



4th National Conference on **Organic Farming**

7th October, 2014

Hotel Le-Meridian, New Delhi



- Products**
- Certification**
- Marketing**
- Exports**

INTRODUCTION

Demand for organically produced products has been growing globally since last decade or so. This demand for organic products has given a significant momentum to the organic farming which is blossoming and has been one of the economy's best performing industries over past five years. The industry revenue has grown by an average annualized rate of about 12 percent. Reasons of this stupendous increase are growing health awareness, environmental concerns, increase in disposable income, increased consciousness about organic food, etc.

India can take advantage of the growing opportunities in this sector but there are certain challenges to be met before India takes on to the world organic markets. The challenges in international as well as domestic market of organic food are **standardization of products according to the customers' tastes and preferences, certification, consumer education, branding and promotion, availability of right and quality inputs, research and dissemination of appropriate technologies, processing, certification, production information and infrastructure support and also policies of the government.**

To give a boost to organic world and to bring all stakeholder, including exporters, certification agencies, experts in organic farming sector on one platform **ASSOCHAM is organizing its "4th NATIONAL CONFERENCE ON ORGANIC FARMING: Products, Certification, Market, & Exports" on 7th October, 2014 at Hotel Le-Meridian, New Delhi.** The conference will provide an extraordinary momentum and inspiration for all stakeholders from India and around the world. This conference will also provide organic stakeholders, Govt official and policy makers with a platform for open discussion on Global Organic Market.



OBJECTIVES

- To analyze the world Organic market Scenario and to determine India's role in the global arena of Organic products.
- To promote organic farming at Central and State level so as to Strengthen the Competitiveness of small-holders.
- To link key figures from the ranks of research, policy makers, farming associations, trade and other interest groups so as to pool their views and knowledge on Organic sector.
- To Suggest Policy Framework For Facilitation of Promotion of Organic Products
- Deliberation on the market and challenges of Organic Farming.
- To provide inputs to existing organic farming companies on how to improve their operations & that are considering starting organic farming ventures.

FOCUS AREAS



Organic Products

- Organic products including Organic Horticulture Produce, Green Cosmetics, Skin & Health Care products, Organic Foods & Beverages, Organic Spices etc
- Effective Retailing of Organic Products.
- Textiles including inputs and finished products.



Certifications

- Certification for ensuring compliance with global standards in organic sector.
- Regulation policies for promoting Brand India in organic sector

Market

- Involvement of corporate sector to increase organic production & marketing.
- Creation of inter linkages for delivery of organic products to markets.

Exports

- Creating/Updating National and International Standards for Organic Export Promotion.
- Policy/Strategic interventions for increasing exports of organic products.



PARTICIPANT PROFILE

- Organic Food , Agro & Beverages Industries
- Certification Agencies
- Organic Fertilizer / Growth Promoters
- Green Cosmetics & Skin care Industries
- Health and Functional Food Industries
- Organic Tea & Coffee Industries
- Organic Textiles Industries
- Organic Spices Industry
- Organic Coconut Industry
- Export Promotion Councils
- Exporters & Importers
- CEOs / Industrialists
- Commodity exchange representatives
- Central & State Government Departments and Officials
- Agriculture Operatives, Progressive Farmers and Representative of Farmer Groups
- Storage, Handling & Transportation
- And Other Related Products & Services



SPONSORSHIP OPPORTUNITIES

This National Conference provides an excellent opportunity for companies to promote their products & services to the focused audience besides networking during tea/coffee and lunch break.

DIAMOND PARTNER (₹ 6 Lakhs)

- Status of 'Platinum Sponsor'
- Company Name and logo will be acknowledged in backdrop and Thank You Panel as Platinum Partner
- Highest positioning of Logo amongst all sponsors.
- Speaker opportunity in the "Inaugural Session" and make a 15 minutes presentation at any plenary session
- Ten complimentary delegate passes
- Sponsor's logo on the Website
- Company's Name and Logo in the Proceedings and Recommendations after the event
- One Standees at the venue
- Exhibition Stall (6 Sq. mtr)

GOLD PARTNER (₹ 4 Lakhs)

- Prominent display of Company Logo as 'Gold Partner' at the main backdrop and website.
- Exhibition stall.(6 sq. mtr)
- Advertisement in the backgrounder.
- Corporate literature in delegate kit.
- Speaker Slot in business Session.
- Seven complimentary delegate passes to attend the Conference.
- Acknowledgement of support in the "Thank you Panel".

SILVER PARTNER (₹ 3 Lakhs)

- Prominent display of Company Logo as 'Gold Partner' at the main backdrop and website.
- Exhibition stall.(6 sq. mtr)
- Corporate literature in delegate kit.
- Speaker Slot in business Session.
- Seven complimentary delegate passes to attend the Conference.
- Acknowledgement of support in the "Thank you Panel".

LUNCH PARTNER (₹ 2.5 Lakhs)

- Prominent display of Company Logo as 'Lunch Partner' at the main backdrop and website.
- Exhibition stall.(6 sq. mtr)
- Speaker Slot in business Session.
- One standee in lunch area.
- Four complimentary delegate passes to attend the Conference.
- Acknowledgement of support in the "Thank you Panel".

DELEGATE KIT PARTNER (₹ 2 Lakhs)

- Exhibition stall.(6 sq. mtr)
- Logo on Kit, main Backdrop and Website.
- Corporate literature in delegate kit and summit head table
- 2 complimentary delegate passes to attend the Conference.
- Acknowledgement of support in the "Thank you Panel".

SPECIAL PARTNER (₹ 1.5 Lakhs)

- Prominent display of Company Logo as 'Special Partner' at the main backdrop and website
- Corporate literature at Conference in the delegate kit.
- 3 complimentary delegate passes to attend the Conference.
- Acknowledgement of support in the "Thank you Panel"

SUPPORTER (₹ 1 Lakh)

- Prominent display of Company Logo as supporter' at the main backdrop.
- 3 complimentary delegate passes to attend the Conference.
- Acknowledgement of support in the "Thank you Panel"

INDIRECT BENEFITS

1. It will be a platform for you which can be used to explore the immense business opportunities available in the Indian & International market.
2. Networking opportunity with the corporate sector, Government officials, Decision makers and Academia.

STALL TARRIF FOR EXHIBITIONS

There are two types of stalls, one with minimum of 3X2 Sq.Mtr (INR 36000) and other with maximum of 3x3 Sq.Mtr. (INR 54000).

ADVERTISEMENT OPPORTUNITIES

PAGE PARTICULAR	AMOUNT (₹)
Centre Spread (Color)	40,000/-
Front Inside Cover (Color)	30,000/-
Back Inside Cover (Color)	30,000/-
Full Page (Color)	20,000/-

PARTICIPATION FEE

₹ 2,500/- per delegate on Non Residential basis (For three or more delegates from the same organization, a discount of 15% will be offered.)
Cheque / DD in favour of ASSOCHAM, New Delhi

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