

DIRECTORATE OF RESEARCH
ANAND AGRICULTURAL UNIVERSITY
UNIVERSITY BHAVAN, ANAND-388 110 (Gujarat)



:: CIRCULAR ::

This Directorate has received an email from Vice Chancellor, Junagadh Agricultural University, Junagadh. As per the e-mail JAU, Junagadh is going to organize the National Conference on “**Paradigm and Dynamics of Digital Horticulture for Food, Nutrition and Entrepreneurship**” during May 28-31, 2024. Interested teachers/ scientists are informed to take note of the circular and take necessary action.

No. AAU/DR/RES/T-2/ 11530 /2024

Date: 05/01/2024
62


Director of Research &
Dean P.G. Studies

Copy to:

1. All Unit/ Sub Unit Officers, AAU, Anand for information and necessary action.
2. The Director of Information Technology, AAU, Anand with a request to upload the circular on AAU website.

16th Swadesh Prem Jagriti Sangosthi - 2024

National Conference on Paradigm and Dynamics of Digital Horticulture for Food, Nutrition, and Entrepreneurship

JAU, Junagadh, Gujarat, May 28-31, 2024

Organized by

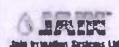
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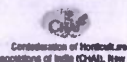
ASM FOUNDATION
New Delhi, India



Junagadh Agricultural University
Junagadh, Gujarat, India



Jais Irrigation Systems Ltd.



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



With support of



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Global Conference on Paradigm and Dynamics of Digital Horticulture for Food, Nutrition, and Entrepreneurship

May 28-31, 2024, JAU, Junagadh, Gujarat, India

Exponential advancement in horticulture coupled with digitalisation, use of sensors, ICT, remote servicing and drones for different type of farming and horticulture business is becoming important. In the digital horticulture, digital images and sensors are used in conjunction with integrated machine learning with the aims to improve industrial metrics such as, yield, profit and sustainability. These are expected to transform the commodity trading in the sector, purchase of inputs, and facilitate traceability of inputs and products. The technique used are Block Chain, IoT (Internet of things) and data information platform. The Block Chain is a type of distributed ledger that is used to capture, organise, and validate data in almost every aspect of Digital Horticulture, which needs IoT based data collection. In the system of digital horticulture, the crop management is tailored on information. Edge computing and machine learning capability are essential to improve data from IoT devices. A well architected Artificial Intelligence (AI) helps in achieving higher yields while optimising resource use efficiency, hence enabling farm to be more sustainable, viable and profitable. However, AI (Artificial Intelligence) has to be integrated with IA (Information Architecture). Digital marketing is a promotion of brands to connect with potential customers using the 'internet' in several forms of digital communication application tools. The digital marketing of horticultural activities could be a platform of content marketing, search engine optimisation (SEO), Search Engine marketing (SE) and social media marketing. There is a growing interest on digital horticulture, using e-platform for information exchange and management, not only for marketing but also for production system and value chain management using various types of data driven platform for decision making. Therefore, while digital horticulture provides a lot of opportunities and it also poses many challenges.

Recognising the need for adoption of digital horticulture, to draw the lesson from past trend and develop strategies for larger adoption of digital horticulture, the ASM Foundation, New Delhi in association with Junagadh Agricultural University, Junagadh, is organizing a National Conference on Paradigm and Dynamics of Digital Horticulture for Food, Nutrition, and Entrepreneurship. The conference will have the collaboration of Confederation of Horticulture Associations of India, New Delhi, Trust for Advances in Agricultural Services, New Delhi, Jain Irrigation System Jalgaon, Dhanuka Agritech Ltd, Gurgaon and Pralsar Bio-product Pvt. Ltd., Jalgaon.

The conference seeks valuable inputs from all the stakeholders, through knowledge sharing for developing strategic recommendations to develop policy framework and understand the current status of digital horticulture. The conference will also analyse likely impact of digital horticulture on production and productivity of horticultural crops for Food, Nutrition, and Entrepreneurship, and how these challenges can be mediated through various technologies. Accordingly, the conference will address the challenge of digital horticulture through knowledge sharing. It is expected to enhance knowledge, identify technologically viable, futuristic research for improved food and nutrition. The conference is structured for presentation by leader in field of expertise, and deliberation on the issues in technological areas spread over 15 technical sessions. Besides, introductory and valedictory sessions, there will be an open session for industry, entrepreneurs and field functionaries. Subject in each session will be identified and moderated. The Panelist will be given enough time for sharing their views with power point presentation, to encourage the opinion and innovations. Individual expert will present in the form of poster and few selected abstracts will

also have opportunity for oral presentation. Best oral and poster paper shall be evaluated by team of experts and selected one will be awarded. The conference will also host several important activities namely, Workshops, Horticulture Expo-2024, Farmer's quiz, Mango eating competition, distribution of quality seeds & planting material to the farming Community, Conferment of Awards and post conference tours. The Shodh Chintan (ISBN 978-953925-4-2), will be published, where, there is an opportunity for sponsorship as well as showcasing activities through advertisements and participation in the Exhibition.

We have immense pleasure in inviting you to this National conference, being organised during 16th Swadesh Prem Jagriti Sangosthi-2024, to provide your valuable inputs for developing strategic recommendations. Your active participation, in the National Conference and other concurrent activities during the Sangosthi, will be highly appreciated. Once again, we solicit your kind cooperation in addressing vital issues of digital Horticulture to ensure Food, Nutrition, and Entrepreneurship.

Dr. V.P. Chovatia
Vice Chancellor
JAU, Junagarh
Chairman, Organizing Committee

Mrs. Bimala Singh
Managing Trustee
ASM Foundation
Organizing Secretary

Themes of the Conference

- The conference shall explore the latest advancements in digital technologies, such as sensor-based monitoring, robotics, and automation, to optimize horticultural practices and enhance crop quality and productivity.
- Foster the integration of smart farming techniques, including automated irrigation systems, climate control, and intelligent crop monitoring, to improve resource efficiency and profitability in horticultural enterprises.
- Examine the application of data analytics and artificial intelligence (AI) in horticulture, including predictive analytics, yield forecasting, disease detection, and decision support systems, to enable data-driven decision-making and optimize agricultural practices.

- Explore the potential of IoT technologies in horticulture, such as sensor networks, smart monitoring systems, and precision irrigation, to enhance productivity, resource management, and real-time monitoring of crop health.
- Evaluate the use of remote sensing techniques, satellite imagery, and geographic information systems (GIS) for effective monitoring, mapping, and management of horticultural resources, including land use, crop health assessment, and pest/disease detection.
- Examine the role of blockchain technology in ensuring transparency, traceability, and trust in the horticulture supply chain, promoting fair trade, reducing fraud, and enhancing consumer confidence.
- Exhibit successful agri-tech startups and entrepreneurial ventures that are driving innovation, creating sustainable business models, and addressing challenges in the horticulture sector, such as farm management solutions, market access platforms, and precision agriculture technologies.
- Promote sustainable horticultural practices, including organic farming, agroecology, conservation agriculture, and climate-smart techniques, to mitigate environmental impacts, enhance resilience to climate change, and promote sustainable food systems.

- Foster advancements in breeding and genetic engineering techniques to develop climate-resilient crops with improved tolerance to abiotic stresses, such as drought, heat, and salinity, ensuring food security and sustainability in the face of changing climatic conditions.

Expected Outcome

- Gain insights into the latest digital technologies, best practices, and research findings related to precision horticulture, smart farming, data analytics, IoT, remote sensing, GIS, blockchain, and sustainable practices, fostering cross-learning and knowledge dissemination.
- The conference will provide a platform for professionals from academia, industry, and the

- startup ecosystem to network, establish collaborations, and explore potential partnerships, leading to the development of innovative solutions and initiatives in the horticulture sector.
- Deliberation and discussions during the conference will contribute to the formulation of evidence-based policy recommendations, addressing the regulatory, technological, and financial aspects necessary for promoting digital horticulture, sustainable practices, and entrepreneurship in the sector.
- The conference will inspire and support aspiring entrepreneurs in the horticulture sector, showcasing successful agri-tech startups and entrepreneurial ventures, providing insights into funding opportunities, market trends, and business models.
- The emphasis on sustainable practices, climate-smart techniques, and designer crops will promote the adoption of environmentally friendly and resilient approaches in horticulture, ensuring food nutrition, productivity, and long-term sustainability in the face of climate change.
- The National Conference will succeed in accelerating the transformation of the horticulture sector, leveraging digital innovations, sustainable practices, and entrepreneurship to enhance food nutrition and economic opportunities.

The organisers shall also facilitate field visits and post-conference tours to the sites of interest.

Conference shall deliberate on the issues in the thematic areas across 20 technical sessions.

Technical sessions

- Paradigm and Dynamics of Digital Horticulture
- New Paradigms in Research and Development for Digital Horticulture
- Digital Horticulture for Mitigation and Adaptation to Climate Change
- Advances in Digital Horticulture for Production and Utilization of Fruits
- Digital Production System in Plantation Crops, including Spices
- Digital Production Management in Vegetables and Allied Crops

- Digital System of Protected Cultivation and its Management
- Digital Management of Quality Seeds and Planting Material
- Designer Cultivars through the Use of Digital Horticulture
- Biotechnological Innovations and the Use of Digital Systems
- Paradigm and Dynamics of Smart and Sustainable Production Systems
- Digital Water Management for Enhanced Water Productivity
- Smart Management of Diseases in Horticultural Crop
- Innovation in Plant Health Care for Enhanced Profitability of Horticulture Produce
- Farmers' Participatory Interactions for Sustainable Horticulture
- Linking Farmers to the Market for Enhanced Horticulture Productivity
- Farmers' Quiz for Knowledge Empowerment
- Human Resources Development for Sustainable Horticulture
- Application of Artificial Intelligence and Drone Technology in Horticulture
- Entrepreneurship Development in Horticulture

Thematic Workshop

Two workshop specially designed to address the issues in important crops of the region i.e. mango and coconut shall be organised.

1. National workshop on Dynamics of Mango Production and Utilisation with special reference to Value Chain Management :The Mango Workshop aims to create a dynamic and informative platform for all stakeholders in the mango industry which will provide a platform for mango enthusiasts, farmers, researchers and consumers to come together, share knowledge, and explore various aspects of mango value chain management. Promoting sustainable practices shall foster a vibrant and prosperous mango sector.

2. National workshop on Dynamics of Coconut Production and Utilisation with special reference to production of Quality Planting Materials: Coconut is one of the most versatile and valuable crops, with a rich cultural heritage and significant economic

importance in India. The Coconut Workshop seeks to highlight the various aspects of coconut cultivation and utilization, fostering knowledge exchange and sustainable practices in the coconut industry including production of quality seeds. By promoting knowledge exchange and facilitating collaboration, we strive to create a resilient and thriving coconut industry that benefits communities, consumers, and the environment alike.

Dates to Remember

Receipt of Abstract	: February 28, 2024
Receipt of Registration Form	: February 28, 2024
Receipt of Full Paper	: March 30, 2024
Receipt of Requisition for Horticulture Expo-2024	: April 30, 2024
Conference	: May 28-30, 2024
Post Conference Tour	: May 31, 2024

No changes in above dates shall be made. Registration will be done on first come first basis. All the potential participants are requested to adhere to schedule to avoid last minutes disappointments

Call for Papers

We invite researchers, academicians, industry professionals, and students to submit their original research papers aligned with the conference themes. Submissions should be made through the online submission system on the conference website. Guidelines for paper formatting and submission can be found on the website.

The Organizing Committee of the National Conference cordially invites papers on the above topics in the thematic areas for consideration in oral/poster presentations under the respective technical sessions during the conference. Authors may indicate their preference for the technical session in which they would like to present.

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. Plenary Lectures from specialised experts, identified by the organising committee, will be delivered on the first day of the Conference.

Oral Papers

Among the abstracts accepted, 7-10 selected papers will be considered for oral presentations under each

of the technical sessions. Each oral presentation would be allotted 8-10 minutes. 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 remaining contributed papers will be placed for poster sessions, which will be organised concurrently with the respective sessions. The authors of the posters are required to be present near their posters during the poster sessions for presentation to the participating delegates. Facilities for web-based poster presentations will also be made available.

Submission of Abstract

Abstracts are to be submitted to asmglobal23@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 in 1.25 spacing as Microsoft Word file. Abstracts will be published in the **Book of Abstracts** upon registration only, by the due date. Full paper will be published in special issue of International Journal of Innovative Horticulture, Vol. 13. Thus author may follow the author's guidelines of the Journal.

Best Paper/Poster Award

The best five oral and five poster presentations will be selected by the jury of eminent scientists and will be awarded with plaque of honour and certificate from the organisers.

REGISTRATION

Registration can be done by sending DD drawn in favour of Lt. Amit Singh Memorial Foundation, New Delhi. Alternatively, it can be sent by NEFT, A/c No.169001000009941, IFSC: IOBA001690, Indian Overseas Bank, Sector-10, Dwarka, New Delhi.

ACCOMMODATION

Accommodation shall be provided in guest houses. The other delegates have to stay in hotels, the tariff for hotel in Junagadh 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

Type of Delegates Registration	Early bird Registration fee (Upto 28-Feb-2024)	Registration fee (Upto 15-Mar-2024)	Registration fee (After 15-Mar-2024)
International Delegates	US\$ 700	US\$ 1,250	US\$ 1,500
Delegates	Rs. 10,000/-	Rs. 11,000/-	Rs. 12,500/-
Corporate / Company	Rs. 12,000/-	Rs. 15,000/-	Rs. 18,000/-
Farmers / Students	Rs. 6,000/-	Rs. 7,000/-	Rs. 7,500/-
CHAI Members	Rs. 9,500/-	Rs. 10,000/-	Rs. 11,500/-
TAAS Members	Rs. 9,500/-	Rs. 10,000/-	Rs. 11,500/-

asmglobal24@gmail.com. The organisers will facilitate the reservation of the accommodation as desired by delegates, by booking in advance. This facility will be provided to registered delegates only.

About the Place

Junagadh is the headquarters of Junagadh district in the Indian state of Gujarat. It is the seventh largest city in Gujarat, situated at the foot of the Girnar hills. The city is approximately 355 km southwest of the state capital Gandhinagar and Ahmedabad. Junagadh is well connected by road and rail, with the nearest airport being Rajkot. Its geographical coordinates are approximately 21.52°N latitude and 70.47°E longitude. The city has an average elevation of 107 meters (351 ft). Climate is tropical wet and dry, with three distinct seasons, a mild winter from November to February, a hot summer from March to June, and a monsoon from July to October.

POST CONFERENCE TOUR

Post Conference tour will be organised to visit various places of interest. Important places which can be visited are world famous Gir Forest, Somnath, Dwarka and Girnar Mountain.



OTHER IMPORTANT ACTIVITIES

On the site of the Conference, the organisers shall facilitate the following events harmonising the conference motto

Horticulture Expo-2024

A national level exhibition, Horticulture Expo-2024, will be organized at the conference venue. The exhibition will provide a valuable learning opportunity through interactive displays. It is expected to feature a large number of exhibits from producers, traders, processors, technology developers, and progressive farmers from across the country. The exhibition aims to showcase technological advancements and inputs in the horticulture sector. It will serve as an interactive platform for learning, buyer seller interactions, and promoting business in agriculture and horticulture, including inputs, ICT, marketing skills, and human resources.

Empowering Farmers with Knowledge and Skills

The conference programs have been designed to meet the needs of farmers for acquiring new skills and knowledge related to technology-led development. An Open Session will be organized during the conference, providing farmers with the opportunity to express their views to experts and seek solution to their problems. This program aims to develop farmer-centric recommendations.

Farmer's Quiz

To encourage farmer's participation and enhance their knowledge, the foundation has introduced the Farmers Quiz program. Farmers can register to participate in this program, which will be held on May 30, 2024. Winners will be awarded cash prizes

or other valuable rewards, along with a Plaque of Honor and certificate.

Distribution of Seeds and Quality Planting Material

As part of the conference, disease free quality planting material of fruit crops, vegetable seeds, and other economically important crops will be distributed to farmers to facilitate the adoption of improved technologies.

Program on Ethics and Values

To motivate and equip the youth with essential skills for effective knowledge management, discourses will be organised, featuring experts in human resource development. These discourses will focus on ethics, values, motivation, intellectual property issues in a knowledge-driven society, and the importance of dedication to duties to achieve optimal results. A crash course or program on personality development will also be included as part of the event.

Cultural Program

An evening cultural program will be organised with the theme of national integration and values. This program will provide leisure and entertainment for the delegates on May 29, 2024.

Awards of ASM Foundation

The Foundation has instituted different awards for outstanding contribution by farmers/ scientists/ industry, who have made the difference through their contributions in horticulture. Selected awardees are honoured with Plaque of honour, Citation and Certificate. **Amit Krishi Rishi Award** recognises the outstanding contributions in the field of agriculture/ horticulture, which have shaped the Indian agriculture/ horticulture. **Amit Padam Jagriti Award** recognizes the outstanding contributions of farmers/ industry, which has created impact through technological innovations and its adoption by farmers and **Amit Prabudh Manishi Award** recognizes exceptional contributions of the academic leaders in the field of Education and Human Resource Development, particularly agriculture and horticulture. These awards are conferred annually based on the recommendations of the search committee and approval by Board of Trustees.

Udyan Ratna Award is conferred to recognize the outstanding contribution of farmers. The Foundation honours the 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. The farmers are nominated by Head of any agriculture/ horticulture institute/ university/ research organisation/ state government, department of agriculture/ horticulture or President/Vice presidents' of societies like Agriculture/Horticulture/ related fields or Awardees of Udyan Ratna, Padma Bhushan or other reputed awardees of the country. The award is conferred during the valedictory function, based on recommendation of high-level committee and approval by the Board of Trustee.

Awards of the CHAI

The few important awards from CHAI will also be presented on the first day of the conference in inaugural function and rest in AGCM of CHAI in the evening.

VALEDICTORY FUNCTION

Valedictory function shall be organized on May 30, 2024 to confer Udyan Ratna Award to farmers and prizes for best papers, posters 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** (ISBN 978-81-953925-4-2), 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 Rs30,000/- for half page colour.

SPONSORSHIP

The Swadesh Prem Jagriti Sangosthi, 2024 and the Conference provide opportunities for sponsorship, which are in different categories. The benefits to sponsors in different categories are.

The name of sponsors will be depicted prominently in backdrop and publication, besides, giving free registration and exhibition space and advertisement in souvenir (**Shodh Chintan**, ISBN 978-81-953925-4-2).

Category	Amount (in lakh)	Benefits			Advertisement
		Free registration	Logo in Banner	Profile of the company	
Platinum	10	10	Y	Y	Full Column
Diamond	05	05	Y	Y	Full page colour
Gold	03	03	Y	Y	Half page colour
Silver	02	02	Y	X	X
Bronze	01	01	X	X	X

ABOUT THE ORGANIZERS



ASM Foundation, an ISO 9001:20015 certified organization is committed to economic development and knowledge empowerment of people through various activities. It has head quarter at New Delhi, India. The ASM Foundation has successfully organised Global and National Conferences, in the country and is known nationally and internationally. The Foundation, besides organising the conferences, 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/ organization. The effort of the Foundation is recognised by conferring awards by many institutions. www.Itamitsingh.org



Junagadh Agricultural University (JAU) has a rich history, dating back to its establishment as a college of Agriculture in 1960. Initially affiliated with Gujarat University and Saurashtra University, it later became a part of Gujarat Agricultural University in 1972 and then Junagadh Agricultural University. The university offers comprehensive education in agriculture and allied sciences, including agriculture, agricultural engineering, veterinary and animal sciences, fisheries, and farm business. JAU boasts seven multidisciplinary main research stations, five main research stations dedicated to various crops, and eleven sub-research stations/testing centers focused on the development of new varieties and hybrids of crops, vegetables, and fruits. The university takes pride in its achievements, including the development of their first hybrid of bajra and castor, as well as numerous other varieties and technologies. It is also hosting six Krishi Vigyan Kendras (KVKs) that play a vital role in disseminating knowledge and technologies to farmers. www.jau.in



ABOUT THE COLLABORATORS

Jain Irrigation Systems Ltd. (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 much International recognition. www.jains.com



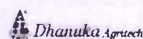
Confederation of Horticulture Association of India (CHAI), an ISO 9001:2015 certified, non profit organization, is a forum of stakeholders in horticulture/agriculture to work together in mission mode with set goals and objectives. The aims of CHAI are the furtherance of horticulture/ agriculture research 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 founded on October 17, 2002, with the aim of utilizing agricultural sciences for the betterment of society through scientific collaborations and partnerships. TAAS serves as a think tank, focusing on crucial policy issues concerning agricultural research for development (ARD). TAAS undertakes various activities to fulfill its objectives, including organizing foundation day lectures, special lectures, brainstorming sessions, symposia, seminars, and workshops on important agricultural themes. These events provide platforms for knowledge exchange and discussions among experts in the field. Additionally, TAAS develops strategy papers on key policy matters, contributing to the formulation of effective agricultural policies. TAAS is committed to promoting farmers' innovations, recognizing their contributions to agriculture. It confers the prestigious Dr. M.S. Swaminathan Award for Leadership in Agriculture, honoring individuals who have demonstrated exceptional leadership and made significant advancements in the field. For more information about the Trust for Advancement of Agricultural Sciences (TAAS), please visit their official website: www.taas.in



Established in 1993, Pralshar Bio Product Pvt. Ltd. is a renowned manufacturer of a wide range of products including bio-fertilizers, Plantozyme, Planto Granules, organic fertilizer granules, and more. Our company is ISO 9001:2008 certified, ensuring the highest quality standards in our manufacturing processes. Pralshar's product range is based on technology developed by the National Institute of Oceanography, a CSIR Laboratory, and extensively tested on various crops at reputable NRCs (National Research Centers) and Agricultural Universities. These products are certified for organic farming, reflecting our commitment to sustainable agricultural practices. The visionary behind our success is Late Pralhad V. Chaudhari, affectionately known as Balasaheb. Balasaheb firmly believed in the efficacy of Plantozyme and its technological applications, which inspired him to establish Pralshar and serve the masses. Initially, our commercial production of the flagship product, Plantozyme, began at our unit in Goa before expanding further. Our board of directors comprises well-trained individuals with expertise in diverse fields such as research and development, marketing, and administration. Their collective knowledge and dedication contributes to the growth and success of our company. Based in Jalgaon, Maharashtra, Pralshar Bio Product Pvt. Ltd. continues to deliver high-quality products, driven by our commitment to innovation and sustainable agriculture practices.



Dhanuka Agritech Limited is a prominent agrochemical company in India. It has garnered recognition and accolades in the industry, including being listed by Forbes Magazine as one of the "200 Best under A Billion Companies in Asia Pacific." The company is listed on the Bombay Stock Exchange and the National Stock Exchange of India. Dhanuka Agritech Limited was honored with the Company of the Year award in the Agro Chemical category by the Federation of Indian Chambers of Commerce and Industry (FICCI) during the 10th Biennial International Exhibition and Conference - India Chem 2018. Over time, the company has received various other awards and recognitions. Notably, it was recognized as a "Great Place to Work" for the year 2018-19. With a PAN-India presence, Dhanuka operates through marketing offices in all major states across India. It operates three manufacturing units, 39 warehouses, and a network of over eight branch offices, serving a vast customer base of 6,500 distributors and approximately 75,000 dealers. Dhanuka's dedicated workforce of over 1,000 techno-commercial staff, supported by a strong research and development division and robust distribution network, enables the company to reach out to around 10 million Indian farmers with its comprehensive range of products and services. Dhanuka Agritech Limited's R&D division is equipped with world-class NABL Accredited Laboratories and has established international collaborations with seven leading agrochemical companies from the United States, Japan, and Europe. These collaborations facilitate the introduction of the latest agricultural technologies to benefit Indian farmlands.

Advisory Committee

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Convener : Dr. H.P. Singh, Former DDG (Horti), ICAR and Chairman, CHA, New Delhi

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

Org. Secretary : Dr. J.S. Pathak, Former Director, ISRO, Ahmedabad
 Dr. Babita Singh, Director, CHAI, New Delhi
 Dr. H. Choudhary, ICAR IARR, New Delhi

Convener : Dr. A.R. Pathak, Former Vice-Chancellor, JAU, Junagadh, Gujarat

Local Organizing Committee

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