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**Date:** Wed, 19 Sep 2007 04:10:32 +0100 (BST)  
**From:** "Chitta R. Kole" <kolecr@yahoo.co.in>   
**To:** Prash <prash@ruc.dk>   
**Reply-to:** cuk10@psu.edu   
**Subject:** Fwd: National Seminar on Seeds  
**Part(s):**  2 pat73491900 application/msword 175.67 KB 

 1.1.2 unnamed text/html 12.67 KB 

FYI  
please post this with a request to them to post a flier about GII in their meeting

**Seed Conference** <seedconf10@gmail.com> wrote:

From: "Seed Conference" <seedconf10@gmail.com>  
To: <Undisclosed-Recipient:;>  
Subject: National Seminar on Seeds  
Date: Sat, 15 Sep 2007 03:41:43 +0530

**Centre for Agriculture and Rural Development**

**502, Rohit House, Tolstoy Road, New Delhi - 1, Ph. 011- 23731128, 29. Fax. 23731130**  
Mail: ed@card.org.in, card@ricmail.com Site: www.card.org.in

Dr S Chandra  
former ADG - ICAR  
Executive Director

**Sub: National Seminar on Seeds on 3 - 4 October, 2007, at Hyderabad**

Dear Sir,

As you are aware, the Union Government has announced plans to allocate Additional Central Assistance of Rs 25,000 crores for development of basic agricultural resources and infrastructure required for achieving a 4 % growth in agriculture GDP, in addition to Rs. 4882 crores for National Food Security Mission. Seeds are central to maximizing productivity and production of crops to meet those objectives. Conceptualizing and canalizing an effective seed development platform for a

proper take off in agriculture is therefore fundamental to this effort.

But, there are issues in seeds R&D, production, marketing, trade, quality enforcement, regulation and enabling mechanism, etc., which need to be discussed to facilitate the growth of the seeds sector. There are serious concerns to create special economic zones for seeds and even to create seed villages. A smooth enabling environment for growth of seed sector needs to be instantly addressed collectively by both the public and private sector.

Center for Agriculture and Rural Development, is a leading national level organization involved in policy advocacy, trade and technology related issues and agribusiness promotion activities. CARD organizes conferences, exhibitions etc., and strives for a consensus by creating proper understanding and opinions on important issues for sustained growth of agriculture. It is for this reason that CARD has taken this initiative to organize the National Conference on Seeds.

A brochure giving details of the conference is enclosed. As you will notice, the conference will address critical issues related to the seed sector. I would sincerely request for your kind participation and support to the Conference and we look forward to an early response from your side.

With best regards

(Satish Chandra)

## National Conference on



SEEDS

**3- 4 October, 2007 at Hotel Grand Kakatiya, Hyderabad**



ORGANIZED BY



**CARD**  
Centre for Agriculture  
and Rural Development

SUPPORTED BY



Ministry of Agriculture  
Government of India



Government of  
Andhra Pradesh

**Seeds for growth of national economy**

## Seeds for growth of national economy

'Everything else can wait, but not agriculture'. This quote of our first Primer Minister, Pt. Jawahar Lal Nehru is equally relevant today, when the country is facing food grains shortage despite all advances made in science and agriculture. Today, agriculture accounts for no more than 20 per cent of our GDP while it provides livelihood to 65 per cent of our population. This is posing a great challenge for our planners, policy makers, agriculture scientists, technologists, agri-input industries and farmers. If we have to sustain the 8% annual economic growth, then we have to target an agricultural growth rate of over 4 per cent per annum.



## Seeds of Change

Seeds are the vectors of advanced crop production technology and play a central role in growth of economy. Seeds have an important role to play in agriculture. It is the basic input around which hinges the prospects of performance of all other inputs. With the application of biotechnology, seeds can also change nutritional profile of food, shelf life of produce and giving a desired kind of traits in terms of pest, drought and stress resistance qualities. The growth of seed industry has occurred parallel to growth in agriculture productivity. Not only that, seed development has stimulated people to move outside agriculture, as more than ever before, industry and agriculture are discovering new profitable meeting grounds. Today's seeds are ushering in unprecedented changes in agriculture scenario of the country. Besides the need and opportunities in domestic markets for seeds, the international market is ripe for Indian seeds industry.



Today the Indian seeds industry is doing a yeomen's job. Not only it is rolling out top class hybrids in almost every crops but also through extensive promotional efforts is educating farmers on seeds use and agronomic practices. And given the importance of seeds in agriculture, the thrust on providing quality seeds to farmers by the Central and various State Governments, particularly AP, is greatly appreciable. But, there are issues concerning seeds production, distribution, research, regulation, partnerships and quality enforcement, both at national and state levels . The same need to be addressed, if the opportunities available in seeds business nationally and internationally, are to be capitalized.

The Conference will try to look into these and other inclusive issues and will provide a platform from where to deliver a desired impetus to a sustained and sustainable growth of agriculture and help create wealth, employment and industry. At the same time the strategy has to be drawn to make quality seeds available to all farmers for all crops on time and on affordable costs to meet the challenge of National Food Security Mission and the target of 4% growth in agriculture. To meet the above objectives, a large scale seeds production program has to be launched by developing Seed Villages and Seeds Valleys, preferably under public private participation.



## Key Objectives

- To develop a Vision for the overall growth of seed industry
- To empower and enable the growth of seed industry towards defined goals
- To discuss the regulatory frame towards enabling the growth of seed industry
- To discuss issues and strategies in seeds R&D, production, marketing and distribution
- To discuss and define Public Private Partnerships for enhancement of technology adoption
- To explore possibilities of seeds exports and positioning India as global seeds sourcing hub
- To discuss concepts of seed villages, seed valleys as a special agricultural economic zones

## Program Details

### 3rd October 2007

Inaugural Session	: 9.30 am - 11.00 am
Tea Break	: 11.00 am - 11.30 am

#### Session I

Seeds Vision: The CEOs Speak	: 11.30 am - 1.00 pm
Lunch Break	: 1.00 pm - 2.00 pm

#### Session II

Potentials & Opportunities	: 2.00 pm - 3.45 pm
Tea Break	: 3.45 pm - 4.00 pm

#### Session III

Industry Scenario	: 4.00 pm - 5.30 pm
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### 4th October 2007

#### Session IV

Seed Production & Technology Adoption	: 9.30 am - 11.15 am
Tea Break	: 11.15 am - 11.45 am

#### Session V

Seed Trade and Policy	: 11.45 am - 1.30 pm
Lunch Break	: 1.30 pm - 2.00 pm

Session VI: Core Issues	: 2.00 pm - 3.30 pm
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## Session VII

Plenary Session

Concluding Tea

: 3.30 pm - 4.45 pm

: 4.45 pm - 5.15 pm



## Who Should Participate

1. Seed Industry Professional
2. Seed Traders, Processors and Dealers
3. Seeds R&D, Experts and Biotechnologists
4. Officials of the Central and State Governments
5. Policy makers, IPR, PVP and Regulatory Bodies
6. NGOs, Seeds Producers, Extension Workers and Farmers
7. Development Institutions, Banking and Financial Institutions



## Organizers

### Center for Agriculture and Rural development

CARD is a leading national level organization involved in dissemination of information, technology transfer, marketing, trade, investments and business promotion activities relating to agriculture and horticulture. CARD also acts as an advocacy group on issues concerning rural masses. CARD organizes seminars, conferences, workshops and exhibitions on various aspects of agriculture, besides training and capacity building programs and facilitating domestic and overseas technical visit programs for stakeholders in food and agriculture.

**Participants:** The participants at the conference would be officials of central and state governments,

**Participants:** The participants at the conference would be officials of central and state governments, research and academic institutions, NGOs, experts, extension personnel, corporate, financial institutions, banks, developmental organizations, seeds professionals, agribusiness companies, agri-input dealers and farmers.

## Sponsorship

▶ **Pr. Sponsor = Rs. 7.0 lacs (one only)**

**Benefits:**

1. Principal Sponsor would share inaugural and concluding dias
2. Name and logo to be most prominently displayed along with organisers
3. Three stalls, back page souvenir advt. and ten delegates complimentary
4. To be projected in extensive onsite and media publicity

▶ **Sponsors = Rs. 3.50 lacs (two only)**

**Benefits:**

1. Sponsors would get one speaker each in CEO Speaks Session and one in other session
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▶ **Co-sponsors = Rs. 2.0 lacs (five only)**

**Benefits:**

1. Co-Sponsors would get one speaker each from their organisations in relevant sessions
2. Names and logos to be included in all publicity material and advertising
3. One stall, colour page souvenir advts. and 3 delegates complimentary

## Delegate fee

Rs. 2,500 per delegate. On booking of five delegates 10% and on booking of ten and more delegates, 20% discount.

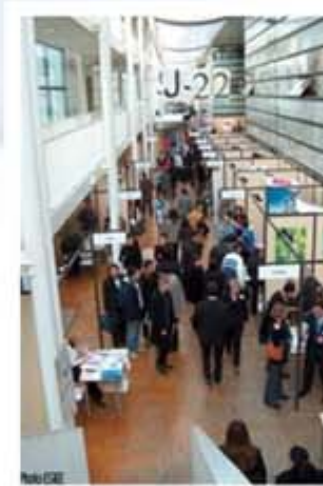
## Souvenir advertisements

A comprehensive souvenir shall be released on the occasion. There is limited advertisement opportunity available for the companies. The rates are as under:

1. Colour page = Rs. 25,000
2. B/W page = Rs. 15,000

## Stalls

There are limited number of 25 stalls of 6 sq. mt. each available. Each stall is priced at Rs. 40,000 (Service Tax included). One organisation can take maximum of three stalls.



For further Detail, Contact

**Centre for Agriculture and Rural Development (CARD)**



## Centre for Agriculture and Rural Development (CARD)

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Ph: 91+11+23731128/29, 46569160 Fax: 91+11+23731130  
Email: [card@ricmail.com](mailto:card@ricmail.com) Website: [www.card.org.in](http://www.card.org.in)

*Registration Form of Seed Conference is in attachment.*



**Prof. Chitta Ranjan Kole**

Ph. D. [Kalyani, India], Post-Doc. [Moscow] , Visiting Professor [UW-Madison], Exchange Visitor (PSU-University Park)

Exchange Visitor, 111 Jordan Hall, Department of Genetics & Biochemistry, Clemson University, Clemson, SC 29634, Tel. (864) 656-3060  
Residence: 895 D Creekside Drive, Clemson, SC 29631, Tel: 864-653-3224, Cell: (814) 571-9730

E-Mail: [ckole@clemson.edu](mailto:ckole@clemson.edu), [kolecr@yahoo.co.in](mailto:kolecr@yahoo.co.in)

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SEEDS

**3- 4 October, 2007 at Hotel Grand Kakatiya, Hyderabad**



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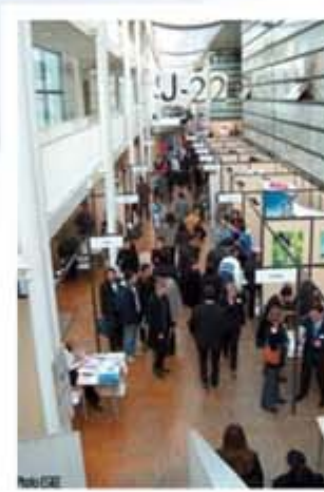
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