

Total Amount : _____

Amount in words : _____

Payment Details : Bank Transfer

Bank Details

A/C Name : **NSAI ACCOUNT - ISC**

A/C No. : 910010038726836

Bank Name : Axis Bank

Branch : Secunderabad

IFSC : UTIB0000068

Swift Code : **AXISINBB068**

For more details and online registration please visit www.nsai.co.in/isc
909, Surya Kreen Building, Kasturba Gandhi Marg, New Delhi-110001, India
Tel : +91 11 43533241-45 | Fax : +91 11 43533248 | Email : isc2013@nsai.co.in



INDIAN SEED CONGRESS, 2013
8 - 7 February, Gurgaon (NCR), India
Sponsored by: Govt. of India, Ministry of Agriculture



nsai National Seed Association of India

INDIAN SEED CONGRESS, 2013
The Leela Kempinski, Gurgaon (NCR), India
EXHIBITION STALL BOOKING

First Name : _____ Last Name : _____

Position : _____

Organisation : _____

Address : _____

City : _____ Pincode : _____ State : _____

Contact (Tel) : _____ Email : _____

EXHIBITION STALL FEE

PREMIUM STALL (3x3 m)	STANDARD STALL (3x2 m)
₹ 50,000	₹ 35,000

Total Amount : _____

Amount in words : _____

Payment Details : DD / Cheque (Multi City)

DD / Cheque should be in favour of
'NSAI Account - ISC' payable at New Delhi

Bank Name : _____

DD No. : _____

Date : _____

Bank Transfer

Bank Details

A/C Name : NSAI ACCOUNT - ISC

A/C No. : 910010038726836

Bank Name : Axis Bank

Branch : Secunderabad

IFSC : UTIB0000068

For more details and online registration please visit www.nsai.co.in/isc
909, Surya Kreen Building, Kasturba Gandhi Marg, New Delhi-110001, India
Tel : +91 11 43533241-45 | Fax : +91 11 43533248 | Email : isc2013@nsai.co.in

TRADING TABLE FORM



INDIAN SEED CONGRESS, 2013
8 - 9 February, Gurgaon (NCR), India
Theme of Congress
"Ensuring Food Security through Sustainable Agriculture"



nsai National Seed Association of India

INDIAN SEED CONGRESS, 2013
The Leela Kempinski, Gurgaon (NCR), India
TRADING TABLE BOOKING

First Name : _____ Last Name : _____

Position : _____

Organisation : _____

Address : _____

City : _____ Pincode : _____ State : _____

Contact (Tel) : _____ Email : _____

TRADING TABLE FEE

TABLE
US\$ 300

Total Amount : _____

Amount in words : _____

Payment Details : Bank Transfer

Bank Details

A/C Name : **NSAI ACCOUNT - ISC**

A/C No. : 910010038726836

Bank Name : Axis Bank

Branch : Secunderabad

IFSC : UTIB0000068

Swift Code : AXISINBB068

For more details and online registration please visit www.nsai.co.in/isc
909, Surya Kiran Building, Kankarbagh, Kankarbagh, New Delhi-110001, India
Tel : +91 11 43533241-45 | Fax : +91 11 43533248 | Email : isc2013@nsai.co.in



INDIAN SEED CONGRESS, 2013
8 - 9 February, Gurgaon (NCR), India
Theme of Congress
"Ensuring Food Security through Sustainable Agriculture"



nsai National Seed Association of India

INDIAN SEED CONGRESS, 2013
The Leela Kempinski, Gurgaon (NCR), India
TRADING TABLE BOOKING

First Name : _____ Last Name : _____

Position : _____

Organisation : _____

Address : _____

City : _____ Pincode : _____ State : _____

Contact (Tel) : _____ Email : _____

TRADING TABLE FEE

TABLE
₹ 10,000

Total Amount : _____

Amount in words : _____

Payment Details : DD / Cheque (Multi City)

DD / Cheque should be in favour of
"NSAI Account - ISC" payable at New Delhi.

Bank Name : _____

DD No. : _____

Date : _____

Bank Transfer

Bank Details

A/C Name : NSAI ACCOUNT - ISC

A/C No. : 910010038726836

Bank Name : Axis Bank

Branch : Secunderabad

IFSC : UTIB0000068

For more details and online registration please visit www.nsai.co.in/isc
909, Surya Kiran Building, Kankarbagh, Kankarbagh, New Delhi-110001, India
Tel : +91 11 43533241-45 | Fax : +91 11 43533248 | Email : isc2013@nsai.co.in

LETTERHEAD



ENVELOPES



WEB BANNER FOR PAYMENT GATEWAY



LEADERS CONCLAVE LOGO



LEADERS CONCLAVE REGISTRATION FORM



LEADERS CONCLAVE

nsa National Seed Association of India

INDIAN SEED CONGRESS, 2013
The Leela Kempinski, Gurgaon (NCR), India

LEADERS REGISTRATION FORM

First Name : _____ Last Name : _____

Position : _____

Organisation : _____

Address : _____

City : _____ Pincode : _____ State : _____

Contact (Tel) : _____ Email : _____

REGISTRATION FEE

Registration Type	Fee
INDIAN REGISTRATION	₹ 10,000
OVERSEAS REGISTRATION	US\$ 300

Total Amount : _____

Amount in words : _____

Payment Details : DD / Cheque (Multi City)

DD / Cheque should be in favour of
NSAI Account - ISC payable at New Delhi

Bank Name : _____

DD No. : _____

Date : _____

Bank Transfer

Bank Details

A/C Name : NSAI ACCOUNT - ISC

A/C No. : 910010038726836

Bank Name : Axis Bank

Branch : Secunderabad

IFSC : UTIB 0000068

Swift Code : AXISIN88068

For more details and online registration please visit www.nsa.co.in/isc

908, Surya Kiran Building, Kasturba Gandhi Marg, New Delhi-110001, India
Tel : +91 11 43533241-43 | Fax : +91 11 43533248 | Email : isc2013@nsa.co.in

WEB BANNER FOR PAYMENT GATEWAY



HOTELS ACCOMMODATION WEBPAGE

Hotels

Venue Hotel-The Leela Kempinski, Gurgaon (NCR)

Tariff Validity	Single Occupancy	Double Occupancy
Before 10/01/13	INR 9,500.00	INR 9,500.00
Before 20/01/13	INR 9,500.00	INR 10,500.00
After 20/01/13	INR 11,000.00	INR 12,000.00

For tariff mentioned after 20/01/13, rates in table above or actual as applicable at the day of registration, whichever is lower will apply

[Book Now \(Download form\)](#)

Other Hotels

Categories	Hotel Name	Address	Book Now	Map	Distance
Rs. 7500	Clarence Hotels	383-384, Sector 29, Gurgaon	Click Here	Click Here	10
	Sarovar Premiere	Plot no-43-47, Sector 29, Gurgaon	Click Here	Click Here	10
	Country Inn Suites	380-382, Sector 29, Gurgaon	Click Here	Click Here	10
Rs. 3500	Country Inn Suites	Plot No-301-303, Sector 12, Delhi-Gurgaon Rd.	Click Here	Click Here	12
	Vista Park	Plot no-8 & 7, Sector 29 Gurgaon	Click Here	Click Here	10
	Ola Park Hotels (Only for Japanese)	353-357, Sector 29, Gurgaon	Click Here	Click Here	10
Rs. 4500	Classic Diplomat	IGI Airport Rd, N.H-8, Mahipalpur Extn. New Delhi	Click Here	Click Here	7
	Hotel Atria Arodra	Jharna Rd, Exit 3, Sec-13, Gurgaon	Click Here	Click Here	11
	Taurus Hotels	IGI Airport Rd, N.H-8, Mahipalpur Extn. New Delhi	Click Here	Click Here	7
	Royal Orchid	Plot no. 355-359, Sector 29, Gurgaon	Click Here	Click Here	10

Limited rooms available, please book as soon as possible.

Registration Details

[Registration Form Download](#)

[Online Registration ISC - Indian Delegates](#)

[Online Registration ISC - Foreign Delegates](#)

[Online Registration C&O Conclave](#)

[Download Invitation](#)

[Event Program](#)

[Technical Program](#)

[Book your Exhibition Stall](#)

[Book your Trading Table](#)

[Sponsorship](#)

[ISC Sponsors](#)

[National Organizing Committee \(NOC\)](#)

[Delegate List](#)

[E Brochure](#)

[Post Congress Tour](#)

[Retrospect](#)

[Contact Us](#)

[Hotel Accommodation](#)

WEB BANNER

WE THANK OUR SPONSORS

EVENT SPONSOR	EVENT CO SPONSOR	DIAMOND	PLATINUM	GOLD	SILVER	
 NUZIVEEDU SEEDS	 Vibha SEEDS™ <i>Precision. Purpose. Pride.™</i>	 BAYER	 PIONEER	 BIOSEED	 MONSANTO	
		 Indian Seed Corporation SEEDS	 mahyco SEEDS	 RASI SEEDS Breeding Excellence™	 syngenta	
					 Ajeev SEEDS	 Ankur
					 incotec SEEDS	 KARNI SEEDS
					 GSP SEEDS INTERNATIONAL	 GSP SEEDS LTD. SEEDS
					 Newshant	 CMBR

WEB BANNER

WE THANK OUR SPONSORS

EVENT SPONSOR


NUZIVEEDU
SEEDS

EVENT CO SPONSOR


Vibha^{SEEDS}
Passion Purpose Pride™

DIAMOND

PLATINUM

GOLD

SILVER

REGISTRATION DRIVE EMAIL



INDIAN SEED CONGRESS, 2013

8 - 9 February, Gurgaon (NCR), India

Seeds of Change

Enabling The Ever Green Revolution

The Leela Kempinski, Gurgaon (NCR), India

Indian Seed Industry has grown rapidly in the recent years. To acknowledge and discuss about the Indian Seed Industry, INDIAN SEED CONGRESS, 2013 is going to be held at The Leela Kempinski, Gurgaon (NCR), India on 8 and 9 February, 2013. The two day congress is an opportunity for you to understand seed industry in a better way and discuss the future of the industry.

[Read more...](#)

TO PARTICIPATE PLEASE REGISTER YOURSELF

INDIAN DELEGATES [Click Here](#)

FOREIGN DELEGATES [Click Here](#)

REGISTRATION FEE

EARLY BIRD REGISTRATION
(On or Before 15 January, 2013)

Indian Delegates	: ₹10,000
Foreign Delegates	: US\$ 300
(20% less for three or more delegates from an organisation)	

REGISTRATION (After 15 January, 2013)

Indian Delegates	: ₹12,000
Foreign Delegates	: US\$ 300
(20% less for three or more delegates from an organisation)	

ACADEMIC INSTITUTES

Faculty and students	: ₹4,000
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(Please carry your ID card to the venue)

BOOK HOTEL NOW [Click Here](#)

For more information, please contact:

Dr. Suresh Singh: +91-9880076666
Mr. Nisha Singh: +91-9822224032
Mr. Rakesh Kumar Nandi: +91-911-4644100/91
Mr. Ravi Singh: +91-911-4644100

nsai National Seed Association of India

For more details and online registration please visit www.nsai.co.in/lec

NSAI, Surya Kiran Building, Kirti Nagar, Connaught Place, New Delhi-110001, India
Tel: +91 11 42532241-43 | Fax: +91 11 42532248 | Email: nsai2013@nsai.co.in

NEW YEAR EMAIL



INDIAN SEED CONGRESS, 2013
8 - 9 February, Gurgaon (NCR), India
Seeds of Change
Enabling The Ever Green Revolution
The Leela Kempinski, Gurgaon (NCR), India



Let's sow the seed of change this New Year to make this world a beautiful place to live in. National Seed Association of India wishes you a **Happy and Prosperous New Year 2013.**

To acknowledge and discuss about Indian Seed Industry, Indian Seed Congress, 2013 is being held at The Leela Kempinski, Gurgaon (NCR), India on 8 and 9 February, 2013. The registration for the two days congress is on. Don't miss the early bird rates valid only till 15 January, 2013. NSAI has also arranged hotels for the participants to stay. So register soon and be a part of this mega congress.

[Read more...](#)

TO PARTICIPATE PLEASE REGISTER YOURSELF

INDIAN DELEGATES

[Click Here](#)

FOREIGN DELEGATES

[Click Here](#)

VENUE HOTEL

The Leela Kempinski, Gurgaon (NCR)

Rate Validity Period	Single Occupancy	Double Occupancy
Before 10 Jan, 13	INR 8,500.00	INR 9,500.00
Before 20 Jan, 13	INR 9,500.00	INR 10,500.00
After 20 Jan, 13	INR 11,000.00	INR 12,000.00

For tariff mentioned after 20 Jan, 13, rates in table above or actual as applicable at the day of registration, whichever is lower will apply.

BOOK HOTEL NOW

[Click Here](#)

For more information please contact:

Dr. Saema Sahgal: +91-9958039696
Ms. Talika Singh: +91-9982222403
Mr. Anshuman Nandy: +91-11-46646500/01
Ms. Preeti Singh: +91-11-46646505

For more details and online registration please visit www.nsai.co.in/isc

909, Surya Kiran Building, Kasturba Gandhi Marg, New Delhi-110001, India
Tel.: +91 11 43533241-45 | Fax: +91 11 43533248 | Email: isc2013@nsai.co.in



**Accommodation
at Venue Hotel
available at best
rates now for very
limited period...**

nsai
National Seed
Association of India

PAYMENT REMINDER EMAIL



INDIAN SEED CONGRESS, 2013
8 - 9 February, Gurgaon (HCR), India
Seeds of Change
Enabling The Ever Green Revolution
The Lotus Kempinski, Gurgaon (HCR), India



nsa National Seed Association of India

Early Bird discount is about to close.
Please complete payment process by 15 January, 2013

Dear Madam/Sir,

Greetings from National Seed Association of India!

Thank you for your interest in Indian Seed Congress, 2013. Last date to avail the Early Bird discount is closing soon.

We read your registration is complete but your payment is still due. Please ensure that you pay against your transaction before 15 January, 2013 to avail this special discount. Payment received after 15 January, 2013 will attract regular delegate registration price of Rs. 12,000 per delegate.

We look forward to meeting you at Indian Seed Congress, 2013.

Please ignore this mail, if you have already paid.

[Read more...](#)

Payment Details : DD / Cheque (Multi City)

DD / Cheque should be in favour of
'NSAI Account - ISC' payable at New Delhi

Bank Name : _____

DD No. : _____

Date : _____

Bank Transfer

Bank Details

A/C Name : NSAI ACCOUNT - ISC

A/C No. : 910010038726836

Bank Name : Axis Bank

Branch : Secunderabad

IFSC : UTIB0000068

For more information please contact:
Dr. Seema Sehgal: +91-9958039696
Ms. Tulika Singh: +91-9582222403
Mr. Anshuman Nandy: +91-11-46646500/01
Ms. Preeti Singh: +91-11-46646505

**Pay today.
4 days left to
avail Early Bird
discount...**

For more details and online registration please visit www.nsa.co.in/isc
909, Surya Kiran Building, Kasturba Gandhi Marg, New Delhi-110001, India
Tel : +91 11 43533241-45 | Fax : +91 11 43533248 | Email : isc2013@nsa.co.in

PONGAL EARLY BIRD DATE EXTENSION EMAIL



The banner features a yellow background with a central illustration of a red Pongal pot (kalash) with a white coconut on top, flanked by two palm trees. The sun is shining behind the pot. At the top left is the logo for the Indian Seed Congress 2013, and at the top right is the logo for the National Seed Association of India (NSAI). The text 'Enjoy Your Special Gift for Makar Sankranti and Pongal' is written in a stylized font. Below this, the email body text is displayed. At the bottom, there are buttons for registration fees and contact information.

INDIAN SEED CONGRESS, 2013
8-9 February, Guwahati (Assam), India
Sponsored by the Government of India

nsai National Seed Association of India

Enjoy Your Special Gift for
Makar Sankranti and Pongal

Now Avail
the Early Bird
Discount till
25 January, 2013

Dear Madam/Sir,

Season's Greetings and best wishes from National Seed Association of India!

We are glad to inform you that Due to Pongal Holidays and upon request from various State Seed Associations, the Early Bird Cut Off date is extended till 25 January, 2013.

We look forward to meeting you at the Indian Seed Congress 2013.

To participate register yourself:

INDIAN DELEGATES	OVERSEAS DELEGATES
Click here	Click here

REGISTRATION FEE	
INDIAN REGISTRATION	OVERSEAS REGISTRATION
₹ 10,000	US\$ 300

Do not miss this special Early Bird Discount . Enjoy your time!

For more information please contact:
Dr. Seema Sehgal: +91-9958039696 | Ms. Tulika Singh: +91-9582222403
Mr. Anshuman Nandy: +91-11-46646500/01 | Ms. Preeti Singh: +91-11-46646505

Please visit www.nsai.co.in/isc for updated details.
NSAI, Surya Kirtan, 19 K.G. Marg, New Delhi-110 001 | Tel: +91-11-43522241/47, Fax: +91-11-43532248 | E-mail: ns2013@nsai.co.in

EXHIBITION PROMOTION EMAIL



The image shows a promotional email template for the Indian Seed Congress 2013. The template is set against a background of various seeds. At the top left, there is a large, faint, stylized arrow pointing right. The main content is enclosed in a yellow-bordered box. The header section includes the event title 'INDIAN SEED CONGRESS-2013' with dates and location, the NSA logo, and a tagline. The main heading is 'SHOWCASE YOUR BRAND' followed by 'EXHIBITION, TRADING & ADVERTISEMENT OPPORTUNITIES'. A paragraph describes the opportunity to present a brand at the congress. Below this is a 'Read more...' link. The 'EXHIBITION STALL, TRADING TABLE & SOUVENIR ADVERTISEMENT' section contains two tables. The first table lists prices for premium and standard exhibition stalls. The second table lists prices for souvenir advertisements in color. The 'TRADING TABLE FEE' section lists prices for trading table fees. The 'GLIMPSES OF OUR PREVIOUS CONGRESSES' section features four small photographs of past events. The footer contains contact information for Dr. Seema Sehgal, Ms. Tulika Singh, Mr. Anshuman Nandy, and Ms. Preeti Singh, along with the website URL and address.

INDIAN SEED CONGRESS-2013
8 - 9 February, Gurgaon (HCR), India
Seeds of Change
Enriching The Seed System Nationwide
The Seeds Bengali, Gurgaon (HCR), India

nsa National Seed Association of India

SHOWCASE YOUR BRAND

EXHIBITION, TRADING & ADVERTISEMENT OPPORTUNITIES

Do not miss the opportunity to present your brand at the Indian Seed Congress, 2013 organized by the apex body representing Indian Seed Industry - National Seed Association of India.

[Read more...](#)

EXHIBITION STALL, TRADING TABLE & SOUVENIR ADVERTISEMENT

PREMIUM EXHIBITION STALL (2x2)		STANDARD EXHIBITION STALL (3x2)	
₹ 50,000	US\$ 1000	₹ 35,000	US\$ 800

SOUVENIR ADVERTISEMENTS (COLOR)

Inside Cover Page (two)	Inside Full Page
₹ 25,000 per page	₹ 25,000 per page

TRADING TABLE FEE

US\$ 200	₹ 10,000

GLIMPSES OF OUR PREVIOUS CONGRESSES




For more information please contact:

Dr. Seema Sehgal: +91-9958029696 | Ms. Tulika Singh: +91-9582222403
Mr. Anshuman Nandy: +91-11-4646500/01 | Ms. Preeti Singh: +91-11-4646505


Please visit www.nsai.co.in/1st for updated details.

909 Surya Kiran, 19 K.G. Marg, New Delhi-110 001 | Tel: +91-11-43533241/47, Fax: +91-11-43533248 | E-mail: sec2013@nsai.co.in

INDIAN SEED CONGRESS CONFIRMATION EMAIL



INDIAN SEED CONGRESS, 2013
2 - 9 February, Gurgaon (Haryana), India
Theme: *Seeds of Change*
Linking the Past with the Future



nsai National Seed Association of India

We Welcome You

Dear {First_name} {Last_name}

Greetings from National Seed Association of India!

We are very thankful to you for registering as a delegate to the Indian Seed Congress 2013 and eagerly look forward to welcoming you to the congress. Your presence will certainly add a lot of value and substance to the congress.

Your delegate registration number is {address_1}.


We are sure you would have made your hotel reservations by now. If not, we have negotiated special rates with the venue hotel [The Leela Kempinski](#), and other [hotels](#) as well. Please choose your hotel as you like and don't hesitate to get in touch with us if you need any facilitation in hotel booking or any other aspect.

Date : 2 & 9 February 2013
Time : 09:00 AM onwards
Venue : The Leela Kempinski, Gurgaon (HCR)

Please carry a copy of this mail & your payment details at the venue.
Faculty / students must carry their ID cards.

We also encourage you to visit our [website](#) for the regular updates on the Indian Seed Congress 2013.

For more information please contact:
Dr. Seema Sahgal +91-0122212401 | Ms. Tulika Singh +91-0122212402
Ms. Anshuman Khandelwal +91-01-44446000/01 | Ms. Preeti Singh +91-01-44446000



Hosts: [Sriwanit Seed Saver](#) for venue details.
NSAI Secretariat, 1A/2, Gurgaon New Estate - 122001 | Tel: +91-011-44446000/1/2/3/4 | Fax: +91-011-44446000 | Email: nsai@nsai.org.in



LEADERS CONCLAVE CONFIRMATION EMAIL



Dear \$first_name \$last_name,

Greetings from National Seed Association of India!

We are very thankful to you for registering as a delegate to the Leaders Conclave and eagerly look forward to welcoming you to the conclave. Your presence will certainly add a lot of value and substance to the conclave.

Your delegate registration number is \$address_1

We are sure you would have made your hotel reservations by now. If not, you may avail of pre-negotiated special rates with the venue hotel **The Leela Kempinski**, and other **hotels** as well. Please choose your hotel as you like and don't hesitate to get in touch with us if you need any facilitation in hotel booking or any other aspect.

Date : 7 February 2013

Time : 02:00 PM onwards, registration opens at 12:30 pm

Venue : The Leela Kempinski, Gurgaon (HCR)

We request you to remember your delegate registration number and preferably carry a copy of this mail to facilitate faster registration at the venue.

We also encourage you to visit our **website** for regular updates and look forward to see you at the Leaders Conclave.

For more information please contact:

Dr. Seema Sehgal: +91-9988026696 | Ms. Tulika Singh: +91-9988022403
Mr. Anshuman Handya: +91-11-46646520/01 | Mr. Praed Singh: +91-11-46646525



Please do www.nsai.co.in/MSD for general details

NSAI Secretariat, 15, Kirti Marg, New Delhi 110 021 | Tel: +91-11-43332211/12, Fax: +91-11-43332148 | E-mail: nsai@nsai.co.in



Event day collaterals' creative



MEDIA BACKDROP

SIZE 20 (W) X 8 (H) ft.

SPONSORS

EVENT SPONSOR



EVENT CO SPONSOR



DIAMOND



PLATINUM



GOLD



SILVER





INDIAN SEED CONGRESS 2013
8 - 9 February, Gurgaon (NCR), India
Society of Change
Enabling The Ever Green Revolution



SPONSORS

EVENT SPONSOR



EVENT CO SPONSOR



DIAMOND



PLATINUM



GOLD



SILVER



REGISTRATION BACKDROP

SIZE 1x1 feet

REGISTRATION

REGISTRATION

REGISTRATION

The backdrop is a large yellow banner with a central graphic of a seedling growing from soil. The text on the banner reads: **INDIAN SEED CONGRESS 2013**, 8 - 9 February, Gurgaon (NCR), India, Seeds of Change, Enabling The Ever Green Revolution. The NSAI logo is on either side of the seedling. The sides of the backdrop feature a list of sponsors categorized by level: Event Sponsor (Nuziveedu Seeds), Event Co Sponsor (Vibha), Diamond (Bayer, ICRISAT), Platinum (Monsanto, ICRISAT), Gold (Rajni, Syngenta), and Silver (CSP, etc.).

SPONSORS

EVENT SPONSOR

EVENT CO SPONSOR

DIAMOND

PLATINUM

GOLD

SILVER

nsa National Seed Association of India

INDIAN SEED CONGRESS 2013
8 - 9 February, Gurgaon (NCR), India
Seeds of Change
Enabling The Ever Green Revolution

nsa National Seed Association of India

SPONSORS

EVENT SPONSOR

EVENT CO SPONSOR

DIAMOND

PLATINUM

GOLD

SILVER

nsa National Seed Association of India

SIZE 8 meter (w) x 8 feet (h)

REGISTRATION FACIA



Size: 530 (w) x 500 (h) mm

SPONSORS

EVENT SPONSOR

NUZIVEEDU SEEDS

EVENT CO SPONSOR

Vibha

DIAMOND

BAYER

PLATINUM

modagri

PIONEER

GOLD

syngenta

SILVER

CSF

incubator

Size: 2.5 metre x 500 mm

REGISTRATION

VIP / SPEAKER / GUEST

ORGANISATION A - H

Size: 1.8 metre x 1.8 metre (sq)

REGISTRATION

ORGANISATION I - P

ORGANISATION Q - Z

Size: 1.8 metre x 1.8 metre (sq)

INDIAN SEED CONGRESS 2013

8 - 9 February, Gurgaon (NCR), India

S seeds of Change

Enabling The Ever Green Revolution

nsa National Seed Association of India

Size: 2 x 1 metre

HELPDESK BACKDROP

MAY I HELP YOU



The backdrop is a vibrant yellow-green design for the Indian Seed Congress 2013. At the top center, the NSAI logo (National Seed Association of India) is displayed. Below it, the text "INDIAN SEED CONGRESS 2013" is prominently featured, followed by the dates "8 - 9 February, Gurgaon (NCR), India" and the tagline "S seeds of Change Enabling The Ever Green Revolution". The central image shows a green seedling growing from a cluster of colorful seeds. The backdrop is flanked by two vertical panels, each containing a list of sponsors categorized by tier: Event Sponsor, Event Co-Sponsor, Diamond, Platinum, Gold, and Silver. The sponsor logos include Nuziveedu Seeds, Vibha, and various agricultural and seed companies.

SPONSORS

EVENT SPONSOR

EVENT CO SPONSOR

DIAMOND

PLATINUM

GOLD

SILVER

SPONSORS

EVENT SPONSOR

EVENT CO SPONSOR

DIAMOND

PLATINUM

GOLD

SILVER

SIZE 3 meter (w) x 8 feet (h)

HELPDESK FACIA



Size: 530 (w) x 500 (h) mm



Size: 3 metre (w) x 500 mm (h)



Size: 2.5 x 1 metre

ARCH GATE

size : 15 (w) x 3 (h)



size : 3 (w) x 10 (h)

size : 3 (w) x 10 (h)

BOX ARCH GATE

size : 20 (w) x 4 (h)



size : 3 (w) x 10 (h)
Front and back

Top Size : 3 (H) X 15 (W) ft



size : 3 (w) x 10 (h)
Front and back



Left and Right



NAME PLATE VIP

SIZE : 12 (W) X 3 (H) INCHES

RAJVIR S RATHI

RAJVIR S RATHI

NAME PLATE

SIZE : 12 (W) X 3 (H) INCHES

Dr. N.K. DADLANI

Dr. N.K. DADLANI

PODIUM SIGNAGE

SIZE : 3 (W) X 5 (H) FEET



DIRECTION SIGNAGE

SIZE : 3 (W) X 2 (H) FEET



SIGNAGE FOR EXHIBITION



SPONSORS PANEL

SIZE : 12 (W) X 8 (H) FEET



INDIAN SEED CONGRESS 2013
8 - 9 February, Gurgaon (NCR), India
Sands of Change
Enabling The Ever Green Revolution



EVENT SPONSOR	EVENT CO SPONSOR
	
DIAMOND	PLATINUM
 	 
GOLD	SILVER
   	       

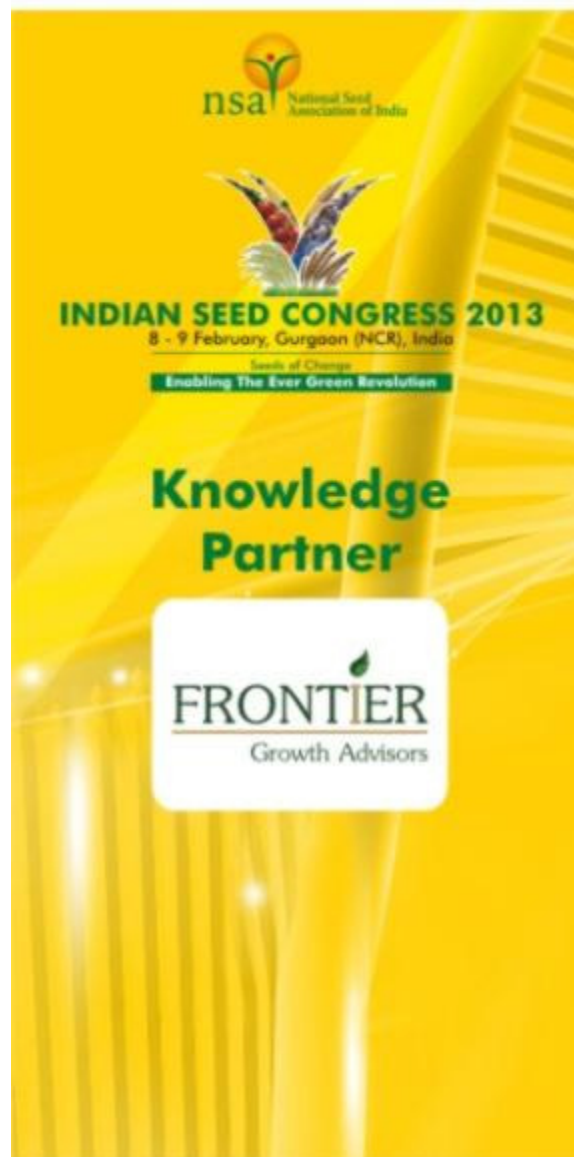
SPONSORS STANDEE

size 3x6 feet



KNOWLEDGE PARTNER STANDEE

size 3x6 feet



PROGRAMME PANEL

SIZE : 3(W) X 6 (H) FEET



INDIAN SEED CONGRESS 2013
8 - 9 February, Gurgaon (Haryana), India
Co-located with 10th Indian Seed Congress



EVENT PROGRAM SCHEDULE

Friday, 08 February 2013

10:00	Inaugural Session Chief Guest: Shri Sharad Pawar (Union Agriculture Minister)
11:30	Inauguration of Exhibition & TEA
12:00	Visit to Exhibition & Networking
13:00	Lunch
14:00	Technical Session I: Centre – State Stewardship for Seed Sector
15:30	Break
16:00	Technical Session II: Regulation v/s Controls: Framework for tomorrow
17:30	TEA
18:00	Special Evening Lecture Dr. R.S. Paroda (Chairman, Haryana Farmers' Commission & Former Secretary, DARE & DG, ICAR)
19:30	Cultural Programme
20:30	Welcome Dinner

Saturday, 09 February 2013

09:30	Technical Session III: Seed Industry's contribution to agricultural transformation
11:00	TEA
11:30	Technical Session IV: Technologies for tomorrow
13:00	Lunch
14:00	Technical Session V: Way forward
15:30	TEA
16:00	NSAI Extra Ordinary General Body Meeting
17:00	Valedictory Session Chief Guest: H.E. Shri Jagannath Pahadia (Governor, Haryana)
18:00	TEA
18:30	Cultural Evening
20:00	Gala Dinner

EXHIBITION STALL FACIA

SIZE : 110 (W) X 7 (H) INCHES

Stall No. 21

TULASI SEEDS PVT. LTD.



CONFERENCE PAD

SIZE : A 4

Back

Front

inside

EVENT SPONSOR

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DIAMOND

PLATINUM

GOLD

SILVER

INDIAN SEED CONGRESS 2013
8 - 9 February, Gurgaon (NCR), India
Swords of Change
Enabling The Ever Green Revolution

nsa National Seed Association of India

INDIAN SEED CONGRESS 2013
8 - 9 February, Gurgaon (NCR), India
Swords of Change
Enabling The Ever Green Revolution

PEN



NAME BADGES



LANYARD



TRANSPORT STICKER

SIZE : 6 (inch) X 6 (inch) FEET



INDIAN SEED CONGRESS 2013

8 - 9 February, Gurgaon (NCR), India

Seeds of Change

Enabling The Ever Green Revolution

PLACARD

SIZE : 3 (W) X 2 (H) FEET



DOCKET FOR MEDIA

SIZE : 18 (W) X 12.729 (H) INCHES



SIZE : 18 (W) X 12.729 (H) INCHES



EVENT PLANNER

INDIAN SEED CONGRESS 2013
8 - 9 February, 2013
The Lexia Rangpuri, Gurgaon (NCR), India

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DIAMOND
BAYER BASF

PLATINUM
Monsanto Pioneer

GOLD
Monsanto BASF Syngenta

SILVER
Bayer BASF Syngenta

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INDIAN SEED CONGRESS 2013
8 - 9 February, Gurgaon (NCR), India
The Lexia Rangpuri, Gurgaon (NCR), India
Sponsoring Seed Industry Association

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PROGRAMME SCHEDULE		PROGRAMME SCHEDULE	
Friday, 8 February 2013		Saturday, 09 February 2013	
08:00	Registration	08:00	Technical Session III: Seed Industry's Contribution to Agricultural Transformation Convener: Dr. H. N. Nishik Reddy Chair: Dr. Ramesh Singh (Principal Secretary Agriculture, Govt.) Secretary: Dr. R. Prashant Rao (Principal Secretary) The Indian Seed Industry Association: Role of Seed Industry Dr. Gunderam Shukla (Member India)
10:00	Inauguration Session Chief Guest: Shri Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)	10:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
11:00	Inauguration of Exhibition & TSA	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
12:00	Visit to Exhibition & Networking	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
13:00	LUNCH	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
14:00	Technical Session I: Climate - State Readiness for Seed Sector Convener: Dr. R. K. Reddy (President, NSAI) Chair: Shri R. K. Reddy (Principal Secretary, Ministry of Agriculture) Secretary: Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture)	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
15:00	Technical Session II: Climate - State Readiness for Seed Sector Convener: Dr. R. K. Reddy (President, NSAI) Chair: Shri R. K. Reddy (Principal Secretary, Ministry of Agriculture) Secretary: Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture)	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
16:00	Technical Session III: Regulation and Compliance: Preparation for Tomorrow Convener: Dr. R. K. Reddy (President, NSAI) Chair: Shri R. K. Reddy (Principal Secretary, Ministry of Agriculture) Secretary: Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture) Dr. R. K. Reddy (Principal Secretary, Ministry of Agriculture)	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
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18:00	Special Evening Luncheon Dr. R. K. Reddy (Chairman, National Seed Commission & Farmer Secretary) JARS & DLS (Govt.)	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
19:00	Cultural Evening	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)
21:00	WELCOME DINNER	11:00	Dr. Shree Pawan (Union Agriculture Minister) Guest of Honour: Shri T. N. K. Reddy (Union Minister of State for Agriculture) Guest of Honour: Shri Anand Subramanian (Secretary Agriculture, Govt. of India)

COMMITMENT BOARD

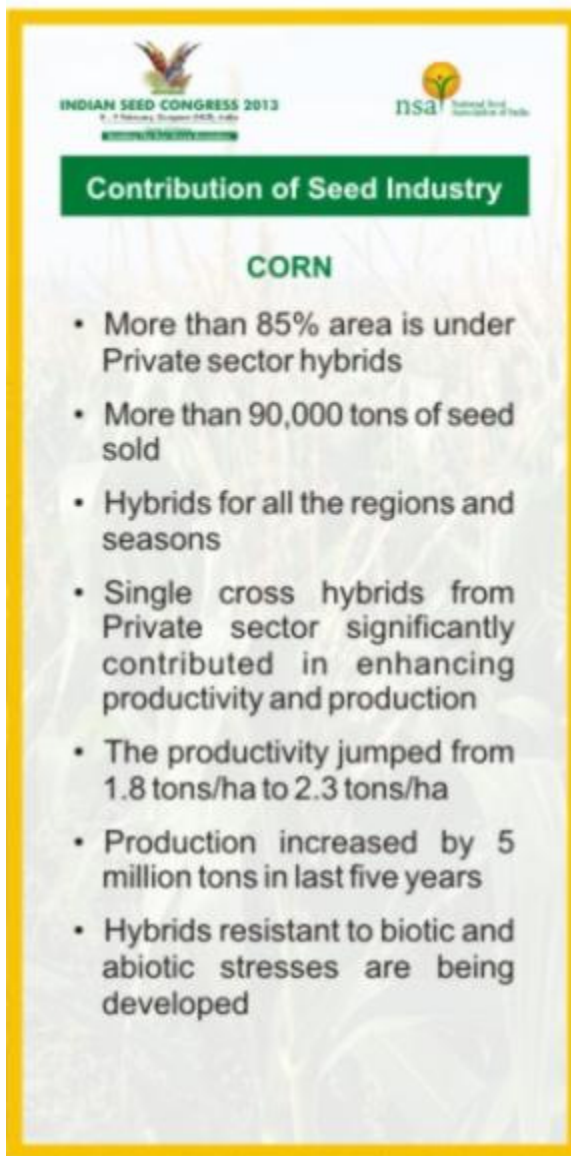


Size W-13 x H-8 feet

CONTRIBUTION OF SEED INDUSTRY CORN

STANDEE & A4

size 3x6 feet



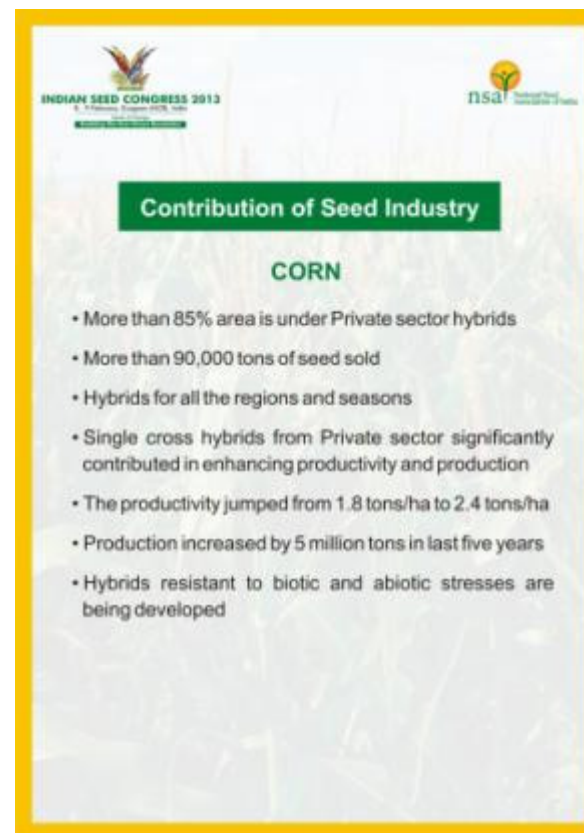
INDIAN SEED CONGRESS 2013
8-9 February, Bangalore (KRS, India)
www.indianseedcongress.com

nsai National Seed Association of India

Contribution of Seed Industry

CORN

- More than 85% area is under Private sector hybrids
- More than 90,000 tons of seed sold
- Hybrids for all the regions and seasons
- Single cross hybrids from Private sector significantly contributed in enhancing productivity and production
- The productivity jumped from 1.8 tons/ha to 2.3 tons/ha
- Production increased by 5 million tons in last five years
- Hybrids resistant to biotic and abiotic stresses are being developed



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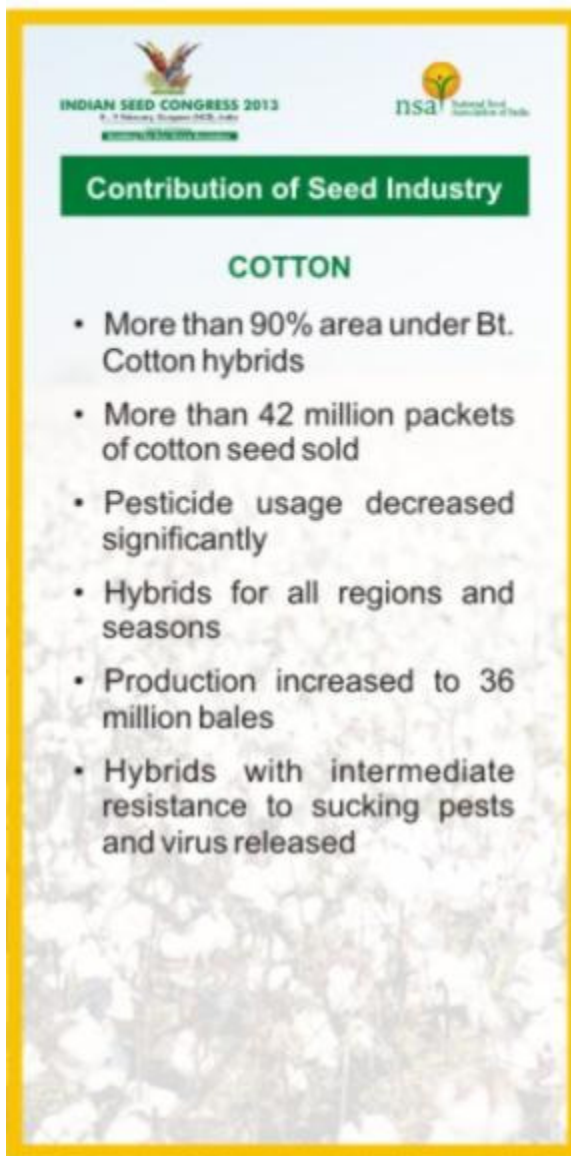
Contribution of Seed Industry

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- More than 90,000 tons of seed sold
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- Single cross hybrids from Private sector significantly contributed in enhancing productivity and production
- The productivity jumped from 1.8 tons/ha to 2.4 tons/ha
- Production increased by 5 million tons in last five years
- Hybrids resistant to biotic and abiotic stresses are being developed

CONTRIBUTION OF SEED INDUSTRY COTTON STANDEE & A4

size 3x6 feet



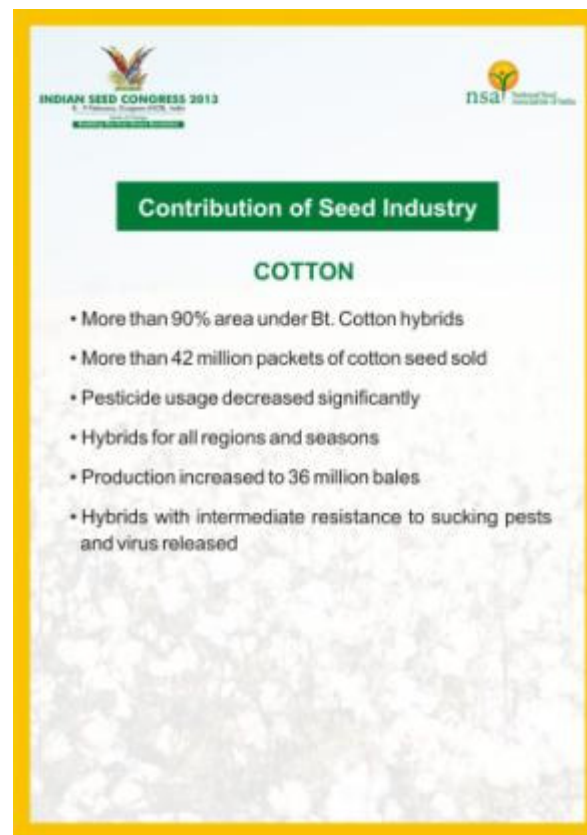
INDIAN SEED CONGRESS 2013
6-7 February, Bangalore (KRS, India)
www.indianseedcongress.org

nsai National Seed Association of India

Contribution of Seed Industry

COTTON

- More than 90% area under Bt. Cotton hybrids
- More than 42 million packets of cotton seed sold
- Pesticide usage decreased significantly
- Hybrids for all regions and seasons
- Production increased to 36 million bales
- Hybrids with intermediate resistance to sucking pests and virus released



INDIAN SEED CONGRESS 2013
6-7 February, Bangalore (KRS, India)
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Contribution of Seed Industry

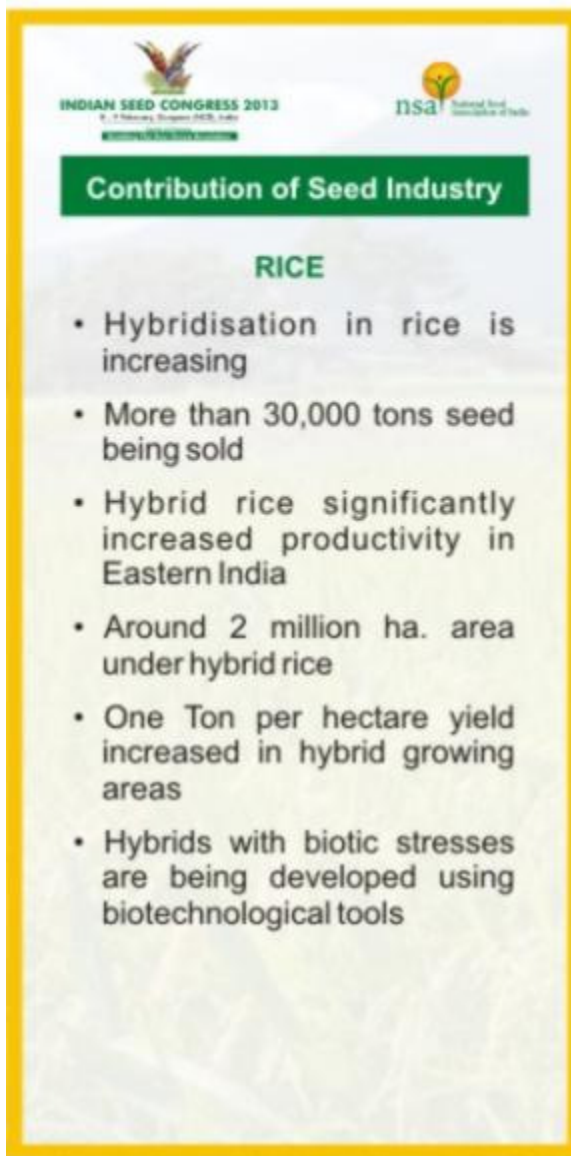
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SEED INDUSTRY CONTRIBUTION RICE

STANDEE & A4

size 3x6 feet



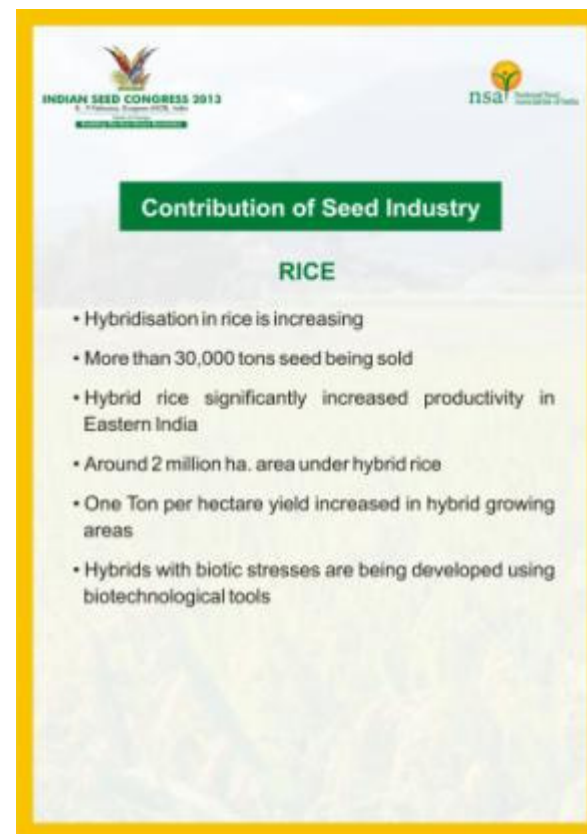
INDIAN SEED CONGRESS 2013
8-10 February, Bangalore (KRS), India
www.issc2013.com

nsa National Seed Association of India

Contribution of Seed Industry

RICE

- Hybridisation in rice is increasing
- More than 30,000 tons seed being sold
- Hybrid rice significantly increased productivity in Eastern India
- Around 2 million ha. area under hybrid rice
- One Ton per hectare yield increased in hybrid growing areas
- Hybrids with biotic stresses are being developed using biotechnological tools



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Contribution of Seed Industry

RICE

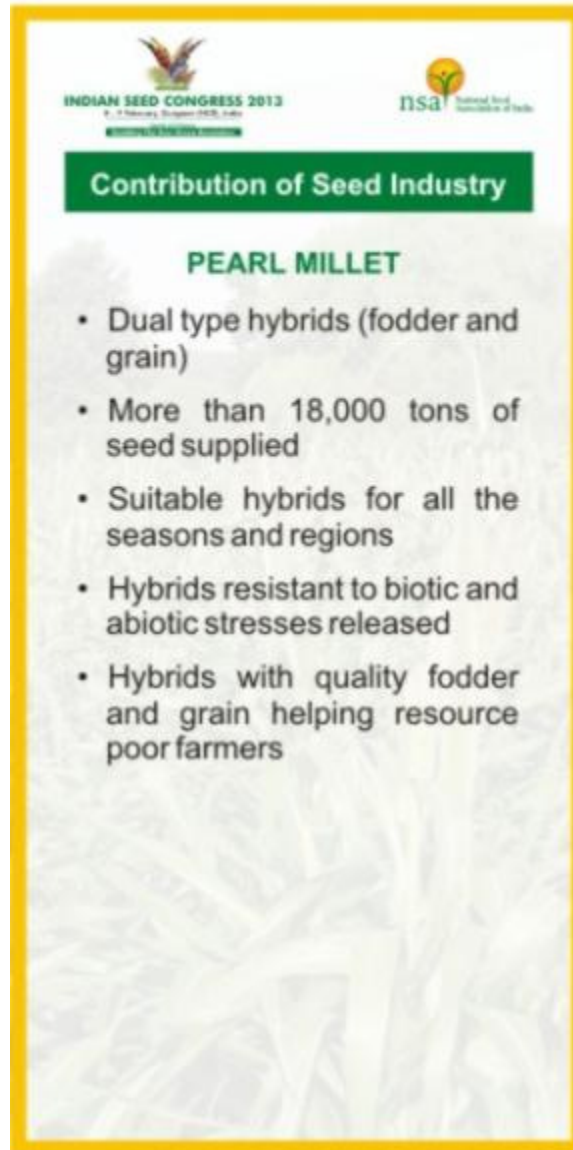
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CONTRIBUTION OF SEED INDUSTRY PEARL

size 3x6 feet

.ET

STANDEE & A4



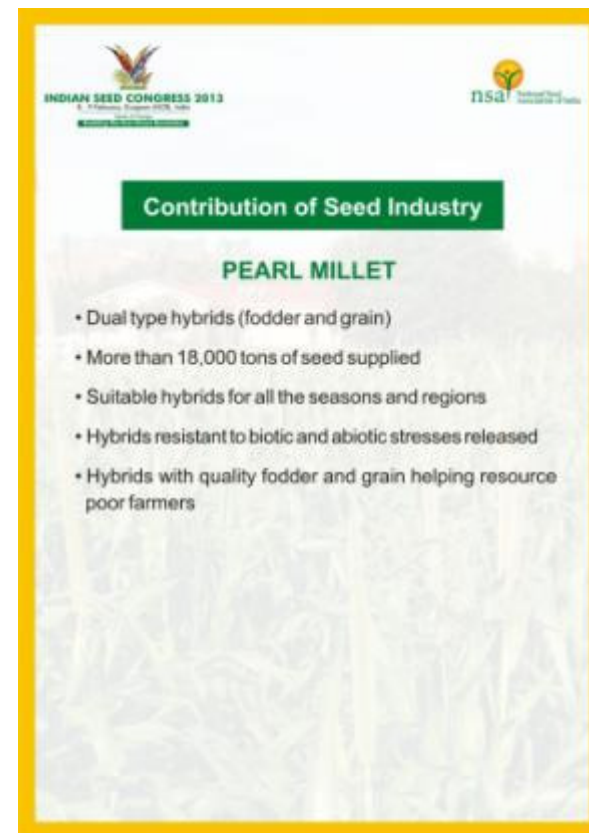
INDIAN SEED CONGRESS 2013
8-10 February, Bangalore (KST), India
#seedforallindia

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Contribution of Seed Industry

PEARL MILLET

- Dual type hybrids (fodder and grain)
- More than 18,000 tons of seed supplied
- Suitable hybrids for all the seasons and regions
- Hybrids resistant to biotic and abiotic stresses released
- Hybrids with quality fodder and grain helping resource poor farmers



INDIAN SEED CONGRESS 2013
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SEED INDUSTRY CONTRIBUTION OIL SEEDS

STANDEE & A4

size 3x6 feet



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Contribution of Seed Industry

OIL SEEDS

- Hybrids covered 100% of Sunflower growing areas
- Quality and quantity of oil increased
- More than 6000 tons of seed supplied
- Mustard hybrid released enhancing productivity
- Quality and quantity of oil improved



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8-9 February, Bangalore (KRS), India
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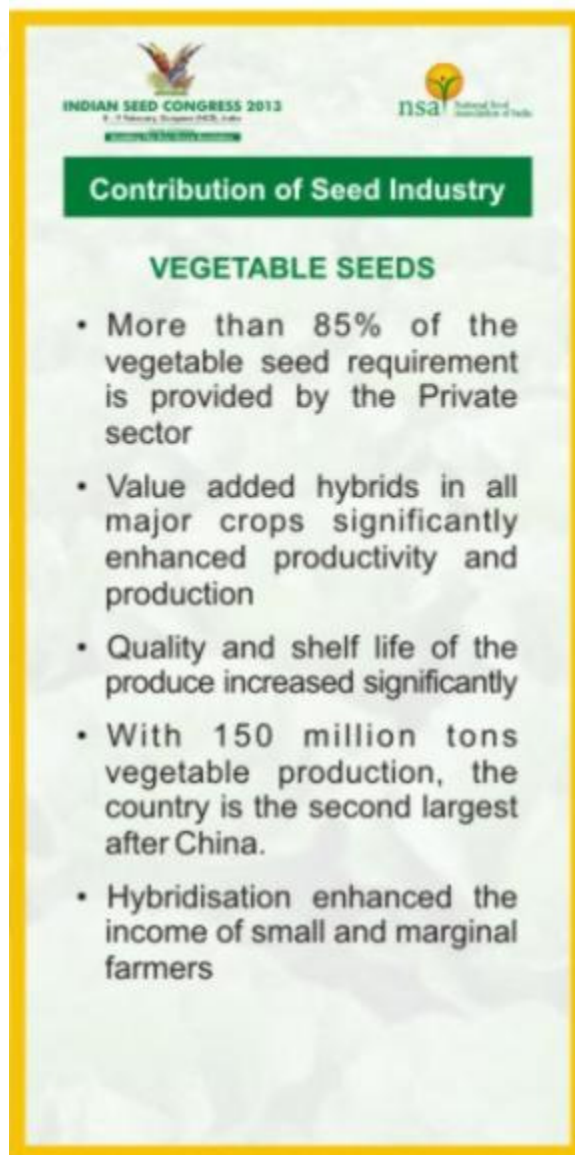
Contribution of Seed Industry

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CONTRIBUTION OF SEED INDUSTRY VEGETABLE SEEDS STANDEE & A4

size 3x6 feet



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NSAI National Seed Association of India

Contribution of Seed Industry

VEGETABLE SEEDS

- More than 85% of the vegetable seed requirement is provided by the Private sector
- Value added hybrids in all major crops significantly enhanced productivity and production
- Quality and shelf life of the produce increased significantly
- With 150 million tons vegetable production, the country is the second largest after China.
- Hybridisation enhanced the income of small and marginal farmers



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CHALLENGES FOR THE SEED INDUSTRY STANDEE &

size 3x6 feet

14



INDIAN SEED CONGRESS 2013
9-11 February, Bangalore (K.S.), India
www.issc2013.org



NSA National Seed Authority of India

Challenges for the Seed Industry

- Germplasm is the biggest constraint
- Exchange restricted by new policies
- Import and export of germplasm restricted
- Differential policies in states creating delays in providing better hybrids to farmers
- Non uniform policies of registration of hybrids in various states causing delays
- Financial benefits to the seed industry are limited
- Special status and tax benefits are not yet provided to the seed industry



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HISTORY WALL

HISTORY WALL 20 x 8 Ft.

HISTORY WALL 20 x 8 Ft.



HISTORY WALL IN A4

BEFORE 1950



Pre Independence Era

"To forget how to dig the earth and tend the soil is to forget ourselves" - Mahatma Gandhi

- "GOOD SEED IN GOOD LAND YIELDS ABUNDANT".
- The Vedic Saying still holds true.
- Organic agriculture was known for centuries in India. Indian agriculture began by 9000 BCE.
- Agriculture was predominantly rainfall.
- Not much Chemical fertilizers were used.
- Agricultural performance in the 1891 to 1946 period was dismal, the annual growth rate of all crop output being only 0.4 percent.
- An important factor for the dismal scenario was repeated use of poor quality farm saved seed.



1950-1960



Immediately after Independence

"Everything can wait but not agriculture" - Jawaharlal Nehru

- Nehruji rightly understood the importance of agriculture and self sustainability of food.
- The food production was stagnant at less than 50 million tons.
- Domestic production of food was insufficient to support the population increasing at 2.5%.
- Repeated use of poor quality farm saved seed.
- Failure of crops due to biotic and abiotic factors was frequent.
- Negligible basic infrastructure including roads, electricity, irrigation and mechanization existed to support organized scientific seed production.



HISTORY WALL IN A4

1960-1970



"Jai Jawan, Jai Kisan"
- Lal Bahadur Shastri

- Famine and low productivity put nation into grim situation and 20 million tonnes of foodgrains was imported under PL 480 scheme from USA.
- Lal Bahadur Shastri ji gave new impetus to agriculture by giving the slogan - Jai Jawan, Jai Kisan.
- The seed of green revolution was sown by Mr. Subramaniam, the Agri. Minister, Dr. M.S. Swaminathan and Dr. B.P. Pal with the help of Dr. Norman E. Borlaug, the Father of Green Revolution.
- Private sector stepped into seed business by multiplying and selling public bred varieties to farmers.
- First seed act 'Seed Act 1966' was enacted to provide good quality seed to the farmers.
- Three seed companies started (Mahyco, Indo American, Saron Seeds).
- First corn, cotton, sorghum and millet hybrids were launched by public sector during this decade.
- The National Seed Corporation, the first public sector seed company started along with other state seed corporations.



1970-1980



Era of Green Revolution

Norman E. Borlaug

- The impact of green revolution was strongly visible and the productivity got immediate boost.
- Wheat and rice dwarf cultivars along with optimum fertilizer use immediately doubled the food production.
- Seed being produced, saved and bartered by farmers led to fast spread of green revolution.
- Private seed sector started expanding its activities by multiplying public sector varieties and hybrids. Hybrid cotton introduced.
- National seed project was initiated through the World bank and lot of infrastructure to produce, process and store seed was created in the Public sector.
- First Multinational field crop company "Corn Hybrid International" now called Pioneer Seed Company was established in India.
- First multicut Sorghum Sudan Grass (SSG) was introduced.



HISTORY WALL IN A4

1980-1990



Turning point for the Private Sector

M. K. Swaminathan

- Coarse cereals and oil seed crops get attention.
- Proprietary double cross Corn hybrids, SSG, Millet, Sorghum and Sunflower hybrids were introduced by the Private sector in a big way.
- Pioneer, Mahyco and Mahindra started breeding in a big way in many field crops.
- Indo - American and Mahyco released tomato & other vegetable hybrids in a big way.
- Many small vegetable companies started their operations. Imported vegetable hybrid seeds gain momentum.
- Corn and SSG (Pioneer), Sunflower, Millets and Sorghum(Mahyco), Millets (Mahindra) are the key players of this era.
- Many producer and distributor companies played important role in spreading good seeds to farmers.
- The new seed policy 1988 was the great turning point for private seed industry by liberalizing import and export of seed.



1990-2000



Era of Technologies and Growth in Seed Industry

Dr. B. R. Patwardi
Awarded Padma Bhushan and World Food Prize

- Seed industry aggressively multiplied hybrid seed of Corn, Millets, Sorghum, Rice & Sunflower and created dominating position in the seed market.
- Cotton hybrids from private companies started getting strong first hold along with strong public hybrids.
- First hybrid rice was introduced both by public and private sector.
- First hybrid of rice by Proagro started spreading fast in the market followed by many other hybrids from private sector.
- Hybrid seeds of vegetables through private sector revolutionized the vegetable production in the country.
- Encouraged by the new policy on seed development, more than 300 seed companies started servicing the needs of the farmers by producing and marketing seeds.
- Era of GM crops started in India. The first transgenic seed of mustard (seedlink) technology for male sterility came to India through Proagro-PGS.
- In 1995, Bt gene for cotton was brought to India through Monsanto- Mahyco collaboration.
- Big International Conglomerates started eyeing the Indian market. In 1999, the first acquisition of a big Indian seed company happened when Proagro was acquired by Agrevo and it later became Bayer in 2003.



HISTORY WALL IN A4

2000-2010



Landmark Era for Seed Industry

- Cotton, Rice, Corn and Vegetable hybrid seeds spread among Indian farmers.
- An important Landmark in agriculture was reached when India reined first GM cotton through Monsanto using Monsanto Bt.
- Cotton production increased from 13 million bales to 36 million bales making India the second largest producer of cotton.
- By licensing Bt technology from Monsanto, the major contribution in Bt hybrids came from key cotton seed players from the private sector.
- By the end of this decade, more than 90% of cotton acreage was covered by private sector Bt cotton hybrids of more than 40 companies.
- Vegetable seed industry also expanded tremendously in this decade and more than 90% share of sold seed got supplied by the private sector.
- All top multinational vegetable companies established their breeding, production and distribution companies in India.
- Single cross corn hybrids revolutionized the corn productivity in India.
- In the last 5 years India has produced more than 5 million tons extra corn from the same area.
- Hybrid Rice Seed produced by the Private Sector spread to all major rice growing areas.



2010- ONWARDS



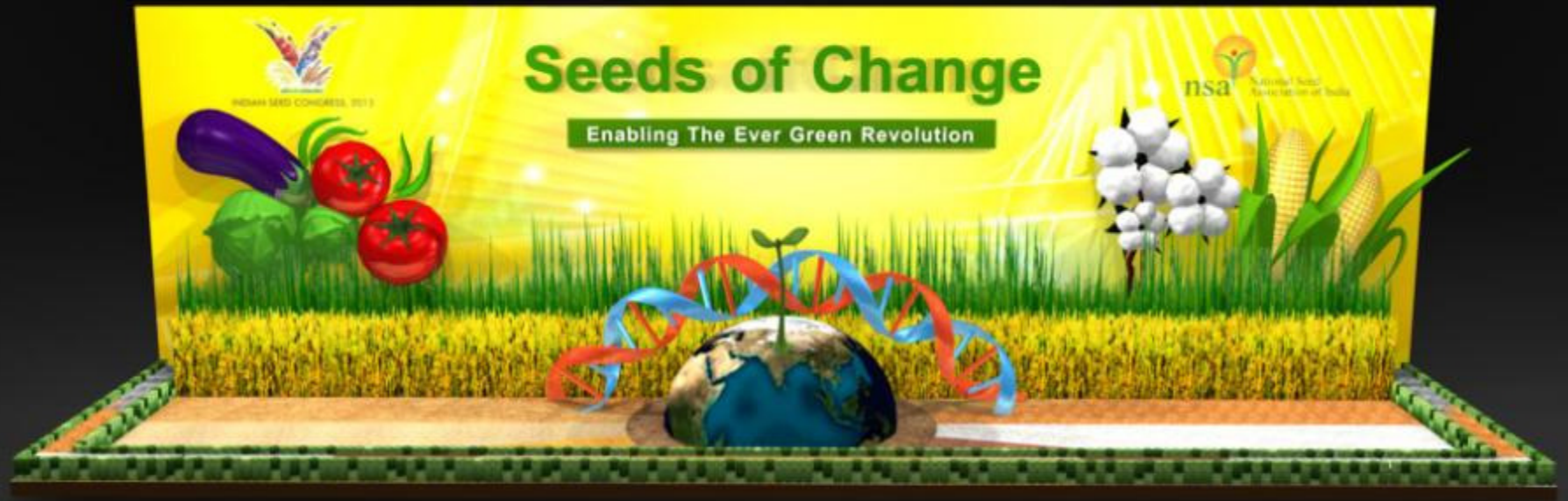
Indian Seed Industry – “A Strategic Partner” in achieving India's Food Production Targets

- “Complex issues, be they genetically modified food or nuclear energy or the exploration of outer space, cannot be settled by faith, emotion and fear, but by structured debate, analysis and enlightenment.” - Dr. Manmohan Singh
- Transformation of the agricultural sector: should be one of the top priorities. The 12th Five-Year Plan assumed a sustained growth in agriculture at the rate of 4 per cent a year, essential to achieve food security. - Dr. Manmohan Singh
- “This growth is constrained by shortages of water and also of land. We need new breakthroughs in water-saving technologies, enhancement of land productivity and development of climate-resilient varieties.” - Dr. Manmohan Singh



“New technologies not only improve the yield but also reduce the chemical usage”.
Shradh Pawar

3D THEME STALL



3D THEME STALL BACKDROP



VENUE LAYOUT

SIZE 8X8 FEET



EXHIBITORS AND TRADING TABLE STANDEE

SIZE 3X6 FEET

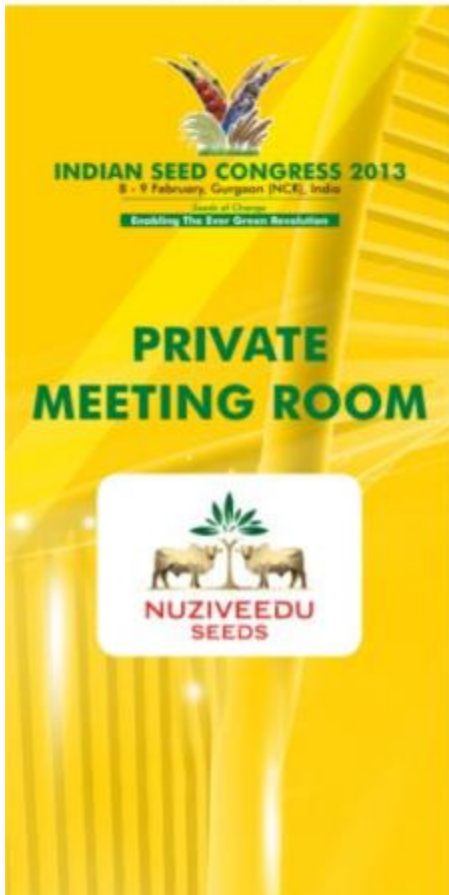
EXHIBITION HALL 1	
COMPANY NAME	STALL NO.
Agro Business Solution	4
ATS Translogic Systems	5
Attal Flexipac	3
B&V Agro Irrigation Co.	26
Cimbria Unigrain India	21
CTM Technical	2
Esteem Engineers	13
Fowler Westrup (India)	10
Frontal Rain Technologies	22
Genotypic Technology	19
GLS Industries	27
Hitron Hi.Tech Chemicals	24
Krishgen Biosystem	25
Lead Hood	1
Little's Oriental Balm & PHD	20
Osaw Agro Industries	9
Osaw Industrial Products	18, 23
Premas Biotech	14
Professional Agriculture Management Services	7
Rohini Seeds	6
Smart Krishi Intugus Systems	16
Swarup Chemicals	15

EXHIBITION HALL 2	
COMPANY NAME	STALL NO.
ABLE -AG	29
Amar Diagonistics	53
Bayer Crop Science	55, 60
Centre for Cellucar and Molecular Platforms	28
East West Seeds India	37
G.S.P. Crop Science	41, 42
Gubba Cold Storage Limited	43, 44
Incotec India	50
Indo American Hybrid Seeds	54
ISAAA 30	
Krishna Seeds	31
Maharashtra Hybrid Seeds	34, 35
Monsanto	58
Navbharat Seeds	36
Nuziveedu Seeds	45, 46, 47
PHI Seeds	48, 49
PPV & FRA	32
Rasi Seeds	59
Syngenta India Ltd. Delhi	33
United Phosphorus	38, 39
Vibha Agrotech	51, 52, 56 57

TRADING TABLE AREA	
COMPANY NAME	TABLE NO.
Ambala Agro Machineries	11
Ambala Agro Machineries	15
Anseme S.P.G	7
Centor India Hyderabad	14
Doriane	4
Genotypic Technology	12
Indo American Hybrid Seeds	9
Koregon	8
Mahyco	5
Monsanto	2
Noble Seeds	10
Nongwoo Seed India	13
P.H.I	1
Rasi	6
Syngenta	3

PRIVATE MEETING ROOMS STANDEE

size 3x6 feet



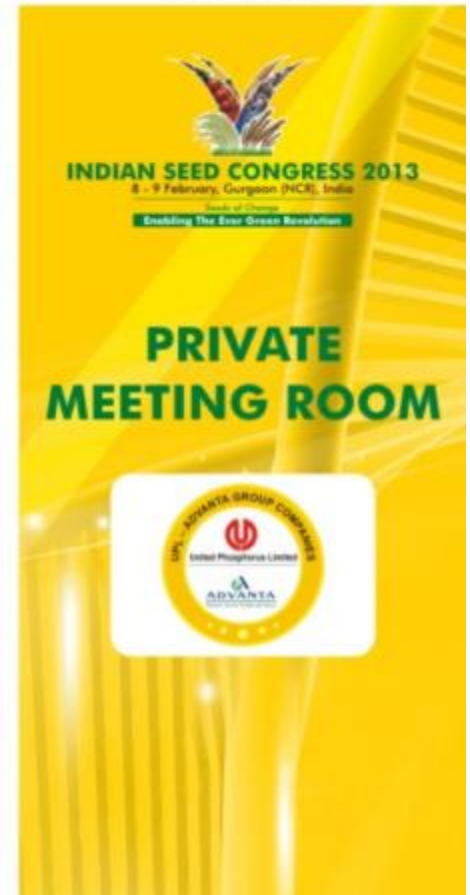
size 3x6 feet



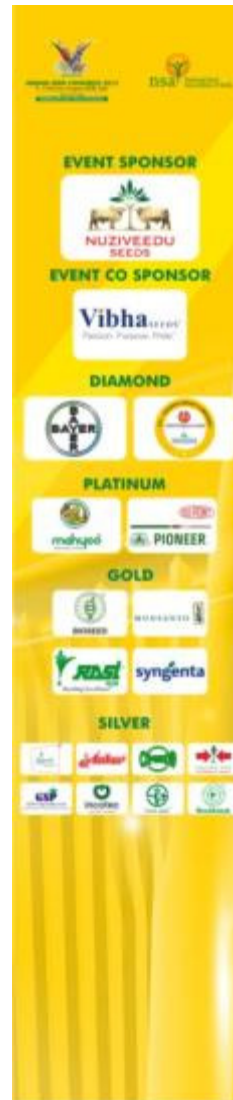
size 3x6 feet



size 3x6 feet



LED DISPLAY SIDE PANEL



Size 14x3 feet

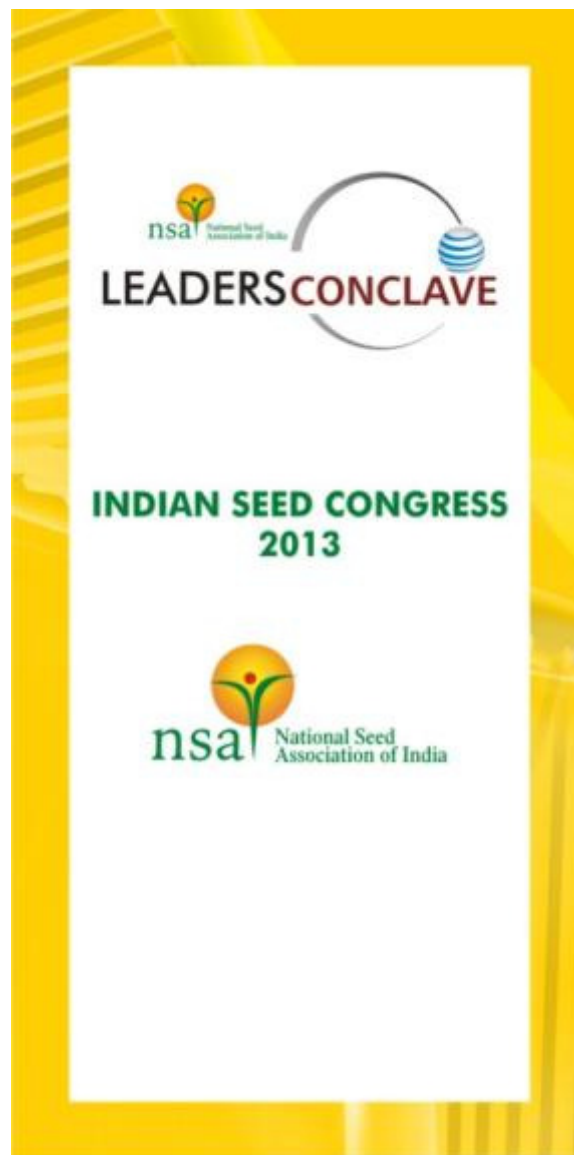
LEADERS CONCLAVE - WELCOME SIGNAGE



LEADERS CONCLAVE - NAME BADGE



LEADERS CONCLAVE - PODIUM SIGNAGE



LEADERS CONCLAVE - DIRECTION SIGNAGE

SIZE : 3 (W) X 1.5 (H) FEET



SIZE : 3 (W) X 1.5 (H) FEET



SOUVENIR





LED display creative



LEADERS CONCLAVE



LEADERS CONCLAVE



LEADERS CONCLAVE



LEADERSCONCLAVE

Programme Schedule

- | | |
|-------------------|--------------------|
| • Inauguration | 2:00 PM to 2:15 PM |
| • Session I | 2:15 PM to 3:30 PM |
| • Session II | 3:30 PM to 4:45 PM |
| • Tea Break | 4:45 PM to 5:10 PM |
| • Session III | 5:10 PM to 6:45 PM |
| • Cocktail Dinner | 7:15:00 PM |

**Voluntary Seed Labeling
Future of Indian Agriculture**

Concluding Remarks

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VOLUNTARY SEED LABELING



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FUTURE OF INDIAN AGRICULTURE

DR ASHOK GULATI

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OVER TO THE NEXT STAGE

SHRI GURCHARAN DAS



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**Please join us
for Dinner and Cocktails
at the Pool Side**





INDIAN SEED CONGRESS 2013



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INDIAN SEED CONGRESS 2013

8 - 9 February, Gurgaon (NCR), India

Seeds of Change

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The banner features a yellow background with a sunburst pattern. At the top center is the logo for the Indian Seed Congress 2013, which includes a stylized bird and the text "INDIAN SEED CONGRESS 2013", "8 - 9 February, Gurgaon (HCR), India", and "Enabling The Ever Green Revolution". On the left and right sides are the logos for the National Seed Association of India (NSAI), featuring a stylized plant and the text "nsa National Seed Association of India". In the center, the text "WE THANK OUR PLATINUM SPONSORS" is written in large, bold, green letters. Below this text are two white rounded rectangular boxes. The left box contains the Mahyco logo, which features a cartoon seed character and the text "mahyco®" and "EVERY SEED COUNTS". The right box contains the Dupont Pioneer logo, which features the "DU PONT" text in a red oval, a horizontal bar with colored segments, and the "PIONEER" text in green with a stylized plant icon.

nsa National Seed Association of India

INDIAN SEED CONGRESS 2013
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