Indian Council of Agricultural Research (ICAR)
National Agricultural Higher Education Project (NAHEP)
Centre for Advanced Agricultural Science and Technology (CAAST)

Workshop on

“Methodology for price forecasting, market competitiveness and export opportunities assessment for dairy & food products”

February 28 & 29, 2020

Organizing Secretary
Dr. Samit Dutta
Dr. A. K. Makwana

Joint Organizing Secretary
Dr. M. D. Gurjar
Ms. Vishita Khanna

Centre for Agricultural Market Intelligence under NAHEP – CAAST
International Agri-Business Management Institute
Anand Agricultural University, Anand
Background
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, The National Cooperative Dairy Federation of India (NCDFI) apart from three foreign universities namely Australia’s Western Sydney University, The Papua New Guinea University of Technology, and The US Texas Tech University are associated with the project.

About NAHEP- CAAST
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 Workshop
In the recent years, high and persistent food inflation has been a matter of concern and in focus of policy discussions, in India. Fluctuations in food prices can cause distress among both consumers and producers, and are often exacerbated by trading networks especially in developing economies where marketplaces may not be operating under conditions of perfect competition for various contextual reasons. Therefore, the price forecast plays a significant role in planning and control processes of the value-chain management in companies. Predictions of market competitiveness for dairy and food products are important determinants in marketing strategies and export opportunities assessment. For business operations in dairy and food products, the accuracy of the forecast is of crucial importance because of the volatile demand pattern influenced by various environmental conditions.

Purpose and Objective
To provide theoretical background and hands-on-training to the M.Sc., Ph.D. students and faculties to understand the fundamentals of price forecasting, export opportunities and market competitiveness for domestic and international market trade of processed food and dairy products.

Course Contents
• Demand Supply Projections and Price Forecasting for Raw Milk, Milk Powder, Butter, Ghee & Butter Oil
• Market Competitiveness of Milk Powder, Butter, Ghee & Butter Oil
• Growth & Export Opportunities for Traditional Indian Dairy Products, Functional Foods & Health Foods
• Growth & Export Opportunities/Competitiveness of Value Added products focusing on Potato, Tomato, Onion, Banana, Mango & pomegranate

Duration and Venue
This is a two-day workshop scheduled to be organized during 28th & 29th February 2020. The programme will be held at the International Agri-Business Management Institute, Anand Agricultural University, Anand, Gujarat, India.

Eligibility
Masters, doctoral students and Faculties of concern disciplines of ICAR accredited SAUs, CAUs, and other UGC recognized universities are requested to apply through online registration process on or before 27th February.

Accommodation & Registration Fee
The participants will be provided free boarding and lodging. No registration fee is to be paid. The programme is fully sponsored by NAHEP – CAAST. Participants will not be entitled for TA. They have to make their own travel arrangements.

Registration Link
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<tr>
<th>Date/Day</th>
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<tr>
<td>28-02-2020 Friday</td>
<td>09.00 to 10.00</td>
<td>Registration and Breakfast</td>
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|         | 10.00 to 11.30 | Demand Supply Projections and Price Forecasting for Raw Milk, Milk Powder, Butter, Ghee & Butter Oil (Session- I) | Mr. Kuldeep Sharma  
Founder – Suruchi Consultants |
|         | 11.30 to 13.00 | Demand Supply Projections and Price Forecasting for Raw Milk, Milk Powder, Butter, Ghee & Butter Oil (Session- II) |                                                                        |
|         | 13.00 to 14.00 | Lunch                                                                |                                                                        |
|         | 14.00 to 15.30 | Market Competitiveness of Milk Powder, Butter, Ghee & Butter Oil (Session- I) | Mr. K. C. Supekar  
M.D.- NCDFI |
|         | 15.30 to 15.45 | Tea Break                                                            |                                                                        |
|         | 15.45 to 17.15 | Market Competitiveness of Milk Powder, Butter, Ghee & Butter Oil (Session- II) | Mr. K. C. Supekar  
M.D. - NCDFI |
| 29-02-2020 Saturday | 09.30 to 11.00 | Methodology to Estimate Export Potential                             | Dr. Ritambhara Singh  
Assistant Professor –  
Agribusiness Economics & Policies |
|         | 11.00 to 11.15 | Tea Break                                                            |                                                                        |
|         | 11.15 to 12.45 | Growth & Export Opportunities of Value Added Products Focusing on Potato, Tomato, Onion, Banana, Mango & Pomegranate | Mr. Abid Deraiya  
MD – Relish Agro India Pvt. Ltd |
|         | 12.45 to 14.00 | Lunch                                                                |                                                                        |
|         | 14.00 to 15.30 | Growth and Export Opportunities for Traditional Indian Dairy Products, Functional Foods & Health Foods (Session- I) | Mr. R. M. Joshi  
Professor & Chairperson  
IIFT |
|         | 15.30 to 15.45 | Tea Break                                                            |                                                                        |
|         | 15.45 to 17.15 | Growth and Export Opportunities for Traditional Indian Dairy Products, Functional Foods & Health Foods (Session-II) | Mr. R. M. Joshi  
Professor & Chairperson  
IIFT |
Organizing Committee

Patron
Dr. R. V. Vyas, Hon’ble Vice Chancellor, AAU, Anand

Programme Advisors
Dr. Y. C. Zala, Principal & Dean, IABMI, AAU
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Dr. Prity Kumari, Assistant Professor, Agril Statistics, CoH, AAU
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Dr. Vinaya Kumar H. M., Assistant Professor, BACA, AAU

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