



worldAgricultural forum™
Empowering Agriculture



Government of Andhra Pradesh

World Agricultural Forum Congress 2013 and Agri-Tech Trade Fair

4-7 November 2013 | HICC, Hyderabad, India

*Re-shaping agriculture for a sustainable future:
Focus on small farmholders*

Souvenir



www.wafindia2013.com



Government of Andhra Pradesh



Government of Andhra Pradesh

encouraging small farmers and woman farmers by various schemes and initiatives





Welcome Message

At the outset, I appreciate the World Agricultural Forum (WAF) for their decision to organize their biennial global event i.e. the 2013 Congress of the World Agricultural Forum at Hyderabad, India in November - 2013, the first time in Asia since the inception of the WAF in 1997.

I strongly believe that the deliberations of the 2013 Congress of the World Agriculture Forum including all key stakeholders such as farmers, farm labour, farmer's organization industry, key government leaders, scientists, social society etc., would provide a roadmap for re-positioning small holder agriculture in the liberalizing and globalizing agro markets. I also expect that 2013 WAFC will bring agriculture and farmers' issues to the fore once again alerting governments to initiate urgent policy interventions for making farming a viable profession.

I, on behalf of my country as well as my State, warmly welcome delegates from all parts of the World to the 2013 Congress of the WAF in Hyderabad, India, with a sincere belief that they will carry back pleasant memories of this great city in addition to making valuable contributions to the cause of World Agriculture.

A handwritten signature in blue ink that reads "Kiran Reddy". The signature is stylized with a large, flowing 'K' and 'R'.

N. Kiran Kumar Reddy
Chief Minister of Andhra Pradesh



Welcome Message

I am happy to inform you that the Government of Andhra Pradesh is hosting the World Agricultural Forum Congress & Agri Tech Trade Fair, from 4-7 November, 2013 at Hyderabad International Convention Centre, Hyderabad, India. Agriculture is the main occupation of over 65 percent of our population. Andhra Pradesh being the Rice bowl of the Country. Farmers of our state are producing over 18.5 million tons of food grains which includes rice, maize, pulses, jowar etc in an area of about 12 million hectares. Andhra Pradesh is also the leading producer of cash crops like sugarcane, tobacco, cotton, groundnut, chilies & turmeric.

The Government of Andhra Pradesh is determined to take steps for achieving sustainable agricultural development for improving the living standard of farmers. I am confident that the World Agricultural Forum Congress & Agri Tech Trade Fair would help to bring relevant and comprehensive knowledge about the latest developments pertaining to Agriculture.

Kanna Lakshmi Narayana
Hon'ble Minister for Agriculture & ATM

Committee

Patrons

Mr. Sharad Pawar

Hon'ble Union Minister for Agriculture
Government of India

Mr. N Kiran Kumar Reddy

Hon'ble Chief Minister
Government of Andhra Pradesh

Co-Patron

Mr. Kanna Lakshmi Narayana

Hon'ble Minister for Agriculture and ATM
Government of Andhra Pradesh

Organizing Committee

Chair

Dr. Prasanna Kumar Mohanty, IAS

Chief Secretary, Govt of Andhra Pradesh

Co-Chair

Dr. Kenneth M. Baker

Chairman, World Agricultural Forum

Mr. Anil Chandra Punetha, IAS

Principal Secretary, Agriculture, Govt of Andhra Pradesh

Convener

Professor Aldas Janaiah

Head - School of Agribusiness Management
ANGARU, Hyderabad
Member, WAF Advisory Board

Members

Rt. Hon. James Bolger

Chairman, World Agricultural Forum advisory Board and
former Prime Minister of New Zealand

Dr. PV Ramesh, IAS

Principal Secretary, Finance, Govt of Andhra Pradesh

Mr. Satish Chandra, IAS

Joint Secretary, Ministry of Fertilizers, Govt of India

Dr. Pravesh Sharma, IAS

Managing Director, Small Farmers Agribusiness Consortium
Ministry of Agriculture, Govt of India

Dr. Leonard Guarraia

Chairman, Emeritus, World Agricultural Forum

Mr. Harish Reddy

President, AP Seedsmen Association of Andhra Pradesh

Ms. Evie Soames

Member, World Agricultural Forum Board

Dr. William Dar

Director General, ICRISAT

Mr. K Madhusudhana Rao, IAS

Commissioner & Director of Agriculture,
Govt of Andhra Pradesh

Dr. A Padma Raju

Vice-Chancellor, ANGRAU, Hyderabad

Programme

Monday, 4th November 2013

10.30 a.m. Registration Desk Opens

Afternoon Visits and excursions to local Farming operations, Research Institutes, etc.

7.00 p.m. Evening Event at the Novotel Gardens hosted by the **Shri Kanna Lakshmi Narayana**, Hon. Minister for Agriculture, Government of Andhra Pradesh

Tuesday, 5th November 2013 - Main Conference Room

Morning - Inauguration

9.30 a.m. Invitation of Dignitaries to the Dais and presentation of bouquets

9.35 a.m. Lighting of the Lamp and Invocation song

9.45 a.m. Opening remarks, **Dr. Kenneth M. Baker**, Chairman, World Agricultural Forum

9.50 a.m. WAF Welcome address, **Rt. Hon. James Bolger**, Chairman of the World Agricultural Forum Advisory Board, Former Prime Minister of New Zealand

10.00 a.m. Welcome address, **Shri Kanna Lakshmi Narayana**, Hon'ble Minister for Agriculture & ATM, Govt of Andhra Pradesh

10.15 a.m. Address, **Shri Ramreddy Venkata Reddy**, Hon'ble Minister for Horticulture, Sericulture, RSAD, Govt of Andhra Pradesh

10.25 a.m. Inaugural Address, Guest of Honour: **Shri Tariq Anwar**, Hon'ble Minister of State for Agriculture, Government of India

10.35 a.m. Address, Chief Guest: **Shri N. Kiran Kumar Reddy**, Hon'ble Chief Minister of Andhra Pradesh

10.50 a.m. Presentation of Mementos and National Anthem

11.00 a.m. **Tea Break – Level 1. Inauguration of Agri-Tech Trade Fair**

11.30 a.m. Keynote: Greening Agriculture towards an Ever-Green Economy, **Dr. R. B. Singh**, Former Director, Indian Agricultural Research Institute (IARI)

12.00 p.m. Keynote: The challenge of feeding 10 billion people - Why we need a new revolution in agriculture: **Mr Liam Condon** - CEO, BayerCropScience

12.30 p.m. Keynote: Managing Scarce Water Resources, **Mr. Anil Jain**, CEO, Jain Irrigation, India

1.30 p.m. **Lunch – Level 1**

Afternoon

2.30 p.m. Keynote: **Professor Julian Cribb**, Professor of Science Communication, University of Technology, Sydney, Australia

3.00 p.m. Keynote: International Experience in Encouraging Dairying for Smallholder Farmers - **Dr. Denise Burrell**, Global Farm Extension Manager, International Farming Ventures, Fonterra Cooperative Group Limited

3.30 p.m. Implementing Large Scale Sustainable Intensification – A Holistic Case Study from India - **Dr. Suhas P. Wani**, Assistant Research Program Director, ICRISAT, Patancheru, India

4.00 p.m. Round Table: **"Partnering solutions for smallholder farmers"** - sponsored by Bayer CropScience

Moderator: **Mr. G. Chandrasekhar**, Associate Editor, Hindu Business Line, India

Panelists: **Dr N. Poole**, Chairman ICRISAT (CGIAR), **Mr. Ajay Jakhar**, Chairman, Bharat KrishakSamaj, India, **Dr. Dilip N. Kulkarni**, President, Jain Irrigation, **Dr. N.K. Dadlani**, Director, National Seed Association of India

4.45 p.m. **Tea break - Level 1**

Tuesday, 5th November 2013 - Main Conference Room

5.15 p.m. Breakout Sessions:

<p>Main Conference Room Round Table A1. Role of Cooperatives and Corporations in Sustainable Agriculture: Chair and Moderator: Mr Y. Vijayender Reddy, Former Chairman, APCOB Speakers/Panelists: Mr N. Prabhakar, Vice-President, Nava Bharat Ventures Sugars Division, Mr Pasha Patel, Chairman, Farmers Union, Lathore, Maharashtra, Mr Kiran Vissa, Convenor, Alliance for Sustainable Holistic Agriculture, New Delhi</p>	<p>Meeting Room 1.01 Round Table A2. Food and Agriculture Challenges of India with special Reference to Small Farm holders. Session sponsored by ANGRAU (Acharya N G Ranga Agricultural University) Chair & Moderator: Mr. V. Nagi Reddy, IAS, Principal Secretary to Govt. of Andhra Pradesh Speakers/Panelists: Dr A. Padma Raju, Vice-Chancellor, ANGRAU, Dr S. A. Patil, Ex Vice-Chancellor of UAS (University of Agricultural Sciences), Dr C. Ramaswamy, Ex Vice-Chancellor</p>	<p>Meeting Room 1.03 Round Table A3. Systems to Improve Agricultural Productivity & Efficiency – Reducing Post-Harvest Losses & Cold Chain Developments– Sponsored by The Global Research Alliance. Moderator: Mr. Theun Vellinga, Wageningen University, the Netherlands. Participants: Dr. Raghavendra Bhatta, National Institute of Animal Nutrition and Physiology (NIANP), Bangalore, Professor Himanshu Pathak, Indian Agricultural Research Institute, Dr. Pawanexh Kohli, Chief Advisor National Centre for Cold-Chain Development, Department of Agriculture & Cooperation, Govt of India</p>
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6.00 p.m. **Round Table of Conclusions from Breakout Sessions**

Participants: the Round Table Session Moderators

7.30 p.m. **Dinner at Rock Heights at Shilparamam**, Hosted by **Shri N. Kiran Kumar Reddy**, Hon. Chief Minister of Andhra Pradesh

Wednesday, 6th November 2013 - Main Conference Room

Morning

9.30 a.m. Keynote: **Shri Krishna Byregowda**, Hon. Minister of Agriculture, Govt. of Karnataka

10.00 a.m. Round Table: **Sustainable intensification of dairy production; policy and science opportunities** - In association with the Global Research Alliance on Agricultural Greenhouse Gases. Current situation in worldwide sustainable Agricultural Production, and experiences in Sustainable Agricultural Production in the Netherlands and New Zealand. Moderator: **Mr. Arie Veldhuizen** MBA, Counsellor for Agriculture, Nature and Food Quality in India and Sri Lanka, Ministry of Economic Affairs, the Netherlands. Panelists include: **Mr. Chris Carson**, Director International Policy, Ministry of Primary Industries, New Zealand, **Dr D. Venkateswarlu**, Director of Animal Husbandry, Govt. of Andhra Pradesh, **Mr. Theun Vellinga**, Wageningen University, **Dr B Venkateswarlu**, Director, CRIDA, Hyderabad, **Dr. Peter Kenmore**, Representative of the FAO in India

11.00 a.m. Keynote: BioBased Agriculture Contributing to a Sustainable Environment, **Per Falholt**, Executive Vice President for Research & Development Novozymes, Denmark

11.30 a.m. **Tea break – Level 1**

12.00 p.m. Keynote: The Agricultural Community in the Development of the Bio-based Economy – Painting an Integrated Approach to New Value Chains, **Mr. Murali Sastry**, Director Innovation, DSM India.

12.30 p.m. Keynote: The Fairtrade Business Model as a Major Enabler for Agriculture, **Mr. Arun Chandra Ambatipudi**, Executive Director Fairtrade Foundation India and Chief Functionary & Director, Chetna Organic India

1.00 p.m. Round Table: Integrating Farmholders including small-holders into new economic value chains. Participants: Morning's Keynote Speakers & Round Table Moderators

1.30 p.m. **Congress Lunch – Level 1**

In parallel to **Lunch Side Event (By Invitation Only)** hosted by New Zealand and the Netherlands to support the **Research Groups of the Global Research Alliance – Rooms 1.03 & 1.04 (Level 1)**

Wednesday, 6th November 2013 – Main Conference Room

Afternoon

- 2.30 p.m.** Keynote: Investment Opportunities: Micro-Finance and Encouraging Entrepreneurship in Small Holder Economies. **Mr Amareesh Gulati**, Managing Director and Head of Financial Inclusion, Standard Chartered Bank
- 3.00 p.m.** Keynote: Developing Talent and Entrepreneurship to Feed the World, **Mr Thad Simons**, CEO Novus International and President IFAMA.
- 3.30 p.m.** Roundtable: Infrastructure, Logistics and Transportation as Agricultural Enablers (hosted by the USSEC): Moderator: **Mr. G. Chandrasekhar**, Associate Editor, Hindu Business Line, India. Panelists: **Mr. Atul Chaturvedi**, CEO, AdaniWilmar Ltd, **Mr. Sushil Goenka**, Ex-President, Solvent Extractors Association of India, **Mr. Sanjay Kaul** MD & CEO, National Collateral Management Services Ltd, **Dr. Drew Klein**, International Director Program Strategy and the Regional Director, Asia Subcontinent, USSEC, **Dr. P.E. Vijay Anand**, Director-India Meal Program, USSEC
- 4.00 p.m.** Tea Break - Level 1

Main Conference Room

Meeting Room No. 1.01 & 1.02

	Developing Entrepreneurship in Agri-Business	Risk Management in Agri-Business
4.30 p.m.	Round Table B1: Encouraging and Incubating Entrepreneurship in Agri-Business Moderator: Dr. Kenneth Baker , Chairman, WAF Conversation between Dr. Kiran Sharma , CEO Agri Business and Innovation Platform, ICRISAT, Dr. D. Rama Rao , National Director of NAIP, Dr. A. S. Krishnamoorthy , Professor, Directorate of Agribusiness Development, Tamil Nadu Agricultural University, Mr Pravesh Sharma , IAS, MD, Small Farmers Agri-Business Consortium of India, Mr. Abhishek Jani , Executive Director, Fairtrade Foundation, India	Round Table B2: Context and governmental policies / regulations driving adoption of risk management practices Moderator: Philippe de Laperouse , Managing Director, HighQuest Partners Panelists: Dr T Radha , Commissioner & Ex Officio Secretary, Govt of Andhra Pradesh, Dr Nagarjuna Potu , General Manager, AIC, Dr H HemnathRao , Director, CPSRD, ASCI, Hyderabad
5.15 p.m.	Round Table B3: Best Practices in Encouraging Agricultural Entrepreneurship: Moderator: Dr. Ralph von Kaufmann , former co-ordinator at FARA Panelists: Mr. Anil Darak , Standard Chartered Bank, Mr. Rainer von Mielecki , BASF, Mr Shiv Kumar , Head, ITC	Round Table B4: New Approaches to Risk Management in Agriculture Moderator: Philippe de Laperouse , Managing Director, HighQuest Partners: Panelists: Mr. Manan Bindal , Senior Client Manager, Vice President, Global Partnerships, Swiss Reinsurance Company Ltd, Singapore, Professor Haresh Shah , Chairman of ARC, Advisory Board, ICRM Emeritus Professor, Stanford University.
6.00 p.m.	Round Table of Conclusions from Parellel Sessions: Moderator: Participants: The Round Table Moderators	
6.30 p.m.	Close of Day 2	

Thursday, 7th November 2013 – Main Conference Room

Morning

9.30 a.m. **Keynote:** Success Story of Mulkanoor Rural Bank and Marketing Society for Sustainable Agriculture **Mr A Praveen Reddy**, MLA and BoM, ANGRAU:

	Main Conference Room	Meeting Room No. 1.01 & 1.02
10.00 a.m.	Round Table C1: Technology Responding to Nature's Challenges such as Water Availability and Climate Change: Moderator: Dr A. Padma Raju , Vice-Chancellor, ANGRAU. Panelists: Per Falholt , Executive Vice President for Research & Development Novozymes, Denmark, Mr. Michael Doane , Vice President, Sustainable Agriculture Policy, Monsanto, Mr. Raghu Saxena , India Director EarthWatch Institute	Round Table C2: Agriculture and Mechanization – Impacts & Options, Small and Large Holdings. Moderator: Dr. M. M. Pandey , former Deputy DG (Engineering), ICAR. Panelists: Dr Purushottam Mainali , Deputy Team Leader/ Policy and Institutional Specialist, ADS (Agriculture Development Strategy), Nepal, Mr. Bhanu Sharma , Managing Director & CEO, SAME DEUTZ-FAHR

10.30 a.m. **Round Table:** Inclusive Market Oriented Development (IMOD) – Enabling small and poorer farmers to capture larger rewards from markets, while managing their risks. Moderator: **Dr. Nigel Poole**, Chairman, ICRISAT, Hyderabad. Panelists: **Cynthia Bantilan**, ICRISAT, **C L LaxmipathiGowda**, ICRISAT, **Dr C Ramaswamy**, President, ISAE & Ex Vice-Chancellor, TNAU

11.15 a.m. **Tea Break – Level 1**

11.45 a.m. Keynote: Price Trends in Agriculture Products and Food Prices: **Dr T Haque**, Ex. Chairman, CACP and Chairman, CSD, New Delhi

12.15 p.m. **Round Table:** Development of Information Technology for Agriculture in general and Small Farm Holder Agriculture in particular- Productivity, Costs & Prices Impact. Moderator **Dr R V Raja Kumar**, Vice-Chancellor, RGUKT, Hyderabad. Panelists: **Mr V Srinivasa Rao**, Sr Vice-President, Mahindra Satyam, **Mr J A Chowdary**, Co-Chair, FICCI, Founder Food 360 foundation, **Ms. Shilpa Divekar Nirula**, Director, Corporate Affairs & Strategy, Monsanto India

12.45 p.m. **Conclusions from Morning Round Tables.** Participants: The Morning Sessions Moderators

1.15 p.m. **Valedictory: Hall No 3**

Shri Kanna Lakshmi Narayana, Hon'ble Minister for Agriculture, Andhra Pradesh

Rt. Hon. James Bolger - Chairman of the WAF Advisory Board and Former Prime Minister of New Zealand

1.45 p.m. **Lunch and Close of Congress - Level 1**

Afternoon Visits and excursions to local Farming operations, Research Institutes, etc.
Trade Fair continues.

World Agricultural Forum



WAF is a policy neutral and internationally inclusive agriculture forum that brings together the leaders from the private sector with policy makers and key policy influencers to focus on providing food, fuel, fibre and water to the world's growing population. The WAF believes that progress is best achieved when all contributors to agriculture understand change and are able to confer on its causes, impact and implications. The WAF seeks to create awareness and educate all stakeholders as to the critical role agriculture plays in rural and economic development, and ultimately, national security to every economy in the world. Developing countries and advocacy organizations are given an equal voice on the world stage. The WAF is the recognized global organization that brings world leaders together from across value chains and provides platform for interaction between public and private sectors and civil society to promote a food secure world. The Vision of the WAF is to empower agriculture to feed every man, woman and child. The Mission of the WAF is to catalyze the development of action plans that meet the world's growing need for food, fiber, fuel and water.



Agri-Tech Trade Fair

Experience the industry's dynamics and efficient networking

As a parallel event to WAF Congress, an Agri-Tech trade fair is being organized. All those interested from both the public and private sectors were encouraged to participate, display and demonstrate their products and services to the high profile delegates, who are attending from all over the world. Further, about 5000 farmers from all over state are expected to visit the trade fair to learn about products displayed in the trade fair. Numerous discussions, countless new contacts and deals that are nearly sealed: AGRI-TECH TRADE FAIR is an indispensable business platform for the Agri related companies/ international industry. All of the links in the value chain such as farm development, research, implementation and marketing to the operation and utilization of products are gathered here.

Join us from November 4-7, 2013, when some 500 professionals come together again to promote fascinating products related to Agriculture technology.

Key facts about Trade Fair

- 200 International high profile delegates
- 150 exhibiting companies
- 450 representatives meet with 5000 farmers in exhibition halls

Exhibitor Profile

Following segments of national and international Agri-service providers can display their products

- ▶ Agriculture Agencies
- ▶ Horticulture
- ▶ Micro Irrigation Systems
- ▶ Dairy
- ▶ Fisheries
- ▶ Solar Power
- ▶ Post Harvesting Management
- ▶ Seed Companies
- ▶ Fertilizer Manufacturers
- ▶ Pesticide Manufacturers
- ▶ Farm Equipment Manufacturers
- ▶ Bankers
- ▶ Crop Insurance Agencies
- ▶ Facilitating Agencies of the Government and Research Institutions
- ▶ International Participants Specializing in Dry Land Agriculture and related farm machinery
- ▶ Food processing and value addition
- ▶ Universities & Research Labs



Exhibitor Manual

Event Fact Sheet

Name of the Event

**World Agricultural Forum Congress and
Agri-Tech Trade Fair 2013**

Date of the Event

4th to 7th November 2013

Venue

Hyderabad International Convention Centre (HICC)

Main WAF Conference Venue

Hall no. 3

Meetings Venue

MR 1 - 6

Exhibition Venue

Hall No. 4, 5, 6

Contact Address

**The Commissioner & Director of Agriculture
Department of Agriculture
Government of Andhra Pradesh
Opp. L.B. Stadium, Basheerbagh
Hyderabad-500001**

Contact Person

**Mr. Nagender Saxena
Email: rkvyap@gmail.com
Hand Phone: +91-9603269033
Phone: 040-23383530
Fax: 040-23237545**

Congress Official Language

English

Local Language

Telugu

Exhibition Management

Kuoni Destination Management is the Professional Congress Organizer of the World Agriculture forum congress and Agri-tech trade fair and eager to make the Exhibition successful for all the exhibitors.

Therefore each exhibitor who confirms stalls for the exhibition agrees to abide by rules and regulations as per the manual. These regulations apply to all representatives, employees and/or guests of all the exhibitors. We thank you in advance for your cooperation.

Onsite Exhibition Management Desk

The Exhibition Management Desk will be functional from 4th November till 7th November 2013. The exhibition help desk will be located within exhibition area.

For any queries related to your participation in the WAF Congress & Agri Trade Fair 2013, please write / Contact to Mr. Thirupathi Atkapuram / Goutam Lodh at the below mentioned details

Professional Conference Organizer

KUONI | Destination
Management

Kouni Destination Management
First Floor, HITEX Trade Fair Office Building,
HITEX, Izzatnagar, Madhapur, Hyderabad-500084, India
Telephone: +91-40-23118999
Handphone: +91-9848440272
email: thirupathi.atkapuram@in.kouni.com
www.kounimice.in

Exhibition Venue

Hyderabad International Convention Centre is India's first purpose-built and state-of-the-art convention facility managed by Accor, the world's leading hospitality and tourism management group.

Address:

HYDERABAD INTERNATIONAL CONVENTION CENTRE,
Novotel & HICC Complex (NearHITEC City), P.O. Bag - 1101,
Cyberabad Post Office, Hyderabad-500081, India

Trade Fair Layout

Farmers Entrance																																																															
145 Rethu Netham /Agri Clinic	146 Shri Ram Bio Seed	147 Rohini Seeds	148 Energy	149 AMC Guddi anuram																																																											
					150 ANDHIRA BANK	151 ANDHIRA BANK	152 APCOB	153 NABARD	154 MCRB	155 GCC	156 Tsanduru																																																				
144 Indofiti Industries Ltd.	143 Sri Biotech Laboratories India Ltd	137 Bharat Insecticides Limited	134 Bio Science	136 Aadhaar Seeds	129 APSSDC	128 Beri Udyog Pvt. Ltd	127 Tractors & Farm Equipment Ltd	126 Class India Pvt. Ltd.	125 Class India Pvt. Ltd.	124 Swarna Agri-Tech Consultante Pvt. Ltd.	123 Sonalka Agro Industries Corporation	122 Dharti Agro Engineering, Rajkot	121 Honda Siel Power Products Ltd.	113 Sri Maha Laxmi Agro Agencies	112 Millet Bazar	105 Millet Bazar	104 PCRA	157																																													
143 Sri Biotech Laboratories India Ltd	138 Insecticides (India) Ltd	135 Sri Satya Agri Biotech	133 Ajeet Seeds	135 Sri Satya Agri Biotech	130 SEED WORKS	127 Tractors & Farm Equipment Ltd	126 Class India Pvt. Ltd.	125 Class India Pvt. Ltd.	124 Swarna Agri-Tech Consultante Pvt. Ltd.	123 Sonalka Agro Industries Corporation	122 Dharti Agro Engineering, Rajkot	121 Honda Siel Power Products Ltd.	113 Sri Maha Laxmi Agro Agencies	114 Kumar Industries	111 Millet Bazar	106 Millet Bazar	103 INSIMP, DSR (Department)																																														
142 Veeco Biotech Pvt. Ltd.	139 Cheminova India Ltd	133 Sri BIOTECH	132 Lepakshi	134 Bio Science	131 SRI BIOTECH	126 Class India Pvt. Ltd.	125 Class India Pvt. Ltd.	124 Swarna Agri-Tech Consultante Pvt. Ltd.	116 Kirloskar Oil Engines Ltd.	115 Greaves Cotton Limited	114 Kumar Industries	113 Sri Maha Laxmi Agro Agencies	112 Millet Bazar	110 Millet Bazar	107 Millet Bazar	102 HOME SCIENCE (Department)																																															
141 Nagarjuna Agrichem Ltd.	140 Rallis India Limited	137 Bharat Insecticides Limited	133 Ajeet Seeds	136 Aadhaar Seeds	129 APSSDC	125 Class India Pvt. Ltd.	124 Swarna Agri-Tech Consultante Pvt. Ltd.	116 Kirloskar Oil Engines Ltd.	109 Millet Bazar	108 Millet Bazar	101 Bio diversity	100 AP Tourism	99 SFAC	98 SFAC	17 Tera Scientific	16 Agri Tech Foundation	15 valanturi		14 CRIDA																																												
												93 Green Star Fertilizers Ltd.	94 FACT	95 Indian Potash Limited	96 Animal Husbandry	97 Andhra Pradesh Livestock Development Agency																																															
61 Jayalakshmi Fertilizers	60 Agastya Agros Ltd	62 Dow Agro Sciences India Pvt. Ltd.	68 Rural Development	69 Rural Department.	70 Deccan Development Society	77 AP AGROS	76 Brahmakumar's	80 Virkys Agri Scl.P.	81 Nagarjuna Fertilizer & Chemicals	82 Asian Agri Genetics	89 GNFC Ltd. & GSCF Ltd.	88 Rashriya Chemicals And Fertilizers Ltd.	87 Zuari Agro Chemicals	86 NRM	85 Fisheries	84 NFDB	83 Nuzvidu Seeds	82 Asian Agri Genetics	81 Nagarjuna Fertilizer & Chemicals	80 Virkys Agri Scl.P.	75 Satya Hybrid Seeds	74 Sri Srinivasa Agarwal (MS. BASF India Ltd.)	73 Organic Farming (Department)	72 Centre for Sustainable Agri.	71 Gramscen Mall Foundation	68 Rural Development	67 Vedic Organic Certification	66 Canm Manage Sustainable Agri. (SERP)	65 Pasura Crop Care Pvt. Ltd.	64 K.P.R. Fertilizers	63 Phyto Chem (INDIA) Limited	62 Dow Agro Sciences India Pvt. Ltd.	61 Jayalakshmi Fertilizers	60 Agastya Agros Ltd	59 Tricom Agro Pvt. Ltd.	58 Rhyne Organics & Chemicals Ltd.	57 Maharashtra Hybrid Seeds Company Ltd. (Mahyco)	56 DUPOINT	55 FMC	54 Hyderabad Chemicals Ltd.	53 United Phosphorus Ltd, Mumbai	52 United Phosphorus Ltd, Mumbai	50 SYNGENTA	51 SYNGENTA	50 SYNGENTA	57 Maharashtra Hybrid Seeds Company Ltd. (Mahyco)	17 Tera Scientific	16 Agri Tech Foundation	15 valanturi	14 CRIDA	13 Director of Oilseeds Research	12 Director of Rice Research	11 APSRAC	10 Agri. Insurance Company	9 Standard Chartered Bank	8 ICRSAT	7 MONO SANTO	6 USSEC	5 FONTERRA	4 BAYER	3 JAIN	2 NOVO ZYME	1 NOVOS

WAF Congress Registration Process

Please refer to Registration page of the congress website i.e. **www.wafindia2013.com** for complete details of registration process.

Exhibitor Entitlements

Stall Size	No. of Badges	No. of Lunch	No. of AM & PM Tea	Entry into Sessions
09 sqm Booth	02 Badges	02 Lunch	02 Tea	No

Note: WAF Agri-Tech Trade Fair is open to all and no Visitor Pass requires attending the Exhibition.

Exhibitor Registration Desk

The exhibitor registration desk, located at the registration area will be functional from 1400hrs till 2300hrs on 4th November 2013. It's going to be a photo badging so it is necessary for exhibitors to collect their badges individually as their photo will be clicked on site.

Exhibition Time Table at-a-glance

Action	Date	Time
Exhibitor Registration & Badge Collection	Monday, Nov 4	1400hrs - 2300hrs
Move in & Setup time	Monday, Nov 4	1500hrs - 2000hrs
Exhibition Inauguration	Tuesday, Nov 5	1100hrs
Exhibition Hours of operation	Tuesday, Nov 5	1100hrs – 1800hrs
	Wednesday, Nov 6	0900hrs – 1800hrs
	Thursday, Nov 7	0900hrs – 1800hrs
Dismantling of Booth and taking out materials from Exhibition	Thursday, Nov 7	1800hrs – 2300hrs

To ensure smooth traffic movement, exhibitors will be allowed to enter their vehicles from morning to unload their materials. It is imperative that unloading time is strictly adhered to and that vehicles are removed as soon as unloading is completed. All truck deliveries must use the Back Bay entrance of HICC.

Companies that need more time for build-up and/or dismantling should contact Kuoni destination management at least 48 hours prior to the above mentioned time. Additional fees for rental and security may apply.

Any maintenance work to the stand carried out by the Exhibitors and/or their contractor must be completed before the opening of the exhibition hall. If while on site, a problem occurs and special maintenance time is necessary, please contact Exhibition Management right away, so that special arrangements can be made, additional fees for security may apply.

Exhibitors List

WAF CONGRESS SPONSORS

- 1 BAYER CROPSCIENCE
- 2 JAIN IRRIGATION
- 3 NOVOZYMES INTERNTIONAL, INC
- 4 NOVUS
- 5 BASF
- 6 USSEC
- 7 MONSANTO
- 8 INTERNATIONAL CROPS RESEARCH INSTITUTE FOR THE SEMI-ARID TROPICS (ICRISAT)
- 9 STANDARD CHARTERED BANK

ATF SPONSORS

- 10 E.I.DUPONT INDIA PVT. LTD
- 11 A.P. MARKFED
- 12 BASF INDIA LTD.
- 13 TIRTH AGRO TECHNOLOGY PVT LTD (SHAKTHIMAN)
- 14 UNITED PHOSPHROUS LIMITED
- 15 VARUSHAPRIYA AGROTECH PVT. LTD
- 16 OSAW INDUSTRIAL PRODUCTS PVT LTD
- 17 COROMANDEL INTERNATIONAL LTD
- 18 MAHARASHTRA HYBRID SEEDS COMPANY LTD
- 19 PRAKASH AGRO ENTERPRISES
- 20 SYNGENTA
- 21 FMC
- 22 HYDERABAD CHEMICALS LTD
- 23 NAGARJUNA FERTILIZERS & CHEMICALS PVT LTD.

PESTICIDES

- 24 TERRA SCIENTIFIC PRIVATE LIMITED
- 25 RHYME ORGANICS & CHEMICALS LTD
- 26 TRICOM AGRO PVT LTD
- 27 AUGUSTYA AGRO LTD
- 28 PHYTOCHEM INDIA LTD
- 29 DOW AGRO SCIENCES INDIA PVT LTD
- 30 JAYALAKSHMI FERTILISERS
- 31 NAGARJUNA AGRICHEM LTD
- 32 VEPCO BIOTECH PVT LTD
- 33 SRI BIOTECH LABORATORIES INDIA LTD
- 34 K.P.R FERTILIZERS
- 35 PASURA CROP CARE PVT LTD
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- 74 DR. Y.S.R HORTICULTURAL UNIVERSITY
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- 80 RURAL DEPARTMENT
- 81 SOCIETY FOR ELIMINATION OF RURAL POVERTY
- 82 ICAR INSTITUTIONS OF DOR, DSR & DRR
- 83 CENTRAL RESEARCH INSTITUTE FOR DRYLAND AGRICULTURE
- 84 STATE ENERGY CONSERVATION MISSION
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- 92 ANDHRA BANK
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- 99 INDIAN POTASH LIMITED
- 100 RASHTRIYA CHEMICALS AND FERTILIZERS LTD.

Terms and Conditions of participating for exhibitors

- The exhibition charges for a standard stall/booth include accessories and fittings as mentioned in the below Table

Details of furniture & electrical fittings under the shell scheme (built-in stall/booth)							
Stall / Booth Size	Dimension	Area	Table	Chair	Spotlight	5 amp Socket	Dustbin
Shell	3m x 3m	9 sq m	1	2	3	1	1

- Booking for 'Open Space' will not be allowed to anybody and every Exhibitor will have to use the standard octonorm stall / booth.
- Additional furnishings like chairs, plug points, cabinets, extra lights, tables, other fixtures, etc. can be obtained from the Stall Interior Designer / peripheral manager directly by informing them in advance and will be charged as extra. The contact details of the Stall Interior Designer/peripheral manager is mentioned below and Organizers will not be liable for any last minute onsite request.

List of Official Service Providers

Service	Company	Contact Details
Infrastructure service providers and Stall Interior Designer	Violet Event Mktg. (India) Pvt. Ltd.	Mr. Chenna Kesava Rao #2-241/5, Hemadurga Kuteer, Sai Nagar, Old Hafeezpet, Miyapur, Hyderabad – 500 049, India Mobile: +91 9490709708 Office : +91 40 20041262 Email : chenna@violetworldwide.net : santosh@violetworldwide.net
On-site exhibit handling	Siddhartha Logistics Co. Pvt. Ltd	Mr. Mohan Rajan 1002, B-wing, Mittal Tower (10th floor), MG Road, Bangalore - 560001, India Mobile: +91 98440 23772, +91 93422 35345 Office : +91 80 30588560 - 6 Email : mohan@siddharthalogistics.com

Individual Booth Security

The organizers will provide security guard in the exhibition hall. Exhibitors are responsible for security of their stand and equipment.

Sounds in the Exhibit

Public address systems , sound projections , tape decks , and other sound producing and / or amplifying devices may be used in booths , provided they meet applicable safety regulations, are installed in a workman like manner and do not create a distraction in nearby booths.

Moving Display

Moving displays, motion pictures, slide projectors, television screens, etc, may be operated when positioned so as not to attract or create a crowd in the aisle, or in another exhibitor's adjacent booth.

Access To Premises

Exhibition Management reserves the right to prohibit exhibitor's employee or any visitor who is deemed to be inebriated or behaving in a manner which hinders the smooth operation of the exhibition. For security purposes, all exhibitors and their personnel must leave the premises immediately after the official hours.

Fire, Safety & Health Compliance

The exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and code of duly authorized federal, provincial and local governing bodies concerning fire, safety health, together with the rules and regulations of the operators and or owners of the property where in the exhibition is held.

Liability & Insurance

The exhibitors agree that the World Agri culture forum congress & Agri-Tech Trade Fair and their representatives shall not be liable for any damage or liability of any kind or for any loss, damage or injury to persons or property during the term of this agreement, from any cause whatsoever by reason of use, occupation and enjoyment of exhibit space by exhibitor or any person there on with the consent of exhibitor, and the exhibitor will defend, indemnify and save harmless, the World Agriculture forum congress& Agri Tech Trade Fair and their representatives from all liability whatsoever, on account of any such damage or injury, whether or not caused by negligence or breach of an obligation by exhibitor or its employees or representatives.

It is the responsibility of the exhibitor to obtain business interruption and property damage insurance covers such losses sustained through exhibition.

Andhra Pradesh Agriculture

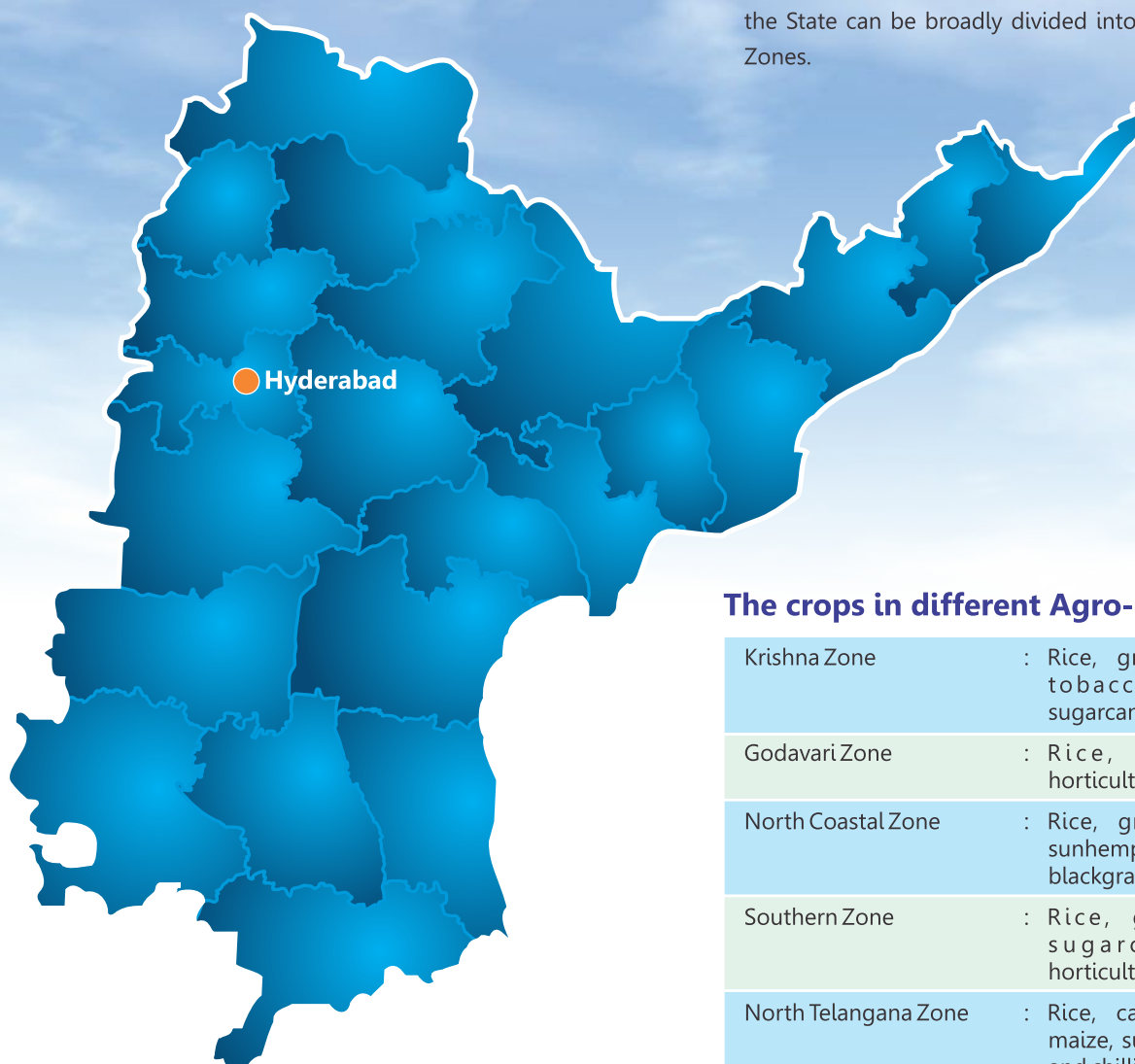
Andhra Pradesh with a net cultivated area of 10.9 million hectares out of a total geographical area of 27.8 million hectares with a population of 84.66 millions occupies an important position in the national agriculture scenario. It accounts for 8.4% of India's total geographical area and 6.99% of population, ranking 4th in terms of geographical area and 5th in terms of population among the Indian States. The density of population is 308 per Sq.km lower than the density of 382 at all India level. The state comprises of 1128 Mandals consisting of 27,800 Villages.

Agriculture is the mainstay of livelihood to nearly 65% of the population in the state. However, the contribution of agriculture to the state GDP 21% in 2011-12.

Agriculture in Andhra Pradesh is mostly dependent on rainfall and its production upon the seasonal distribution of rainfall. In the State, South-West and North-East Monsoons are the two important periodic winds, which are the important sources of the rain. South-West Monsoon (66%) is spread over the period from June to September and North-East Monsoon (24%) from October to December.

During the year 2011-12, out of the total geographical area of 27.8 million hectares in the State, 11.05 million hectares was net cultivated area. Out of gross cropped area of 13.76 million hectares, 6.78 million hectares was irrigated with wells as the major source of irrigation.

Based on the climate parameters i.e., rainfall and temperature, the State can be broadly divided into 9 districts Agro-Climatic Zones.



The crops in different Agro-climatic Zones

Krishna Zone	: Rice, groundnut, jowar, bajra, tobacco, cotton, chillies, sugarcane and horticultural crops.
Godavari Zone	: Rice, sugarcane, maize, horticultural crops
North Coastal Zone	: Rice, groundnut, mesta, jute, sunhemp, sesame, jowar, bajra, blackgram and horticultural crops.
Southern Zone	: Rice, groundnut, cotton, sugarcane, millets and horticultural crops.
North Telangana Zone	: Rice, castor, sugarcane, jowar, maize, sunflower, turmeric, pulses and chillies.
Central Telangana Zone	: Rice, cotton, maize, redgram, greengram.
Southern Telangana Zone	: Rice, sunflower, safflower, grapes, sorghum, millets, pulses and orchard crops.
Scarce Rainfall Zone	: Cotton, korra, sorghum, millets, groundnut, pulses, Rice.
High Altitude & Tribal areas	: Horticultural crops, millets, pulses, chillies, turmeric, pepper, coffee.

Andhra Pradesh is strategically located in south-central part of India with easy access to all parts of the country. The state has a good agriculture, livestock & poultry wealth, diverse soil types and congenial climate for a variety of agricultural and allied activities. The state has good potential for development of irrigation facilities as several perennial rivers like Krishna, Godavari, Tungabhadra, Vamsadhara pass through the state. However, the state agriculture suffers with some of the weaknesses like fragmented and small farm holdings, often subjected to cyclones and storms because of long coastline.

Andhra Pradesh has good potential for development of agriculture and allied sectors and trade due to favourable conditions and largest coastline in providing several gateways for

international trade. The enterprising farmers coupled with good government support, large research and extension network systems make the state a potential hub for agriculture in the country. The state also has the advantage of location of several National Institutes and an International Institute and other organizations working on agricultural R & D relevant to the state.

The state enjoys a position of prominence in production of various agricultural crops, dairy, poultry, spices herbs, oilseeds etc. and has distinction of being called the "Rice bowl" of South India. The state contributes a major share of production in many of the crops and accounts fifth ranking in India. Andhra Pradesh ranks first in the production of eggs, fish and spices, third in fruits and milk production.

Status of Andhra Pradesh in Indian Agriculture (2011-12)

Crop	Crop area (mil. ha)			Crop Production (mil. tons)		
	AP	% Share	Rank	AP	% Share	Rank
Rice	4.10	9.31	3	12.89	12.35	3
Jowar	0.28	4.37	6	0.38	6.25	5
Maize	0.86	9.92	4	3.76	17.44	2
Redgram	0.48	11.93	4	0.15	5.58	6
Gram	0.57	6.79	6	0.52	6.86	5
Groundnut	1.31	24.59	2	0.85	12.25	3
Soybean	0.13	1.29	6	0.21	1.73	4
Sunflower	0.16	21.89	2	0.12	24.80	2
Cotton	1.88	15.43	3	4.90*	13.92	3
Sugarcane	0.20	4.01	6	16.73	4.68	5
Food Grains	7.29	5.83	6	18.40	7.15	5
Total Pulses	1.93	7.79	6	1.25	7.25	5
Total Oilseeds	1.95	7.36	5	1.33	4.43	5

* (million bales of 170 kg each)

Source: Agricultural Statistics at a Glance, 2012

Andhra Pradesh is known as "Seed Hub" of India. The State is producing more than 50% of hybrid seeds marketed in the country in cotton, sorghum, maize, pearl millet, sunflower, forage sorghum and rice. About 500 companies of public and private sector in the state are involved in seed production and more than one lakh farmers engaged in the seed production have gained expertise in hybrid seed production.



Indian Agriculture

Agriculture is the backbone of Indian economy. Though India accounts for about 2.4 % of the world's geographical area and 4 % of its water resources, but supports about 17 % of the world's human population and 15 % of the livestock. Agriculture is an important sector of the Indian economy, accounting for 14% of the nation's GDP, about 11% of its exports, about 55 % of the population still relies on agriculture as its principal source of income and it is a source of raw material for a large number of industries. The growth of other sectors and overall economy depends on the performance of agriculture to a considerable extent. Because of these reasons agriculture continues to be the dominant sector in Indian economy.

India ranks first in the production of milk, pulses, jute and allied fibres, cashewnut, coconut, tea, spices like ginger, turmeric, black pepper, second in rice, sugarcane, groundnut, vegetables, fruits and cotton production; third in wheat, tobacco and is a leading producer of livestock, fisheries and poultry products. The country has 195 m ha under cultivation of which 56 percent is rainfed (roughly 109 m ha) while 44 percent is irrigated (86 m ha).

The country produces about 50 kinds of crops and feeds more than 1 billion population. Since independence India has made much progress in agriculture. Indian agriculture, which grew at the rate of about 1 percent per annum before Independence, has grown at the rate of about 2.6 percent per annum in the post-Independence era. Agriculture in India got transformed from hand to mouth subsistence farming to sustainable high productive venture to attain near self sufficiency with the production of over 260 million tonnes in 2012 compared to 50 million tonnes in 1950. Expansion of area was the main source of growth in the period of fifties and sixties after that the contribution of increased land area under agricultural production has declined over time and increase in productivity became the main source of growth in agricultural production. The marvellous achievement over a period of four decades since 1970's was possible due to introduction of high-yield cum high-quality varieties in almost all crops with development and adoption of scientifically improved package of practices. Though some deceleration was observed in late 1990s there has been a significant jump in production of food grains and other crops over the past five years. During 2011-12, there was a record production of foodgrains at 259.32 million tonnes, comprising of 131.27 million tonnes during Kharif season and 128.05 million tonnes during the Rabi season. Of the total foodgrains production, production of cereals was 242.23 million tonnes and pulses 17.09 million tonnes. The production of fruits and vegetables has now reached the level of about 240 million tonnes.



Production of major crops during the recent years (million tonnes/bales)

Crop Season	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13***
Rice	96.69	99.18	89.10	95.98	105.31	101.80
Wheat	78.57	80.68	80.80	86.87	94.88	92.30
Total cereals	216.01	219.90	203.45	226.25	242.23	232.56
Total pulses	14.76	14.57	14.66	18.24	17.09	17.57
Foodgrains	230.78	234.47	218.10	244.49	259.32	250.15
Oilseeds	29.75	27.72	24.88	32.48	29.80	29.46
Sugarcane	348.19	285.03	292.30	342.38	361.04	334.54
Cotton *	25.88	22.28	24.02	33.00	35.20	33.80
Jute and **mesta	11.21	10.37	11.82	10.62	11.40	11.13

* (million bales of 170 kg each), ** (million bales of 180 kg each)***Advance estimates , Source: State of Indian Agriculture, 2012-13 ,Gol

In India animal rearing is also an important sector predominantly part of a mixed crop-livestock farming system vital for livelihood security of the farmers. During the year 2011-12, the country produced 127.9 million tonnes of milk, 5.5 million tonnes of meat, 66.4 billion numbers of eggs, 8.85 million tonnes of fish.

India has developed export competitiveness/ niche for certain specialized products like basmati rice, oil meals, cotton, maize etc. India is among the 15 leading exporters of agricultural products in the world and has also emerged as significant exporter having share of more than 5% of global exports in certain crops like cotton, rice, eggs and oil meals. As per United Nations Commodity Trade Statistics Database (UNCOMTRADE) 2010, the global agricultural export trade was USD 994.95 billion, out of which India's share was 1.63% at USD 16.26 billion. India's share in global agriculture trade is 1.48%.

Indian Agriculture has many strengths viz. rich biodiversity with 46,000 of plant species and 86,000 of animal species and favorable climate making possible production of the crops all round the year. The country has good number of enterprising farmers and a large network of research and extension system to cater to the location specific needs of the farmers.

The country has good opportunities for promoting agricultural exports in view of developing free trade agreements between India and other countries. There is also good scope for increasing the agriculture and horticulture production and development of agro-based industries.



Welcome to Hyderabad

The historical city with myriad wonders that can take your breath away. Hailed as one of the most progressive cities of India, Hyderabad is the largest contributor to the nations GDP.

Charminar



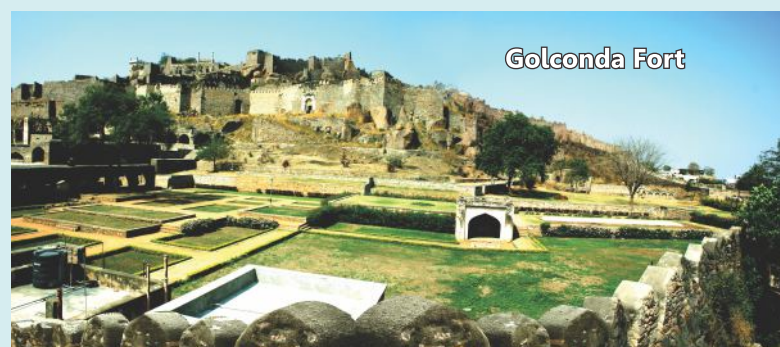
Hyderabad is the capital city of Andhra Pradesh and located on the banks of Musi River. The city was established in 1591 by Muhammad Quli Qutub Shah, who was the fifth sultan of the Golkonda. The Qutub Shahi dynasty ruled over Hyderabad until 1687 when Aurangzeb, the Mughal emperor conquered it and made it a part of his empire. Asif Jah I, who was a viceroy appointed for Hyderabad by the Mughal Empire, declared his sovereignty over the place in 1724 and this gave impetus to the Asif Jahi dynasty, better known as the Nizams of Hyderabad.

The princely state continued its existence through the colonial rule before acceding to the Indian Union in 1948. The city was the capital of Hyderabad state from 1948 until 1956. When the Andhra Pradesh state was formed in 1956, Hyderabad was made as a state capital.

Relics of Qutb Shahi and Nizam rule remain visible today, with the Charminar - commissioned by Muhammad Quli Qutb Shah himself—coming to symbolise Hyderabad. That legacy is also

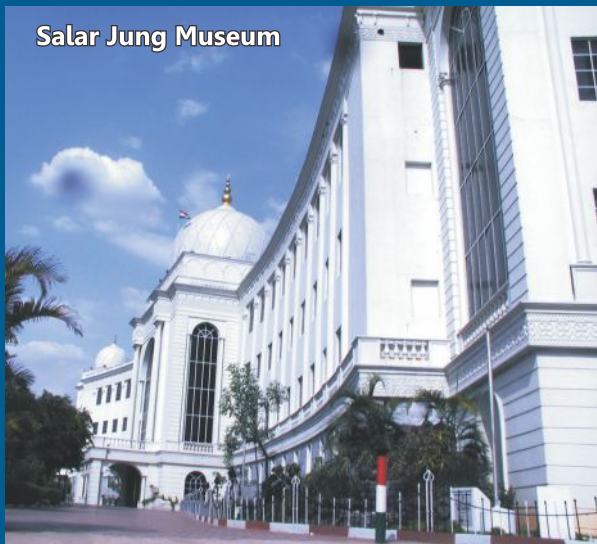
evident in the city's distinctive cuisine, which includes Hyderabadi biriyani and Hyderabadi haleem. The Qutb Shahis and Nizams established Hyderabad as a cultural hub, attracting men of letters from different parts of the world. Hyderabad emerged as the foremost centre of culture in India with the decline of the Mughal Empire in the mid-19th century, with artists migrating to the city from the rest of the Indian subcontinent.

Golkonda Fort

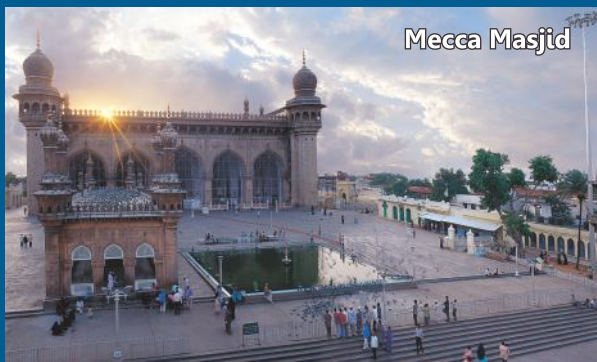


Hyderabad is hailed as the historical city, lake city, IT hub, clean and green city and many more.

Salar Jung Museum



Mecca Masjid



Hussain Sagar



Must see:

Charminar - The icon of Hyderabad

Golconda - The magnificent fort, haloed by centuries.

Nehru Zoological Park - One of the largest parks housing the rarest of species.

Lumbini Park - The unique park with exquisite views of the city.

Birla Mandir - The white marble wonder.

Salarjung Museum - One of the rarest and largest collections of royal treasury

Mecca Masjid - Vast and sprawling, ancient house of prayers.

I Max - The world's largest screen, with stunning visual effects.

Must do:

Hyderabad was historically known as a pearl and diamond-trading centre, and it continues to be known as the City of Pearls.

You will never find such a large array of choices, except in Hyderabad.

Hyderabad is known for its lakes. You can spot innumerable ones on your visit. The best lake however is the Hussain Sagar Lake, right in the heart of the city, illuminated splendidly at night.

Many of the city's traditional bazaars, including Laad Bazaar, Begum Bazaar and Sultan Bazaar, have been running for centuries. The range of bangles here will amaze you.

Visit Ramoji Film City - For exciting effects, that replicate Universal Studios of LA.

Enjoy Hyderabadi Biryani from Paradise Hotel.



Quli Qutub Shah Tombs

Hyderabad Economy



Hyderabad is the largest contributor to the gross domestic product (GDP), tax and other revenues, of Andhra Pradesh, and the sixth largest deposit centre and fourth largest credit centre nationwide, as ranked by the Reserve Bank of India (RBI) in June 2012. Its US\$74 billion GDP makes it the fifth-largest contributor city to India's overall GDP in 2011–12. Its per capita annual income in 2011 was INR44300 (US\$680). According to a government survey in 2005, 77% of males and 19% of females in the city were employed. The service industry remains dominant in the city, and 90% of the employed workforce is engaged in this sector.



Major Industries in Hyderabad

Industrialization throughout the 20th century has also attracted major Indian manufacturing, research and financial institutions, including the Bharat Heavy Electricals Limited, National Geophysical Research Institute and the Centre for Cellular and Molecular Biology.

Special economic zones dedicated to information technology have encouraged companies from across India and around the world to set up operations and the emergence of pharmaceutical and biotechnology industries in the 1990s led to the title of "Genome Valley".

Rajiv Gandhi International Airport

The Hyderabad International airport features as the top among Indian airports in the ranking of world airports for the year 2013 by Skytrax. Located at Shamshabad, about 22 km south of Hyderabad, It is named after former Prime Minister of India, Rajiv Gandhi. It replaced the former international airport at Begumpet and commercial flight operations began on 23 March 2008. Rajiv Gandhi International Airport is the second public-private partnership venture after Cochin International Airport. In 2010–11, it was the sixth busiest in India in terms of international and overall passenger traffic.



Rajiv Gandhi International Airport, Shamshabad

Mindspace IT Park

The Mindspace IT Park was envisioned by Raheja Corp, which identified the need for a world-class environment and ecosystem to foster great business ideas. This vision was translated to "Mindspace", a new-age philosophy of working and living, conceived to make corporates feel at home even while they are at work. It includes residential, recreational, entertainment, and retail spaces. The park provides about 4,000,000 square feet of office space.



Indian School of Business (ISB)

Mindspace IT Park



HITEX Exhibition Center

HITEX Exhibition Centre is a world class Exhibition facility in Hyderabad, the vibrant capital of Andhra Pradesh. HITEX Exhibition Centre has been the platform for the local industry to 'CONVERGE AND CONNECT' with their global counterparts.

HITEX Exhibition Centre leverages the strengths of Hyderabad, spread over 70 acres, with well planned infrastructure to host international trade fair and events. It emerged as India's top destination for International exhibitions, conferences, trade shows and corporate/social events.



Metro Rail

The construction of the landmark project - Hyderabad Metro Rail is in full swing. When it becomes operational, it will be the world's largest elevated metro rail. It is estimated HMR will be catering to 1.5 million passengers by 2016-17. Covering a distance of 72 kilometers, with stations at every kilometer, HMR is poised to redefine the city's transportation. HMR is not just a metro, it is an urban rejuvenation and designed endeavor that will transform Hyderabad into a commuter-friendly, modern and green.



Hyderabad Metro Rail



Hyderabad

Arts & Culture



Shilparamam Entrance

Shilparamam is an arts and crafts village conceived with an idea to create an environment for the preservation of traditional crafts. It hosts ethnic festivals round the year. Sprawling over 65 acres, Shilparamam gives a scenic ambience of tradition and cultural heritage.

Enchanting the blend of arts and artifact, epitomizing the true legacy with the diverse natural beauty of rural India; Shilparamam is a tribute to Andhra Pradesh. Exhibiting the rustic richness and creativity of Hyderabad, it has captivated the imagination of visitors.

Enjoy the lush and serene environment of Shilparamam sculpted with woodwork, jewellery, cloths and local crafts of each region of the country. Showcasing a plethora of artistic ethos, Shilparamam is set amidst gardens, cascading waterfalls and natural rock heights. This bazaar is open round-the-clock, keeping the shopping alive all through the night!



Recreation

Bonalu Festival



**St. Mary's Church Mansion of Mother Mary
Secunderabad**



Hyderabad emerged as the foremost centre of culture in India with the decline of the Mughal Empire in Delhi in 1857 AD. The migration of performing artists to the city particularly from the north and west of the Indian sub continent, under the patronage of the Nizam, enriched the cultural milieu. This migration resulted in mingling of North and South Indian languages, cultures and religions, which has since led to a co-existence of Hindu and Muslim traditions, for which the city has become noted. A further consequence of this north-south mix is that both Telugu and Urdu are official languages of Andhra Pradesh. The mixing of religions has also resulted in many festivals being celebrated in Hyderabad such as the Ganesh Chaturthi, Diwali and Bonalu of Hindu tradition and the important Muslim festivals of Eidul-Fitr and Eid al-Adha.



Prayer at Mecca Masjid

Congress Venue

HICC is the first purpose-built and state-of-the-art convention facility, the first of its kind in South Asia. HICC in every aspect, be it infrastructure, services or technology, compares with the best in the world. It has an internal hall measuring 6,480 square meters, which can be partitioned into six smaller halls. The pre-function foyer area itself exceeds 6400 square meters. HICC is proud to be the winner of the 'Best Convention Centre' National Tourism Award by Incredible India for three years in a row. Novotel Hyderabad Convention Centre adjacent to HICC is a 5-star 287 room hotel, built to suit the requirements of the discerning business traveler. HICC is a Green Globe certified convention Centre.

- State-of-the-art IT Infrastructure, Design, Technology, Telecommunications and AV Equipment
- Pillar-free internal hall of net 6,480 sq. metres that can hold an 5,000-delegate plenary and can be portioned into 6 smaller halls
- A spacious Pre-function foyer area of over 6,000 sq. meters of lobby space
- 37 breakout rooms, including specialized meeting rooms, speaker preparatory rooms, board rooms, VIP lounge
- 12.5 metre high ceiling, roof and truss to withhold heavy suspension
- Service pits every 6 metres, with power, water, internet, etc
- In-house 5-star banqueting service



Hyderabad International Convention Centre, HITEC City



HICC Layout Plan



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