



INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
ANAND, GUJARAT



Launching of “Centre for Agricultural Market Intelligence” and Inauguration of Three days Workshop on “Price Forecasting: Methodology and Approaches”

A vibrant three day workshop on “Price forecasting: Methodology and Approaches” under NAHEP CAAST Project was held at IABMI, AAU, Anand. A total of 230 participants including P.G (Masters and Ph.D.) students and faculties witnessed the magnificent launching of this centre and were benefitted by this prolific workshop. Main objectives of this project could be broadly divided into following categories: Price forecasting with the help of ISRO’s Partnership, to conduct research on global intelligence, agricultural marketing with focus on E-NAM, to study the Farmer Producer Organization and facilitate higher education and eventually pass on the benefits to the farmers.

Dr. R.V.Vyas honorable acting Vice Chancellor of the university, presided over the inaugural function. Dr. N.C.Patel, former vice chancellor of AAU, graced the function as chief guest, Dr. A.M.Shekh and Dr. D.N.Raveendran acted as guests of honor. Along with them other dignitaries who shared the dais included; Dr. Y.C.Zala, principal and dean of IABMI, Dr. R.S.Pundir, Principal Investigator and secretary, Dr. Y.A.Lad Associate professor and coordinator and Dr. Snehal Mishra Assistant Professor and co-ordinator of the workshop.

Dr. Y.C.Zala, elucidated regarding foraying into area of market intelligence which is the need of time and is although unexplored till date. In his address, Dr. R.S.Pundir opined that main objective of this project on agriculture market intelligence is to improve the quality of teaching & research of PG students and faculties at AAU through conducting research capacity building programs in frontier areas in collaboration with premium institutions. Further he added that PG students and faculty members will have opportunity to visit foreign universities to learn advanced things in their areas. While discussing about the workshop he said that price forecasting is the vital for farmers about the prices which will help them in taking informed decisions before sowing and harvesting the crops.

Furthermore, Dr. N Raveendran an eminent personality and pioneer in marketing research intelligence expressed his full confidence in realizing the objectives of this program and assured his mentorship for the same. He propagated the motto of ‘Think Global, act local’. Also Dr. A.M.

Shekh, Ex. V.C. of AAU voiced his opinions, he suggested vigorous hard work should be undertaken by entire team and thereby needful modifications should be recommended to NITI Aayog and concerned authorities.

Dr. N.C.Patel shared his insights based on the enormous experience, he suggested focus on FPOs and thereby enhancing bargaining power of the farmers. Words of wisdom were shared by Dr.R.V.Vyas in his presidential address. He elaborated present day price fluctuations of onion and its impact on farmers. He suggested, *inter alia*, that this Centre of Agricultural Market Intelligence should prepare some policy paper to address this issue. He conveyed his firm belief in vitality of this centre and its contribution which is expected to bring rewarding changes in higher education and eventually benefits for the farmers by providing them timely and prolific market intelligence.

