

Organised By



Indian Dairy Engineers Association (IDEA)

(www.dairyidea.com)

8th Convention of Indian Dairy Engineers Association

&

National Seminar On

Mechanised Production of Indian Dairy products

2-3 Sep 2013, Hotel Hilton, Sahar Airport, Andheri (E), Mumbai-400099

Gold Sponsor



Platinum Sponsor



Silver Sponsor

GOOD DAY FOODS

Media Partners



Message

Dear Members and Industry Friends,

We are happy to inform you that Indian Dairy Engineers Association (IDEA) is organizing its 8th Convention and a National Seminar on “Merchandised Production of Indian Dairy Products” at Hotel Hilton, Sahar Airport, Andheri, Mumbai on 2nd–3rd Sep., 2013.

The Main purpose of IDEA is to serve as a forum for exchange of ideas and experiences and collection and dissemination of information on Engineering profession connected with dairy industry. With this objective National Seminar is being organized by IDEA in Mumbai (www.dairyidea.com).

The dairy industry needs to recognize the importance of indigenous products to sustain its overall growth. Secondly, enough attention and investments are necessary to raise the status of this product category from a dominantly non-organised and allow it to emerge as a mature segment of the industry.

As you all know Indian dairy industry is passing though a phase of automation and up-gradation of technologies. On the other hand we see a great gap between the knowledge of latest technologies and end users in the dairy industry in the country. This seminar will help the dairy industry to understand latest trends available in the country and the global arena.

We are inviting some very conversant speakers not only from India but also from abroad to deliver their thoughts.

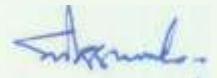
We invite your esteemed organization to participate in this event by not only registering as a delegate but also sponsoring the event. We are expecting more than 300 delegates from all the leading dairy companies of the country. Your support to the event will not only help the IDEA but also provide a unique platform to your brand and services.

You are pioneers in your segment in the country. We invite your company to sponsor the event. We hope you will support the event and block your dates to join in this effort.

We are giving all the details of Program Schedule, Sponsorship, Advertisement and Registration form in this catalogue.



Dr. J.V. Parekh
(Organising Chairman)



Er.S.C. AGGARWAL
(President – IDEA)

Introduction

India today produces 130 million MT of milk. India is the biggest milk producing country in the world. Milk and Milk products constitute the largest gross agriculture produce of the country. A significant amount of milk produced in India has been traditionally converted into a variety of sweets. The practice seems to have originated because of staggered production in remote areas, regional/ seasonal surpluses, difficulties in transport / marketing and perishable nature of milk.

Almost 90 per cent of all milk products consumed in the country are indigenous. Leading brands like Amul, Nestle, Mother Dairy and Britannia are tapping this booming market, using the new process know-how. The growth of this sector is impressive covering products such as dahi, paneer, gulabjamun, rasogolla and shrikhand.

The traditional dairy products of the Indian sub continent can be broadly classified into the following five categories:

- Desiccated milk based products such as khoa, gulabjamun and kulfi
- Heat acid coagulated products such as paneer, chhana and rasogolla
- Cultured or fermented products such as dahi, shrikhand, lassi and ratia
- Fat rich products such as ghee, makkan (freshly churned butter), and malai (a clotted cream like products)
- Milk based puddings and desserts such as kheer, phirni and halwa, etc.

The dairy industry needs to recognize the importance of indigenous products to sustain its overall growth. Secondly, enough attention and investments are necessary to raise the status of this product category from a dominantly non-organised and allow it to emerge as a mature segment of the industry. To fully benefit from the new opportunities, this sector needs to take initiatives in many areas such as technology improvement, automation of manufacturing processes, overall improvement in quality, investment in R&D to develop new products, enhance shelf life of products and improvement in packaging. These interventions will be necessary to maintain a favourable environment for its future growth.

With an objective of providing a platform for fruitful deliberation on these issues, a National Seminar on “Mechanised Production of Indian Dairy Products” is organised during 2-3 September, 2013 in Hotel Hilton Mumbai International Airport, Sahar Airport Road, Andheri (East), Mumbai- 400099.

The seminar will facilitate exchange of information and discussion on “Desiccated Milk Based Products”, “Heat Acid Coagulated Products”, “Culture/ Fermented Products”, “Fat Rich Products and Dairy Sweets”, “Food Safety & Standard, Marketing, Entrepreneur Opportunities, etc.” Lead papers will be presented by eminent speakers in each Technical session. Each session will also have selected Verbal Presentation by the speakers from the industry. Poster sessions related to the theme are also organised. The seminar will provide an excellent platform for professionals, technocrats, academicians and machinery manufacturers to share views and enrich with new information.

Sponsorship Opportunities

Sponsorship options

(1) Platinum Sponsor: Rs 400,000

Status of Chief Sponsor, Logo on printed and online publicity materials, Logo on back drop. 8 Delegates free, display stand, Logo on kit-bag, One Page advertisement in Souvenir, Broachers in Kit-bag. Distribution of publicity materials to delegates during Conference.

(1) Gold Sponsor: Rs 300,000

Lunch Sponsor, Logo on all printed and online publicity materials, Logo on back drop. 6 Delegates free, display stand, One Page advertisement in Souvenir, Broachers in Kit-bag.

(2) Gold Sponsor: Rs 300,000

Kit Bag Sponsor, Logo on all printed and online publicity materials, Logo on back drop. 6 Delegates free, display stand, one Page advertisement in Souvenir, Broachers in Kit-bag.

(3) Gold Sponsor: Rs 300,000

Memento Sponsor, Logo on all printed and online publicity materials, Logo on back drop. 6 Delegates free, display stand, one Page advertisement in Souvenir, Broachers in Kit-bag.

(4) Gold Sponsor: Rs 300,000

Seminar Session Sponsor, Logo on all printed and online publicity materials, Logo on back drop. 6 Delegates free, display stand, one Page advertisement in Souvenir, Broachers in Kit-bag.

(1) Silver Sponsor: Rs 200,000

Debate Session Sponsor, Logo on printed and online publicity materials, Logo on back drop. 4 Delegates free, display stand, Half Page advertisement in Souvenir, Broachers in Kit-bag.

(2) Silver Sponsor: Rs 200,000

Morning High Tea Sponsor, Logo on printed and online publicity materials, Logo on back drop. 4 Delegates free, display stand, Half Page advertisement in Souvenir, Broachers in Kit-bag.

(3) Silver Sponsor: Rs 200,000

Post Lunch High Tea Sponsor, Logo on printed and online publicity materials, Logo on back drop. 4 Delegates free, display stand, Half Page advertisement in Souvenir, Broachers in Kit-bag.

(4) Silver Sponsor: Rs 200,000

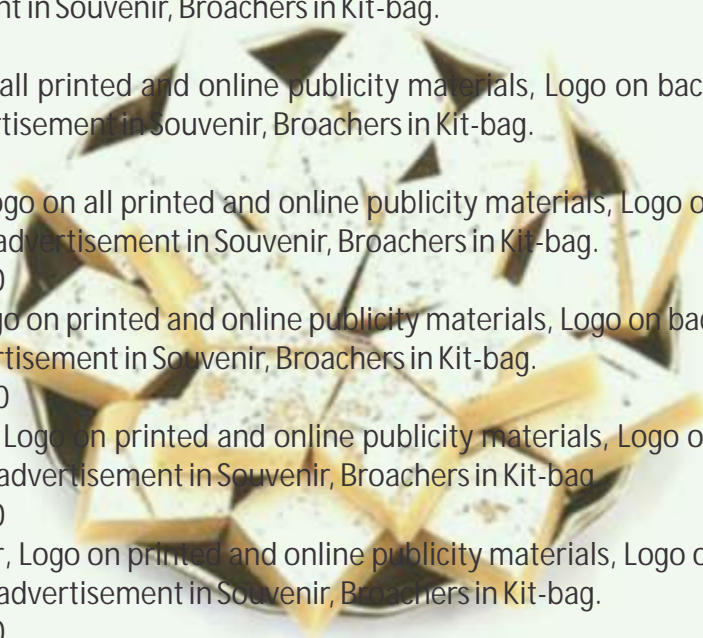
Stationery Sponsor, Event Badges & Lanyards, Logo on printed and online publicity materials, Logo on printed and online publicity materials, Logo on back drop. 4 Delegates free, display stand, Half Page advertisement in Souvenir, Broachers in Kit-bag.

(5) Silver Sponsor: Rs 200,000

Gift Item Sponsor (Diary/Calendar/Pen set/Wrist Watch), Logo on printed and online publicity materials, Logo on back drop. 4 Delegates free, display stand, Half Page advertisement in Souvenir, Broachers in Kit-bag.

Co Sponsor: Rs 100,000

Logo on printed and online publicity materials, Logo on back drop. 2 Delegates free, display stand, Half Page advertisement in Souvenir, Broachers in Kit-bag.



PROGRAM SCHEDULE

Monday, 2nd September, 2013	
09:00 - 09:30	Registration
09.30 - 11.00	Inauguration
11.00 - 11.30	Tea
11:30 - 13:00	Technical Session-I : Desiccated Milk Based Products
13:00 - 14:00	Lunch
14:00 - 15:30	Technical Session-II : Heat Acid Coagulated Products
15.30 - 16.00	Tea
16.00 - 19.00	Technical Tour
Tuesday, 3rd September, 2013	
09:00 - 09:30	Registration
09:30 - 11:00	Technical Session-III : Culture/ Fermented Products
11:00 - 11:30	Tea
11:30 - 13:00	Technical Session-IV : Fat Rich Products and Dairy Sweets
13:00 - 14:00	Lunch
14:00 - 15:30	Technical Session-V : Food Safety & Standard Act, Marketing & Entrepreneur Opportunity of Indian dairy products
15:30 - 16:00	Tea
16:00 - 17:00	Valedictory session
17:00 - 21:00	City Tour

Technical & City Tour

Technical Tour will be organised after technical sessions on 2nd September, 2013 to Visit dairy plant / Dairy Engineering Company / Indian Institute of Packaging.

On 2nd day we will organize a City Tour to visit important places in Mumbai.

Poster Presentation

Contributions in the form of poster presentation on the thematic area of the convention are invited. A space of 90 X 90 cm will be provided for poster presentation. Upon evaluation by a panel of eminent scientists, best poster awards (2 Nos.) will be given.

Advertisement In Souvenir

No.	Particulars	Amount
1	Inside Cover - Colour (Front Page)	Rs. 15,000/-
2	Outside Cover - Colour (Back Page)	Rs. 15,000/-
3	Back Page - Colour	Rs. 20,000/-
4	Full Page - Colour	Rs. 6,000/-
5	Half Page - Colour	Rs. 4,000/-
6	Full Page (B/W)	Rs. 5,000/-
7	Half Page (B/W)	Rs. 4,000/-

The Organizing committee invites advertisements from industries. These ads will be published in the souvenir which will be published during the conference. The prospective advertisers are requested to send their advertisements for publication in the souvenir (A4 size) as per the rates given above.

The fee should be send by Demand Draft/ Multicity Cheque in favour of "Indian Dairy Engineers Association" payable at Mumbai.

Organised By



Indian Dairy Engineers Association (IDEA)
(www.dairyidea.com)

Dr. J.V. Parekh
(Organising Chairman)
Tel: +91-22-28387985, 28226228

Managed By



Seminar Secretariat- Firoz H Naqvi- +91-9867992299
301-A, Diamond Kiran, Shrikant Dhadve Marg,
Mira Road (E), Thane, Mumbai-401107. India
TF: +91-22-28555069, 9322894786



Registration Proforma

Name 1: _____ Designation : _____

Name 2: _____ Designation : _____

Name 3: _____ Designation : _____

Name 4: _____ Designation : _____

Organization: : _____

Mailing address: _____

Telephone (s): _____

Fax: _____

Mobile: _____

E-mail(s): _____

Business interest(s): _____

Participating as: Delegate (Non IDEA Members)

Rs. 3000 per Delegate till 5th Aug 2013.

Rs. 5500 for two Delegates till 5th Aug 2013.

Rs. 3500 per Delegate after 5th Aug. 2013 and on the Spot Booking (Only Cash will be accepted)

Rs. 1500 for IDEA members & Rs 1000 for Students

Total fee: Cheque/ DD/Cash _____ Dated _____

Bank _____ Amount (Rs.) _____

Prior registration is mandatory.

All payments by Cheque or DD will be accepted in favour of "Indian Dairy Engineers Association" and payable at Mumbai

Please return this dully filled proforma at the address given below to attend/participate in the Seminar

Organised By



Indian Dairy Engineers Association (IDEA)

(www.dairyidea.com)

Managed By



301-A, Diamond Kiran, Shrikant Dhadve Marg,
Mira Road (E), Thane Mumbai-401107. India
Tel +91-22-28115068
TF: +91-22-2855069,
E:mail: idea@advanceinfomedia.com