



**Indian Council of Agricultural Research (ICAR)
National Agricultural Higher Education Project (NAHEP)
Centre for Advanced Agricultural Science and Technology (CAAST)**

Workshop on

“Methodology for price forecasting, market competitiveness and export opportunities assessment for dairy & food products”

February 28 & 29, 2020



**Organizing Secretary
Dr. Samit Dutta
Dr. A. K. Makwana**

**Joint Organizing Secretary
Dr. M. D. Gurjar
Ms. Vishita Khanna**

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

Background

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, The National Cooperative Dairy Federation of India (NCDFI) apart from three foreign universities namely Australia's Western Sydney University, The Papua New Guinea University of Technology, and The US Texas Tech University are associated with the project.

About NAHEP- CAAST

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.

About the Workshop

In the recent years, high and persistent food inflation has been a matter of concern and in focus of policy discussions, in India. Fluctuations in food prices can cause distress among both consumers and producers, and are often exacerbated by trading networks especially in developing economies where marketplaces may not be operating under conditions of perfect competition for various contextual reasons. Therefore, the price forecast plays a significant role in planning and control processes of the value-chain management in companies. Predictions of market competitiveness for dairy and food products are important determinants in marketing strategies and export opportunities assessment. For business operations in dairy and food products, the accuracy of the forecast is of crucial importance because of the volatile demand pattern influenced by various environmental conditions.

Purpose and Objective

To provide theoretical background and hands-on-training to the M.Sc., Ph.D. students and faculties to understand the fundamentals of price forecasting, export opportunities and market competitiveness for domestic and international market trade of processed food and dairy products.

Course Contents

- Demand Supply Projections and Price Forecasting for Raw Milk, Milk Powder, Butter, Ghee & Butter Oil
- Market Competitiveness of Milk Powder, Butter, Ghee & Butter Oil
- Growth & Export Opportunities for Traditional Indian Dairy Products, Functional Foods & Health Foods
- Growth & Export Opportunities/Competitiveness of Value Added products focusing on Potato, Tomato, Onion, Banana, Mango & pomegranate

Duration and Venue

This is a two-day workshop scheduled to be organized during 28th & 29th February 2020. The programme will be held at the International Agri-Business Management Institute, Anand Agricultural University, Anand, Gujarat, India.

Eligibility

Masters, doctoral students and Faculties of concern disciplines of ICAR accredited SAUs, CAUs, and other UGC recognized universities are requested to apply through online registration process on or before 27th February.

Accommodation & Registration Fee

The participants will be provided free boarding and lodging. No registration fee is to be paid. The programme is fully sponsored by NAHEP – CAAST. Participants will not be entitled for TA. They have to make their own travel arrangements.

[Registration Link](#)

Schedule

Date/ Day	Time	Topic	Speaker
28-02-2020 Friday	09.00 to 10.00	Registration and Breakfast	
	10.00 to 11.30	Demand Supply Projections and Price Forecasting for Raw Milk, Milk Powder, Butter, Ghee & Butter Oil (Session- I)	Mr. Kuldeep Sharma Founder – Suruchi Consultants
	11.30 to 13.00	Demand Supply Projections and Price Forecasting for Raw Milk, Milk Powder, Butter, Ghee & Butter Oil (Session- II)	
	13.00 to 14.00	Lunch	
	14.00 to 15.30	Market Competitiveness of Milk Powder, Butter, Ghee & Butter Oil (Session- I)	Mr. K. C. Supekar M.D.- NCDFI
	15.30 to 15.45	Tea Break	
	15.45 to 17.15	Market Competitiveness of Milk Powder, Butter, Ghee & Butter Oil (Session- II)	Mr. K. C. Supekar M.D.- NCDFI
29-02-2020 Saturday	09.30 to 11.00	Methodology to Estimate Export Potential	Dr. Ritambhara Singh Assistant Professor – Agribusiness Economics & Policies
	11.00 to 11.15	Tea Break	
	11.15 to 12.45	Growth & Export Opportunities of Value Added Products Focusing on Potato, Tomato, Onion, Banana, Mango & Pomegranate	Mr. Abid Deraiya MD – Relish Agro India Pvt. Ltd
	12.45 to 14.00	Lunch	
	14.00 to 15.30	Growth and Export Opportunities for Traditional Indian Dairy Products, Functional Foods & Health Foods (Session- I)	Mr. R. M. Joshi Professor & Chairperson IIFT
	15.30 to 15.45	Tea Break	
	15.45 to 17.15	Growth and Export Opportunities for Traditional Indian Dairy Products, Functional Foods & Health Foods (Session-II)	Mr. R. M. Joshi Professor & Chairperson IIFT

Organizing Committee

Patron

Dr. R. V. Vyas, Hon'ble Vice Chancellor, AAU, Anand

Programme Advisors

Dr. Y. C. Zala, Principal & Dean, IABMI, AAU

Dr. R. S. Pundir, Professor & PI, NAHEP-CAAST, IABMI, AAU

Dr. Y. A. Lad, Associate Professor, IABMI, AAU, Anand

Organizing Secretary

Dr. Samit Dutta, Associate Professor, FBM, College of FPT & BE, AAU.

Dr. A. K. Makwana, Professor, SMC College of Dairy Science, AAU

Joint Organizing Secretary

Dr. M. D. Gurjar, Assistant Professor, DBM, SMC College of Dairy Science, AAU

Ms. Vishita Khanna, Assistant Professor, IABMI, AAU

Organizing Committee Members

Dr. D.J. Parmar, Associate Professor, Agril Statistics, BACA, AAU

Dr. M.R. Prajapati, Assistant Professor, IABMI, AAU

Dr. Ganga Devi, Assistant Professor, Agril Economics, BACA, AAU

Dr. Ritambhara Singh, Assistant Professor, IABMI, AAU

Dr. Snehal Mishra, Assistant Professor, IABMI, AAU

Dr. Prity Kumari, Assistant Professor, Agril Statistics, CoH, AAU

Dr. C. R. Dudhagra, Assistant Professor, IABMI, AAU

Dr. Vinaya Kumar H. M., Assistant Professor, BACA, AAU

Program Coordinators

Mr. Divyang M Prajapati, Research Associate, NAHEP – CAAST

Dr. Jignesh Macwan, Research Associate, NAHEP - CAAST

Dr. Deepak Waghmode, Research Associate, NAHEP - CAAST

Dr. Vijay Kumar Baldodiya, Research Associate, NAHEP - CAAST

Mr. Bhavik Patel, Research Associate, NAHEP – CAAST

Mr. Nirav Prajapati, Research Associate, NAHEP – CAAST

Dr. D. K. Jayswal, Research Associate, PIU- NAHEP, ICAR, New Delhi

Ms. Kripali D. Dave, Senior Research Fellow, NAHEP - CAAST

For more information please contact

Dr. Samit Dutta (Organizing Secretary)

Associate Professor, Department of Food Business Management

College of Food Processing Technology & Bio-Energy

Anand Agricultural University, Anand- 388110

Email: nahepcaast@aau.in

Tel/Fax: 02692-261302

Mob: +91 9978908612