

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



**Three Day Workshop
on
“Dairy & Food Product
Market Intelligence”**

:: Date ::

**15th December
to
17th December, 2022**

:: Venue ::

**Radhakrishnan Hall
SMC College of Dairy Science, Anand**



Background

Today, the speed of business moves faster than ever. In such times you have to take strategic, operational and tactical decisions quickly and efficiently. Market intelligence delivers the insights we need to maximise the operational efficiency, boost profit margins and face the market challenges. Food and Dairy segment remain cornerstones of the Indian Economy even in the pandemic year. However, the characteristics of the sector reveal a few critical issues and a scant data driven culture, highlighting its technological lag compared to the developed nations. Market Intelligence acts as a lever for digital transformation which can help the organisation reap higher profits and optimize the processes. Market Intelligence is often seen as something only for large companies and management, but that's not the case at all. It is also crucial in lower management positions and operational areas in order to help decision-making. For example, components such as customer contact, financial evaluations, logistical issues and production of goods all benefit from the use of Market Intelligence because such systems are becoming increasingly multifunctional. All insights into business information can be made visual with Power BI. Having a simple and clear overview of the data is vital to making real-time adjustments to operational processes that are critical to improving business performance.

About Centre for Agricultural Market Intelligence, NAHEP- CAAST:

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.

Objectives:

1. To understand the importance of Market intelligence in Dairy and Food Sector.
2. To study the use of market intelligence in supply chain.
3. To explore the use of market intelligence in strategy formulation for domestic as well as export markets.

Eligibility:

- Interested candidates preferably : Masters - Doctoral students and faculties of concerned disciplines are requested to apply through online registration process.

Registration:

- No fee is to be paid for registration.
- Certificates will be provided to the registered participants.
- No TA/DA will be paid by the host institute.
- Accommodation will be provided as per availability.

Registration link: <https://forms.gle/pJ7MU4mwMitX2hc49>

:: Venue :: Radhakrishnan Hall, SMC College of Dairy Science, Anand



:: Schedule ::

Time	Topic	Expert	Coordinator
15-12-2022			
08:30-09:30 hrs.	:: Registration and Breakfast ::		
09:30-10:00 hrs.	Inaugural Session		Dr. R. S. Pundir Dr. Samit Dutta
Technical Session I 10:00-11:30 hrs.	Address by Chief Guest Keynote Speaker	Shri. Amit Vyas Managing Director Amul Dairy, India, Anand, Gujarat	Ms. Vishita khanna
12:00-13:30	:: Lunch Break ::		
Technical Session II 14:00-15:30 hrs.	Market Intelligence in Supply chain	Mr. Suhrid Patel Co-Founder Impagro Farming Solutions Pvt. Ltd. New Delhi	Dr. A. K. Makwana
Technical Session III 15:30-17:00 hrs.	Marketing Strategies for Dairy Start-Ups	Dr Anil Kumar Dixit Principal Scientist Division of Dairy Economics ICAR-NDRI, Karnal	Dr. M. D. Gurjar
16-12-2022			
09:00-10:00 hrs.	:: Breakfast ::		
Technical Session IV 10:00-11:30 hrs.	Market Intelligence in Agriculture Sector	Mr. Gaurav Kumar Senior Vice President Food and Agribusiness Strategic Advisory & Research Yes Bank limited, Mumbai	Dr. A. K. Makwana
12:00-13:30	:: Lunch Break ::		
Technical Session V 14:00-15:30 hrs.	Digital Media Marketing Strategies for Agriculture and allied sector	Dr. Avani Agrawal Import Export Business Trainer Ahmedabad Management Association Ahmedabad	Ms. Vishita khanna
Technical Session VI 15:30-17:00 hrs.	Production Selection Strategies for International Business	Dr. Avani Agrawal Import Export Business Trainer Ahmedabad Management Association Ahmedabad	Dr. M. D. Gurjar
17-12-2022			
09:00-10:00 hrs.	:: Breakfast ::		
Technical Session VII 10:00-11:30 hrs.	Export Marketing Strategies and cost effective ways of finding foreign buyers for Agricultural & Processed food products	Dr. Abhishek Agrawal Int. Sales and Marketing Professional Accumax Lab Devices Pvt. Ltd. Ghandhinagar	Dr. A. K. Makwana
12:00-13:30	:: Lunch Break ::		
Technical Session VIII 14:00-15:30 hrs.	Importance of Market Intelligence in Dairy and Food Industry	Mr. Ashishkumar Tilavat Project Manager, KT Enterprise Junagadh	Dr. M. D. Gurjar
15:30-17:00 hrs.	Valedictory Session		Dr. Y. A. Lad

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

Programme 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

Organizing Secretary

Dr. Samit Dutta, Principal & Dean, College of FPT & BE and CC-PI, NAHEP-CAAST, AAU, Anand

Joint Organizing Secretaries

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

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

Organizing Committee Members

Dr. A. K. Makwana, Asso. Professor & Head, Kamdhenu University & Co-PI, NAHEP-CAAST, AAU

Dr. M. D. Gurjar, Asst. Professor, Kamdhenu University & Co-PI, NAHEP-CAAST, AAU, Anand

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

Programme Coordinators

Mr. Bhavik Patel, Research Associate, NAHEP – CAAST, AAU, Anand

Mr. Apurva Bhoi, Project Assistant, NAHEP - CAAST, AAU, Anand

Ms. Shraddha Shah, Project Assistant, NAHEP - CAAST, AAU, Anand