

Two Day Webinar On Emerging Agricultural Marketing Trends and Challenges

Date : 29th & 30th April, 2022



Organized by

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

In Collaboration with

Dept. of Agricultural Economics, B. A. College of Agriculture, AAU, Anand, Gujarat

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Chief Guest & Key note Speaker

Guest Speakers

Day-1



Dr. B. Swaminathan
Assistant Professor
JAU, Junagadh



Dr. Sumit Mahajan
Assistant Professor
LUVAS, Hisar, Haryana

Day-2



Dr. Shivraj Singh
Assistant Professor
SDAU, Dantiwada



Dr. Janailin S. Papang
Assistant Professor
CCSHAU, Hisar

Conveners



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Principal & Dean, IABMI
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Ms. Shraddha Shah, PA, NAHEP - CAAST, AAU, Anand
Mr. Smit Bhavsar, PA, NAHEP - CAAST, AAU, Anand

Background:

On the occasion of 75th year celebration of BACA Ka Amrit Mahotsav, Department of Agricultural Economics, B. A. College of Agriculture, Anand Agricultural University, Anand, Gujarat going to be organized a two days webinar under the theme of “Emerging Agricultural Marketing Trends and Challenges” on 29th & 30th April, 2022.

India has gained self-sufficiency in the agriculture production. Around 48 per cent of households in the country are agricultural household and they derive the monthly income from crop cultivation. India is leading in production of many agricultural crops but finding a market for marketed surplus and getting fair prices have always been a major challenge. Therefore, is needed to translate this production into better remuneration for the farming community by focusing into agricultural marketing system. Long time ago, traditional market system was existence in India. Marketing implied greater magnitude as yields and production started rising after farmers embraced with advanced technologies and these catered the need of efficient regulated marketing system to support the farmers and keep away from them getting manipulated in the market. Thus, it is the need of the hour to focus on the emerging trends of Agricultural marketing to make aware and develop stakeholders with adequate skills, knowledge and information in the area of agricultural 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 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:

The webinar is intended to aware and update the new emerging trends of agricultural marketing in recent era by giving the insights on coverage of the various aspects of marketing like market reforms, online marketing, farmer producer organizations, e-NAM etc., by inviting the experts from academia which will encourage and make aware the participants about the new trends of marketing.

Topics to Be Covered:

- Agricultural Market Reforms
- Online marketing
- Farmer Producer Organizations
- Marketing and Trade of Organic Products
- Value Addition, Processing and Marketing of Agricultural Products
- Trade Scenario of Horticulture and value added products

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.

E-certificates will be provided to the registered participants.



Registration link: <https://forms.gle/We8AXwLK889ao3D16>

: Schedule ::

Time	Topic	Expert	Coordinator
29-04-2022			
09:30-10:00 hrs.	Inaugural Session		Dr. R. S. Pundir Dr. K. S. Jadav
Technical Session I 10:00-11:30 hrs.	Agricultural Market Reforms in India	Dr. Narendra Singh	Dr. Ganga Devi
Technical Session II 11:30-13:00 hrs.	Online Marketing: Prospects and Challenges	Dr. B. Swaminathan	Dr. A. S. Sheikh
Technical Session III 14:30-16:00 hrs.	Value Addition, Processing and Marketing of Agricultural Products	Dr. Sumit Mahajan	Dr. Rachana Bansal
30-04-2022			
Technical Session IV 09:30-11:00 hrs.	Marketing and Trade of Organic Products	Dr. Shivraj Singh	Dr. Ganga Devi
Technical Session V 11:00-12:30 hrs.	Farmer Producer Organizations: A way forward	Dr. R. S. Pundir	Dr. A. S. Sheikh
Technical Session VI 14:00-15:30 hrs.	Trade Scenario of Horticulture and value added products: An Overview	Dr. Janailin S. Papang	Dr. Rachana Bansal
15:30-16:00 hrs.	Plenary Session		

Contact Details:

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