



**INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
ANAND, GUJARAT**

**IABMI organized Farmers' awareness program on
Price Discovery and Hedging in Cotton at APMC, Karjan
in collaboration with MCX India Ltd., Mumbai**

On August 29, 2018, IABMI in collaboration with MCX India Ltd., Mumbai organized a **Farmers' awareness program on "Price Discovery and Hedging"** in cotton at **APMC, Karjan**. In total, **125 farmers, and 50 other stakeholders** attended the program. The event was funded by the regulator of Commodity Derivatives Market- Securities and Exchange Board of India, through MCX India Ltd.

The program started with Saraswati Vandana followed by the welcome address of Dr. Y. C. Zala, Principal and Dean, IABMI. He talked about the marketing management of Agricultural commodities and need of farmers' training in current market reforms like e-NAM, Contract Farming, Farmer Producer Companies, Contract Farming, and Futures Derivatives Market.

Mrs Daxa Jani of MCX India Ltd., talked about the benefits of futures market to the farmers and how the futures holds strong promise of better price discovery and minimizing risk through different tools like hedging and speculation. She encouraged farmers to participate on the futures market platform by forming Farmer Producer Company and in order to form one, take the help of NABARD. She mentioned that collectively, they can enjoy the benefits of better bargaining power and can lock in the price of produce in case of uncalled for downfall in prices due to disturbed fundamentals of the commodity. She also talked about the role of Warehouse Receipt Financing and that the farmers should take advantage of this facility. She, at length talked about the functioning of MCX India Ltd., as well. Her lecture was followed by the lecture of Dr. P. K. Borad, Professor and Head, Department of Entomology, AAU, Anand. Dr. Borad talked about the issues pertaining to cotton farming, management of insects and pests, more prominently pink bollworm.

The President of the APMC, Karjan Shri Satishbhai Patel and Dr. S.R.Patel, Member, Academic Council, AAU were the chief guest of the program. Both of them promised farmers to provide all help and encouraged them to gain from the better price discovery on the futures platform and take informed decision regarding when to sell, where to sell and at what price to sell. Dr. G. G. Patel, Member, Academic Council, AAU and retired scientist (Agricultural Pathology) also graced the occasion with his presence, and talked about the importance of marketing as well as quality of the product. The overall event was organized and managed by **Dr. Ritambhara Singh, Assistant Professor, IABMI**, under the guidance of **Dr. Y C Zala, Principal and Dean of IABMI, AAU, Anand**.

