



Two Day National Seminar on Digital Agricultural Marketing

Date : 03rd & 04th August, 2023



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

In Collaboration with
Digital AgriMedia, Gandhinagar

Background

Agriculture is an important sector for the Indian economy, providing food and other essential products for consumers. The digital revolution has transformed the way we do business, and agriculture is no exception. In today's world, digital technology has transformed the way businesses operate, including the agriculture industry. With the increasing use of the internet and mobile devices, farmers and agricultural businesses have an opportunity to leverage digital technology to market their products and services more efficiently and effectively. Digital agriculture marketing involves the use of various digital channels such as websites, social media, search engines, email, and mobile apps to promote and sell agricultural products and services. By leveraging these digital tools, agricultural business can better target and engage with their customers, build their brand, and increase sales.

In this seminar, we will explore the importance of digital agriculture marketing and the strategies that can be used to succeed in this field. We will also discuss case studies of successful digital marketing campaigns in agriculture, the challenges and opportunities in digital agriculture marketing, and how digital marketing can be used in agriculture sector. By the end of this seminar, you will have a better understanding of the potential benefits of digital agriculture marketing and the tools and techniques needed to succeed in this field. We hope participants will find this seminar informative and useful in their future endeavors in digital agriculture marketing.

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 Institute of Rural Management (IRMA), Indian Space Research Organization (ISRO), National Cooperative Dairy Federation of India (NCDFI) and Western Sydney University, Australia 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 students as well as faculties.

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/Vkoc3PnXdxdSBw1h7>

Venue :

Auditorium, IABMI, AAU, Anand

:: Schedule ::

Time	Topic	Expert	Coordinator
03-08-2023			
09:00-10:00 hrs. :: Registration and Breakfast ::			
Inaugural Session 10.00 -11.30 hrs.	Address by Chief Guest and Keynote Speaker	Dr. S. S. Kalamkar Director and Professor Agro-Economic Research Centre Sardar Patel University, V.V. Nagar	Dr. R. S. Pundir Dr. Snehal Mishra
Technical Session I 11.30 – 13.00 hrs.	Digital Agricultural Marketing	Dr. R. S. Pundir Principal and Dean, IABMI, PI, NAHEP-CAAST, AAU, Anand	Dr. Snehal Mishra
13:00-14:00 :: Lunch Break ::			
Technical Session II 14:00-15:30 hrs.	Film Production & Media services in Agricultural Market	Mr. Jagdish Dhanani CEO & Managing Director, Digital Agri Media, Gandhinagar	Dr. R. S. Pundir
Technical Session III 15:30-17:00 hrs.	Mobile Apps Services in the Agricultural Marketing for farming community	Mr. Jagdish Dhanani CEO & Managing Director, Digital Agri Media, Gandhinagar	Dr. Snehal Mishra
04-08-2023			
08:30-09:30 hrs. :: Breakfast ::			
Technical Session IV 09:30-11:00 hrs.	Blog Creation, Search Engine Optimization	Mr. Yogesh Oberoi Digital Transformation Coach Founder of Digital Transformation Hub	Dr. Snehal Mishra
Technical Session V 11:00-12:30 hrs.	Affiliate Marketing	Mr. Yogesh Oberoi Digital Transformation Coach Founder of Digital Transformation Hub	Mr. Jagdish Dhanani
12:30-14:00 :: Lunch Break ::			
Technical Session VI 14:00-15:30 hrs.	Social Media Marketing, and PPC (Per Paper Click)	Mr. Sumant Tiwari Head, Chief Marketing Officer MakeSkill, India New Delhi	Dr. Snehal Mishra
Technical Session VII 15:30-17:00 hrs.	Freelancing work with tools & agriculture website	Mr. Sumant Tiwari Head, Chief Marketing Officer MakeSkill, India New Delhi	Mr. Jagdish Dhanani
17:00-17:45 hrs.	Valedictory		Dr. Snehal Mishra

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. Snehal Mishra, Assistant Professor, IABMI and Co-PI, NAHEP-CAAST, AAU, Anand

Joint Organizing Secretaries

Mr. Jagdish Dhanani, CEO & Managing Director, Digital Agri Media, Gandhinagar

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

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Dr. Jignesh Macwan, Research Associate, NAHEP – CAAST, AAU, Anand

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Mr. Vishesh Patel, Senior Research Fellow, NAHEP – CAAST, AAU- Anand

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

