

National Conference
Enhancing Agricultural Productivity
Integration of Improved Seeds and Agri Inputs

12th October, 2022

NDMC Convention Centre, Sansad Marg, Connaught Place, New Delhi



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Chief Guest

Shri Narendra Singh Tomar
Hon'ble Minister of Agriculture & Farmers Welfare
Government of India

BACKGROUND

Agricultural productivity is synonymous to a system where the different aspects are being addressed such as; fertility of land, optimum production of a commodity, ecological sustenance, and the improvement of the Farmers' livings. India is now a growing country both in terms of population and economy and such transformation needs new planning and execution of integration of improved agri inputs for achieving higher crop productivity. Farming cannot be initiated without a planting material and thus, seed is a fundamental input. Seed plays a crucial role in agricultural expansion as it is a carrier of genetic information which controls the maximum crop productivity, disease resistance, and tolerance to environmental stresses such as drought. Therefore, access to quality seed is essential in improving farming and food security in agrarian nation like India. On the other hand, farming inputs such as; fertilisers suffice a crop plant the nutrients which are essential to its optimum growth.

Integrating these inputs are one of the most economical and efficient strategy to develop and strengthen profitable agricultural enterprise. Regardless of the availability of several technologies, particularly of improved crop varieties, there has been limited use of improved seeds and fertilisers by most of the farmers. Inaccessibility of improved seeds and fertilisers with little awareness of their promotion system is one of the key factors contributing for low agricultural productivity.

There is a need to motivate farmers to adopt newer cultivars, to move forward with a notion of getting better yields and their newer seeds are made less resource intensive and climatically superior. Farming inputs contributes about 40–50% of total yield increase for most of the crops. Combining use of advanced science and technology for improved seed cultivars, effective farm management in crop production, and judicious use of fertilisers are essential with a favourable policy environment which is supportive to farmers.

The Government of India has been taken various initiatives for strengthening the seed production value chain through enhanced availability of quality seeds & planting material of crops to farmers across the country through various programs. However, the awareness campaign for execution of new agri-inputs is the need of the hour for yielding more productivity.

Therefore, with a view to creating awareness for improved farm inputs, **ASSOCHAM is organizing a National Conference on Enhancing Agricultural Productivity: Integration of Improved Seeds and Agri Inputs at 09:30 AM on October 12, 2022, at NDMC Convention Centre, Sansad Marg, Connaught Place, New Delhi.**

OBJECTIVES

- ❖ To promote and make Farmers aware about improved agricultural inputs.
- ❖ To identify the ways to upstream the improved inputs to the farming communities and improve accessibility of inputs like quality fertilisers, seeds and the technology.
- ❖ To support and promote agripreneurship and making farming lucrative.
- ❖ To create awareness for improved livelihoods of Farmers through best agricultural practices thereby making farming more resilient and covering risks adhered to it.
- ❖ To harness the opportunity of agripreneurship by educating and training the burgeoning farmers about improves farming practices, improved cultivars, and other agri inputs.
- ❖ To promote remunerative farming practices by ensuring better yields and quality products and thereby realizing better selling price, export opportunities, globalization of farmers' produce.

GUEST SPEAKERS TO BE INVOLVED/EXPECTED

- ❖ Hon'ble Union Minister of the Ministry of Agriculture and Farmers' Welfare.
- ❖ Senior Officials from the Ministry of Agriculture and Farmers' Welfare.
- ❖ Representative from Indian Council of Agricultural Research (ICAR).
- ❖ Representative from Seed companies
- ❖ Representative from Fertilizer companies of India.
- ❖ Representative from Agri Inputs Industry i.e., fertilisers, agro chemicals, seed production, biofortification, agro technology etc.
- ❖ Representative from Small Farmers' Agri-Business Consortium of India (SFAC).
- ❖ Representative from International Fund for Agriculture Development (IFAD).
- ❖ Representative from Bill and Melinda Gates Foundation.
- ❖ Representative from NABARD.
- ❖ Representative form Credit Facilitators.

PARTICIPANTS PROFILE



Agri-Food Industry



Agri Input Provider



Seed Technology Industry



Agro Chemical Industry



Government Sector and State Enterprises



Multilateral Agencies



NGO's and Development Sectors



Policy Makers, Scientists, and Academicians



Farming Community and FPOs



Agri Entrepreneurs

PARTNERSHIP OPPORTUNITIES

The Conference provides an excellent opportunity for organizations/companies to promote their products & services to the focused audience besides networking intervals. The sponsorship details are as under:

Conference Partner Rs. 10 Lakhs	Principal Sponsor Rs. 7 Lakhs	Partners Rs. 5 Lakhs	Co-Sponsor Rs. 3 Lakhs	Supporter Rs. 1 Lakhs
<ul style="list-style-type: none"> • Status of 'Conference Partner' and the Partner's name and logo will be prominently displayed at the Conference venue. • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo branding in event brochure. • Speaker Slot to a company representative in Inaugural session & Technical session. • Corporate Video Play during the Tea and Lunch Break (4 min only). • Logo branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in ASSOCHAM's Social Media Platform. • Acknowledging sponsor name during the event • Complimentary exhibition space at the venue. • Insertion of Company's brochure into the documentation pack. • 15 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo branding in event brochure. • Speaking opportunity as Panellist in 2 Technical Session. • Corporate Video Play at conference during the Lunch Break (3 min only). • Logo branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • Complimentary exhibition space of at the Conference venue. • Insertion of Company's brochure into the documentation pack. • 10 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo branding in event brochure. • Speaking opportunity as Panelist in 1 Technical Session. • Corporate Video Play at conference during the Tea/Coffee Break (2 min only). • Logo branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • Complimentary exhibition space of at the Conference venue. • 7 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Branding of company logo at the main backdrop at the Conference Venue. • Branding of company Logo in newspaper advertisement. • Logo branding on the event Mailers. • Logo branding in Thank you panel at the Conference Venue. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • Insertion of Company's brochure into the documentation pack. • Complimentary exhibition space of at the Conference venue. • 5 Complimentary Passes to attend the Conference. 	<ul style="list-style-type: none"> • Logo visibility on event Backdrop. • Logo in newspaper advertisement. • Logo branding in Thank you panel at the Conference Venue. • Logo Branding on the event Mailers. • Logo on the ASSOCHAM event Webpage. • Branding in Social Media Platform. • 3 Complimentary Passes to attend the Conference.

PARTICIPATION FEE

INR 2,500/- Per Delegate (Including GST)

Exhibition Stall: INR 50,000 + GST (Stall Size: 3 x 2 sqm.)

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