



A Report on 5th International Wheat Seminar

February 19-20, 2010

Ahmedabad

WHEAT PRODUCTS PROMOTION SOCIETY has been organizing national and international wheat seminar for more than last 20 years. In the series of international wheat seminars, a total of four seminars had been organized in the year 2000, 2002 2006 and 2008 at Bangalore, Hyderabad, Delhi, Bangalore and Ahmedabad.

Keeping in view the current scenario of global perspectives and national priorities, WHEAT PRODUCTS PROMOTION SOCIETY strongly felt to make a goal keeping in view the millennium development goals to tackle food and nutritional security and meet the long term development goals for the country.

Discernible shift is taking place in variety of factors that affect the wheat industry; be it environmental changes; Governmental controls; new procurement models; opportunities for better food management practices , and more demanding approach of the buyers . Finance and commerce will not remain what they have been in past. Varying VAT and excise impositions seriously affect fair and equal development opportunity to all and impact end-product costs. New paradigms in logistics are emerging that need to be given concerted attention.



In this background, an International Seminar, “WHEAT & WHEAT PRODUCTS – Towards Millennium Development Goals” was organized at Hotel St. Larn Towers, Ahmedabad on February 19-20, 2010. Seminar was organized by Wheat Products Promotion Society, Roller Flour Millers’ Federation of India, Gujarat Roller Flour Millers’ Association, All India Bread Manufacturers Association, and Society of Indian Bakers.

The seminar provided an opportunity to leaders of Indian wheat industry to interact with International players in the market place, as well as prepare for global market challenges and trading rules in an emerging environment.

The Seminar surpassed the previous numbers and the Seminar was a great success with more than 250 participants including speakers, sponsors, Exhibitors and other delegates.

Around 35 speakers presented their views and the participants had the privilege of hearing the viewpoints of industry, research institutes and Government officials including Dr. S. K. Nanda, Principal Secretary, Department of Forest and Environment, Government of Gujarat, Smt. Jayshree Raghuraman, Secretary-cum-Commissioner, Department of Food and Supplies, Government of NCT of Delhi, Dr. S. Nagarajan, Chairperson, Protection of Plant Varieties and Farmer's Rights Authority, Department of Agriculture and Co-operation, Ministry of Agriculture, Government of India. Senior member of Organising Committee could also meet Prof. K. V. Thomas, Minister of State for Agriculture, Food, Civil Supplies and Consumer Affairs, Government of India at Ahmedabad on February 18, 2010.

The Seminar was managed by Assocom-India Pvt. Ltd.