

Misc Org "H"



Secretary-General's letter to the Horticultural Society of India

Elizabeth Wanic to: hsihc10

Cc: Ruxandra Ferascu

08/09/2010 07:07 PM

Dear Mr. Chadha,

I am writing from the Speechwriting and Communications Office in the Executive Office of the Secretary-General.

Thank you for your recent letter to the Secretary-General, inviting him to write a message for the Fourth Indian Horticulture Congress to be held in New Delhi this November.

I regret to inform you that while the Secretary-General very much appreciates your support, he will be unable to meet your request. Please allow me to thank you for your support of the United Nations.

Sincerely,

Liz

Elizabeth Wanic
Communications and Speechwriting Unit
Executive Office of the Secretary-General
Room NL-3015L, New York, New York 10017

Tel: +1 917 367 2080
Fax: +1 212 963 5965
Email: wanic@un.org

10.08598



Fw: Message for Fourth Indian Horticultural Congress

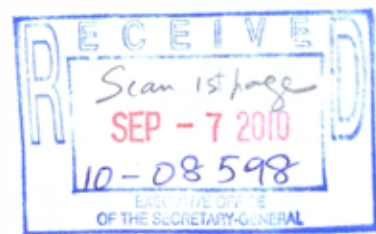
inquiries2 to: SGCentral

07/09/2010 04:27 PM

For your kind attention, please. Thank you. (disregard previous email we sent you)

Public Inquiries Unit
Department of Public Information
United Nations

MRM (w/...)



----- Forwarded by inquiries2/NY/UNO on 07/09/2010 04:26 PM -----

From: HSI New Delhi <hsiihc10@gmail.com>
To: dpi_dis_unit@un.org
Cc: inquiries2@un.org
Date: 04/09/2010 08:52 AM
Subject: Message for Fourth Indian Horticultural Congress

No. IHC//Pub/ Messages/

Dated: September 4, 2010

Subject: Messages for Fourth Indian Horticulture Congress-2010

Hon'ble Mr Ban Ki-moon,

The sixty three-old Horticultural Society of India is among the oldest scientific professional society in the country. Founded in 1942, the society has been championing the cause of horticultural research and development nationally. It has over 1,500 members and subscribers and publishes quarterly "Ifactor and rated high by the National Academy of Agricultural Sciences, New Delhi. The society has been organizing several national and international seminars, symposia, conferences, brainstorming sessions etc. in the past. From 2004 onwards, the society started organizing an Indian Horticulture Congress biennially and has since then successfully organized three of these at New Delhi, Barapani, Shillong (Meghalaya) and Bhubaneswar (Orissa), which were well attended by over 700 to 1000 registered delegates. The society also acknowledges the accomplishments of scientists and individuals engaged in horticulture R&D through awards and fellowships besides a Life Time Achievement Award.

I am happy to convey that the Horticultural Society of India in collaboration with the National Skills Foundation of India is organizing the Fourth Indian Horticulture Congress-2010 on the theme "Horticulture, Horti-Business and Economic Prosperity" from 18-21st November, 2010 at the auditorium of National Physical Laboratory, Pusa Campus, New Delhi. I am enclosing herewith a copy of the brochure giving details including themes and sub-themes.

The Congress is expected to be attended by a large numbers of horticulturists from India and abroad representing public sector, private sector, agri-business sector, financial institutions, insurance companies, agri-consultants and experts.

On this occasion, a souvenir would be released during the Inaugural Function by the Union Minister of Agriculture who has been requested to be the Chief Guest. I take this opportunity to request you to kindly bless the Congress with your message, which would be a great source of inspiration to the organizers and the participants. I shall be thankful if the message duly signed by you along with your recent passport size photograph is sent to us by 30th September, 2010 to the Congress Secretariat.

Thanking you and with kind regards,

Yours sincerely,

Sd/-
(K.L. Chadha)
Chairman, Organizing Committee &
President, The Horticultural Society of India
Encl: Congress Circular

com/11/001

To
Mr Ban Ki-moon
Secretary-General
The United Nations

Attention
Mr Kiyotaka Akasaka,
Under-Secretary-General for Comm.and Public Information
760 United Nations Plaza, New York, NY 10017, USA



inquiries2@un.org 4 IHC New Delhi Brochure.pdf



Indian HortiCulture Congress 2010

Horticulture | Horti Business | Economic Prosperity

November 18-21, 2010

Organized by



Estd. 1942

The Horticultural Society of India
New Delhi

NSFI

National Skills Foundation of India
New Delhi

Auditorium

National Physical Laboratory, Dr. K.S. Krishnan Marg,
New Delhi, India

ABOUT HSI

The Horticultural Society of India (HSI) was founded in 1942 with the objective of promoting the science of Horticulture. This premier horticultural organisation in India was envisioned by four eminent horticulturists of the country namely Sardar Bahadur Lal Singh, Shri S.S. Bhat, Shri Aslam Khan and Dr P.K. Sen. The Society organized a large number of national and international seminars, symposia, conferences and congresses which have been well attended by national and international scientists. HSI publishes Indian Journal of Horticulture quarterly and also gives annual awards and fellowships to outstanding horticulturists.

ABOUT NSFI

National Skills Foundation of India (NSFI) is a pioneer organization started by a group of leading professionals from diverse fields to work towards poverty reduction through skill endowment and capacity building of huge unskilled labour force in India. The core group of NSFI comprises of experts from Industry, Government, Academia and Research. NSFI has collaborated with leading corporates, government institutions, industry associations, national and international universities to accelerate skill development in India.

BACKGROUND

From food shortage to food surplus, India endeavors to create revolution in horticulture. Horticulture is emerging as an important business opportunity both for growers and private sector engaged primarily in post harvest management, value addition and marketing of produce and products. The sector encompasses a wide range of commodities including fruits, vegetables, potato, tuber crops, ornamental, medicinal and aromatic crops, spices and plantation crops. Huge potential in horticulture has attracted corporate houses to venture into it and to develop innovative models linking farm to fork.

A large number of corporate houses like Reliance, Godrej, Birla, Bharti, ITC, Spencer's, Nilgiris etc. forayed into horticulture in the area of cool chain, post harvest processing, value chain, forward and backward integration besides retail marketing and exports. A large number of multi-nationals like Unifruite have started procurement of horticultural produce especially mango, grape and pomegranate for super market chains in global markets. However, there is scope for consolidation and alignment to meet the emerging challenges.

CONSTRAINTS IN HORTICULTURE

Constraints in supply chains management: The present marketing system of horticultural produce in the country lacks systems approach. Producers sometimes fail to realize expenses incurred on transportation of fruits and vegetables to markets. Fruit and vegetable growers are receiving only a small part of price paid by the consumer as lion's share is either lost in the marketing chain or taken by the middlemen. In India, the high value supply chain is complex and the infrastructure connecting the various partners in the chain is very weak. Each stakeholder i.e., farmer, wholesaler, food manufacturer, retailer works in isolation.

Inefficient handling, transportation and storage of produce: There is also considerable post-harvest loss and wastage due to inefficient handling, transportation and storage of produce. It is estimated that as high as 25 to 30 percent losses occur in different perishables depending upon the type of produce, the season and distance to market. To extend the shelf-life of fruits and vegetables, cold storage and cold chain system is very essential which is still inadequate to meet the increasing requirements in future.

Threats posed by climate change: Climate change is perceived to be due to rapidly changing greenhouse gas profiles in the atmosphere owing to industrialization, fossil fuel burning, depleting green cover and high consumption lifestyles. Climate change may alter the distribution and quality of India's natural resources and adversely affect the livelihood of its people. Small changes in temperature and rainfall have significant effects on the quality of fruits, vegetables, aromatic and medicinal plants, tea and coffee. Due to climate change, there could be shift in the cropping patterns, the duration of cropping and varieties.

Biodiversity related issues: The biodiversity is diminishing fast. The exchange and sharing of bioresources and elite planting material is virtually becoming difficult. Suitable conservation and transport strategies for vegetatively propagated horticultural crops are required. It is also felt that there should be a detailed discussion on emerging challenges of climate change on biodiversity to draw a future roadmap for mitigating the adverse impact of climate change and better conservation and use of bio-resources.

WHY THIS CONGRESS ?

A beginning has been made in creating modern infrastructures like cool chain, packing sheds, auction houses etc. Several incentives are now available from different ministries for promotion of horticulture and horti-business. We need to harness and leverage this potential with a vision through support of government, public and private sectors. Taking into consideration the enormous potential of horticulture, it is imperative to highlight the key constraints and challenges and draw a framework for its future development through innovative viable business models. To achieve these objectives, the Horticultural Society of India is organizing its 'Fourth Indian Horticulture Congress' in collaboration with National Skills Foundation of India. The Congress would highlight the importance of horticulture, vis-a-vis its importance in economic prosperity. This congress would also provide an excellent platform for interaction between research workers, policy makers, corporates in the agri value chain, manufacturers, processors, traders, commodity exchanges, banks, MFIs and input associations.

OBJECTIVES

- ✦ To showcase innovative technological advancements in horticulture
- ✦ To address the emerging challenges like climate change, depleting bio-diversity etc.
- ✦ To identify key issues in horti-business promotion
- ✦ To formulate reform packages through public-private partnership
- ✦ To share innovative horti-business solutions and best practices
- ✦ To recognize successful entrepreneurs and enterprises in horti-business

TECHNICAL SESSIONS

1. Climate Change and Mitigation Measures

Changes in pattern of crop production due to climate change; Global measures to address climate change; Risk mitigation for droughts and floods; New varieties of seeds and plants; New research initiatives.

2. Biodiversity Management

Conservation and use of biodiversity in crop improvement and intended use.

3. Innovative Production Technologies

Micro-irrigation; Fertigation; Precision horticulture; Conservation horticulture; New varieties and technologies; Protected cultivation; Soilless culture (Hydroponics Aeroponics). Use of microbes in horticulture; Canopy management; and High density planting.

4. Mechanization in Horticulture (Innovative models)

Immediate and long term need of tools, implements and machinery for developing horticulture industry.

5. Post Harvest Management, Value Addition and Processing - Opportunities in Horticulture Sector

Ripening methods and units; CA storage; Cold storage; Packaging technologies; Nutraceuticals; Functional foods; Waste management; Emerging products; Growers and processors creating partnership for progress.

6. Marketing Initiatives, Organized Retailing and Aggregation Models

Agri value chain in private sector and emerging models; Supply chain management - issues and concerns. Agro-Processed food market opportunities at home and abroad; Sanitary and phyto-sanitary measures that hamper the competitive advantage; New initiatives in marketing and market development, Role of public and private sectors in promoting market access for farmers; Role of commodity exchanges in price recovery and risk management; Global experience in aggregation of farmers.

7. Value Chain in Horticulture

Current scenario and growth prospects for horti-business and raising India's share in global markets; Global players in horti-business; New initiatives by government and private sector.

8. Fruits and Vegetables in Health and Nutrition

Fruits and vegetables in health and nutritional security, bioactive compounds, aromatherapy etc.

9. Existing and Emerging Standards

Standards for fresh fruits and vegetables; Pesticide residues; Processed food products; Good Agricultural Practices (GAP); Organic produce; Planting Material and Certification of horticultural produce and products.

10. Horti Inputs: New Distribution Models

Delivery mechanism for farm inputs; Spurious products; Government initiatives through KVKs; Corporate initiatives in on time delivering quality inputs.

11. Horticulture Infrastructure - Requirements and Availability

Cold storage, pre-cooling, cool chain, primary processing and packing centres, food parks etc.

12. Livelihood Opportunities in Horticulture

Innovative, successful & replicable business models: Central and state level in different states in public and private partnership. Initiatives by farmers and microenterprises - mushroom cultivation, bee keeping, food processing, Peri-urban horticulture

13. Skill Development in Horticulture

Extension mechanism for ensuring technology adoption and quality of inputs; Capacity building and skill development of small farmers and vendors; Public-private partnership in extension services.

14. Public-Private-Partnership in Technology Transfer and Adoption

Mobile advisory services; Web-based portals; Future markets; Experience in building Public-Private Partnerships; Lab to farm - Role of private sector; ICT and its role in horticultural development.

15. Financing Horti-Business

Lending opportunities by banks and financial institutions; Role of NABARD; commercial banks, MFIs; Public banks and Insurance companies.

16. State Level Initiatives for Horticulture Development

Success stories from different states, NGOs, SHGs etc.

17. Policy Reforms

Reforms in agriculture at central and state levels.

INVITED LECTURES

During the four day Congress invited lectures on topical issues from eminent scientists and industry leaders in the field of Horticulture, allied subjects and Horti-Business will be presented. Papers on specific topics will be sought exclusively through invitation.

POSTER PAPERS

Abstracts are invited from researchers on broad areas of the Congress which would be peer reviewed and selected for poster presentation. The abstract(s) should be prepared in MS Word not exceeding 250 words. It should contain a clear title, name and affiliation of the authors. Not more than two abstracts will be accepted from a senior or sole author. The name of presenting author should be underlined. There should not be any sub-headings, figures, tables or references in the abstract. The abstract may be submitted through email and/or by post along with soft copy. The detailed guidelines for preparing the poster papers would be mailed to those authors whose abstracts are accepted for presentation and can also be seen on the website. Abstracts from registered delegates will only be printed. Last date for submission of abstracts will be Sept.15,2010.

PARTICIPATION

The Congress aims to involve representatives both from public and private sectors.

FROM THE PUBLIC SECTOR

Diplomats, Officials from Planning Commission, Agriculture and related ministries; Vice Chancellors, Directors, Scientists and students from National Agriculture Research System; Representative from International agencies like FAO, Bioversity International, IFPRI, World Bank, ADB, etc. Media and other leading stakeholders in agriculture are expected to participate.

FROM THE PRIVATE SECTOR

Farmer's Associations, Input Associations (like Seeds Fertilizers, Pesticides etc.), Export organizations, commodity exchanges, NGOs, SHGs, representatives from agri-business sector, financial institutions, insurance companies, agri-consultants and experts are expected to participate.

REGISTRATION

All participants to the congress are required to register themselves in advance. The schedule and fee for registration is given aside in the box for various categories of participants.

REGISTRATION FEE

Delegates	: Rs.4000/-
HSI/NSFI Members/Students/Farmers	: Rs.3500/-
Corporate	: Rs.6000/-
Foreign delegate	: US\$200/-
Accompanying spouse	: Rs.1500/-

- There will be an early bird discount of 10% for registrations till 31st July, 2010.
- Registration after 15th October, 2010 will attract additional fee of Rs. 500/-
- Fee for participation in the Congress may be sent through crossed Bank Draft in favour of "Fourth Indian Horticulture Congress 2010" Payable New Delhi.

SOUVENIR

A souvenir will also be brought out on the occasion of the Congress. It will contain articles on related issues sought through invitation. It will also publish messages from dignitaries and advertisements from sponsors and other companies involved in development of horticulture industry. Advertisement rates are given below.

ADVERTISEMENT RATES

✦ Back cover	: Rs. 50,000/-
✦ Inside front cover	: Rs. 35,000/-
✦ Inside back cover	: Rs. 30,000/-
✦ Full page	: Rs. 25,000/-
✦ Half page	: Rs. 15,000/-

* All in colour

EXHIBITION

Coinciding with the Congress, a mega horticulture exhibition Horti Expo 2010 is being organized from 18-21 November 2010, at the Congress venue. The objective of expo is to showcase products and services related to Horticulture diversity, inputs, productivity and post harvest management aspects besides marketing and trade related issues to create awareness about the potential of horticulture in economic development. It aims to explore opportunities for flow of investment and technologies. The Expo seeks immense participation of central and state government departments, research and development institutions, commodity boards, besides producers, processors, biotechnology firms, technology providers, exporters, input providers, equipment and machinery manufactures, consultants etc. For further information please visit www.horticongress2010.com.

SPONSORSHIPS

To make this event grand and successful, the organizers seek support from all stakeholders in the Horticulture Sector, specially from Govt. and non Govt. organizations including like-minded Institutions working in the Interest of the sector. The congress provides an excellent opportunity for sponsoring Companies/Organizations to raise brand awareness and promote their products/services to a highly focused audience besides networking with the participants. By-sponsoring, the sponsor will become a key partner in the overall event. A range of sponsorship opportunities are available to suit all levels of budget and marketing aspirations. The sponsorship details are given below:

PLATINUM SPONSORS

Rs. 7,50,000

Benefits Include

- ✦ Branding with logo and name featuring prominently on the cover of the event brochure and promotional material, backdrop, sponsor's panels at the venue, all invitation cards, final program & delegate bag
- ✦ Company literature/insert/write-up in the delegate bag
- ✦ Two full colour page company profile/adverts in the souvenir
- ✦ 4 complementary delegates
- ✦ 3 exhibit booths of 3×3 sq m

GOLD SPONSORS

Rs. 5,00,000

Benefits Include

- ✦ Branding with logo and name featuring prominently on the cover of the event brochure & promotional material, backdrop, sponsor's panels at the venue, all invitation cards, final program, delegate bag
- ✦ Company literature/insert/write-up in the delegate bag
- ✦ One full colour page company profile/advert in the souvenir
- ✦ 3 complementary delegates
- ✦ 2 exhibit booths of 3×3 sq m

LUNCH/DINNER SPONSORS

(FULL EVENT) Rs. 5,00,000

Benefits Include

- ✦ Branding with logo and name featuring prominently on the cover of the event brochure & promotional material, backdrop, sponsors panel at the venue, all invitation cards, final program, and delegate bag
- ✦ Company literature/insert/write-up in the delegate bag
- ✦ One full colour page company profile/adverts in the souvenir
- ✦ 3 complementary delegates
- ✦ 2 exhibit booths of 3×3 sq m

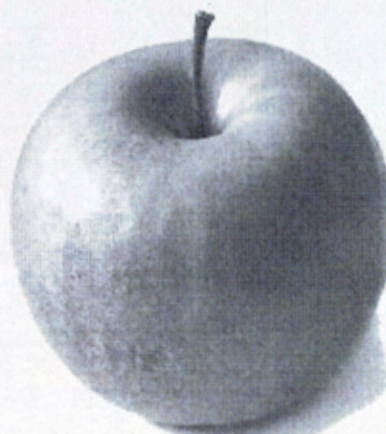
**Option for one Lunch/Dinner sponsorship @ Rs 1,50,000 is also available*

DELEGATE KIT SPONSOR

Rs. 3,00,000

Benefits Include

- ✦ Branding with logo and name featuring prominently on the cover of the event brochure & promotional material, backdrop, sponsors panel at the venue, all invitation cards, final program & delegate bag
- ✦ Half colour page company profile/advert in the souvenir,
- ✦ 2 complementary delegates
- ✦ 1 Exhibit booth of 3×3 sq m



ACCOMMODATION

Limited accommodation is available at IARI/NASC/NPL/IASRI guest houses and other government owned guest houses. Good hotel accommodation at affordable rates is also available in nearby areas. Delegates are advised to make their own arrangement for accommodation. Addresses of affordable hotel will be placed on web site.

POST CONGRESS TOUR

The Post Congress Tour will be arranged to local places of tourist interest in Delhi on 22nd November, 2010. Interested

delegates may extend their stay accordingly. Bus arrangement will be made for the visit of interested delegates on payment basis.

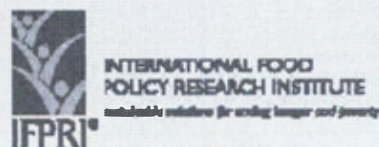
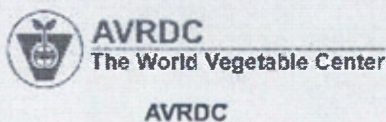
DATE AND VENUE

The Congress will be organized from 18-21 November, 2010 at the National Physical Laboratory (NPL) Auditorium on Dr K.S. Krishnan Marg (Next to Pusa Gate), New Delhi. The venue is about 2 km from Rajendra Place Metro station, 7 km from New Delhi Railway station and 15 km from domestic airport.

Co-organisers



Ministry of Agriculture and
Food Processing
Govt. of India



NHRDF



NABARD





Indian Horticulture Congress-2010

Horticulture, Horti Business and Economic Prosperity

18-21 November, 2010, New Delhi, India

REGISTRATION FORM

Yes, I/we are interested in participating in the "Fourth Indian Horticulture Congress 2010" as Delegate/Sponsor/Advertiser in the Souvenir/Exhibitor

Surname	First name	Middle name	Title (Dr./Mr./Ms.)

Profession	Designation	Field of Specialization

Organization

Address		
City	Postal Code	State

Telephone (with STD Code)	Mobile No.	Fax No.	E-mail

Title of Abstract/Paper

Payment Details			
Sr. No.	Cheque/Draft No. and Date	Name of the Bank and branch	Amount (Rs/\$)

Place/Date:

Signature of the Participant

Registration form is also available on congress website www.horticongress2010.com
Kindly send duly filled in Registration Form to

Congress Secretariat
Fourth Indian Horticulture Congress-2010
Division of Fruits and Horticultural Technology
Indian Agricultural Research Institute
New Delhi-110 012
Email: hsiihc10@gmail.com

ADVISORY COMMITTEE

Dr M.S. Swaminathan, Member, Rajya Sabha, New Delhi
Dr Abhijit Sen, Member, Planning Commission, New Delhi
Dr Kasturirangan, Member, Planning Commission, New Delhi
Dr S. Ayyappan, Secretary (DARE) & Director General (ICAR), New Delhi
Mr Gavin Lindsay Wall, FAO Representative, New Delhi
Sh J.N.L. Srivastava, Chairman, IFFCO Foundation, New Delhi
Mr Raghu Pillai - President and CE, Retail Operations and Strategy, Reliance Retail Ltd

ORGANISING COMMITTEE

Chairman

Dr K.L. Chadha, President, HSI, New Delhi

Members

Mr Sanjeev Asthana, Founder and Chairman, NSFI, Gurgaon
Dr Kirti Singh, Former Chairman, ASRB, New Delhi
Dr P.L. Gautam, Chairman, NBA, Chennai
Dr H.P. Singh, DDG (Hort), ICAR, New Delhi
Dr H.S. Gupta, Director, IARI, New Delhi
Dr R.P. Awasthi, Former VC, YSPUHF, Solan
Dr D.P. Ray, Vice Chancellor, OUAT, Bhubaneswar
Dr M.L. Choudhary, Vice Chancellor, RAU, Samastipur
Dr K.R. Dhiman, Vice Chancellor, YSPUHF, Solan
Dr Asit Tripathy, Chairman, APEDA, New Delhi
Mr Bijay Kumar, MD, NHB, Gurgaon
Dr Gorakh Singh, Horticulture Commissioner, New Delhi
Dr M.L. Chadha, Regional Director, AVRDC for South Asia, Hyderabad
Dr A.K. Gulati, Regional Director, IFPRI, New Delhi

Dr Prem Mathur, South Asia Coord, Bioversity International, New Delhi
Dr A.S. Sidhu, Director, IIHR, Bangalore
Dr T.A. More, Director, IIVR, Varanasi
Mr Pranav Adani - Managing Director, Adani Wilmar Ltd
Mr R. Ramaseshan, Managing Director & CEO, NCDEX
Mr Salil Singhal, Chairman and M.D. PI Industries Ltd
Mr Gokul Patnaik, Chairman, Global Agrisystems Pvt Ltd
Mr Vikram Puri, CEO, Mahindra Shubh Labh
Mr Rajesh Gupta, President & CE, DCM Shriram Consolidated Ltd
Prof P.I. Peter, Chairman, Health India Laboratories
Mr K. Radhakrishnan, CEO, Pantaloon Retail Ltd
Ms S. Sunanda, Asstt. Vice President & Head - Corporate Affairs & CSR, Reliance Retail Ltd - Agri Business
Mr Sopan Kanchan, President, CIH, Pune

EDITORIAL COMMITTEE

Convener: Dr S.K. Singh

Dr T. Janaki ram
Dr Pritam Kalra

Dr O.P. Awasthi
Dr K.V. Prasad

TREASURERS

Dr Ram Asrey
Ms Priyambda Tripathi

CONTACT DETAILS

For further enquiries please contact

For Horticulture Congress

Dr A.K. Singh
Organising Secretary
(09899558691)

Dr V.B. Patel
Co-Organising Secretary
(09868319506)

For Exhibition/Sponsorship/Advertising

Mr Bharu Pratap Singh
Organising Secretary
(09868484426)

Ms Mahima Satsangi
Co-Organising Secretary
(9582906474)

All correspondence should be addressed to

Congress Secretariat
Fourth Indian Horticulture Congress-2010
Division of Fruits and Horticultural Technology
Indian Agricultural Research Institute, New Delhi-110 012
Email: hsiihc10@gmail.com
Web: www.horticongress2010.com

NOTE: THE ORGANISERS RESERVE THE RIGHT TO CHANGE THE DATE, VENUE AND STRUCTURE OF THE EVENT, IF WARRANTED.