

International Conference

on

**Driving Agriculture Forward: Recent Trends and
Innovations in Agricultural Market Intelligence**

December, 11-13, 2023



Organized by

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

In Collaboration with

**School of Computer, Data & Mathematical Sciences
Parramatta, Western Sydney University, Australia**

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International Conference on Driving Agriculture Forward: Recent Trends and Innovations in Agricultural Market Intelligence

Background:

Marketing is the key problem of farming community in India, particularly for small and marginal farmers who constitute core production system and account for about 86%. Within marketing, market intelligence is vital segment in the changing economic environment characterized by liberalization, privatization and globalization. There has been need of market intelligence for all stakeholders with particular focus on farmers, academicians, policy makers and agri-entrepreneur.

Agricultural market intelligence plays a crucial role in providing essential information and analysis for farmers, traders, policymakers, and other market functionaries to make informed decisions and develop effective strategies. It involves gathering, analyzing, and interpreting data related to various aspects of the agricultural market, including price forecasts, market trends, supply and demand dynamics, digital agricultural marketing, and various market institutions.

Price forecasting is crucial part of agricultural market intelligence. It includes analyzing historical price data, supply and demand dynamics, weather conditions, government policies, and other relevant factors to predict future price movements of agricultural commodities. The price forecasts enable farmers, traders and other stakeholders to plan their production, marketing and to implement appropriate measures to manage market fluctuations.

Digital agricultural marketing refers to the use of digital technologies and platforms to produce qualitative commodities and market in an efficient way. It helps in taking proper and timely decision in the growing stage using scientific information provided through Digital platform. It also enables farmers and agribusinesses to reach a wider audience, improve market access, enhance product visibility, and establish direct connections with consumers.

Marketing institutions play a vital role in facilitating the smooth functioning of agricultural markets. These institutions broadly include agricultural cooperatives, farmer producer's organization, e-NAM, commodity exchanges, and marketing boards. They provide market information, support price discovery, regulate market operations, promote quality standards, facilitate storage and transportation, and offer financial and technical assistance to farmers and agribusinesses.

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 the need of the hour.

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

1. Agricultural Market Intelligence and Innovative Price Forecast Methods

- Emerging Trends in Agriculture Market Intelligence
- Agricultural Marketing
- Price Forecast through Univariate and Multivariate Modelling
- Global Trade and Futures Market

2. Role of Market Institutions in Creating Efficient Marketing System

- Farmer Producer Organisations
- e-NAM and other Marketing Institutions

3. Digital Agricultural Marketing

- ICT Applications in Agricultural Marketing
- Role of Digital Platform in Enhancing Agricultural Market Intelligence
- Digital Supply Chain Management

4. Machine Learning and AI application for Predictive Analytics

- Machine Learning and Artificial Intelligence
- Drone and Internet of Things
- GIS, Remote Sensing and Image Processing
- Blockchain and its Applications

Anand Agricultural University, Anand

Anand Agricultural University (AAU) is a renowned agricultural university located in the state of Gujarat, India. It was established with the aim of providing education and research in various fields of agriculture and allied sciences. The foundation of the university was led by the legendary Indian freedom fighter and social reformer, Sardar Vallabhbhai Patel, who played a significant role in the country's independence movement.

The university main campus is spread over an area of 284.23 ha. and has approximately 625.83 ha. of land at different regional stations, research substations and Krishi Vigyan Kendra located under four different Agro-Climatic Zones of the state. At present, the university has 6 degree colleges and 8 PG institute, five polytechnic colleges, 10 on-campus and 18 off-campus Research Stations spread over nine districts of central Gujarat.

The mission of the university is to provide teaching, research and extension related services in agriculture and allied sciences to develop excellent human resource and innovative technologies for the services to the farming community with a vision of making Gujarat and India agriculturally prosperous. Research, Education and Extension are the three avenues in which AAU converges its gross efforts to achieve the integration of innovation, teaching, and outreach training, and to produce graduates and post graduates with excellent quality, innovative technologies for services to the farming community with the main motto of making Gujarat and India agriculturally prosperous.

Centre for Agricultural Market Intelligence, NAHEP- CAAST, AAU, Anand

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, Indian Space Research Organization, National Cooperative Dairy Federation of India and Western Sydney University, Australia 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.

Digital Agriculture Research at Western Sydney University, Australia

Western Sydney University has achieved remarkable recognition for its unwavering commitment to the United Nations' Sustainable Development Goals, securing the prestigious top spot in the world for two consecutive years. Additionally, it proudly ranks within the top 2% of universities globally, a testament to its dedication to research, innovation, and teaching. The university's impressive research accomplishments resonate both nationally and internationally. Western Sydney University's progressive vision serves as an inspiration, making it a model for educational institutions worldwide, showcasing the transformative power of education in driving positive change and societal impact. Within this umbrella, it has a very active research program on Digital Agriculture exploring a holistic approach to achieving sustainable food security enabled by cutting-edge innovations in Digital Technologies.

Call for Papers

The academicians, researchers, experts, policymakers, and other stakeholders around the world can submit their papers in line of theme. Selected Papers are called to make their presentations on the sub themes of the International Conference. The papers should be submitted by email at: conference@aaui.in. Length of the paper should not exceed 3500 words or 10 pages. All paper should include a summary/abstract not exceeding 250 words. Selected papers after incorporating the suggestions received during the international conference will be published in form of a book with some reputed publisher.

Call for Posters

Selected Speakers/Authors will be invited to make their poster presentations on the sub themes of the International Conference. The size of the poster must be 1 m x 0.75 m.

Eligibility

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

Accommodation

The participants will be provided boarding and lodging on the basis of availability. Hotels and Guest houses are available on paid basis.

How to Reach

Anand Agricultural University, Anand is well connected by rail and road from all parts of the country. The University is 70 km away from Sardar Vallabhbhai Patel International Airport, Ahmedabad and 45 km Vadodara Airport/ Railway station and 4 km away from Anand Railway station and the bus terminal.

Registration

- There is no registration fee, the conference is fully sponsored by NAHEP-CAAST.
- Online Registration will begin on August 28, 2023.
- Traveling cost shall be borne by the participants
- Certificates will be provided to the registered participants.

Registration Link

For National Participants

<https://forms.gle/HwEHUdGSaKJ6yx0M7>

For International Participants

<https://forms.gle/pLwkCeDvGD5r1BXX8>

Important Dates

Opening of online registration	28 August, 2023
Last date for submission of Full-Length Paper	31 October, 2023
Confirmation Notification	10 November, 2023

Contact

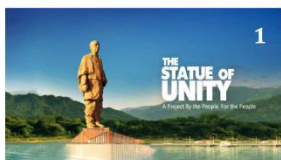
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Visiting Places



- Statue of Unity, Sardar Sarovar**
130 Km Away from Anand Agricultural University
- Akshardham, Gandhinagar**
105 Km Away from Anand Agricultural University
- Science City, Ahmedabad**
88 Km Away from Anand Agricultural University
- Pavagadh**
84 Km Away from Anand Agricultural University
- Laxmi Vilas Palace, Vadodara**
40 Km Away from Anand Agricultural University
- Sabarmati Ashram**
85 Km Away from Anand Agricultural University