

First Circular



36th

NATIONAL CONFERENCE ON Agricultural Marketing

14th, 15th and 16th, November 2022

Organised by

Indian Society of Agricultural Marketing

PJTSAU Campus, Rajendrangar

Hyderabad-500 030 | www.agrilmktg.in

&

Department of Economics

Shivaji University, Vidyanagar,

Kolhapur-416 004 | www.univshivaji.ac.in

The 36th National Conference on Agricultural Marketing of Indian Society of Agricultural Marketing will be held jointly with the Department of Economics, Shivaji University, Kolhapur, Maharashtra, on 14th, 15th and 16th, November 2022. **Dr. Ashok Dalwai, IAS, CEO, National Rainfed Area Authority (NRAA), New Delhi** will deliver the Presidential Address at the conference. The conference will discuss the following three themes on which research papers are invited:

THEME 1: Role of Technology in Agricultural Produce Marketing

THEME 2: Marketing of Livestock and Livestock Products: Importance, Issues and Strategies

THEME 3: Status of Agricultural Marketing Interventions in the state of Maharashtra

About the submission of papers for discussion at the conference:

- a. Papers should be original in their findings and prepared exclusively for the conference in accordance with the guidelines provided under each theme.
- b. Papers should not normally exceed ten pages, typed in double space on one side of A- 4 size paper.
- c. All papers should have the summary, strictly not more than in 200 words.
- d. Papers should bear the title below which name and addresses of the authors should be given
- e. All text/figures / graphs in the paper should be in black and white.
- f. One hard copy of the paper by land mail, and a soft copy in word file through email, should reach the Office of the Society at Hyderabad, **positively before 10th September 2022.**
- g. Only one paper will be accepted from each author, on any one of the themes.
- h. Papers written within the given frame of the themes and supported by data will only be considered for the conference.
- i. Papers running beyond 10 pages, and with long summaries, not relevant to the themes and submitted beyond the due date will be summarily rejected.
- j. Communication of acceptance of papers for the conference will be sent to the respective senior authors by 20th September 2022.
- k. All correspondence regarding the submission and acceptance of the papers for the Conferences should be addressed to the **Secretary and Managing Editor, Indian Society of Agricultural Marketing, PJTS Agricultural University Campus, Rajendranagar, Hyderabad-500030** (Phone: 040-2401 4884, Mobile: 83338 36351, e-mail: secretary.isam.ngp@gmail)
- l. Details of the Conference schedule will be given in the Second Circular issued before the end

of September 2022 by the Local Organizing Secretary of the conference, **Prof. Dnyandev C. Talule, Department of Economics, Shivaji University, Kolhapur**, (Mob: 9423750555; Ph: 0231-2609177/9180; Email: dnyanshrinit@gmail.com).



GUIDELINES FOR PAPER WRITERS

THEME 1: ROLE OF TECHNOLOGY IN AGRICULTURAL PRODUCE MARKETING

ICT-enabled market information services enhance farmers' access to the markets and their awareness about the demand and supply situation. Such services will equally benefit the traders in locating the market and their choice raw material. Real time price information will improve the bargaining power of the farmer sellers and help buyers to quote right price. ICTs also foster networking among the agri-stakeholders. Cyber (electronic) trading help farmer sellers to connect with pan India trading community to gain price benefits. E-NAM is the step towards e-commerce in the country. There are many agencies involved in providing real time market wise commodity prices such as Agmark net, Agri Market App, Kisan Suvidha App etc. However, the benefit of these sources are largely enjoyed by the traders and progressive farmers. To reach the technology to the needy illiterate poor and small holders, the technology should be user friendly and in local languages. To reap the benefit of the generated information by all the stakeholders, village level officials should involve in disseminating the information with dedication.

In the agricultural Produce Markets, spread across the country, the need for the technology starts from the entry point where the arrivals are recorded. Live display of the auctioning activity, bidding details, grades and related prices are important for both sellers and buyers operating in the market. Display of real time prices and arrivals of different commodities in different markets enable the buyers and sellers to plan their schedule of buying and selling. Technology related to online payments by all the stakeholders in the market help in improving the efficiency and transparency. Simplified grading technology would help the graders in the market to dispose of the lots without time loss, especially during the harvest time when large number of lots arrive. Technology to display of trends of arrivals and prices help the sellers and buyers in a big way. Thus technology in the marketing operations are important for the benefit of all the stake holders.

Use of packing technology is important for farm produce to reduce handling losses and damage during transit. Packing technology is enabling perishables horticulture produce, fish, eggs, meat etc. to reach the final consumer without quality and quantity losses. Packing technology is more important for over seas trading. Technology used to increase the shelf life of the produce improves the efficiency of supply chain management. Cold storage and cold chain technologies add temporal and spatial value to

the agricultural produce especially to the perishables. Technology used in mechanical processing, cleaning, grading and packing add value to the produce and gain confidence of the consumers. Establishment of cargo hub and dry dock technologies help in integrating the marketing functions and promoting upcountry and over seas marketing. There are many low cost technologies available in the areas of cleaning, sorting, processing, packing and storage which can be adopted in the rural areas which will promote marketing activities in remote locations. Collective approach by SHGs, FPOs and cooperatives to adopt technology is more economical and sustainable. Paper writers may examine the use of technology at various stages of marketing the agricultural produce and related cost benefits to the stake holders.

Paper writers may examine the economic benefits accrued by the stake holder from various types of technology. Various benefits of technology based marketing and supply chain such as time saving, price gains, consumer preferences, handling losses, quality management etc may be examined.

THEME 2: MARKETING OF LIVESTOCK AND LIVESTOCK PRODUCTS: IMPORTANCE, ISSUES AND STRATEGIES

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India has a large livestock resource and the people dependent on the sector are also very large. Importance of Indian livestock sector is increasing year after year in view of its role in providing food and nutrition security and livelihood for millions of people particularly small, marginal and landless people and weaker sections of the society. The importance of livestock production system as an integral part of the farming systems is increasingly felt realizing the need for diversification of crop based agriculture to sustain rural income and livelihood. A number of factors such as land utilization pattern, feed and fodder availability, changes in utility aspects, socio-economic changes, increased rate of urbanization, food and nutrition awareness etc. have implications to livestock sector. The commercial aspects of livestock production and utility have become more important today with increasing economic pressures and increasing economic costs of inputs and services. With increase in animal production costs in the changing times it has become important to consider appropriate strategies of maximizing returns from animal production activities under a range of situations. Livestock production with pragmatic marketing approaches of demand driven utility is considered a panacea for the current crop production constrains of excess production and inability to market at reasonable prices.

The stakeholders including farmers need to adopt scientific and modern aspects in livestock production and marketing to realize the full potential of the livestock species. Marketing of livestock and their products is important for improved and efficient utilization which in turn contribute for demand driven sustainability. Modern technologies, policies

and programmes need to support each one of these aspects of animal production to achieve maximum gain under a range of situations. Innovative marketing approach is a continuous need of the sector. The issues need to be identified and strategies to be formulated and adopted in the larger interest of the stakeholders and the National food security and economic interest. Importance of livestock production has been recognized for doubling of farmers income, climate change mitigation and promoting make in India concept. Following aspects could be considered by the paper writers for developing and projecting relevant approaches in this sector:

- i. Status of livestock and livestock products marketing in India.
- ii. Economic role of livestock production and products
- iii. Way forward to strengthen milk, meat, leather and poultry sectors.
- iv. Importance of export trade in livestock sector and WTO implications.
- v. Policy and technology support for sustainable production, processing and marketing of livestock and their products.

THEME 3: STATUS OF AGRICULTURAL MARKETING INTERVENTIONS IN THE STATE OF MAHARASHTRA

Maharashtra is one of the major states in India contributing to agricultural production and agri-exports. Perpetual demand potential from the consuming markets at Mumbai and Pune has induced crop diversification to high value crops in the state. By providing suitable infrastructural facilities and through various promotional activities the state has supported agricultural, horticultural, dairy, fishery and livestock development which have created considerable employment opportunities in the state. With an impressive growth in the production of grapes, mango, orange, pomegranate, strawberry etc., the state has emerged as the Fruit Bowl of India. With an aim to promote the concept of Ease of Doing Business, the state has initiated many suitable marketing reforms which were applauded by the NITI Aayog. The state has introduced many interventions to expand domestic and international trade of agricultural produce. The brand image of different fruits produced in the state has made a big dent both in India and abroad. MSAMB operates 31 farmer markets in the state involving farmer cooperatives, Farmer Producer Organizations (FPOs), Farmer Producer Companies (FPCs) and farmers self-help groups (SHGs). The establishment of terminal markets, cargo hubs, SEZs, prestigious National Institute of Post Harvest Technology (IPHT), promotion to FPCs/FPOs, commodity specific cooperatives and private agr-markets are the significant interventions in the area of agricultural marketing in the state. Monopoly procurement of cotton was first introduced in the state to sustain the farm income of cotton growers. However, several inherent problems in the

process of implementing the promotional schemes stagnated per capita income of the farmers. There has been no consistency in the procurement operations for pulses, oil seeds, cotton etc. which is significantly affecting the farm income in the state. The government is keen on crop diversification to promote sustainable agriculture, reduction in import dependence and providing higher income to the farmers. Adoption of technology, providing adequate farm credit, establishment of wider market network can help the farming community to get better the price benefits for their produce. Mechanism to widen the network of FPOs/FPCs, the introduction of MSP for the sensitive and high-value crops, implementation of MIS for horticultural produce and the creation of price stabilization fund by the state marketing authorities are proposed to make farming more viable in the state. Formulation of crop clusters with suitable infrastructure and marketing support would benefit the state in increasing the contribution of agriculture to the SGDP. Suitable crop diversification is more important to replace paddy and sugarcane to conserve water resources in some pockets in the state. Paper contributors may consider the following broad issues:

- a) Role of MSP and Market network to induce Crop Diversification and Technology adoption to enhance Farm Income.
- b) Economics of Group and Cooperative farming and marketing of farm produce including FPOs/FPCs/SHGs.
- c) Impact of dairy, fishery, livestock sectors on farm income.
- d) Contribution to SGDP from high value fruits and vegetable crops and their -exports.
- e) Initiatives and Technology support for horticultural produce in the state and their economic impact.
- f) Policy support envisaged for the promotion of crop diversification, value addition and technology adoption.
- g) Status of e-trading platform (eNAM), Futures trading and contract farming in Maharashtra.

Note: Paper writers may take into consideration, the postal delays while dispatching the hard copies of their papers and ensure that they reach the Office of the Society **not later than 10th September, 2022.**

Please mention Phone Number also along with the address of the Society, if papers/letters are sent through courier services.

Note: The details of the conference may be given wider publicity among the scholars and staff.

Date: 22/3/2022
Hyderabad-30

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