

ABOUT CHENNAI : The 98th ISC takes you to the city of beaches: Chennai, which boasts of its many statues, memorials and walkways. Formerly known as Madras, Chennai is the capital of Tamilnadu. It is located on the Coromandel Coast of the Bay of Bengal. The Tamil film industry, one of the largest film industries in India, is based in the city; the soundtracks of the films dominate its music scene. Apart from the most popular Marina Beach, there are quite a number of beaches and resorts between Elliot's Beach and Mahabalipuram. The most notable of these is Covelong Beach which has a cove and a fort built by the Nawab of the Carnatic. One of the most important tourist attraction of Chennai is neighbouring town Mahabalipuram, with its ancient temples and rock carvings of the 7th century Pallava kingdom. Last but not the least, this expo gives you a unique opportunity to get draped in the magic of hand-woven Kanchipuram silk sarees, a specialty that places the state on the global map.



PAST SPONSORS

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98th INDIAN SCIENCE CONGRESS
January 3-7, 2011, SRM University, Chennai, India

"Quality Education and Excellence in Scientific Research in Indian Universities"

VIGYAN JYOT

V Edu Vision

GENESIS-IX
ONE DAY SYMPOSIUM

Host
SRM UNIVERSITY
(Under section 3 of UGC Act 1956)

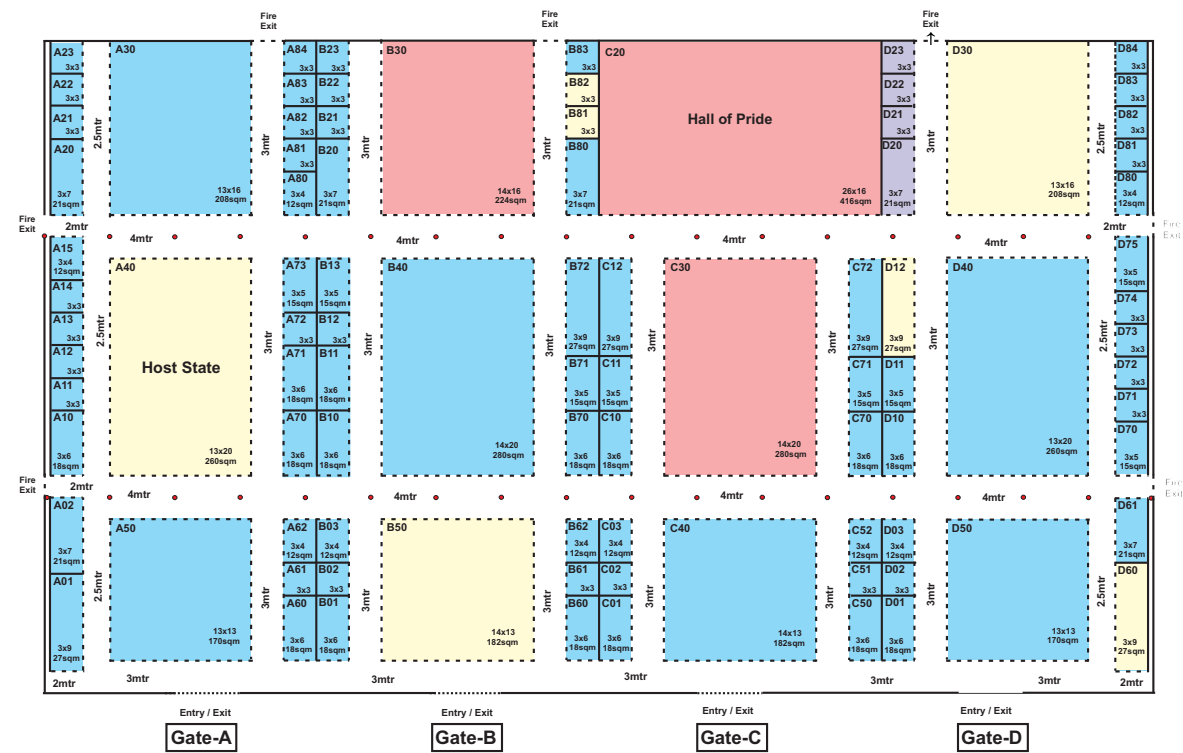
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Glorious History of the Indian Science Congress

Established in 1914, Indian Science Congress Association (ISCA) is the premier organisation that represents India's entire science community. ISCA was formed with an objective of advancing, promoting and furthering the cause of Science in India, thus stimulating scientific research in India. Over the years, ISCA has been headed by luminous scientists like Acharya Prafulla Chandra Ray, Sir M. Visvesvaraya, Sir J. C. Bose, Prof. C. V. Raman, Sir Lewis L. Fermor, D. N. Wadia, Sir Shanti S. Bhatnagar, Pt. Jawaharlal Nehru, Prof. P. C. Mahalanobis, Dr. Homi Bhabha, Dr. M. S. Swaminathan, Prof. M. G. K. Menon, Prof. C. N. R. Rao, Prof. Yash Pal, Dr. R. A. Mashelkar, Dr. R. S. Paroda, Prof. S. S. Katiyar, Dr. K. Kasturirangan, Prof. Asis Datta, Dr. N.K. Ganguly, Dr T. Ramasami and Dr. G Madhvan Nair.

From a modest beginning in 1914 with 150 members and 35 papers communicated for reading during the first session, ISCA has grown into a strong fraternity with more than 10,000 members, as on date. For the last 97 years, the annual meet of Indian Science Congress has been bringing together the entire fraternity to discuss the key issues pertaining to various streams of science and technology. The recommendations resulting out of this brainstorming offer a framework for future projects for the government of India.



Open Space for Large Exhibits

Space Type	Participation Fees	
	(Rs. Per Sqm.)	(USD Per Sqm.)
Shell Stand (Min. 9 sqm.)	12500	400
Raw Space (Min. 36 sqm.)	12000	350

■ AVAILABLE
 TENTATIVE
 CONFIRMED
 UTILITIES

Each shell stand stall is entitled for one table, two chairs, three spotlights, one 5 amps power socket, wall to wall carpet and one waste paper basket.

Plus service tax as applicable. Note: The floorplan is subject to change at the discretion of the organisers. Kindly refer the latest floor plan and booking status on www.iscexpo.in.

Sponsorship Opportunities

Category	Value (INR)
Platinum Sponsor	30,00,000
Gold Sponsor	20,00,000
Silver Sponsor	15,00,000
Lead Conference Sponsor Genesis	10,00,000
Co-Sponsor Pride of India	7,50,000
Co-Sponsor Genesis	5,00,000
Conference Hospitality Sponsor	3,00,000
Symposium Session Sponsor	1,50,000
Delegate Kit Sponsor (Genesis)	1,50,000

For the details of sponsorship entitlements and additional sponsorship opportunities, visit: www.iscexpo.in



GENESIS-IX ONE DAY SYMPOSIUM

Date :4th Jan , 2011 Time ; 9.30am to 5pm

Concurrent to the Congress, **Genesis** – a one day symposium is being organized on Jan 4, 2011. Genesis has emerged as an important forum for the policy makers, scientists, academicians and industrialists to come together and dwell on the important issues of national importance.

The theme for tenth edition of Genesis “**Innovative PPP models to foster excellence in R&D in Indian Institutes**” is in line with this year's main focal theme of the congress “**Quality Education and Excellence in Scientific Research in Indian Universities**”

In this day long symposium, eminent speakers from the leading government and private institutions would be sharing knowledge from their vast experience and deliberate on the key topics.

Delegate profile : The symposium is expected to be attended by leading educationists, Vice chancellors, Education Secretaries, Policy Makers, Deans, Professors, Universities, Academicians, Industrialists and Young Researchers from the education fraternity.



PAST THEMES

- ISC 2010 'Are We Ready for Aerospace Industry Revolution in India'
- ISC 2009 'Need for Innovative PPP Models for Promoting Science'
- ISC 2007 'Energy and Environment Security Challenges'
- ISC 2006 'How Frontier Technologies will Drive Integrated Rural Development'
- ISC 2005 'Health Technologies as Fulcrum of Development for the Nation'
- ISC 2004 'Sustained Agrovision : Role of Frontier Science & Technology'
- ISC 2003 'Leadership Through Technology'
- ISC 2001 'Food, Nutrition & Environmental Security: Crusade for Global Excellence'
- ISC 2000 'Why do Indian Genes Reflect Differently in the Silicon Valley?'



Inauguration

In line with the tradition, Hon'ble Prime Minister of India would inaugurate the 98th Indian Science Congress on 3rd January 2011. Eminent scientists, industry leaders, technocrats, policy makers and academicians would grace the occasion.

Focal Theme

98th Indian Science Congress at Chennai would focus on **Quality Education and Excellence in Scientific Research in Indian Universities.**

India's higher education sector is the third largest in the world. Though we have a rich tradition of learning, the higher education sector still needs to pick up pace with the changing dynamics of modern academic standards. This is particularly true of the science stream. Science is the foundation for national progress, if given due attention and encouragement; it is bound to yield newer prospects and escalate the pace of development. In order to match up with the international growth and progress in the said arena there is a dire need to upgrade the existing education standards, especially in case of higher education.

The event would address key issues and deliberate on major challenges posed by the changing dynamics in the present day market in the arena of science and technology. Thus, innovation fueled by a strong research base is crucial for the development of our country.

Sub Themes:

National Focus

Focus on quality education in both scientific and technological areas, attracting talents towards research programmes, creating effective networks involving research and development institutions, promoting innovation in academics and industries, giving thrust to science and technological areas for national development, improving international co-operation and encouraging the inclusion of women in scientific research.

Education

Building world class institutions; scouting talent both at states and national level; imparting quality education and opportunity for research in basic sciences; incentives / fellowships / rewards and garnering international co-operation.

Thrust Areas

Chemistry, Nanotechnology, Agriculture, Biodiversity, Biotechnology, Energy System, Environmental Science, Medical Sciences, Electronic Sector, Climate Change, Space Science and Technology, Transportation etc.

The five day scientific meet will consist of: Technical Sessions, Plenary Sessions, Vision Talks, Panel Discussions, Pride of India Expo and Genesis Symposium.

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Technical Sessions, Plenary Sessions, Vision Talks, Panel Discussions, Vigyan Sancharak Sammelan, Public Lecture Pride of India Expo, Children Science Congress, Genesis - X Symposium, Cultural Programme, Valedictory Function.



Prime Movers

Dr. K.C. Pandey
Ph.D., D.Sc. (Lucknow University)
General President,
Indian Science Congress Association,
2010-2011



Dr. P. Sathyanarayan
Vice Chancellor
SRM University



HALL of PRIDE

Hall of Pride, 97th ISC-2010, Thiruvananthapuram
Dedicated to Prof. Satish Dhawan

Hall of Pride, 96th ISC-2009, Shillong
Dedicated to Sir C V Raman

Hall of Pride, 94th ISC-2007, Chidambaram
Pt. Jawaharlal Nehru & Shri G.D. Birla

Hall of Pride, 93rd ISC-2006, Hyderabad
Dr. M.S. Swaminathan & Shri Y.C. Deveshwar

Hall of Pride, 92nd ISC-2005, Ahmedabad
Dr. Raja Ramanna & Shri Kasturbhai Lalbhai

Hall of Pride, 91st ISC-2004, Chandigarh
Dr. Homi Bhabha & Shri J.R.D. Tata

Hall of Pride, 90th ISC-2003, Bangalore
Dr. Vikram Sarabhai & Shri Dhirubhai Ambani

Life journey of two eminent personalities who have immensely contributed to the welfare and progress of the country through their landmark achievements in the field of science and technology and have made India proud are portrayed in this prestigious 'Hall of Pride' pavilion. Encompassing a stretch of 4000 Sq. ft. area, this pavilion is designed by India's well known artists and is the popular and captivating division of all. All dignitaries, fraternity of Scientists, Corporate world and thousand of student visit the Hall of Pride every year.





VIGYAN JYOT

Vigyan Jyot (Flame of Science), the novel initiative was spearheaded last year to spread science & technology awareness and inculcate a scientific temperament at the grass-root level, primarily amongst students and general public.

Lit and traveled through various cities of Kerala, universities and research centers the torch signified the importance of Science and Technology in our daily life. Inaugurated by union minister for Science & Technology, Mr. Prithviraj Chauhan and Dr G. Madhavan Nair, the General President of the 97th ISC, the Vigyan Jyot received accolades from varied eminent personalities including Dr A.P.J. Abdul Kalam. Taking off from Bangalore, the flame covered various educational institutions in semi urban, rural areas thus spreading the light of Science & Technology in these areas.

The undiminishing flame lit to...

- Define the complete spectrum of science & technology.
- To spread awareness of the role of science & technology in day to day life.
- To see various aspects of life from the lens/perspective of science & technology.
- Create affinity for the use of science & technology.

Vigyan Jyot traces new milestones

Empowering youths/students with science & technology, this year the Jyot will travel from Delhi to Chennai.



PRIDE OF INDIA ISC EXPO

Over the last few years, Pride of India expo has emerged as a unique platform for India's organizations from private and public sectors to showcase their achievements in the field of science and technology. Here you witness hundreds of new ideas and products on display covering the entire canvas of scientific world. Such is the power of this event that the five days witness a large number of visitors from the corporate sector, scientific fraternity and academia, R&D institutes, defence, government, PSU's etc.

The corporate world explores new opportunities of transforming concepts into markets, forging new alliances with best of the R&D labs and networking opportunities. People related to the field of science update themselves on the new breakthrough and ground-breaking research. The budding scientists of India through the venue to assimilate in the never ending stream of knowledge.

The primary goal of setting up new standards in order to strengthen the present higher education machinery and ensure quality will get a fresh appeal with the present chapter of the Expo. Here the institutes, companies and other participants will get an opportunity to display their strengths and achievements and learn from others as well.



Special Pavilion



Edu Vision

The Edu Vision pavilion will host leading institutions, academic bodies, universities, research and other stakeholders associated with the education sector.

Edu Vision has been conceptualized to provide an excellent platform to varied organizations operating in the academic space to feature their innovative models and offerings. International universities, research institutes, state-level universities, colleges, academicians, public sector organizations and corporate working in the scientific space — the pavilion will witness a unique confluence of participants from all these and many more related arenas. Overall, an unusual dialogue, an exhaustive learning session and a novel exchange platform is on the anvil

Best States

This is a unique platform that offers opportunities for India's best states to showcase their various initiatives, progress, core competencies. Almost all leading states have participated in the earlier events namely; Gujarat, Delhi, Maharashtra, Karnataka, Haryana, Punjab, Goa, Chattisgarh, Himachal Pradesh, Assam, Rajasthan, Andhra Pradesh, Rajasthan, Tamil Nadu, Pondicherry, Meghalaya, Kerala etc.



Best PSUS and R&D Institutions

India's leading institutions find this the best platform to showcase their latest work and initiatives in various fields like Agriculture, Horticulture, Industrial Research, Medicine, Biotech, Food and Nutrition, IT, Space, Aerospace, Defence, Infrastructure, SDI Technologies etc.



Best Corporate of India

'Pride of India Expo' offers an excellent platform to all the organizations that have made India proud through their products, technologies, research and services. Be it Automobile or Engineering, Entertainment or Electronics, Chemical, Petrochemical or Environmental, Infrastructure, Banking, Insurance, Information Technology, Biotechnology etc.



World of Innovative Technology

With Special emphasis on Biotechnology, Nano Technology, Genetics, Agriculture, Horticulture and Food Processing, Oil & Mineral Exploration, Tea, IT & Communication, Energy, Urban Infrastructure, Health Care, Scientific, Instruments, Environment, Handicraft, Rural Development etc.

Visitor Profile

ISC 2011 delegates, Prominent R&D Organisation, Leading S&T related Infrastructure Organisations, Policy Makers & Bureaucrats, ICT and Allied Industry, Scientists, Technocrats & Academicians, Innovators, Entrepreneurs, Executives from Corporate and Industry, Large number of Students etc.

Who Should Participate

Corporate, R&D Organizations, Central & State Governments, Public Sector Undertakings, Academic Institutions, Instrumentation Cos, IT & Biotech Cos, Agri & Horticulture Cos, Processing Units, Healthcare Cos, Telecommunication, Transport, Infrastructure, Remote Sensing, Insurance, Oil & Mining Cos, S&T Organisations and Parks, Environmental & Clean Tech Cos, Defence and Allied Organizations, NGOs, Media & Publishing Cos, Banks and Financial Institutions, Social & Cultural Organizations, Museums, SMEs, Experts, Consultants etc.

Facilities at Pride of India Expo

Corporate Plaza

Conference & Meeting Rooms with Executive Lounge, Presentation Zones with modern Audio / Video Equipment, Communication Centers (STD, ISD, Local Calls, Internet Café), Secretarial Services, Executive Cafeteria etc.

Special Services

Panel Designing, Hospitality Arrangements, Travel Facilities, Planning of Itinerary, Event Hostesses, Public Relations Services, Shipping and Forwarding

Allied Services

Florist, Stationery Items, Photography/Videography, Courier/Mailing, Newspaper/Magazine vendor

Some of the organizations that participated and supported the exhibition and symposium in the past Indian Science Congresses.

CORPORATE:

Tata Group, Reliance, Hindustan Lever, Godrej, ITC, Nicholas Piramal, Marico, Honda, Wockhardt, Biocon, Hoechst, JK Industries, ICICI, Corporation Bank, SBI, MAHYCO, Monsanto, Syngenta, Namdhari Seeds, Venketeshwar Hatcheries, Excel Industries, Mahindra Hybrid Seeds, Mother Dairy, Mahaan Proteins, Shriram Honda, Mahindra Tractor, Novartis, Manipal group, TVS, BPL, Reva, Astrazeneca, Mc Graw Hill Education, Tata Sky, Videocon d2h, LTE, Wiley India Pvt. Ltd., etc.

RESEARCH ORGANISATIONS:

CSIR, DRDO, ISRO, DSIR, DBT, ICAR, DST, ICMR, NAL, CIRI, Survey of India, Botanical Survey of India, Geological Survey of India, Forest Research Institute, Forest Survey of India etc.

STATE GOVERNMENTS:

Meghalaya, Orissa, Madhya Pradesh, Tripura, Rajasthan, West Bengal, Maharashtra, Andhra Pradesh, Delhi, Punjab, Goa, Uttar Pradesh, Haryana, Assam, Chandigarh, Chattisgarh, Himachal Pradesh, Karnataka, Gujarat, Kerala etc

PUBLIC SECTOR & OTHERS:

SAIL, BEE, Coffee Board, Tea Board, Midhani, NIFTAM, HPCL, ONGC, NTPC, NABARD, APEDA, IFFCO, CPWD, Indian Airlines, BSNL, DAVP, HAL, Power Grid, NMDC, Nayvelly- Lignite Corporation limited, Coal India, PCRA, Oil India, KVIC, BHEL, Power Finance Corporation, ISRO, NHAI, NCSM etc.

CENTRAL GOVERNMENT MINISTRIES

Ministry of Science and Technology, Ministry of Information and Broadcasting, Ministry of Steel, Ministry of Urban Development, Ministry of Social Justice, Ministry of Commerce and Industry, Ministry of Food Processing, Ministry of Earth Sciences, Ministry of Family and Health Welfare, Ministry of Consumer Affairs, Ministry of Tourism, Ministry of Mines, Ministry of Culture, Ministry of Power, Ministry of Water Resources, Ministry of Agriculture, Ministry of Textiles, Ministry of Environment and Forest, Ministry of Micro, Small and Medium Enterprises, Ministry of New and Renewable Energy, Ministry of Rural Development etc