



Press release:

Creating A NEEM Movement in India

Two-Day Seminar on “Neem-Eco Friendly Solution for Sustainable Development” Organised by World Neem Organisation Inaugurated

--Second Edition of Global Neem Trade Fair Inaugurated On the Occasion--

**--On 3rd and 4th of December 2018 at RG Royal Hotel & Convention Halls
Yeshwanthpur, Bengaluru, India--**

Bengaluru, Monday, December 03, 2018: Neem Wave Exhibitions LLP in Collaboration with World Neem Organisation and University of Agricultural Sciences (GKVK) today inaugurated the two-day Seminar on "Neem-Eco Friendly Solution for Sustainable Development" amidst a gathering of eminent personalities and neem scientists from across the globe. The two-day seminar being held at RG Royal Hotel & Convention Halls Yeshwanthpur, Bengaluru also witnessed the inauguration of the second edition of the Global Neem Trade Fair. The inaugural event saw the presence of Dr. P V Suryakumar, Chief General Manager of NABARD, Bengaluru Karnataka Region, Dr Kamal K Singh, Executive Director, United Nations Global Compact India, Dr. Rajendra Prasad, Vice Chancellor, UAS, GKVK, Dr BN Vyas, Executive Director-Neem Wave Exhibitions LLP, President World Neem Organisation, Dr. Nirrmala Kothari, Founder Member & General Secretary of World Neem Organisation and Dr. Neem Hakeem, Vice President- World Neem Organisation, Asia other than India.

Delivering the welcome address, Dr. BN Vyas, President World Neem Organisation also known as the “Bhism Pitamah of Neem” in the Neem Industry said, “The purpose of this seminar is to deliberate on nature’s gift to mankind- the Neem tree- the only tree that has had over 9 international conferences on it. This two-day seminar will highlight the various benefits that the neem tree offers us in our daily lives. For example, the neem coated urea- our honorable Prime Minister had directed all fertilizer manufacturers in the country to produce all urea with a coating of neem oil and it has proved to be a win-win situation for both the industry and the farmers.”

He further added, “Unfortunately, there is low public acceptance and awareness about the vast benefits due to high price of products as there is a challenge in organised collection of neem seeds which is confined to 5 states- Telangana, Tamil Nadu, Andhra Pradesh, Karnataka and Maharashtra. World Neem Organisation has come into existence to address these issues and create public acceptance of this nature’s gift.”

The welcome address was followed by Dr. Nirrmala Kothari’s talk about the conceptualisation of World Neem Organisation and the various initiatives it has been taking up to further the cause of neem in the country. She suggested that a neem database and neem mapping will help to

track the number of Neem trees in the country that can be helpful in research in both the fields of agriculture and medicine.

Sharing her thoughts, Dr. Nirrmala Kothari, Founder Member & General Secretary of World Neem Organisation said "We are happy to host the first seminar of the World Neem Organisation in Bengaluru. We want to bring awareness and emphasize the importance of Neem amongst the society and to spread a message that the best way to overcome a natural problem is to use a natural solution."

Sharing the keynote address, Mr. Kamal Singh said, "India stands first in neem seed production and about 4, 42,300 tons of seed are produced annually yielding 88, 400 tons of neem oil and 3, 53, 800 tons of neem cake. India, Kenya, Germany, USA, Australia, Canada and China account for most of the neem based industries and neem products produced in the world. Therefore, neem is very important for the purpose of generating economic values and national or state revenue with early returns of their produces. It has a lot of importance in social forestry, agroforestry, reforestation and rehabilitating the waste lands and degraded industrial lands. Because of these, neem has found enormous applications making it a green treasure."

Delivering the Presidential address, the Guest of Honour Dr. Rajendra Prasad shared, "Highlighting the role of neem in agriculture, owing to the advanced technologies and the neem revolution, it is to be noted that we are producing over 284 million tonnes of neem in the country today."

He further added, "Most of the natural resources are sinking and the cultivable area is decreasing however we have to face the challenge of feeding the ever growing population. At what cost is a question that we need to address. There is a lot of deliberations at the national level on addressing these challenges and one of the solution is to switch to organic farming. We need to make the soil more healthy and productive so that we can switch over to organic farming. One of the key needs is to decrease the dependency on chemical fertilisers and pesticides which is being used at 50% at present and increase the use of bio fertilisers and pesticides. This is where neem will play a key role and reduce the input costs for the farmers and also help in increasing productivity and quality."

Sharing his thoughts, the chief guest, Dr. P V Suryakumar, CGM, NABARD, Karnataka Region said "I am happy to be part of this insightful seminar to discuss the various benefits of neem including in our day today life. We need to focus on increasing the cultivation of neem in the country." He also shared few of his childhood memories associated with neem. "The only way Neem gets its importance is when we promote it," he added.

The world today is witnessing three major concerns – the increasing population (7.3 billion in 2015 and 8 billion by the year 2024), the Global warming and Climate Change and Deforestation (according to the FAO, an estimated 7.3 million hectares of forest land is lost every year). These concerns are seriously threatening the lives on the Earth.

With an objective of highlighting these benefits and the importance of Neem, Neem Wave Exhibitions LLP (NWELLP) is organising the seminars and a series of Neem Trade Fairs across the country. NWELLP is also planning to open a chain of exclusive Neem shops "Neem Bazar" across the country.

The two-day seminar aims to create a strong “Neem” wave in the city. This seminar over the two days will witness various lectures by eminent personalities and neem scientists from across the globe of the likes of Klaus Ferlow, Founder-President, NEEM Research, Canada; Michael Mason, CEO of NeemCO, UK, amongst others. The seminar will also have presentations by various scientists, research scholars and industrialists to project the role of Neem in sustainable development in the areas of Agriculture, Human Health, Animal Health, Environment and Aquaculture.

Speaking at the first plenary lecture on "Role of neem and its products in sustainable seed storage," Dr. Rajendra Prasad highlighted the main components of neem and the role neem plays in agriculture, as a fertiliser, as manure, as a urea coating agent, as soil conditioner, as a fumigant and as a pesticide. He shared, "the interest in neem in the developed world is due to the fact that neem-based pest control products with diverse modes of action are not only effective against pests but also inherently safe, less persistent in the environment, and less prone to the problem of pest resistance than synthetic pesticides."

Addressing the audience on the topic “Neem for sustainable rural livelihood security, Mr. Ramaswamy Annadurai shared, “Neem is one of the best suited ideotypic species for agroforestry system. Neem tree is one of the best suited for agroforestry which will maintain soil temperature and moisture of agricultural fields. It has been reported that cultivation less than an acre of neem tree on farm land will keep the insect and pathogens away from agro-cultural crops. According to the World Agroforestry Centre, ‘the market for neem based pesticides in booming in India growth by 7 to 9 percent annually.’

He added, “Neem is considered as " Sarva Roga Nivarini " that means medicine to cure all diseases. Neem products are non hazardous and are alternatives to agrochemicals.”

Mr. Annadurai further added, “since ancient time, over 700 traditional neem based formulations are being used by humans. In recent years usage of neem in organic agricultural, cosmetic and personal hygiene has been recognised worldwide. Neem seed is an important raw material source for industries involved in the manufacture of neem based product. However, seed collection and storage are still largely ill organised. Therefore, promoting neem cultivation, training seed collectors and supply chain management will guarantee steady raw material supplies to industries, which can fuel rural employment and livelihood security.”

Speaking on Neem- a sustainable personal and pet care ingredient, Brian Williams, Director, Neeming Australia Pvt. Ltd. shared, “there are many highly toxic products being made and sold, especially in agriculture, which have incredibly long life cycles some up to 250, 000 years and could be described as helping to turn our planet into a toxic cocktail. Whereas Neem, which is 100 percent biodegradable, presents a very strong alternative for insect control and all that is required is for the people of the world to demand that Neem to be used to control insects in farming/gardening and when this comes to pass, we will truly be able to say that "NEEM The Eco friendly solution for Sustainable Development "has become a reality.”

Some of the other topics discussed on day one also included "Neem for sustainable medical applications" by Dr. Joaquim Morgado and “Neem extracts and Neem limonoids inhibition acquisition of hallmark capabilities of Cancer” by Dr.S. Nagini amongst other interesting topics.

Day two of the seminar will have Poster Presentations on various topics on Neem sustainability such as “Neem – Nature’s answer to Soil Health and Sustainable Agriculture” by Uppuluri Aiyer and Shrividhya; “Research and Development on improvement of Neem in India - A review” by A. Sadhur Ram and C. Buvaneshwaran.

The highlight of day two of the seminar will also be on other key topics including “Role of Neem coated urea in global context” by Dr. Basavanneppa Hulagur; “Use of neem leaf glycoprotein as a sustainable approach in cancer immunoregulation, immunoediting and immunotherapy” by Dr. R. Baral amongst others. The lead paper will be by Klaus Ferlow, Founder & President at NEEM RESEARCH, Canada on “My Own Personal Story about Psoriasis Neem.”

Global Neem Trade Fair is a single platform for all people associated with Neem including companies. The First edition of Global Neem Trade was held in Mumbai, India.

The prime sponsors for the event are PJ Margo Pvt. Ltd-Prime Sponsor and Coromandel International Ltd.-Prime Sponsor, the co-sponsor is Godrej Agrovet Ltd-Co-Sponsor, the support sponsors are Agri Life and ITC Limited, Kit sponsor is Neeming Australia, supporting organisation is NABARD and Knowledge partner is University of Agricultural Sciences.

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