

National Conference
on
“Strategies to drive organic
sector forward :
For sustainability & markets”
Seminar & Exhibition



Organized by



International Competence
Centre for Organic Agriculture



Dept. of Agriculture
Govt. of Chhattisgarh

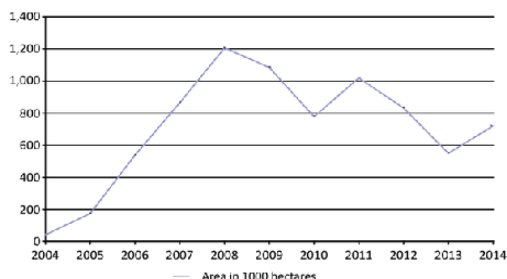
Venue : Auditorium,
Indira Gandhi Agricultural University,
Krishak Nagar, Chhattisgarh,
Raipur- 492012. Ph: 0771 - 2970217

Date : May 26 & 27, 2015

Introduction

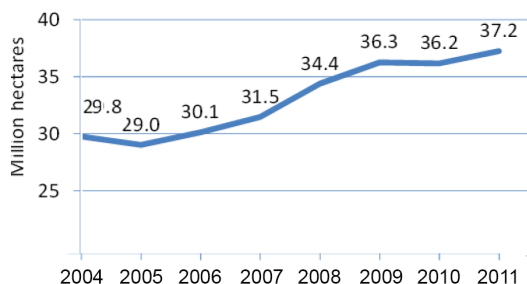
Organic agriculture is seen as an alternative system to conventional agriculture which relied heavily on chemicals. Organic agriculture, on the other hand, is a holistic system of agriculture which integrates agriculture and its allied verticals, thereby focusing on augmenting livelihoods of the farmers. Keeping farmers as the atom of development, all efforts are clued into finding solutions for their problems.

Figure 1 Trend in area under organic agriculture in India



Source: ICCOA

Figure 2 Global trends in area under organic agriculture



Source: FIBL-IFOAM Survey

Organic farming has the potential to address the issues of inclusiveness by involving small and marginal farmers into the agriculture value chain. Currently the cultivated land under certified area is about 1.02 million hectares and the wild collection is 3 million hectares.

The market for organic produce in India has been growing by leaps and bounds. With a CAGR of 25–30%, it is the fastest growing sector in the food category. The growth has been phenomenal in both domestic and export markets.

About Chhattisgarh

Chhattisgarh is a state in Central India. It is one of the richest states in terms of its forest and mineral wealth. About 44% of the state is under forest cover providing immense scope of forest based livelihoods. The state also has mega industries in sectors including steel, power, mining, aluminium and cement. It is one of the major sources of steel and electricity in India.

1. Economic profile of the state:

Chhattisgarh is a fast growing state. Trends depict ample scope for economic growth for the state owing to its rich mineral wealth and upcoming industries.

Nearly 80% of the population lives in rural areas and is directly or indirectly dependent on agriculture and agro-based industries for livelihood. Small and marginal farmers constitute about 76% of the total farming population. Apart from agriculture, forestry also plays a major role in Chhattisgarh's state economy.

2. Organic Mission – Chhattisgarh:

Chhattisgarh is a very potential state especially in terms of its diversity and many parts of the state are by default organic. Chhattisgarh launched its Organic Mission in September 2013 in three districts viz. Bastar, Bilaspur and Ambikapur which in the current fiscal year (2014-15) is further extended to cover 12 districts of the state. The mission envisages promoting organic farming in the selected districts and building market linkages for the organic produce of farmers. During this course, it is imperative to provide support to stakeholders and to update them with recent developments in the organic sector. The right support and services will definitely help the state in achieving its mission.

Organic potential in Chhattisgarh

1. **Medicinal Hub:** 44% Forest cover, potential for natural herbs and medicinal plants
2. **Spice Hub:** Chilli, Turmeric, Ginger is grown in large scale
3. **Horticultural hub** - Fruits and vegetables grown in large areas provide, ample scope for fresh produce and processing industries
4. **Agribusiness like Apiculture, Sericulture, Dairy farming, Mushroom cultivation etc**
5. **Favorable economic and agricultural policies of the state.**

The programme

The international conference on 'Strategies to drive organic sector forward: for sustainability Markets' is being organised to assist the policy makers make an appropriate strategy for the state of Chhattisgarh. As a state, Chhattisgarh has held a pre-eminent position in organic agriculture especially for fruits and vegetables which however is now slipping down the ladder. The conference will have eminent speakers from India and abroad raising pertinent issues on organic agriculture and agri-business.

The sessions in the conference will encompass two broad themes, that of sustainability and markets. Both these themes are inter-related and interdependent. The sub-sessions will concentrate on cost reduction and income enhancing aspects of organic agriculture while talking about sustainability and certification along with other requirements of the markets.

Exhibition

- Farmer groups growing organic food products, manufacturers of organic inputs/ organic farming promoters can exhibit their ware.
- Limited number of stalls (3m X 3m) are available for exhibition.
- Stalls are allotted on a first cum first serve basis.
- Exhibition stall rent (for 3m X 3m) Rs. 35,000
- * 20% discount only for ICCOA members.
- * Exhibitor will be given one free delegate pass for seminar.

Who can Participate?

- Policy makers/ Central Govt./ State Govt. Officials.
- Researchers, scientists and faculty from institutes and universities.
- Progressive farmers, farmers groups, NGOs & students.
- Traders, exporters, importers & entrepreneurs.
- Companies with organic and sustainable farming projects.
- Supermarkets/ Retail chains / retailers.
- Executives of food/ hotel industry.
- Banks and financial institutions.
- Certifying bodies/ Quality analysis laboratories.
- Consumers / consumer organizations / forums.

Conference delegate fee

Particulars	Early bird (pre booking) (Rs.)	Spot registration (Rs.)
Private Sector	4000	5000
Govt. Officers/Scientists*	3000	4000
NGOs**	2500	3500
Farmers***	1500	2000

* Govt officers/scientists: Identity card must be produced.

** NGO: Identity card of the NGO being represented must be produced.

***Farmers: To register as a farmer, proof of land holding or letter from the department is compulsory.

Conference Partner packages and exhibition space:

Partner categories

COMPONENTS	CO-ORGANISER	GOLD PARTNER	SILVER PARTNER
Cost in Rupees	4 lakh	2 lakh	1 lakh
Free Space	6 stalls for exhibition (each 9 sq.m)	3 stalls for exhibition (each 9 sq.m)	2 stall for exhibition (each 9 sq.m)
Conference	Free participation of 12 delegates (with food coupons and dinner)	Free participation of 8 delegates (with food coupons and dinner)	Free participation of 4 delegates (with food coupons and dinner)
Free accommodation	3 rooms for 3 nights on twin sharing basis in Raipur	2 rooms for 3 nights on twin-sharing basis in Raipur	1 room for 3 nights on twin-sharing basis in Raipur
Publicity / Branding	Great visibility, name & logo displayed on inauguration dais, hoardings, ads etc.	Great visibility, name & logo displayed on inauguration dais, hoardings, ads etc	Name and logo on venue hoardings
STALL BOOKING	Rs.25,000/- for 9 sqm cone booth.		
MODE OF PAYMENT	The amount can be transferred through RTGS / Cheque in favour of - “ International Competence Centre for Organic Agriculture “ Account name - ICCOA, Bank Name: State Bank of India, Current A/C No. : 10334026174, IFSC Code : SBIN0015658		
For more details please contact	Mr. Jaydip Roy: +91-99018-78511 / Ms. Anu: +91-88614-27381		

About ICCOA

ICCOA is a knowledge and learning centre for all facets of organic agriculture. An excellent provider of information services, advice and market linkages to everyone involved in organic agriculture. Currently ICCOA is managing organic farming cluster projects in 14 states.

**NATIONAL CONFERENCE
ON
'STRATEGIES TO DRIVE ORGANIC SECTOR FORWARD: FOR SUSTAINABILITY & MARKETS'**

Timing: 09:30 a.m – 05:30 p.m

	EVENT SCHEDULE	PROGRAM	TIMING
DAY 1	26th May 2015		
	Arrival	Arrival of Participants & Registration	09:00 - 09:30
	Inaugural Session	Chief Guest: Honorable Chief Minister of Chhattisgarh Guest of Honor: Honorable Minister of Agriculture, Govt. of Chhattisgarh Key Note Address: Agricultural Expert from India, and International Expert/Buyer from a Organic Company of EU/ USA	09:30 - 11:30
		Tea / Coffee Break	11:30- 11:45
	Session I	Theme: Organic Agriculture : Crop production 3 Speakers on Soil fertility and Crop Production	11:45 - 12:45
		Interactive Session	12:45 - 01:00
		Lunch Break	01:00 - 02:00
	Session II	Organic Agriculture: Best practices on Production and Plant Protection 3 Speakers on Organic methods of Pest & Disease Control	02:00 - 03:00
		Interactive Session	03:00- 03:15
		Tea / Coffee Break	03:15- 03:30
Session III	Theme: Success stories on Organic Agriculture and Agribusinesses Case studies from farmers, social entrepreneurs and businesses	03:30 - 05:30	
27th May 2015			
DAY 2	Session IV	Theme : Organic Markets: Certification/ Participatory Guarantee System	09:30 - 11:15
		Interactive Session	11:15 - 11:30
		Tea/ Coffee Break	11:30 - 11:45
	Session V	Theme : Organic Markets For Chhattisgarh: Opportunities in Local and Export Markets	11:45 - 12:45
		Interactive Session	12:45 - 01:00
		Lunch Break	01:00 - 2:00
	Session VI	Theme: Policies and Strategic Roadmap for Chhattisgarh Speech by: Experts on Strategy, Production and Organic Markets	02:00 - 03:00
		Interactive Session	03:00 - 03:15
		Tea/ Coffee Break	03:15 - 03:30
	Plenary Session	Chaired by :-Honorable Minister of Agriculture, Govt. Of Chhattisgarh, in the Presence of APC , Secretary of (Agriculture) & (Horticulture) Chairpersons of all the six sessions to sum up the 2 day event	03:30 - 05:30

For details / registration, please contact :

Mr. Jaydip Roy: +91-9901878511 / Ms. Anu: +91-88614-27381

International Competence Centre for Organic Agriculture (ICCOA)

58/3, 39/A Cross, 11th Main, 4th 'T' Block, Jayanagar, Bengaluru – 560041, INDIA

Tel: +91 - 80 2664 1152, 2664 1153 Telefax: +91- 80 26641154

E-mail: : jaydip.roy@iccoa.org, events@iccoa.org