

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

IABMI organized Agribusiness Premier League (ABPL) auction event

On 15th March 2024, students of the International Agribusiness Management Institute, Anand Agricultural University, Anand organized ABPL (Agribusiness Premier League) auction event. This auction was a prototype of a true IPL auction held every season in India by the BCCI. The college witnessed the same josh from every corner that we experienced with IPL. This type of activity is the first of its kind, since the inception of the institute.

In the event total 36 players were in the auction and four franchises participated in the event to bid for 9 players each. Students themselves created four franchises and played the roles of the franchise owners and auctioneer. During the event, students displayed their own created advertisements of different products as a part of the promotional activity of the product.

The purpose of organizing this event was to give exposure to the students about live auction activity and to make them understood business models and their activities. Through this event, students have learned about strategic management, critical thinking, coordination, fund management, time management, etc.,

The whole event was organized by the student committee members and faculty Co-ordinator Dr. Mahesh R. Prajapati, Dr. Dilip R. Vahoniya, and Dr. Chetan R. Dudhagara under the guidance of Dr. R. S. Pundir, Principal and Dean, IABMI, AAU, Anand.

Student giving overview about the ABPL Auction event



Dr. R. S. Pundir, Principal and Dean sir randomly picking player name for starting auction event



Active participation of Franchise owners in Bidding



Feedback of the students about the ABPL Auction event

