

KOLKATA - THE CITY OF JOY

Ever since Job Charnock, the English trader, bought the trading rights of Sutanuti, Gobindapur and Kalikata more than 300 years ago, the city of Calcutta became the centre of culture, trade and commerce in India. Few years back Calcutta was renamed as KOLKATA.

KOLKATA is situated on the eastern bank of the River Hooghly, about 130 kms north of the Bay of Bengal. The city has a land area of 130 sq kms and is very densely populated. It is connected by air, rail and road with rest of India. Metered taxis and Metro Rail are convenient transport for visitors.

KOLKATA is the city of love and compassion. It is the home of four Nobel Laureates namely Rabindranath Tagore, Dr. C.V. Raman, Mother Teresa and Dr. Amartya Sen; the brave freedom fighter Netaji Subhas Chandra Bose; the thinkers like Sri Ramakrishna Paramhansa, Swami Vivekananda and Sri Aurobindo; the great film makers like Satyajit Ray & Mrinal Sen and a host of other luminaries.

First week of February is pleasant in KOLKATA. The maximum mid-day temperature during the month remains within 22-25°C. The evenings are cool and the night temperature drops to 12-15°C. Light woolen clothes are recommended during this time.

Places of Interest (Kolkata & nearby) :

- Academy of Fine Arts, Victoria Memorial Hall, MP Birla Planetarium, Nehru Children's Museum, Indian Museum, Octerloney Monument (Shadeed Minar), Zoological Garden, St Paul's Cathedral, Vidyasagar Setu are situated in the heart of the city within 5-7 kms radius from the Venue . The hill station like Darjeeling is about 700 kms and the sea side like Digha is about 150 kms, Sunderban Royal Bengal Tiger Project and Mangrove Forest is nearly 60 kms from Kolkata.
- The famous Kali temples at Kalighat and Dakshineswar, Jain Temple, Belur Math, Nicco Park, Botanical Gardens, Swabhumi, City Centre - Salt Lake, Nakhoda Masjid, Birla Mandir, Rabindra Sarobar.
- The modern milk processing plant like Mother Dairy Calcutta at Dankuni (30 kms) and Metro Dairy at Barasat (23 kms).
- West Bengal University of Animal and Fishery Sciences.
- The famous Rasogolla, Sandesh, Mishti Doi and other Bengali sweets are available at every nook and corner. The Conference Venue is also famous for its ethnic boutique stores.

The Venue : Eastern Zonal Cultural Center (EZCC)

Block: IB, Sector-III, Salt Lake City, Kolkata: 7000106

A government of India project, within 5 - 6 Km from the major points of Kolkata, in a pollution-free atmosphere of Salt Lake City, Kolkata, decorated with traditional Indian art pieces & craftworks and liked by all for its spacious facilities.

Mother Dairy brings you the goodness of Mother Nature



Mother Dairy Calcutta

Largest Milk Project

An ISO 9001:2008 (International Quality Standard) & HACCP (Food Safety) Certified Organisation

Milk • Mishti Doi • Flavoured Yoghurt • Paneer
Packaged Drinking Water • Ice Cream



FEBRUARY 4-6, 2011

39th DIC

CONFERENCE BROCHURE



INDIAN DAIRY ASSOCIATION
(EAST ZONE)

Dear Sir/Madam,

Sub: Invitation to the XXXIX Dairy Industry Conference

Indian Dairy Association (IDA) started functioning in the year 1948 with an objective to establish a forum for professionals, scientists, farmers and equipment manufacturers in the field of dairy and allied agro-food business to provide opportunities for the dissemination of knowledge and ideas in research, planning, production, processing, marketing and so forth.


In 2011, IDA (East Zone) is organising the XXXIX Dairy Industry Conference scheduled to be held at Eastern Zonal Cultural Centre (EZCC), Salt Lake City, Kolkata during February 4 -6. The theme of the conference is "Dairying: Path to Sustainability". The conference will provide an excellent platform for interaction and sharing of experiences with eminent professionals, experts, researchers, policy makers and milk producers from diverse corners of India and abroad on different important, mind boggling and timely sub themes.

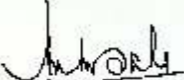
We take pleasure in cordially inviting you to participate in the conference and make it more meaningful.

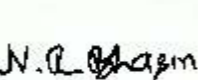
To make this occasion memorable, an evocative Souvenir will be published containing various technical and scientific papers, to be presented in the Conference, along with advertisements from a range of manufacturers and entrepreneurs.

To commemorate the event, an Exhibition will be organised to showcase the advancement of dairy and allied industries. An expressive Poster Session with latest research findings will be an added attraction of the conference.

We enclose in this brochure, various self explanatory forms for registration, booking and other uses. Advance intimation about your participation would enable us to plan well towards making your stay comfortable and purposeful. All correspondence in this regard may please be addressed to the Secretary General, XXXIX Dairy Industry Conference. We earnestly look forward for your all round and active involvement in the Conference.


(Prof A K Bandyopadhyay)
Chairman
IDA (East Zone)


(Shri M M Saha)
Secretary General
XXXIX Dairy
Industry Conference


(Dr. N R Bhasini)
President
IDA

39 DAIRY INDUSTRY CONFERENCE

VENUE

Eastern Zonal Cultural Center (EZCC) , Block: IB,
Sector-III, Salt Lake City, Kolkata - 700 106

DATE

February 4 – 6, 2011

THEME

Dairying: Path to Sustainability

SUB-THEMES

- World Dairy Situation
- Dairy Policies & Economics
- Animal health & Welfare
- Marketing & Communication
- Food Safety & Hygiene
- Sustainability & Environments
- Outstanding Case Studies & Success Stories
- Export Potential of Indian Dairy Products
- Economics of Dairy Processing

DELEGATE REGISTRATION

1. IDA Member	: ₹ 1600.00
2. Non Member	: ₹ 2500.00
3. Student	: ₹ 750.00
4. Senior Citizen	: Free
5. Farmer Member	: ₹ 1000.00
6. Foreign Delegate	: US\$ 50.00



SPONSORSHIP

Type	Amount (₹)
Platinum Sponsorship	10.00 lakhs
Gold Sponsorship	5.00 lakhs
Silver Sponsorship	3.00 lakhs
Registration Kit Sponsorship	7.50 lakhs
Cultural Programme Sponsorship (per day)	2.00 lakhs
Session Sponsorship (per session)	2.00 lakhs
Lunch / Dinner Sponsorship	2.00 lakhs
High Tea Sponsorship	1.00 lakh

PAYMENT

Payment can be made at any branch of Bank of Baroda OR by Demand Draft / at par Cheque Payable to " XXXIX Dairy Industry Conference, Kolkata"

Bank details: Bank of Baroda, Salt Lake-II Branch, Kolkata -700 091
Account No.: 19700100010891 IFSC Code: BARB0SALTLA
MICR Code : 700012045

CONTACT

Secretary General
39 Dairy Industry Conference
Indian Dairy Association (East Zone)
C/O N. D. D. B, Block – DK, Sector – II
Salt lake City, Kolkata – 700091, India
E. mail – idaezone@gmail.com / mmsaha@giascl01.vsnl.net.in
Phone : 033- 23588047, Mobile :9830544843, 9007164433
Fax :- 033-23591883 / 033 2443 1181

SOUVENIR ADVERTISEMENT TARIFF

Particulars	Size (cm x cm)	Amount in ₹	Amount in US\$
1. Back Cover (Colour)	25.5 x 19	50,000	1500
2. Inside Front & Back Cover (Colour)	25.5 x 19	40,000	1000
3. Double Spread (Colour)	25.5 x 40	50,000	1500
4. Full Page (Colour)	25.5 x 19	25,000	600
5. Half Page (Colour)	12.0 x 19	15,000	400
6. Full Page (B & W)	25.5 x 19	15,000	400
7. Book Mark (Colour)	10.0 x 5	30,000	700

EXHIBITION STALL BOOKING TARIFF

	Stall Sizes :	Amount (₹)
A1 to A10 (10 stalls)	3M×2M (with one fascia and one side opening)	40,000.00
AS1 to AS9 (9 stalls)	3M×2M (with 2/3 fascia and 2/3 side opening)	45,000.00
B1 to B13 (13 stalls)	3M×3M (with one fascia and one side opening)	55,000.00
C1 to C2 (2 stalls)	3M×4M (with one fascia and one side opening)	65,000.00
CS1 to CS4 (4 stalls)	3M×4M (with 1/2 fascia and 1/2 side opening)	70,000.00
D1 to D2 (2 stalls)	3M×6M (with one fascia and one side opening)	90,000.00

Early Bird discount @10% on the above rates will be offered for bookings finalized within 31st December, 2010.

NOTE:

1. Layout design is indicated in Exhibition stall booking form.
2. Stalls will be allotted on first come first serve basis.
3. Each stall will be provided with 1 table, 2 chairs, waste paper basket, 3 spot lights, 5 amp power point and fascia. For any additional requirements including power, extra charges will be payable which will be informed after requisition is placed.

PROGRAMME SCHEDULE

Inaugural Day

Date : 04.02.2011

8.00 - 9.45	Registration
10.00 - 12.00	Inaugural Function
12.10 - 12.40	Inauguration of Poster Session
12.50 - 13.30	Inauguration of Exhibition
13.30 - 14.30	Lunch
14.30 - 17.00	Technical Sessions
17.00 - 18.00	Tea Break
18.30 - 20.00	Cultural Programme
20.00 - 22.00	Dinner

Second Day

Date: 05.02.2011

10.00 - 11.30	Technical Session
11.30 - 13.30	Technical Session
13.30 - 14.30	Lunch
14.30 - 17.00	Technical Session
17.00 - 18.00	Tea Break
18.30 - 20.00	Cultural Programme
20.00 - 22.00	Dinner

Final Day

Date: 06.02.2011

10.00 - 11.30	Technical Sessions
11.30 - 13.30	Plenary Session
13.30 - 14.30	Lunch
14.30 - 16.00	A.G.M