



सत्यमेव जयते
Department of Agriculture and Cooperation
Government of India



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Department of Chemicals & Petrochemicals
Government of India

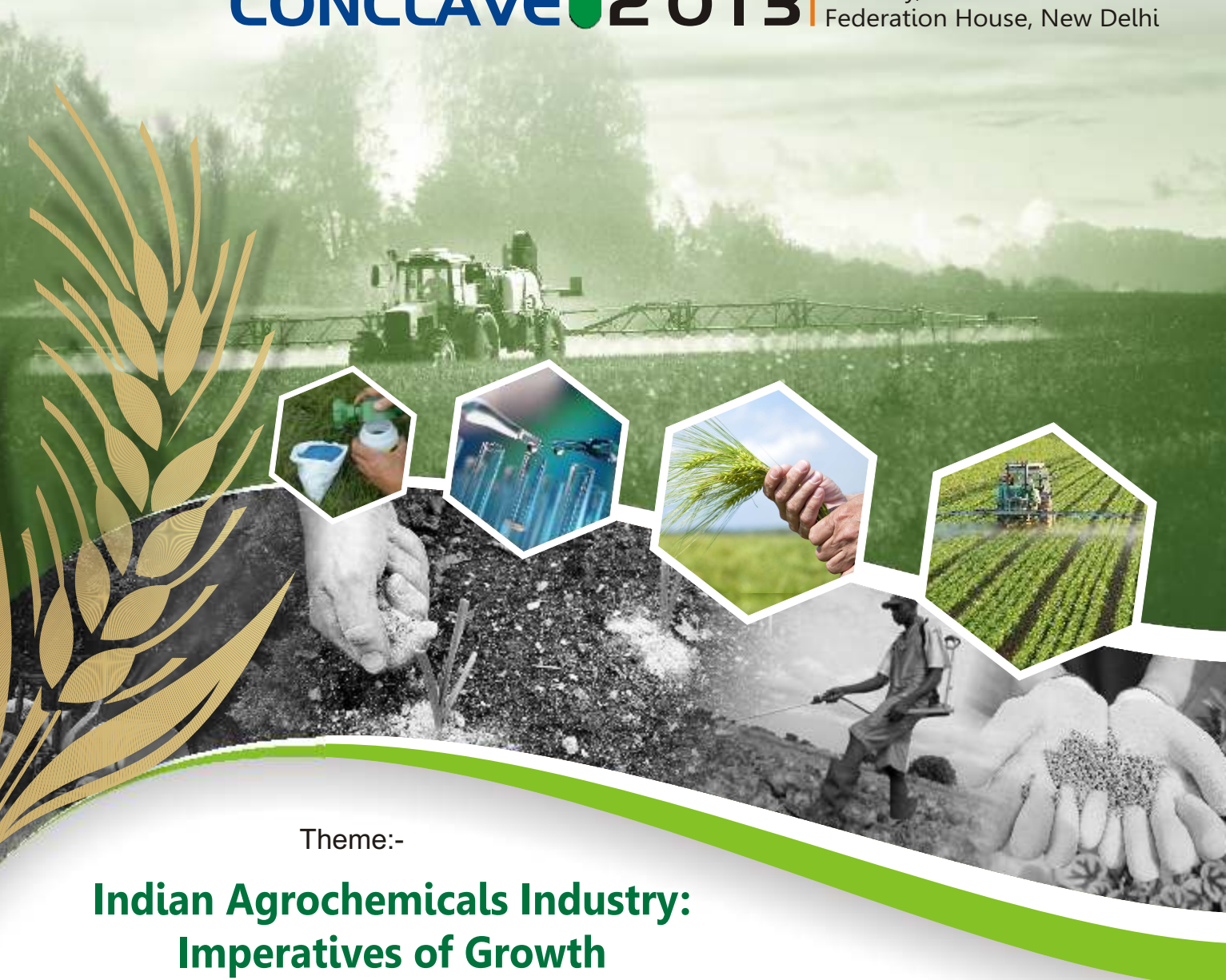


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Department of Fertilizers
Government of India



3rd National AGROCHEMICALS CONCLAVE 2013

7-8 May, 2013
Federation House, New Delhi



Theme:-

Indian Agrochemicals Industry: Imperatives of Growth

Knowledge and Strategy Partner



Official Media Partner



Associate Media Partner



Website: www.ficci.com

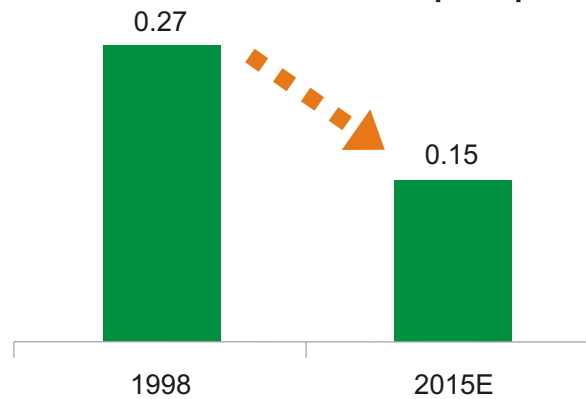
“The road ahead is as long as you make it”

Bon Jovi

Industry overview

With nearly 1.2 billion population, India requires a robust, modernized agriculture sector to ensure the food security to its population. Scope for further increasing cultivable land is limited. In order to meet the food grain requirements, the agricultural productivity and its growth needs to be sustained and further improved. It is imperative to manage critical inputs and resources like cultivable land, irrigation, agrochemicals incl. pesticides and fertilizers as also plasticulture for higher food production. Balanced use of fertilizers, based on the soil conditions as also judicious usage of pesticides will certainly improve the agricultural productivity in India. This is an imperative & the rationale for this conclave.

World - Available arable land per capita



Source: Yara fertiliser handbook, PotashCorp

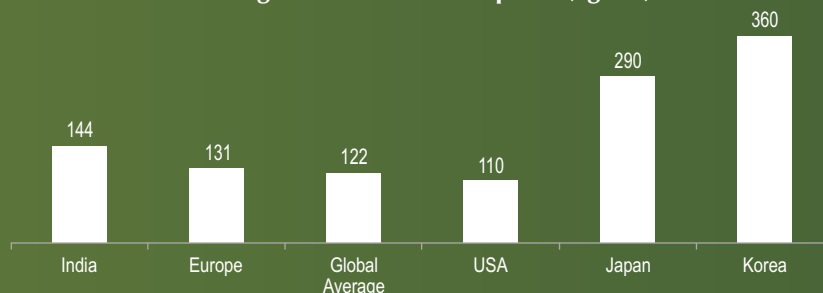
India's agrochemicals (Pesticides) consumption is one of the lowest in the world with per hectare consumption of just 0.58 Kg compared to US (4.5 Kg/ha) and Japan (10.8 Kg/ha). Whereas India's chemical fertilizer consumption (~ 144 Kg/ ha) is higher than global average (~ 122 Kg/ ha). In India, paddy accounts for the maximum share of pesticide consumption, around 28%, followed by cotton (20%).

The scenario which is likely to unfold is that India's incremental consumption for fertilizer is going to tone down while incremental consumption of agrochemicals is expected to grow with any additional income of farmers being spent on agrochemicals and not fertilizers

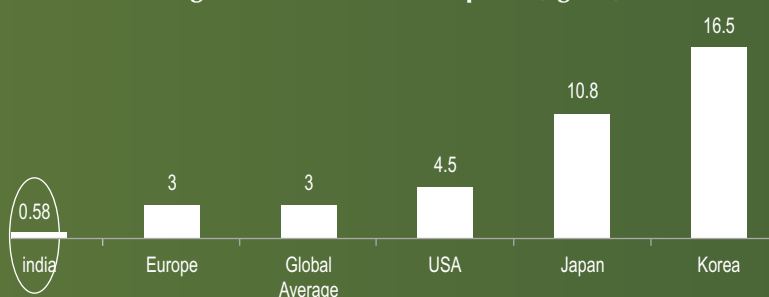
Besides increasing in domestic consumption, the exports by the Indian Agrochemicals Industry can be doubled in the next five years if proper strategies and sophisticated technologies are adopted by the industry.



Average fertilizer consumption (kg/ ha)



Average Pesticide consumption (kg/ ha)



Industry Structure

In India, there are about 125 technical grade manufacturers (10 multinationals), 800 formulators, over 145,000 distributors. 60 technical grade pesticides are being manufactured indigenously. Technical grade manufacturers sell high purity chemicals in bulk (generally in drums of 200-250 Kg) to formulators. Formulators, in turn, prepare formulations by adding inert carriers, solvents, surface active agents, deodorants etc. These formulations are packed for retail sale and bought by the farmers.

The Indian agrochemicals market is characterized by low capacity utilization. The total installed capacity in FY11 was 146,000 tons and total production was 87,000 tons leading to a low capacity utilization of ~60%. The demand is also seasonal. India due to its inherent strength of low-cost manufacturing and qualified low-cost manpower is a net exporter of pesticides to countries such as USA and some European & African countries. Exports formed ~47% of total industry turnover in FY11.

Plasticulture also has an important role to play for sustainable agriculture by facilitating proper water utilization etc. as indicated:

S.No.	Plasticulture Applications	Water Saving (%)	Water Use Efficiency (%)	Fertilizer Use Efficiency (%)
1	Drip Irrigation System	40-70	30-70	20-40
2	Sprinkle Irrigation System	30-50	35-60	30-40
3	Plastic Mulching	40-60	15-20	20-25
4	Greenhouse	60-85	20-25	30-35
5	Shade nets	30-40	30-50	Not Available
6	Plastic Tunnel	40-50	20-30	Not Available
7	Farm Pond Lined with Plastic Film	100	40-60	Not Applicable

Source: National Committee on Plasticulture Applications in Horticulture, Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India.

Key segments

- ❖ Insecticides
- ❖ Fungicides
- ❖ Herbicides
- ❖ Bio-pesticides
- ❖ Seeds Coating

Others: viz: Plant growth regulators, Nematocides, Rodenticides, Fumigants etc.

About The Event

FICCI jointly with Dept. of Chemicals & Petrochemicals, Government of India has successfully organized the previous two editions of Agrochemicals Conclaves during 2006 and 2011 at Mumbai. The forthcoming event attempts to cover the role of agrochemical inputs (viz: Pesticides Chemical Fertilizers and Plasticulture) as also the Farmers perspective. "Agrochemicals Conclave 2013" is being held at Federation House, FICCI, New Delhi, jointly with the Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India, Department of Chemicals & Petrochemicals and Department of Fertilizers, Ministry of Chemicals & Fertilizers, Government of India with the support of ICC, CHEMEXCIL Crop care Federation of India, Crop Life India, PMFAI, NCPAH and Plastindia Foundation."



Objectives

- ❖ To showcase the importance and potential of Indian Agrochemical sector and highlight the business opportunities in the sector.
- ❖ To focus on challenges & issues being faced by the industry and strategies to overcome these challenges.
- ❖ To discuss strategies that needs to be undertaken to enhance growth in Agriculture output.
- ❖ To understand importance of R & D, Regulatory & IPR issues in agrochemicals.
- ❖ To provide the platform to the farmer prospective to the use of agrochemicals.
- ❖ To have the in-depth analysis on market penetration in the current scenario and learn about cropcare protection and thereby increasing agriculture production.
- ❖ To learn about Environment Friendly Agrochemicals..
- ❖ To understand and know about the recent developments, trends, challenges and make strategic recommendations for development in the agrochemical industry.

Who should participate

- ❖ Policy makers and regulators.
- ❖ Consultants
- ❖ CEOs, Engineers, Technocrats and Scientist
- ❖ Marketing Chief, Professionals and Industry Associations
- ❖ Head-R & D, Regulatory Affairs and Quality Managers
- ❖ Academic & Financial Institutions
- ❖ Traders
- ❖ Farmers
- ❖ Contract Research Organizations and contract manufacturers



Issues to be covered

- ❖ Panel discussion (policy, regulation)
- ❖ Role of R&D, Innovation and Sustainability
- ❖ Regulatory issues
- ❖ New developments, Trends, opportunities and way ahead standards and quality control
- ❖ Agrochemicals applications and technologies
- ❖ Plasticulture (role of polymers) for agriculture
- ❖ Emerging markets including export potential
- ❖ Farmers perspective
- ❖ Role of Fertilizer

Delegate Registration

Indian Nationals	:	INR 5000/- per person
Foreign Nationals	:	USD 100/- per person

(includes Indian residing abroad and foreigner residing in India)



Incentives

For 2 or more delegates from the same Co; FICCI Associate members and members of supporting associations (10% disc)	:	INR 4500/- per person
For 5 or more delegates from the same Co; FICCI Corporate members (25% disc)	:	INR 3750/- per person
Academics	:	INR 2000/- per person
Students (Restricted to 20 students sponsored by the institution)	:	INR 1000/- per person



Please note

- ❖ The delegate fee includes the conference registration, delegate kit, conference literature, Networking lunches, Networking dinner.
- ❖ It does not include airfare, hotel stay or any other incidental expenses.
- ❖ Please mention the FICCI Membership number in the Registration Form to avail the discount

Cancellation Policy for Registration

Requests received in writing upto April 24, 2013 will be considered for cancellation. A 25% handling charge will be deducted from the total amount deposited towards the delegate fee and the rest refunded by cheque. No amount will be refunded after April 24, 2013.



Branding and Partnership Opportunities

"Conference on Agrochemicals" is offering a unique branding opportunity to companies for promoting new products, new innovations and services to the existing and new customers through the following options.....

❖ Premier Partner	:	INR 7 Lacs
❖ Platinum Partner	:	INR 6 Lacs
❖ Gold Partner	:	INR 5 Lacs
❖ Silver Partner	:	INR 4 Lacs
❖ Networking Dinner Partner	:	INR 3 Lacs*
❖ Networking Lunch Partner	:	INR 2 Lacs**
❖ Kit Partner	:	INR 2.5 Lacs*
❖ Associate Partner	:	INR 1 Lacs

*Exclusively to one partner

** Each day lunch



Premier Partner: INR 7 Lacs

- ❖ Display of Company logo as "Premier Partner" at the side panel of conference backdrop.
- ❖ Exclusively for one partner
- ❖ Separate branding standy's for the premier partner at the conference and lunch venue
- ❖ Screening of partner's promotional film during Tea Breaks
- ❖ Reserved table for the delegates in the hall
- ❖ Ten complimentary delegate passes for the conference
- ❖ An exclusive display/table space at the conference venue for display of their material.

Platinum Partner: INR 6 Lacs

- ❖ Display of Company logo as "Platinum Partner" at the side panel of conference backdrop.
- ❖ Screening of partner's promotional film during the Lunch breaks
- ❖ Reserved table for the delegates in the hall
- ❖ Nine complimentary delegate passes for the conference
- ❖ An exclusive display/table space at the conference venue for display of their material.

Gold Partner: INR 5 Lacs

- ❖ Display of Company logo as "Diamond Partner" at the side panel of conference backdrop.
- ❖ Eight complimentary delegate passes for the conference
- ❖ Full page advertisement in the booklet of the event
- ❖ An exclusive display/table space at the conference venue for display of their material.

Silver Partner: INR 4 Lacs

- ❖ Display of Company logo as "Silver Partner" at the side panel of conference backdrop.
- ❖ Five complimentary delegate passes for the conference
- ❖ Full page advertisement in the booklet of the event

Networking Dinner Partner: 3 Lacs

- ❖ Special Panel acknowledging "Cocktail & Dinner Partner" at Dinner venue.
- ❖ Five complimentary delegate passes for the conference
- ❖ Full page advertisement in the booklet of the event

Networking Lunch Partner: 2 Lacs

- ❖ Special Panel acknowledging "Lunch Partner" at lunch venue.
- ❖ Three complimentary delegate passes for the conference

Delegate Kit Partner: 2.5 Lacs

- ❖ Display of company logo at the back panel of conference backdrop
- ❖ Name and logo of the partnering company to embossed on the delegate kit.
- ❖ Three complimentary delegate passes for the conference.
- ❖ Full page advertisement in the booklet of the event

Associate Partner: 1 Lacs

- ❖ Display of company logo as an "Associate Partner" at side panel of the conference Backdrop.
- ❖ Two complimentary delegate passes.

In addition all partners are entitled to

- ❖ Display of partner's logo on the event website and all conference material
- ❖ Corporate Literature (1 CD and 8-10 pages brochure) to be included in the delegate kit.
- ❖ Special announcement for thanking partner.

Advertisement for conference booklet...

Category	Amount
Full Page	Rs 20000/-
Inside Back cover	Rs 30000/-
Back Cover	Rs 40000/-
Inside Front cover	Rs 40000/-





सर्वोभोक्तृ वाचते
Department of Chemicals & Petro-Chemicals
Government of India

The Department of Chemicals & Petro-Chemicals has been part of the Ministry of Chemicals and Fertilizers since 1991. The Department is entrusted with the responsibility of policy, planning, development and regulation of Chemicals and Petrochemicals Industries. The business allocated to the Department are Insecticides [excluding the administration of the Insecticides Act, 1968 (46 of 1968)], Molasses, Alcohol - industrial and potable from the molasses route, Dye-stuffs and dye-intermediates. All organic and inorganic chemicals, not specifically allotted to any other Ministry or Department. Industries related to production of non-cellulosic synthetic fibres (Nylon Polyester, Acrylic etc.), Synthetic rubber, Plastics including fabrications of plastic and moulded goods.

All attached or subordinate offices or other organizations with any of the subjects specified under this department. Public Sector projects concerned with the subjects included under this department except such projects as are specifically allotted to any other Ministry or Department.

For more details on Department of Chemicals and Petrochemicals; please log on to www.chemicals.nic.in



Industry's Voice for Policy Change

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies. FICCI has contributed to this historical process by encouraging debate, articulating the private sector's views and influencing policy.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry.

FICCI draws its membership from the corporate sector, both private and public, including SMEs and MNCs; FICCI enjoys an indirect membership of over 2,50,000 companies from various regional chambers of commerce.

For more information, please log on to www.ficci.com

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Supported by:



For further details, please contact...

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REGISTRATION FORM

Name..... Designation

Name..... Designation

Organization:

Address:

..... Pin

Telephone(s):..... Fax:

Email:..... Mob:

Email:..... Mob:

Cheque/DD Number:..... Dated:

Bank Details Amount:.....

Please note:

Registration Fee Structure:

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(includes Indian residing abroad and foreigner residing in India)

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For 5 or more delegates and FICCI Corporate members- 25% disc : Rs 3750

Academics : INR 2000/- per person

Students(Restricted to 20 students sponsored by the institution) : INR 1000/- per person

Please note:

- o All fees are payable by cash/cheque/DD in favour of "FICCI" payable at New Delhi.
- o The delegate fee includes conference kits, study material, lunches and dinner. It does not include airfare, hotel stay or any other incidental expenses.
- o You may also pay through Swift transfer in favour of FICCI. SWIFTCODE: BIC UTBIINBBDEL, SB A/C 1412010031259 at United Bank of India, Overseas Branch, HS- 32, Kailash Colony Market, 1st Floor, New Delhi-110048, India. Bank Transfer through Standard Chartered Bank, New York A/C-3582021835001(Swift-SCBLUS33).
- o You are requested to kindly mention name of the event while making the payment.

Refund Policy: request received in writing upto April 24, 2013 will be considered for cancellation. A 25 percent handling charge will be deducted from the total amount deposited towards the delegate fee and the rest refunded by cheque. No amount will be refunded after April 24, 2013.

Kindly send duly filled in registration form to:

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