



Regional Seminar On

Agricultural Market Intelligence : Prospects and Challenges

October 28-29, 2021

at

Anand Agricultural University, Anand, Gujarat, India



Organized by

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

In Collaboration with

Indian Society of Agricultural Economics, Mumbai

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Background

Agriculture has been, and will continue to be so, in near future, the back bone of Indian economy as more than 60 per cent population of the country is dependent on it for their livelihood, it contributes 16.5 per cent to National GDP and provides about 42 per cent employment to the working population apart from being the engine of growth of the industry sector by way of providing the raw material.

Western region of India includes the states of Rajasthan, Madhya Pradesh, Gujarat, Maharashtra and Goa, combinedly contributes about 30 per cent of the national GDP. These states share many agro-ecologies, ranging from hot arid with desert and saline soils in western Rajasthan and Kutch to hot sub-humid with alluvium soils in south western Gujarat and Maharashtra. All the states in the region are deeply linked, sharing water, electricity and interstate agricultural markets for many products such as cotton, seed spices, tobacco, milk fruits and vegetables, coarse cereals, guar products, fodder etc. Due to rapid industrialisation, urbanisation and growth in income, the region is likely to observe major changes in the existing cropping pattern in favour of high value and commercial crops.

During the green revolution period the country was heavily dependant on imports of many agricultural commodities. Presently, the scenario has drastically changed. The country is not only self sufficient in most of the agricultural commodities but has made substantial progress in exports too. However, farmers condition has not improved as per expectations. Today, the basic problem of the farming community, particularly of small and marginal farmers, who account for some 85 percent and constitute core production system, is marketing.

Review of some studies clearly indicates that in the recent past few year's food prices have become more volatile and exhibited extreme instability particularly in case of vegetables. The high price volatility distorts production and investment decisions which in turn leads to inefficient allocation of resources. An efficient and competitive marketing system is crucial not only to ensure an effective transfer of agricultural commodities from producers to consumers but also in realising its broader objectives of providing market signals and production incentives to farmers, balancing the demand and supply of agricultural commodities and in ensuring efficient utilisation of production resources.

The area of agricultural market intelligence is not limited to short term price forecasts. It is the process of collecting pertinent information related to the existing market prices, domestic and global agricultural demand and supply conditions, policy environment and other related factors, converting those into usable form through scientific and rigorous analysis, and stake holders' perceptions and disseminating the same with the help of modern communication tools. This eventually helps farmers, policy makers, traders and other stake holders to take timely and appropriate decisions.

Unfortunately, this problem of marketing through efficient marketing system has not yet been addressed adequately in compliance with the changing economic environment characterised by liberalisation, privatisation and globalization. Further, in the current dynamic market environment the farmers are unable to understand and interpret price behaviour to their favour. Hence, market information and intelligence, a vital segment of marketing, is crucial to enable farmers and other stake holders to take informed decision about what to grow, when to sell, where to sell and how to sell.

Generation of agricultural market intelligence based on rigorous research, its timely dissemination and creation of awareness among the farmers and other stake holders about its significance, can go a long way, inter alia, in enhancing the farmers income which is need of the hour.

Against this background, the paper writers may, among other things, focus on the following sub themes.

1. Significance of agricultural market intelligence during Covid-19 situation
2. Agricultural marketing and trade in western region of India
3. Digital marketing and information system in agriculture
4. Role of farmer producer organisations in creating efficient marketing system

Invited Papers

Selected Speakers/Authors will be invited to make their presentations on the sub themes of the Regional Seminar. The papers should be submitted by email at: nahepcaast@aau.in. Length of the paper should not exceed 3500 words or 10 pages and should adhere to the current writing style of The Indian Society of Agricultural Economics (ISAE). For further details, please visit <http://www.isaeindia.org>. All paper should include a summary/abstract not exceeding 250 words. Selected papers after incorporating the suggestions received during the regional seminar will be published jointly by the Society.

Registration Fee

No registration fee is to be paid; the programme is fully sponsored by NAHEP-CAAST.

Online Registration will begin on September 20, 2021. Participants will not be entitled for TA claim. They have to make their own travel arrangements.

Registration Link : <https://forms.gle/q7UqxQtNtCaNr2ZbA>

REGISTER NOW



Accommodation

The participants will be provided free boarding and lodging.

How to Reach

IABMI, Anand Agricultural University, Anand is well connected by rail and road from all parts of the country. The IABMI, AAU, Anand is about 4 km away from Anand Railway station and the bus terminal, and well connected with bus/auto facility.

Important Dates

Opening of online registration : 20 September 2021
Last date for submission of Full-Length Paper : 20 October 2021

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