

Various Sponsorship options and their freebies

- 1. Platinum Sponsor: Rs 3,00,000**
 - Status of Chief Sponsor
 - Logo on printed/online publicity materials
 - Logo on back drop
 - 8 Delegates free, display stand
 - Logo on kit-bag
 - One Page advertisement in Souvenir
 - Brochures in Kit-bag
 - Distribution of publicity materials to delegates during Conference.
- 2. Gold Sponsor: Rs 2,00,000**
 - Kit Bag Sponsor
 - Logo on printed/online publicity materials
 - Logo on back drop
 - 6 Delegates free
 - display stand
 - one Page advertisement in Souvenir
 - Brochures in Kit-bag.
- 3. Silver Sponsor: Rs 1,00,000**
 - Post Lunch High Tea Sponsor
 - Logo on printed/online publicity materials
 - Logo on back drop.
 - 4 Delegates free
 - display stand
 - Half Page advertisement in Souvenir
 - Brochures in Kit-bag.
- 4. Co-Sponsor: Rs 50,000**
 - Logo on printed/online publicity materials
 - Logo on back drop
 - 2 Delegates free
 - display stand
 - Half Page advertisement in Souvenir
 - Brochures in Kit-bag.

Product Exhibition stalls (Rs. 10,000 per stall) An exhibition of scientific instruments, dairy equipments, educational tutors, products etc will be organized. Stalls will be available on "first-come-first-serve basis". The size of stall will be of 10x10 feet area (with one table and two chairs).

Advertisement Rates for conference souvenir

The prospective exhibitors/advertisers are requested to send their advertisements for publication in the souvenir (A4 Size).

Particulars	Amount
Outside Cover - Colour (Back Page)	Rs. 25,000/-
Inside Cover - Colour (Front Page)	Rs. 20,000/-
Inside Cover -Colour (Back Page)	Rs. 15,000/-
Full Page - Colour	Rs. 10,000/-
Half Page - Colour	Rs. 5,000/-
Full Page (B/W)	Rs. 6,000/-
Half Page (B/W)	Rs. 4,000/-

Accommodation

A limited accommodation is available (on first come first serve basis) at nominal charges in the Institute's Scientist Home and Guest House of ICAR Institute located at Karnal.

Accommodation can be arranged in hotels at Karnal on request. The tariff / rate for various category of hotels at Karnal are given below:

Accommodation	Single	Double
A Category	Rs. 2,000/-	Rs. 3,000/-
B Category	Rs. 1,000/-	Rs. 2,000/-

Payment Details (DD/NEFT)

Name of A/c : Organising Secretary IDEA Seminar 2014
A/c No. : 65201575728 | **IFSC Code :** STBP0000326

All correspondence should be mailed to :
Dr. I.K. Sawhney,

Organizing Secretary, IDEA Seminar - 2014
Principal Scientist D.E. Division NDRI, Karnal - 132 001
Ph.: 0184-2259281, 2259269 | Mob. : 9354909123
Mob. : 9896440784 | Fax : 0184-2250042

Email: ideaseminar2014@gmail.com
For Updates visit : www.dairyidea.com

National Seminar on Engineering Intervention for Global Competitiveness of Indian Dairy Industry & 9th Convention of IDEA 8th to 9th September, 2014



Organised by :

**Dairy Engineering Division
NDRI, Karnal**

**&
Indian Dairy Engineer's Association
Chandigarh**

Venue:

**National Dairy Research Institute,
Karnal-132001, Haryana (India)**

ORGANISING COMMITTEE

- Chairman** : **Dr. A.K. Srivastava**
Director, NDRI, Karnal
- Co-Chairman** : **Dr. G.R. Patil**
Joint-Director (Academic)
NDRI, Karnal
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Principal Scientist,
D.E. Division, NDRI,
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& General Manager, Verka Milk Plant,
Ludhiana
- ◆ **Dr. A. G. Bhadania**, Head,
Dairy Engineering Department,
SMC College of Dairy Science, Anand
- ◆ **Dr. A. K. Agrawal**, Dean,
College of Dairy Technology, Raipur
- ◆ **Er. S.K. Chaudhary**, Secretary (IDEA)
- ◆ **Er. Pavan Kumar**, Treasurer (IDEA)

The Host Institution

National Dairy Research Institute is the premier research organization of the country committed to providing R&D and HRD support towards dairy development programmes of the nation. The Dairy Engineering Division functioning under the aegis of this Institute is engaged in pursuing basic and applied research on process mechanization of Indian dairy products through generating basic engineering data for R&D applications, design and development of process equipments.

About IDEA

Indian Dairy Engineer's Association (IDEA) came into being on 13th Feb 2002. IDEA is an effort to bring together all persons engaged in Engineering Profession connected with the Dairy Industry. IDEA is a common platform for Dairy Engineers' fraternity where they could exchange their ideas, share their views and experiences for the betterment of Dairy Industry in general and of their lot in particular. In last one decade IDEA has grown from sapling to a tree and has started bearing fruits.

National Seminar

At this juncture when India has established itself as the largest milk producer in the World, it has a potential to become a major contributor to the global export market of milk products. The dynamics of technology improvements have radically changed in the post WTO era. Food quality and safety standards have assumed paramount significance and are crucial in international trade. The role of engineering interventions in advances in technology and stringent product quality measures can perhaps never be over emphasized.

The 9th National Seminar on "Engineering Intervention for global competitiveness of Indian dairy industry" is being organized by Dairy Engineering Division at NDRI in collaboration with the Indian Dairy Engineers Association. The convention will include invited presentations from eminent engineering professionals and contributory poster presentation on various areas of engineering interventions including milk processing, equipment manufacturing, entrepreneurship, research and education.

Technical Session

1. Recent developments in dairy and food processing equipments in India vis-à-vis global scenario.
2. Engineering solutions for quality management in milk processing.
3. Automation and energy management in dairy industry.
4. Strategies to increase profitability of processing units and promotion of entrepreneurship.

Important dates

Last Date Submission of	:	10.8.2014
Poster abstract/paper		
Pre-Registration	:	20.8.2014
Pre-Registration closes	:	31.8.2014
Last Date for Booking of	:	25.8.2014
Advertisement/Exhibition Stalls		

Registration fee

IDEA Member	:	Rs. 2,000/-
Non IDEA Member	:	Rs. 2,500/-
Student	:	Rs. 1,000/-