

Annual Report 2010-2011



Message from the desk of President

Dear Friends,

I record my sincere gratitude to my fellow GC members, NSAI secretariat officials and staff in particular and the members of NSAI, who have given me their unconditional support to contribute significantly for the functioning and growth of the organisation. The current year (Nov.2010-Sept. 2011) was very challenging for the organisation and also eventful.



The role of Seed Industry is expanding in India. We all have more responsibility to contribute significantly to increase the food production and crop productivity. This responsibility also brings lot of challenges for the industry. Our annual event “Indian Seed Congress” has contributed immensely in demonstrating the seed industry’s role in disseminating the new technologies in improving crop productivity. The public private interactions at these forums have opened new era of collaborations. Industry and policy regulators interactions, particularly with PPV&FR Authority, have created better understanding of the industry needs by the authorities. Our consultations with Ministry of Agriculture (DAC) in strategic plans for the seed availability, in Hybrid rice and other crops hybrids, has resulted in better cooperation with the ministry for seed availability plans in future.

Many delegations from other countries have visited NSAI for fruitful discussions and future collaborations. All these efforts are for the promotion of Indian seed industry and demonstrating our strength as a strong and serious global player for the improvement of agriculture.

Our NSAI magazine has a new look now and communicating the information to all stakeholders engaged in agriculture. The magazine is much sought after by the agricultural departments of the Govt. for very good information.

I, as a president of the association, assure you that in future also we will address all your issues and problems and try to find better solutions so that we all grow together.

Let us pledge that we all should have better future by working together in a more harmonious environment.

M. Ramasami

NATIONAL SEED ASSOCIATION OF INDIA

Annual Report (November 2010 – September 2011)

National Seed Association of India (NSAI) continued to enjoy the patronage of its members and the government, both at the national and state level, in representing the cause of the Indian seed industry and partnering the national agenda for agricultural growth. The industry participation in the major NSAI event, the Indian Seed Congress, and regular invitations from the Government for consultations for developing policy guidelines for the sector, has established the leadership and representation role for NSAI in the field. Participation of NSAI members as invited speakers at important scientific conferences and meetings has improved the image of the industry in the eyes of scientific community. NSAI was regularly invited to partner various important seminars and conferences, recognising the importance of the Association.

a. Management

The Governing Council (GC) assumed charge after the last AGM on 30 October 2010 under the leadership of Dr. M. Ramasami as President, a change effected respecting the decision taken in June 2008 by the Steering Committee comprising of the Presidents of the four participating associations in NSAI. The GC worked as a good team charting out its course for meeting the technical and business challenges. The GC met as a group on six (6) occasions on 11 January; 21 February; 27 March; 23 July; 21 August and today, 01 October. At these meetings of the GC or at the meetings of the Office Bearers (OBs) held on 19 November 2010 and 21 April, we reviewed the progress of our various efforts and planned the future actions. Besides these formal meetings, the regular interactions among



the GC members, as well as, other senior industry members, through various communication instruments (Email / phone) kept NSAI an extremely active and vibrant body.

The Special Interest Groups (SIGs), which are the think tanks for us on various subjects, were reconstituted and revived, to provide guidelines for the association's functioning. The SIG on Industrial Policy & Communications, Chaired By Mr. Rajvir Rathi met twice (5 January and 16 August 2011), while the SIG on Biotechnology, Chaired by Dr. Paresh Verma also met on two occasions during this period.

b. Membership

The regular activities of NSAI on various fronts, established its credentials as the true representative of the industry and the membership has been on the rise. Since the last AGM on 30 October 2010, we have enrolled 44 new members or an impressive 20 percent growth. The present membership strength of 240 (Ordinary: 196; Associate: 34; Association: 6; Public Sector: 4) however, doesn't give a realistic picture, as more than 25 members, who have defaulted on renewing their membership so far, are not included in this number.

c. Communication

- i. **Magazine:** The NSAI magazine '*Indian Seed & Planting Material*', which is the main instrument for communicating industry news and new knowledge, has seen sea change in content improvement. We have continued with the focus in the magazine on specific areas. The October – December 2010 issue featured invited and reproduced articles on the advances in maize improvement globally. The next issue (January – March 2011) focussed attention on vegetables and the recent one (April – June 2011) was featuring the international views and models in Public Private Partnership areas for seed / agriculture. All recent issues on this new format giving more knowledge on various technical issues, besides reporting on the NSAI activities, have been well received by the industry members, as well as scientific community. We continue to receive appreciation messages for this knowledge sharing instrument from various quarters. We request every member to please send suggestions on the magazine content, so that further improvements could be planned.
- ii. **Website:** The NSAI website has now been much improved and has better content and information display. This has resulted in attracting more visitors. The number

of visitors to our website has more than doubled during this period (Nov. 2010: 432 visitors; Sept. 2011: 1200 visitors; average no. of visitors per month: 728). We are also attracting advertisers to the website and have several leading companies, including Rasi, Nuziveedu, Vibha, Incotec, Nunhems, Advanta and Seed Processing Holland, advertising their products on our website. The website has thus become a good source of revenue generation.

iii. News Update: NSAI has introduced since June 2011, a new instrument for communicating latest global and national news of importance to the seed industry, in the form of a weekly '*News Update*'. This new initiative of keeping in touch has also been received well by our member community. We thank the members and would invite them to share any news of importance with us, so that it could be included for wider circulation.

iv. NSAI Seed Directory: NSAI brought out the First NSAI Seed Directory giving contact details of all its members, besides those of all relevant government (national & state) organisations and other agencies. The Directory distributed at the Indian Seed Congress 2011 at Hyderabad and sent to all members and others, has been much appreciated for this important database.

d. Events

i. Indian Seed Congress 2011 (ISC '11): Encouraged by the huge success of the Indian Seed Congress 2010 organised at Bangalore in February 2010, the NSAI GC decided to convene the second edition of the Indian Seed Congress 2011 (ISC '11) at Hyderabad on 22-23 February, 2011. A National Organising Committee (NOC) chaired by Mr. G. Bhaskar Rao, with Mr. A.S.N. Reddy as Co-Chair and Mr. Harish Reddy as the Convener, besides other members steered the organisation of the ISC'11. The success of the event went beyond the expectations of the NOC. NSAI feels satisfied that the ISC has proved to be the right forum for the industry to get together to review the present status and plan for its future growth.

Inaugurated by Mr. E.S.L. Narasimhan, Hon'ble Governor of Andhra Pradesh, the event attracted more than 600 participants, who benefited from the guidance of Mr. Y.S. Vivekananda Reddy, Hon'ble Agriculture Minister and the Key Note presentation of Padma Shri Dr. E.A. Siddiq at the Inaugural Function. The Technical Sessions were packed with knowledge sharing presentations made by eminent industry and technical experts including Mr. M. Prabhakar Rao; Mr. Uday Singh;

ii. **NSAI – PPV & FRA Interface on ‘Implementation of Protection of Plant Varieties and Farmers’ Rights Act’**: NSAI organised an interface with the Protection of Plant Varieties & Farmers’ Rights Authority (PPV & FRA) on the implementation of the Protection of Plant Varieties and Farmers’ Rights Act. This interface was organised on 21 February 2011 at Hyderabad, as a Pre Congress activity for the Indian Seed Congress 2011. More than seventy participants representing more than thirty

companies interacted with the senior officials of the PPV &FRA to seek clarification on various issues related to the act and its implementation.



Dr. P.L. Gautam, Chairperson, PPV & FRA Chaired the Interface. He was joined by Dr. A.K. Malhotra, Registrar General and Dr. P.K. Singh, Registrar. The industry Team was led by NSAI President, Dr. Ramasami and included among others, Mr. Prabhakar Rao; Mr. Uday Singh; Mr. Raju Barwale; Dr. Paresh Verma; Mr. M. G. Shembekar; Dr. P.S. Dravid; Mr. Harish Reddy; Dr. Sateesh Kumar; Mr. G.S. Gill; Mr. Rajvir Rathi and Dr. F.B. Patil.

- iii. **NSAI – SIMA – SICA Interaction Meeting Between Seed Industries and Textile Industries:** NSAI in collaboration with South India Mills Association (SIMA) and South India Cotton Association (SICA) organised an interaction meeting at Coimbatore in August 2011. This first of its kind interaction between the seed industries and the textile industries, enabled a review of the areas of cooperation for mutual growth and taking the Indian cotton production and utilization to the next level. The Interaction was inaugurated by Mr. S.V. Arumugam, Deputy Chairman, CITI, in the presence of Dr. Ramasami, President, NSAI; Mr. J. Thulasidharan, Chairman, SIMA; Mr. C. Soundararaj, President, SICA and Mr. K. N. Vishwanathan, Hon. Secretary, SICA, with Dr. C.D. Mayee, the eminent agricultural scientist, presiding over the Inauguration. Several industry leaders from both the sectors participated in this important interaction.



- iv. **NSAI Foundation Day Lecture:** NSAI organised its First Foundation Day Lecture on 30 October 2010 at New Delhi. Dr. R.S. Paroda, Chairman, Trust for Advancement



of Agricultural Sciences (TAAS) and Chairman, Farmers' Commission of Haryana delivered the lecture on '*Revitalizing Indian Seed Sector for Accelerated Agricultural Growth*'. Prof. R.B. Singh, Former FAO Assistant Director General and Former Member, National Farmers' Commission, chaired the Lecture.

e. Government Consultations

NSAI is now being recognised as the representative of the private seed industry and consulted by the Ministry of Agriculture (DAC) for developing various strategy plans / policy initiatives. NSAI made presentations at the DAC meetings for promoting production of hybrid rice etc. NSAI was also regularly consulted in meetings convened to finalise revision of the 'New Policy on Seed Development 1988' and several other matters. NSAI also had an interactive session with the Seeds Division of the Ministry of Agriculture to apprise them of the various operational concerns of the seed industry. NSAI representation on the Government of India's '*Working Group*' to review the existing guidelines for incentives and rewards and suggest ways for building new partnership; '*Joint Working Group*' on the issues regarding International Treaty on Plant Genetic Resources for Food & Agriculture (ITPGRFA); '*Standing Committee of Seed Producers*' and several other groups / sub-groups, speaks of the Government's recognition of the contributions of NSAI as a partner in agricultural growth and policy designing. NSAI had been quite active with pursuing various industry issues with the state governments in Andhra Pradesh; Gujarat; Haryana; Karnataka; Madhya Pradesh; Maharashtra; and Punjab, among others. These interactions were focussed on improving the coordination between the states and the seed industry.

The industry has continued its efforts in engaging the important Government organisations / agencies like Protection of Plant Varieties & Farmers' Rights Authority (PPV&FRA); National Biodiversity Authority (NBA); ICAR, etc. in consultations to develop clarity on issues affecting the industry's R & D initiatives. NBA has also agreed to host a session with the NSAI in mid November to comprehensively address our concerns in the implementation of the National Biodiversity Act. NSAI had meetings with Union Minister for Science & Technology (April 2011); Chairman, GEAC (January 2011) and other senior Government functionaries for sharing our views on several matters.

f. Industry Issues

NSAI, through its sustained interactions with senior officials (Agriculture Minister / Secretary Agriculture / Director of Agriculture), was successful in convincing the major cotton growing states for a marginal increase in the price of hybrid Bt cotton seeds after five years, to secure its farmer-led cotton revolution. This small price correction, while not affecting the farmer's cost of Bt cotton seeds, which remains between 1.5 – 3 percent of income pre- and post the price increase and approx. 5 percent of the total cost of cultivation, will ensure profitability of cotton seed producing farmers, allow

continuous availability of high quality hybrid seeds to farmers and increase the viability of seed companies to reinvest in R & D for improved seeds and technologies for the benefit of farmers.

g. Agricultural Biotechnology Issues

NSAI continued its efforts at addressing the regulatory and other issues related to use of agricultural biotechnology for agricultural transformation. A presentation was made before GEAC (MoE&F) explaining our stand. SIG on Biotechnology also met Director, Central Institute for Cotton Research (CICR) to resolve the issue regarding use of refuge in cotton production. The NSAI views on the subject were also presented in the 'Stakeholders' Interface on GM Crops' (New Delhi, May 2011) organised by TAAS / APCoAB / ICAR and at 'International Roundtable Conference on Managing Biotech Crops' (New Delhi, July 2011) organized by The Energy and Resources Institute (TERI).

h. International Consultations

Several visiting international agricultural delegations requested interactions with the NSAI to better understand the Indian seed industry, the government regulatory systems and other seed legislations. The leading ones were:

- a. **The Netherlands Government Team (New Delhi, May 2011):** The Team led by Mr. Marien Valstar, Ministry of Economic Affairs & Innovations, and including Mr. Kees van Etteken (NAK Tuinbouw) and Ms. Anke vd Hurk (Plantum NL) consulted NSAI under a Govt. – 2 – Govt. project on Strengthening the Protection of Plant Variety System in India.
- b. **USDA Ag Biotechnology Team (New Delhi, July 2011):** The Team was led by Mr. Ed. Porter, Director, Office of Agreements & Scientific Affairs, New Technologies & Production Methods Division, Foreign Agriculture Service, USA. He was accompanied by Mr. Marc C. Gilkey, APHIS Attache, Mr. David Leishman, Senior Agricultural Attache and Dr. Santosh Kumar Singh, Agricultural Specialist, US Embassy in India.
- c. **OECD (New Delhi, August 2011):** The OECD Team on their evaluation mission for Indian government's membership of the OECD seed schemes met up with the NSAI Team to understand the private sector's view on accepting OECD seed schemes. The Team comprised Dr. Michael M. Ryan, Head Codes & Schemes, Trade & Agriculture Directorate of OECD, and Mr. Peter Johnston, Principal Adviser, Plant Exports, Ministry of Agriculture & Forestry, New Zealand.

- d. **American Seed Trade Association (ASTA) (New Delhi & Hyderabad, September 2011):** The ASTA Team engaged the NSAI in two discussion sessions at New Delhi and Hyderabad. The main focus of the discussions was to understand the Indian PVP systems and how it was impacting the seed industry, besides working out areas of mutual co-operation and trade relationships. The Team was led by Mr. Andrew Lavigne, President & CEO, ASTA and included Dr. Bernice Slutsky, Vice President (Science & International Affairs), ASTA; Prof. Miller McDonald, Professor Emeritus, Ohio State University; Ms. Dana Rewoldt, PVP Regional Expert, Syngenta Seeds Inc. and Mr. Ajai Rana, CEO & MD, Savannah Seeds. The ASTA visit was coordinated by Mr. David Leishman, Senior Agricultural Attache and Dr. Santosh Kumar Singh, Agricultural Specialist, US Embassy in India.
- e. **International Seed Federation (New Delhi, September 2011):** The fourteen member ISF Intellectual Property Committee, led by Dr. Marcel Bruins, Secretary General, met in New Delhi. During their visit, an NSAI – PPV & FRA – ISF Interaction was organised to understand the IPR systems and issues in the country. The Interaction was chaired by Dr. P.L. Gautam, Chairperson, PPV&FRA and participated by senior officials from Ministry of Agriculture; PPV & FRA; ICAR; ICAR Institutes; seed industry, besides the visiting ISF – IPC Team.
- f. **German Delegation (October 2011):** Visit by a Team comprising technical and legal experts from Federal Ministry of Agriculture and from German Plant Breeders' Association is planned for October 2011 to have interaction with the NSAI Teams at New Delhi and Bangalore to get more profound picture of the legal framework of the seed sector.

i. Partnering Events

NSAI has continued its efforts at improving its visibility through partnering important events related to agriculture / seed industry. The partnership was mainly through logo support and providing resource persons at Conference Sessions. These included:

- i. **'National Conference on Rural Prosperity through Better Agriculture'** (New Delhi, December 2010)
- ii. **ISRMAX 2011** (Karnal, February 2011)
- iii. **ASSOCHAM Global Summit on 'Green Revolution II: Growth Engine for Transformation'** (Hyderabad, June 2011)
- iv. **Agritech Asia** (Mumbai, September 2011)

j. Participation in national / international events

NSAI continued to make its presence felt at various important national / international seminar / conferences etc. *National Seed Congress 2011* (Pune, January 2011), organised by the Ministry of Agriculture, Govt. of India in collaboration with M. P.K.V., Rahuri invited NSAI to nominate resource speakers in various sessions. Dr. G. Harinarayana; Dr. Govind Garg; Mr. V. Shankaran; Dr. Bharat Char; Dr. Arnab Gupta, besides Dr. N.K. Dadlani participated on behalf of NSAI. At the international level, Dr. N.K. Dadlani, Director was invited to the *SAARC Seed Congress* at Dhaka, Bangladesh to participate in the Congress, as well as, in the meeting of the SAARC Seed Forum, of which he is a member. Dr. Santanu Dasgupta (Monsanto) participated as a resource speaker at the Congress.

k. NSAI in APSA

NSAI for the first time was elected to the Executive Council of APSA under the National Association category. Mr. M. G. Shembekar, our Vice President was elected to represent NSAI, during the Asian Seed Congress held in Taiwan in November 2010. Another NSAI member, Mr. Avtar Singh Dhindsa (Beauscape Farms) was also elected to the APSA Executive Council. We are proud of NSAI contributing to the management of the regional body.

l. Awards and Honours

Significant contributions of several NSAI Members were recognised through important national / international awards and honours. Some of these included (list is NOT exhaustive):

- ii. **Dr. K.R. Chopra:** Outstanding contributions to Indian seed industry (NSAI)
- iii. **Mr. M. Narshima Reddy:** Outstanding contributions to Indian seed industry (NSAI)
- iv. **Mr. M. Venkatramaiah:** Outstanding contributions to Indian seed industry (NSAI)
- v. **Mr. P. Vidyasagar (Vibha Seeds):** Entrepreneur Leadership Award 2010 (Agriculture Today Group)
- vi. **Mr. P. Vidyasagar (Vibha Seeds):** Outstanding AgBio Leadership Award (Maryland India Business Round Table Inc., USA)

- vii. **Mr. P. Vidyasagar (Vibha Seeds):** Outstanding contributions to the development (Indian Society of Cotton Improvement)
- viii. **Mr. K. Niranjan Kumar (GARC Seeds):** Glory of India International Award for Young Entrepreneur (Indo-Thai Friendship Summit, Global Achievers Foundation)
- ix. **Mr. Gubba Nagender Rao (Gubba Cold Storage):** Contributions to cold storage industry (Global Cold Chain Alliance)

m. NSAI Secretariat

The Association nerve centre in its new office, acquired last year, continued to be busy attending to various needs of the industry members, as well as that of the government, both national and state level. Dr. N.K. Dadlani, who joined as Director last year led the Secretariat Team, in the absence of an Executive Director. Mr. R.K. Sinha, our Founder Executive Director, who had assumed the role of Advisor NSAI since October 2010, retired on 31 July 2011. He will be missed for his matured guidance and leadership. Mr. Sudhir Kumar, who had joined as Assistant Director last year, also left NSAI in June 2011.



NSAI for the first time participated in a national exhibition. This NSAI stalls at the exhibition at the 'National Conference on Rural Prosperity through Better Agriculture' (New Delhi, December 2010) and at the 'Indian Seed Congress 2011' showcasing contributions of the Indian seed industry and the Association activities, were appreciated for their information content.



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