11th Swadesh Prem Jagriti Sangosthi - 2019

INTERNATIONAL CONFERENCE

INNOVATIVE HORTICULTURE AND VALUE CHAIN MANAGEMENT

May 28-31, 2019, GBPUA&T, Pantnagar, Uttarakhand, India

Organized by

GBPUA&T
Pantnagar, UK

ASM FOUNDATION
New Delhi, India

In collaboration with

Jain Irrigation Systems Ltd,
Jalgaon, Maharashtra

Confederation of Horticulture
Associations of India (CHAI), New Delhi

Publishing Partner
Horticulture, which includes fruits, vegetables, spices, tubers, ornamental plants, mushroom medicinal and aromatic plants and plantation crops, has emerged as vital for the socio-economic development of the countries, across the globe, to ensure nutritional security, environmental services, employment generation, health care and above all effective and productive land uses. There is an ever increasing global concern for the nutritional and environmental security and health care of growing population, in the scenario of increasing urbanisation, changing dietary needs and improved income of people demanding more nutritious food. Unprecedented demands of horticultural produce have to be met from declining land and water resources, besides, the threat of climate change. How this challenge could be addressed is a question before all of us. Will the technology-led horticulture coupled with innovation and value chain management succeed in producing more from the less land with limited water, sustaining the effect of climate change? Concerted efforts made for innovations and effective value chain has potential to address many of emerging issues if adopted in integrated manner. Past efforts in India, with investments, technological changes and policy has succeeded in achieving growth rate of about 6 per cent, reaching to production level of 307 million MT, from 145 million MT, in the year, 2001. This is a testimony that with revolution in science and emergence of new technologies, challenges can be addressed. Integrated efforts of science and technology in consonance with socio economics, complimented with information technology is a smart horticulture which could be an approach to address the issues to shape future horticulture. Thus, it is a challenge to innovations and value chain management, necessitating a global dialogue. At this moment, it is essential to understand the current status of knowledge on innovations, value chain management and human resources, to service smart horticulture for addressing the challenges in future horticulture. Accordingly, ASM Foundation, New Delhi and G.B. Pant University of Agriculture and Technology (GBPUA&T), Pantnagar, Uttarakhand, are jointly organising the International Conference on Innovative Horticulture and Value Chain Management with theme - Shaping Future Horticulture, for Nutritional Security, Healthcare and Environmental Services - An Option for Enhancing Farmers’ Income, from May 28-31, 2019. The conference will have the collaboration of the Jain Irrigation Systems Limited (JISL), Jalgaon, Confederation of Horticulture Associations of India (CHAI), New Delhi and Trust for Advancement of Agricultural Sciences (TAAS), New Delhi. The conference will also have many other important activities namely, HortiExpo-2019, Horticulture Show, National Level Essay Competition, Farmers’ Quiz and Distribution of Quality Seeds & Planting Material to the farming Community and conferment of Awards and Post Conference Tours. The Shodh Chintan (ISBN 978-81-932266-5-0) will be published and there is opportunity for sponsorship, as well as show casing activities through advertisements and participation in exhibition.

We have immense pleasure in inviting you to this conference being organised during 11th Swadesh Prem Jagriti Sangosthi-2019, to provide your valuable inputs for developing strategic recommendations. Your active participation, in the conference and activities to be organised during the Sangosthi, will be highly appreciable. Once again we solicit your kind cooperation in addressing vital issues of innovations for future horticulture and value chain management.

Dr. Tej Partap
Vice chancellor, GBPUA&T
Pantnagar, Uttarakhand

Mrs. Bimala Singh
Managing Trustee, ASM Foundation

Dr. R.S. Paroda
Former Secretary, DARE and DG, ICAR and Chairman, TAAS, New Delhi

CHAIRMAN, Advisory Committee
• Linking farmers to the market, utilising modern system of marketing through branding of produce and e-marketing
• Farm mechanization to reduce human drudgery & increase labour efficiency
• Innovation in shelf-life enhancement and value chain management
• Protected cultivation, hydroponics and a aeroponics for commercial horticulture
• Approaches to Food Safety management

Call for Papers/Keynote Lecture
The organizing Committee of the Conference cordially invites papers on the above topics in the thematic areas for consideration in oral/poster presentations under respective technical sessions during the conference. Authors may indicate their preference of technical session for presentation.

Lead Papers/Keynote Lecture
Eminent researchers of international repute will be invited to deliver keynote lecture on topics related to different technical sessions of the conference and the same will be published.

Oral Papers
Among the abstracts accepted, 5-6 selected papers will be considered for oral presentations under each of the technical sessions. Each oral presentation would be allotted 8-10 minutes. The Power Point Presentation of the same are required to be handed over to the conveners of the respective sessions, at least a day in advance.

Poster Papers
The other contributed papers will be selected for poster sessions, organized concurrent to the concerned sessions at specified time. The authors of the posters are required to be present at the venue near their posters during the respective poster sessions for presentation to the participating delegates. Facilities for poster through web will also be made available.

Submission of Abstract
Abstracts are to be submitted to asmglobal19@gmail.com as Microsoft Word file. Authors should specify the session in which they would like to present the papers. The abstract(s) of the contributed papers should not exceed 300 words. The full length papers should not exceed 10 pages in 12 font size in Times New Roman with 1.25 spacing as Microsoft Word file. Abstracts (ISBN 978-81-932266-6-7) will be published in the book of abstracts upon registration only by the due date.

Best Paper/Poster Award
The best three oral/poster presentations will be selected by the jury of eminent scientists and will be awarded with plaque of honour and certificate from the organizers.

REGISTRATION
Registration can be done by sending DD drawn in favour of Swadesh Prem Jagriti Sangosti or Lt. Amit Singh Memorial Foundation, New Delhi. Alternatively, it can be sent by NEFT, A/c No. 16901000009941, IFSC: IOBA001690, Indian Overseas Bank, Sector-10, Dwarka, N. Delhi

<table>
<thead>
<tr>
<th>Type of delegates</th>
<th>Early bird registration (up to 31st March 2019)</th>
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<tr>
<td>International delegates</td>
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<td>National</td>
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<td>TAAS Members</td>
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ACCOMMODATION
Accommodation shall be provided in guest houses. The other delegates have to stay in hotels, the tariff for hotel ranges between Rs.3000-7000. Delegates may write for hotel bookings or guesthouse bookings at an early date. Please confirm your participation and itinerary by sending e-mail to asmglobal19@gmail.com. The organizers will facilitate the reservation of the accommodation as desired by delegates, by booking in advance. This facility will be provided to registered delegates only.

OTHER IMPORTANT ACTIVITIES
On the site of the Global conference, the organizers shall facilitate the following events harmonizing the conference motto:

Horticulture Expo 2019
National level exhibition, Horti Expo-2019 will be organised at the venue, which will provide an opportunity for learning by seeing. The exhibition is expected to have large number of exhibits from across the country, comprising of producers, traders, processors, technology developers and progressive farmers to showcase the strength in technology and inputs. The exhibition will provide interactive platform for learning by seeing, buyer and seller interface and promote business in horticulture including, inputs, ICT, marketing skills and human resources. Space charge will be Rs.20,000/10 sqm. For booking of stalls, please contact the organizers at asmglobal19@gmail.com and also visit at www.confedhorti.org for further details.

Talent Search
In order to inculcate competitiveness, leadership, communication skill and patriotism among the youth a National Essay Competition will be organized at the national level. The topic of essay for the Agriculture University students, is Innovations in Horticulture for Nutritional Security, Health Care and Economic Development. The jury will select the ten best essays and the selected candidates will be given the opportunities for elocution and the group discussions. The participants will be evaluated by a jury comprising of educationists and eminent personalities for first, second and third positions in the order of merit. Successful students will be given the cash prizes of Rs.15,000, Rs.10,000 and Rs. 5,000 for 1st, 2nd and 3rd positions, with a certificate of merit. Other participants will be given certificate of participation. Three best essays will be published in Shodh Chintan-2019.

Empowering the Farmers with Knowledge and Skills
The programmes of the conference have been designed keeping in view the requirements of farmers for new skills and knowledge on technology led development.

Farmers’ Quiz
Infusion of knowledge on technology-led development necessitates competition among the farmers that enables them to acquire knowledge. Accordingly, to encourage the farmers’ participation the foundation has instituted the programme “Farmer’s QUIZ”, in which any farmer can participate by registration. The programme will be organised on May 30, 2019 and winners will be awarded in cash with plaque of honour.

• Entrepreneurship in horticulture for employment opportunities
• Technology transfer and innovations in adoption (New approaches including ICT)
• Open session (Input of farmers and farmer participatory approaches)
• Human resource development for horticulture and value chain management (Higher education and skill management)
Distribution of Quality Seeds and Planting Material
Fruit plants and seeds of vegetable crops and other economically important crops will be distributed to the farmers for facilitating the dissemination of improved technologies.

Programme on Ethics and Values
The youth needs to be motivated and provided skills for effective management of knowledge. In this pursuit, discourses will be organized which will be addressed by experts in human resource development. The discourses will have focus on ethics, values, motivation, and intellectual property issues in the knowledge driven society and devotion to duties to achieve optimum results. A crash course/programme on personality development shall also be part of the event.

CULTURAL PROGRAMME
A cultural programme with the theme of National integration and values shall be organised for the leisure and entertainment of the delegates in the evening of May 29, 2019.

AWARD CEREMONY
The Foundation has instituted different awards for outstanding contribution by farmers/scientists/industry who have made the difference, through their contributions in horticulture/agriculture. Selected awardees will be honoured with “Plaque of Honour”, “Citation” and “Certificate”. Amit Krishi Rishi Award is instituted for recognizing the outstanding contributions in the field of agriculture/horticulture, which have shaped the Indian agriculture/horticulture through their lifetime contribution. The award will be given to the outstanding scientists and technology managers based on the recommendations of the search committee. Amit Padam Jagriti Award is instituted to recognize the outstanding contribution of farmers/industry, which has created impact through technological innovations and its adoption by farmers. Amit Prabudh Manishi Award is instituted to recognize exceptional contributions of the leader in the field of education particularly agriculture and horticulture. It is conferred to a person who has set an example by making revolutionary changes in the field of human resource development impacting the national agricultural scenario. Amit Swah Award is instituted to recognize outstanding contribution of individual /institution for wellness of people. All the above awards shall be conferred on May 28, 2019 to the selected awardees.

Udyog Ratna Award is conferred to recognize the outstanding contribution of farmers. Technology adoption is the key to success. Awarding the farmers who have succeeded or helped other farmers to succeed, become a catalyst for movement and revolution. The Foundation will honour such farmers from across the country for their achievements in enhancing productivity and profitability of farm through the innovations besides their contribution in linking farmers to market and thereby improving their economic status. They will be conferred “Udyog Ratna” award. The farmers of any agriculture/horticulture institute/ university/ research organization/ state government, department of agriculture/ horticulture or President/Vice presidents’ of societies like Agriculture/Horticulture/related fields or Awardees of Udyog Ratna, Padma Bhushan or other reputed awardees of the country, may nominate the farmer. The award will be conferred during the valedictory function on May 30, 2019, based on recommendation of high-level committee and approval by the Board of Trustees.

VALEDICTORY FUNCTION
Valedictory function shall be organized on May 30, 2019 to confer Udyog Ratna Award to farmers and prizes for best papers, posters, winners of farmer’s quiz and exhibition stalls in the conference and also to develop an action plan on the recommendations of different technical sessions.

PUBLICATION OF SHODH CHINTAN
A book, Shodh Chintan, will be brought out on the occasion which will have space for advertisement. Organizer may be approached for booking the space for advertisement by interested organization. Tariff for advertisement is Rs 50,000 for full page (Colour) and Rs 30,000 for half page (Colour).

SPONSORSHIP
The Swadesh Prem Jagriti, 2019 and the Conference provide opportunities for sponsorship, which are in different categories. The benefits to sponsors in different categories are:

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<th>Category</th>
<th>Amount (in lakhs)</th>
<th>Free Registration</th>
<th>Logo in Banner</th>
<th>Exhibition Stall</th>
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The name of sponsors will be depicted prominently in back drop and publication, besides, giving free registration and exhibition space and advertisement in souvenir (Shodh Chintan ISBN 978-81-932266-5-0).

ABOUT THE PLACE
Pantnagar is connected by rail, road and air, from Delhi and Lucknow, and is a well-known Agricultural University. Nearest railway station is Lalkuan where halt is for all the trains. Bany or Pantnagar station is within the campus of the university. Climate during the month of May will be hot. Pantnagar is about 200 KM from Delhi, connected by train and road. It is also connected by air but has poor frequency.

POST CONFERENCE TOUR
Post conference tour will be organized to visit various places of interest in the region including the fields of progressive farmers. Visiting place of importance nearer to Pantnagar is Nainital, Almora and Ranikhet.
ABOUT THE ORGANIZERS

ASM Foundation, an ISO 9001:2008 certified organisation is committed to economic development and knowledge empowerment of people through various activities. It has headquarters at New Delhi, India. The ASM Foundation has successfully organised Global and National Conference in the past, and is known nationally and internationally. The Foundation, besides organizing the conference, exhibitions, and farmer’s friendly activities, is committed to education health care and economic development. The Foundation also confers awards in various categories to recognise the contribution of individuals/organisation. The effort of the Foundation is recognised by conferring awards by many institutions. www.itamitsingh.org

G.B. Pant University of Agriculture and Technology (GBPUA&T), known as Pantnagar University, was established in 1960, as a first State Agricultural University in the country under land grant pattern, as a symbol of successful partnership between USA and India. University campus is spread in an area of 10,016.29-acres (40.5345 km²), which makes it the second largest university in the world, in terms of contiguous area. The establishment of this university brought about a revolution in agricultural education, research and extension and is recognised as harbinger of Green Revolution in the country. It received recognition of the best agricultural university in the year 1997 and ranked 34 among all the universities in 2018. The University has played a role model and paved the way for setting up of 75 other agricultural universities in the country. The main campus lies in Udham Singh Nagar district of Uttarakhand at 29° N latitude and 79° E longitude at an elevation of 243.8 m above the mean sea level. The university provides degree in Agriculture, Veterinary, Technology, Home Sciences, Basic Sciences and Agri-business. The university also has an international school of agriculture. The university is known for education, research and has significantly contributed to technology development. www.gbpuat.ac.in

ABOUT THE COLLABORATORS

Jain Irrigation Systems Ltd. known as JISL, India, is a multinational organization with global presence in 120 countries, provides solution for efficient management of water, protected cultivation, quality planting material, farmers access to market and processing, solar energy, waste utilization, and education. The company is one of the largest agro-based company in the world and have many innovations to its credit. The company in its recognition has been conferred with highest national award and many International recognition. www.jains.com

Confederation of Horticulture Association of India (CHAI), an ISO 9001:2008 certified, non-profiting organization is a forum of stakeholders in horticulture/agriculture to work together in mission mode with set goals and objectives. The aim of CHAI are the furtherance of horticulture/agriculture research and development, through conduct and support in organizing of National/International conference, workshops, publication of journal- International Journal of Innovative Horticulture. To bring the competitiveness the CHAI has instituted various awards to motivate the innovators for the excellence in research, education, extension, teaching and farming. www.confedhorti.org

The Trust for Advancement of Agricultural Sciences (TAAS) was established on 17 October 2002 for harnessing the agricultural sciences for the welfare of the people through scientific interactions and partnerships. The TAAS acts as think tank on key policy issues relating to agricultural research for development (ARD). The main activities include organizing foundation day lectures, special lectures, brain storming sessions/symposia/seminars/workshops on important themes, developing strategy papers on key policy matters, promoting farmers’ innovations and conferring Dr. M.S. Swaminathan Award for Leadership in Agriculture. www.taas.in

ADVISORY COMMITTEE

Chairman : Dr. R.S. Paroda, Former Secretary, DARE and DG, ICAR and Chairman, TAAS, New Delhi
Co-chairman : Dr. R.B. Singh, Past President NAAS, New Delhi, Former Chairman ASRB and ADG, FAO Regional Office, Bangkok, Thailand
Members : Dr. A.K. Srivastava, Chairman, ASRB, New Delhi
Dr. Kriti Singh, Chairman, World Noni Foundation, Chennai
Dr. J.S. Sandhu, VC, NDUAT, Faizabad
Dr. A.K. Singh, DDG (AE), ICAR, New Delhi
Dr. D.P. Ray, Ex-VC, OUAT, Bhubaneswar
Dr. A.R. Pathak, Vice-Chancellor, JAU, Gujarat
Dr. K.P. Singh, VC, CCSAU, Hisar, Haryana
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Dr. A.K. Mishra, Vice Chancellor, GBPUAT, Pantnagar

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National Organizing Committee

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Co-Chairman : Dr. S.K. Malhotra, Agriculture Commissioner, GOI, DACF&W, New Delhi
Mr. Anil B. Jain, Vice Chairman and MD, JISL, Jalgaon

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Dr. T. Janakiram, ADG (Horti.), ICAR, New Delhi
Dr. Vishal Nath, Director, ICAR-NRC, Litchi, Muzaffarpur, Bihar
Dr. S.K. Chakrabarty, Director, ICAR-CPRI, Shimla
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Dr. N.P. Singh, Director, NIASM, Baramati, Pune
Dr. D.R. Singh, Director, ICAR-NRC, Orchids, Sikkim
Dr P. Rethinam, Former Executive Director, APCC, Jakarta
Dr. S.S. Mehta, Secretary, CIH, Salem, Tamil Nadu
Dr. K.B. Patil, Vice President, JISL, Jalgaon

Org. Secretary : Mrs. Bimala Singh, Managing Trustee, ASM Foundation, New Delhi

Joint Organizing Secretary : Dr. Babita Singh, Director, CHAI and Former Professor of Horticulture
Secretary and Horti-Business, Amity University

Convener : Dr. Bir Pal Singh, Advisor, JISL and Ex. Director, CPRI, Shimla, Himachal Pradesh

Local Organizing Committee

Chairman : Dr. A.K. Mishra, Vice Chancellor, GBPUA&T, Pantnagar
Co-Chairman : Dr. A.P. Sharma, Registrar, GBPUA&T, Pantnagar
Members : Dr. G.K. Singh, Dean, Veterinary, GBPUA&T, Pantnagar
Dr. Rita Singh Raghuvanshi, Dean Home Science, GBPUA&T, Pantnagar
Dr. H.C. Sharma, Dean, Technology, GBPUA&T, Pantnagar
Dr. D. Kumar, Dean, Agriculture Business, GBPUA&T, Pantnagar
Dr. I.J. Singh, Dean, Fisheries, GBPUA&T, Pantnagar
Dr. J.P. Pandey, Dean, PGS, GBPUA&T, Pantnagar
Dr. A.K. Shukla, Dean, CBSH, GBPUA&T, Pantnagar
Dr. S.K. Bansal, Director Communication, GBPUA&T, Pant Nagar
Dr. S.N. Tiwari, Director Experiment Station, GBPUA&T, Pantnagar
Dr. Y.P.S. Dabas, Director Extension Education, GBPUA&T, Pantnagar

Organising Secretary : Dr. J. Kumar, Dean Agriculture, GBPUAT, Pant Nagar
Addl. Organising Secretary : Dr. Ranjan Srivastava, Head Horticulture, Pantnagar
Joint Organising Secretary : Dr. Salil Tiwari, Professor, GBPUA&T, Pant Nagar
 : Dr. Manoj Raghav, Head Vegetable Science, Pant Nagar

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