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# WORLD TRADE ORGANISATION & INDIAN AGRICULTURE

## WTO: A Challenge To Indian Farmer

Presented by Shri Sharad Joshi Chairman:  
High Level Task Force on Agriculture, Govt. of India,

Complete set of 5 videos 219 Minutes  
1 to 4 in Hindi & 5th is in English each Rs. 1,050.

Clears all misconceptions about WTO and dwells on how the pattern of trade and commerce during the past 50 years of Indian Independence has not helped the growth and development of our exports. Without free trade, the quality of our produce cannot improve. Indian agriculture with its Manpower, Resources and the Knowledge of Technology need not fear to accept the challenge of WTO as in fact it will open a new world of opportunities.

## Agreement On Agriculture In WTO

Presented by Prof. Pradeep Apte, Ferguson College, Pune  
Hindi 48 Mins. Rs. 1,050.

Explains why it is necessary both to export and import and how WTO- will help in freeing the trade in the interest of the Indian farmer.

## WTO Agreement

Presented by Shri R.C.A. Jain, Additional Secretary,  
Ministry Of Agriculture & Cooperation,  
Govt. of India.  
Hindi 33 Mins. Rs. 950.

Explains the main objectives of the World Trade Organisation as to how to establish fair and market oriented systems so that they can get equal level play ground. Subjects dealt include Domestic Subsidies, Market Access and Export Subsidies and how recommendation of the World body would help in forming fair practices.

## Farmers Perspective Of WTO

Presented by Shri Bhupender Singh Mann  
Ex-Member of Parliament.  
Hindi 36 Mins. Rs. 950.

Explains how it will help farmers to follow WTO guidelines, The farmer has to be free to select his market and the technology he should use.

## S.P.S. (Sanitary & Phyto-Sanitary)

Issues: Disputes, Settlements & Non  
Trade Barriers

Presented by Shri Abhijeet Das, Deputy Secretary,  
Ministry of Commerce, Govt. of India.

Hindi 50 Mins. Rs. 1,050.

Explains the set up and methodology used by WTO for settling disputes and differences that arise between countries on account of different sanctions and restriction imposed on trade by them.

## WTO & Agriculture: States' Perspective

Presented by Dr. R.S. Deshpande, Prof. & Head Institute of Social  
& Economics Change, Bangalore

Hindi 43 Mins. Rs. 1,050.

Explains how committed and responsible politicians and bureaucracy are essential that we can drive maximum benefit from WTO and how Karnataka has set an example in this respect.

## Issues On Biotechnology

Presented by Dr. P.K. Ghosh, Advisor Deptt. Of Biotechnology,  
Govt. of India.

Hindi 39 Mins. Rs. 950.

Dr. Ghosh highlights the role of technology in agriculture and exhorts the farmer to use technology to increase their produce, which can be exported to create wealth for him. He also explains procedures for obtaining patents to protect intellectual property rights for inventions in Agriculture.

## Trend In Opposition to WTO & Globalisation

Presented by Dr. Barun Mitra  
Hindi 28 Mins. Rs. 950.

WTO aims to bridge the gap between the developed and developing countries. We should know how it will help raise standard of living in developing countries.

## HI-TECH- AGRICULTURE SUBJECTS

Each programme : Rupees 1,200.

### Neem (Mr. Venkateshwarlu) 37 Mins.

The neem tree has enjoyed a unique reputation since the Vedic time and provides raw material for many an ayurvedic medicines and health products. Now various experiments are being carried out to make full use of the medicinal properties of the tree

### Floriculture: Scope In India 33 Mins.

(Mr. Rami Avrahmi - The well-known Floriculture Expert of Netatim Irrigation Equipment & Drip System, Israel)

Himself a floriculture expert, Mr. Rami Avrahmi gives his views and advice on production, marketing and export of flowers from India. He also explains how to achieve excellent results in floriculture through Green house, Shade net and open fields

### Green House Management 27 Mins.

(Mr. Yamiko of Israel)

The video programme deals with Green House Management and explains the scope, problems and solutions for better yields

### Use Of Thermal Reflective Screens 37 Mins.

(Mr. Assa Yarkoni; A Green House Expert from Tel Aviv, Israel)

Mr. Yarkoni with his vast experience of handling turn-key projects, emphasizes the need of transfer of technology in the field of Thermal Reflective Screens for Greenhouses in India

### Vermiculture (Dr. Mrs. Radha Kale) 27 Mins.

In organic farming, vermiculture is an important factor today. Dr. Kale explains what is vermiculture and vermiposting and how it improves the yield for the farmers

### Packing Revolution (Dr. Murthy) 32 Mins.

In this video programme, Dr. Murthy explains how new development in packing methods and materials have made it possible for different fruits and food products to be packed in a manner that the same can be preserved and transported for longer periods.

## VIDEO SEMINARS ON HI-TECH AGRICULTURE

Each programme : Rupees 1,200.

Hi-Tech Agriculture: A Perspective 28 Mins.  
Mr. Sharad Joshi, Ex-Chairman, Standing Committee, Planning Commission

Micro Irrigation 42 Mins.  
Mr. Lebanon Gabriel, Plastron Irrigation Systems India Ltd.

Hi-Tech Agri Products: Problems & Prospects 24 Mins.  
Mr. Amit Vasavada, Executive Director, Valplus Ltd.

Fertigation 25 Mins.  
Mr. Paul Hudson, Expert in Liquid Fertilisers, UK.

Green House Farming 41 Mins.  
Mr. Rozenzweij Nathan, A & M International Ltd., Israel

Mushroom Cultivation 50 Mins.  
Mr. G.D. Pimprikar, President, Kalyani Agro Corporation Ltd.

Tissue Culture & It's Application 31 Mins.  
Dr. (Mrs.). Rajani Nadauda, N.C.L., Pune

Turning Waste Into Gold 31 Mins.  
Mr. Uday Bhawalkar, Director, Earthworm Research Institute, Pune

Food Processing: New Opportunities 32 Mins.  
Mr. M.H. Sane, Jain Group, Jalgaon

Export Of Fruits & Vegetables 31 Mins.  
Dr. K.G. Chaudhari, Director, Three Ways Agritech

Organic Farming & Organic Pest Control 31 Mins.  
Dr. Pradeep Tapas, Expert SKAL Europe & Advisor on Organic Farming

Export Oriented Floriculture 31 Mins.  
Dr. Suren Apte, Former Head, International Agriculture Centre, The Netherlands

Organic Farming: A Review 37 Mins  
Mr. Umeshchandra Sargangi, Commissioner of Agriculture, Govt. of Maharashtra

Corporate Farming 28 Mins.  
Mr. Satish Kagliwal, Managing Director, Nath Seeds Ltd., Aurangabad

Natural Farming 41 Mins.  
Mr. Purushottam Rao, SKAL Europe, Certified Organic Farmer

Post Harvest Management 24 Mins.  
Mr. Gokul Patnaik, Ex-Chairman: APEDA

# AGRICULTURE AND CROPS

Mins. Rs.

Mins. Rs.

Preserving The Legacy: The Food And Agricultural Industries	29	4,950.
Surveys agricultural water issues, sugar cane and citrus fruits processing and features dairy farm and cheese making		
Fragile Harvest	49	2,450.
Examines the consequences of growing plants depending too much on tools of biotechnology. Plants should not be stripped of their genetic diversity and defenses		
This Borrowed Land	29	2,150.
A film about agriculture, ecology and land misused		
Grassland Farming (B/W) Hindi	11	875.
Assessment of grassland farming practices and methods to increase the crops. How to start a good grass forage crop and fertilizer to use		
Vanishing Earth	94	3,950.
Importance of soil and water for farming		
Desert Farming	10	850.
Green Earth Club: Farming And Food Production	15	1,550.
Environmental concern in agriculture is emphasised by comparing and chemical - using farm and an organic farm		
Food	5	650.
An animated film intended to demonstrate to farm audience how improvements in farming practices and technology increase the yield of crops		
Pisciculture In Paddy Field (Indian background)	12	1,550.
	12	1,950.
Cotton And Jute		
Waste Utilisation	12	1,550.
Indian background		
Harvest In The Valley (B/W) Hindi	12	675.
Potato farming		
The Molecule Mine	29	2,450.
Farming in Tropical rainforests. Plants from such areas are sources of food and medicines		

Rice: Biggest Small Grain On Earth	English	12	1,150.
	Hindi	12	1,350.
Cultivation of rice manually a labor-intensive process by contrast cultivation by capital - intensive machinery is shown. Also explains various classifications of rice.			
Corn - The Plant With Ears	English	11	1,150.
	Hindi	11	1,350.
How corn is cultivated. It's different varieties and uses for animals as well as human consumption.			
Soyabeans - The Magic Beanstalk	English	11	1,150.
	Hindi	11	1,350.
How science and agriculture worked together to transform this little regarded plant into a beanstalk almost magical in its usefulness			
Peanuts And The Peanut Butter Plant		10	1,150.
How peanut is cultivated and harvested. Its nutritional value and non-food uses such as soap, detergent, ink, shoe polish and insulations			
Western Wheat (B/W)	Hindi & English	24	1,250.
The drama of wheat harvest. Grading and inspection at each stage			

## 'PLANT TISSUE CULTURE' Series

Produced in India in collaboration with Dr. Madhuri Dixit Sharan of Shroff Research Institute, Bombay.

Tissue Culture has revolutionised the science of Biotechnology, opening new & unlimited possibilities in the field of micro propagation of plants, cash crop, flowering shrubs and trees. It has vast application not only for commercial possibilities but also for afforestation schemes.

Complete set of 5 Videotapes: Rs. 7,800.

Introduction	19 mins.	1,650.
Methodology	20 mins.	1,650.
Application	19 mins.	1,650.
Problems	13 mins.	1,650.
Protoplast Isolation	19 mins.	1,650.
Recent advances		

## PROTECTION OF CROPS & PLANTS

Mins . Rs .

Fungi: The One Hundred Thousand	7	950.	Fungis are both harmful and beneficial to plants. This video shows various parts of a fungus, their growth and reproduction
Planning For Survival	21	2,450.	Guides through three principal objectives - to maintain the earth's ability to support life, to preserve genetic diversity by conservation of plants species and to ensure sustainable use of natural resources
Saving The Plants That Saves Us	18	1,750.	This video reminds us just how important plants are to us for our very existence. They provide us with all our food directly through crops or indirectly through animals. Providing a fascinating look to the world of plants this video also suggests what can be done to preserve them
Bitter Harvest-Pesticides And The Third World	26	2,950.	Development of effective pesticides brought a promise to help in the difficult-task of increasing agriculture production. But their widespread use has its own story of damage to environment
A Green Earth ... Or A Dry Desert	18	1,750.	Illustrates our dependence on the forests and its products - cut down the trees and disaster follows
Agriculture & Science: Acid Rain	30	2,450.	How to control acid deposition and save the crops
Wheat Rust (B/W) Hindi & English	16	925.	Wheat rust fungus and how to combat this menace
Juke Bar (Puppet film)	10	950.	Importance of pesticides

## SOIL & WATER CONSERVATION

Mins . Rs .

Living Soil	9	1,250.	Natural processes that create fertile soil on which animals and plants are dependent
Soil And Life	13	1,450.	Many of latest methods to guard against erosion and improve the fertility of top soil are unearthed
Soil And Decomposition	15	1,450.	Illustrates how food for plant is made by natural methods and man by organic ones
Topsoil And Vegetation	9	950.	
Wood Chip Mulch For Erosion Control	9	1,350.	Demonstrates how wood chip mulch are used on provided slopes to stop erosion and save natural resources
Raindrops And Soil Erosion	20	1,950.	Shows the action of individual rain drops on uncovered soil and emphasizes the need for soil and water conservation
Harvest of Dust	14	1,550.	This programme looks at the great efforts made to turn back dryland and spreading deserts to improve them as fertile soil fit for farming uses
Life At The Water's Edge	17	1,750.	Wetland destruction is a cause of concern to farmers. This video shows WWF long term commitment to wetland conservation
Our Magic Land	16	1,750.	Sets to point the magic of man and nature working together to maintain and improve land through conservation
Land Use And Misuse	12	1,150.	It shows land misuse can create loss of water, crops, wildlife and even cause climate changes
Understanding Our Earth: Soil	11	1,150.	Topsoil, subsoil, loose rock and bed rock plus elements of soil: Rocks breaking down by erosion and importance of conservation
Conserving Our Soil Today	11	950.	
Story Of Soil	9	950.	
Conserving Our Water Resources Today	10	950.	
Ecology & Science: Water	30	2,150.	Necessity of water to human existence. Water supply problems to deserts for farming lands
Ecology & Science: Ground Water	30	2,150.	Toxic waste contamination, pollution makes the soil unfit for farming. Ways to fight the same

## HORTICULTURE

	Mins.	Rs.		Mins.	Rs.
A Visit To Apple Cider Country In autumn the leaves turn to brilliant colours, the field crop ripens and the apples are ready for picking. Process of picking, cleaning, crushing, processing, pasturising and bottling fresh Cidar	15	1,450.	Seeds Grow Into Plants This video follows the complete cycle of nature- showing types of seeds, where they travel and through time-lapse photography, how they sprout and grow into plants like those from they came	6	950.
Fresh Fruits & Vegetable Preservation Indian background Hindi	12	1,550.	Plant In Action Plant movements are complex and unnoticed. with slow, motion photography this video shows the activity of plants growing and responding to changes in their environment	10	1,450.
From Blossom To Fruit After identifying the basic parts of flowers this video also probes the function of a flower's stamens, pistils and structure of a pollen grain and their role in formation of fruit	14	1,450.	Garden Plants And How They Grow Adventure into the microcosm of the garden explores various ways in which a part starts to grow and what happens inside the plant as it grows	11	950.
Living Trees Live action footage of trees in all seasons and captioned graphics show the various structures of trees, processes of growth, photosynthesis and transpiration	15	1,750.	How Green Plants Make And Use Food All living things on this planet directly or indirectly depend on green plants for food and oxygen. This programme visually clarifies this complex natural process	11	950.
Tree Is A Living Thing English / Hindi How a tree feeds, breathes, grows and also shows the miracle of leaf turning sunlight into chlorophyll	11	1,250.	Process Of Pollination	15	950.
Trees: Evergreens And Deciduous The process of transpiration is defined and a leaf from a deciduous tree like cherry and evergreen trees camellia are examined under a microscope to determine the seasonal changes	17	1,250.	Dispersal Of Seeds And Fruits	14	950.
Tree Of Thorns Wide variety of creatures depend on Acacia tree for food and shelter. This video shows how Acacia tree hosts its incredible wealth and so also survive the natural hazards	10	950.	Seed Dispersal	12	950.
What Is A Tree	6	750.	Plants That Grow From Leaves, Stems And Roots From the simple act of planting a bulb to new method of cloning. New plants can be grown from a single plant passing along the same favorable characteristics from one generation to the next types of vegetative reproduction in seed bearing plants	14	950.
Tree Improvement And Genetics	24	2,150.	Movement Of Plants	10	950.
Flowers: Structure And Function Specialized parts of flower are seen in relation to their function of pollination and seed pollination. complete, staminate and pistillate forms of flowers are also narrated	10	950.	Plant Tropisms And Other Movements The three basic types of essential movements are differentiated - Tropism such as phototropism, geotropism and thigmotropism. Nastic movements such as nyctinasty and thersonasty and finally Notational movements such as circunaction	11	950.
Flowers Their role in nature	13	950.	Seeds: How They Germinate Presents system of seed dispersal, the structure of embryo the difference between monocotyledon and dicotyledonous and the sages in growth of the embryo, seeding and plant	11	950.
Growth Of Flowers Through time-lapse photography, growth of flowers becomes a dance of beauty choreographed by the shifting sun, changing temperatures, and flowers pattern of development	11	950.	Tree Blossoms Flowering plants of great beauty	12	950.
What's Inside A Seed?	11	950.	Introducing Biology: Plant Nutrition Xylem and phloem, gas exchange	30	2,150.
How Flowers Make Seeds A close-up examination of lily flower/identify its parts and shows how it functions in the production of seeds. Flowering plants and non-flowering plants are compared	10	950.	Introducing Biology: Plant Movement & Transport Time lapse photography, carrots & flowers	30	2,150.
Pollination Mechanisms	12	950.	Introducing Biology: Plant Reproduction Stamens and pistils in tulips	30	2,150.

## BEE KEEPING

Mins . Rs.

### 'APICULTURE' Series

Anatomy And Development	27	2,150.
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Spring And Summer Management	34	2,150.
Swarm Prevention And Honey Flow	25	2,150.
Processing And Marketing The Crop:		
Fall Management	29	2,150.
Diseases And Pests	24	2,150.
Inter - action Section	32	2,150.

Honeybee: A Social Insect	English	9	950.
	Hindi	9	1,200.

Honeybees are an example of social insect that live in community. There is a division of labour among them and they cooperate with each other.

Activities, life cycle and complete metamorphoses are also shown

Honeybee: A Profile		12	1,150.
Extreme close-ups show the 'queen', 'worker' and 'drone' bees at their varied tasks. Fascinating peak into a beehive shows the bees collecting nectar, feeding their young ones and 'airconditioning' the hive			

Flower And The Hive	English / Hindi	11	950.
Shows relationship between activity of bees and fertility of fields and orchard crops. Process of cross-pollination, life of the hive are illustrated			

Bees And How They Live	16	1,250.
Secret life of honey bee is highlighted. Three classics of honeybees 'the Queen', 'the workers' and 'drones'. Their vital role in plant pollination and food production are also examined		

Beekeeper, The		14	1,350.
Describes the lifecycle and intricate social system of the bee, then details the process to make the bees produce honey. Also explains the roles of various bees in the hive			

## ANIMAL HUSBANDRY & DAIRY FARMING

Management For Better Livestock Produced in India	English/Hindi	20	2,450.
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	Hindi	22	2,450.
Accidents and fatalities to people working with animals and simple ways to avoid them animal diseases which affect man			
Dairy Products And Process Indian Background	Hindi	11	1,250.

The Food And Agricultural Industries	29	3,950.
Surveys dairy water issues featuring a dairy farm and cheese making unit		
A visit To A Dairy Farm	12	1,250.
Milking the cows, feeding our the hay, making of butter and cheese and preparation of the same in powder form etc		
Dairy Products - From Moo To You	13	1,250.
Dairy industry, major breeds of cattles, sanitation methods, preparation of dairy products and important steps of processing		
Dairy Farm Today	10	1,250.
Life and activity in a dairy farm		
Beef - The Steak In The Grass	11	1,250.
A overview of beef industry		
More Milk For More People (B/W) Hindi	14	1,250.
Holstein - Friesian breed of cattle are the world renowned ones as record milk producers. This pedigree is safeguarded and controlled		
Milk - Made (B/W)		
Modern milk production	27	1,425.

## POULTRY

Poultry - Laying It On The Line	11	1,150.
Overview of modern poultry production. Concentrates on most important poultry products - Chickens and eggs and also their nutritional value		
Poultry Nutrition (B/W) English / Hindi	5	675.
Experiments in poultry nutrition to improve egg productions		
An Egg Becomes A Chick	11	1,150.
Chicken eggs from fertilization to hatching		

## SHEEP FARMING

A Visit To A Sheep Farm	12	1,150.
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Issues of fur trade and a day with a trapper		

## RURAL DEVELOPMENT

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If It Can Happen Here	28	2,450.
Lessons from success of multi - purpose co-operative in Andhra Pradesh		
Fifteen Million Children	28	2,450.
The work of Gandhigram Institute of Rural Health and how better child health care has halved the birth rate.		

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## BIOLOGICAL SCIENCES & NATURE STUDY

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Evolution	17	1,150.
Change of living things over time makes today's animals different from that of the past		
Galapagos: Darwin's Clues	12	750.
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The Blueprint of Life	22	1,350.
Mitosis and Meiosis; 3-D animation: genetics in medicine and biotechnology.		
Cells: The Building Blocks of Life	23	1,350.
Detailed 3-D animation; major components of prokaryotics cells; nucleus, nuclear membrane, golgi bodies, microtubules, microfilaments, cytoplasm; Cellular processes, respiration photosynthesis and reproduction.		
Cells: The Basic Units of Life	22	1,350.
Combine animation and fantastic microphotography; from simple cells of unicellular bacteria and protozoa to the complex arrangement of cells multicellular plants and vertebrate animals plant and animals cells.		

### 'Nature Of Life' Series

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This series provides a firm foundation  
in the basic concepts of biology.  
It also discusses the delicate balance of nature

Each programme: 30 minutes : Rs.2,150.

Earth And The Universe (Place within Cosmos)
Atoms & Molecules (Units of elements and compounds)
Cell, The (Smallest living units of organisms)
Diffusion (High to low concentrations)
Photosynthesis & Respiration (Sun - Source of energy)
Tissues (Epithelial, connective, muscles and nerves)
Plant Nutrition (Xylem and phloem, gas exchange)
Plant Movement And Transport (Time lapse photography, carrots and flowers)
Animal Nutrition (Lipids, Carbohydrates and Proteins)
Digestion (Enzymes, gastric juices, small intestine)
Integument, The (Skin: Layers and the five major functions)
Locomotion And Skeletons (Framework, protection, blood production)
Muscles And Exercise (All-or-none" principles of Contraction)
Respiration (Exchange of Oxygen and Carbon Dioxide)
Heart, The (Its anatomy and functioning)
Circulation (Components of blood, platelets, clotting)
Immunity (White blood cells, lymph nodes, antitoxins)
Excretion (Filtration, reabsorption, secretion)
Nervous System, The (Control and Coordination)
Brain, The (Conduction of nerve impulses: research)
Senses, The (Smell, taste, hunger, thirst and receptors)
Eye And The Ear, The (Sound waves, rods and cones, Laser surgery)
Endocrine Glands, The (Different hormones)
Automatic Nervous System, The (Peripheral and central, hypothalamus)
Animal Behaviour (Innate, taxis, reflex and instinct)
Reproduction And Meiosis (Asexual and sexual, stages of Meiosis)
Plant Reproduction (Stamens and pistils in tulips)
Male, The (Anatomy of male reproductive system)
Female, The (Anatomy of female reproductive system)
Development And Aging (Continuous process)
Basic Genetics
DNA And Genes (Molecule of heredity)
Classification (Kingdoms, subgroups, phylumes, classes)
Theory Of Evolution (Charles Darwin and Galapagos Islands)
Basic Ecology (Delicate complex inter-relationship)
Human Ecology (How humans have influenced change)

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