



**Centre for Agricultural Market Intelligence under NAHEP – CAAST
International Agri-Business Management Institute
Anand Agricultural University, Anand**

**Certificate Course
on
Agricultural Market Intelligence**

23rd February to 10th March, 2023



:: Venue ::

**Centre for Agricultural Market Intelligence
IABMI, AAU, Anand**

Course Duration : 2 Weeks

About NAHEP-CAAST, AAU, Anand:

Anand Agricultural University has been awarded an ICAR- World bank funded project to establish Centre for Agricultural Market Intelligence. The major objectives of this project include price forecasting and behavior, export competitiveness, evaluation of e-NAM, market institutions and capacity building of faculty, students, farmers and other stakeholders. Experts from country's premium institutes including IIM- Ahmedabad, Institute of Rural Management (IRMA), Indian Space Research Organization (ISRO), Junagadh Agricultural University, National Cooperative Dairy Federation of India (NCDFI) apart from foreign universities namely Australia's Western Sydney University, and The Papua New Guinea University of Technology are associated with the project.

Centre for Advanced Agricultural Science and Technology (CAAST) is a student centric subcomponent of the World Bank sponsored National Agricultural Higher Education Project (NAHEP) granted to AAU, Anand to provide a platform for strengthening educational and research activities of post graduate and doctoral students

About the Course :

Market Intelligence is the process of collecting relevant information related to the existing market prices, domestic and global agricultural supply and demand conditions, policy environment and other relevant factors; converting those into usable form through scientific modeling and stakeholders' perceptions; and disseminating through effective means so that informed and effective decisions can be taken by the farmers and other stakeholders.

The main purpose of Agricultural Market Intelligence is to disseminate accurate and timely marketing information so as to support in marketing decision making and marketing efforts of entrepreneurs, farmers, government, development organizations, academicians, and researchers.

The course includes different concept and analytics of Market Intelligence in the broad area of agriculture and its allied sectors. The course includes the analysis of market integration, price forecast and its validation, demand & supply, total factor productivity as well as global intelligence and commodity futures trading. The participants will learn different aspects of agricultural market intelligence and its applications.

Eligibility:

Any Postgraduate Students / Faculties / Working Professionals from Academic, Research and Industrial Organizations.

Selection Criteria:

The selected candidates will be informed through email. The course director is the final authority for the selection of candidates based on the eligibility and availability of seats.

Evaluation:

The evaluation of the candidates will be based on quiz, assignment, etc. during the course. The final evaluation will be at the end of the course.

No. of Seat :

60 Participants

Course Fee:

Free

Registration Link:

<https://forms.gle/d3hpBasBTgBPBdsa8>

Important Instructions:

- This is an offline certificate course.
- No TA/DA will be paid by the host institute.
- Attendance is compulsory.
- Certificates will be provided to all the attendees.
- Accommodation will be provided as per availability.

Course Plan :

Day - 1 : Basics of Agricultural Marketing and Agribusiness- I

Day - 2 : Basics of Agricultural Marketing and Agribusiness- II

Day - 3 : Concept of Market Intelligence

Day - 4 : History of Agricultural Market Intelligence

Day - 5 : Market Integration Analysis- I

Day - 6 : Market Integration Analysis- II

Day - 7 : Market Integration Analysis- III

Day - 8 : Price Forecasting- Basics

Day - 9 : Price Forecasting Methodology and Validation

Day - 10 : Demand & Supply Analysis and TFP

Day - 11 : Global Intelligence

Day - 12 : Commodity Futures Trading

Organizing Committee

Patrons

Dr. K. B. Kathiria, Hon'ble Vice Chancellor, AAU, Anand

Dr. R. C. Agrawal, DDG (Education) & National Director (NAHEP), ICAR, New Delhi

Advisors

Dr. Anuradha Agrawal, National Coordinator, NAHEP-CAAST, ICAR, New Delhi

Dr. M. K. Jhala, Director of Research & Dean PG Studies, AAU, Anand

Convener

Dr. R. S. Pundir, Principal & Dean, IABMI & PI, NAHEP- CAAST, AAU, Anand

Course Director

Dr. Y. A. Lad, Associate Professor & Head & CC-PI, NAHEP-CAAST, IABMI, AAU, Anand

Course Coordinator

Dr. Ganga Devi, Assistant Professor & CCPI, Dept. of Agril. Economics, BACA, AAU, Anand

Ms. Vishita khanna, Assistant Professor & Co-PI, NAHEP-CAAST, IABMI, AAU, Anand

Dr. M. R. Prajapati, Assistant Professor & Co-PI, NAHEP-CAAST, IABMI, AAU, Anand

Dr. Chetan Dudhagara, Assistant Professor & Co-PI, NAHEP-CAAST, IABMI, AAU, Anand

Organizing Committee Members

Dr. Jignesh Macwan, RA, NAHEP - CAAST, AAU, Anand

Dr. Vijay Baldodiya, RA, NAHEP - CAAST, AAU, Anand

Mr. Bhavik Patel, RA, NAHEP-CAAST, AAU, Anand

Mr. Apurva Bhoi, PA, NAHEP-CAAST, AAU, Anand

:: Contact Details ::

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