

ONE DAY NATIONAL SEMINAR ON AGRICULTURAL MARKETING IN INDIA

March 23rd, 2017

Sponsored by the University Grants Commission under SAP DRS-I

Genesis of the Seminar:

Agriculture sector in India has witnessed a paradigm shift from the erstwhile subsidized and controlled price mechanism to that of open market mechanism where both the physical and virtual market exists. From the impact of demonetization to that of penetration of Kisan Credit Cards, Indian Agricultural sector has experienced newer developments in the recent years. To meet the ever growing demand of agricultural produce shifting from local haats and mandis to the big retail outlets, the intermediaries are playing a pivotal role in this sector. However absence of the basic amenities like cold storage, transportation means, minimum education to farmers, organized market for agricultural produce, lack of financial avenues, poor promotion policy etc. have generated an enthused and an overwhelming response for the researchers, policy makers and the civil society members to revisit these issues and find means to cater this ever growing sector. The basic expectation from this seminar is to create an environment which would contribute an unparalleled intellectual flavour and academic variety to the various facets of Agricultural Marketing in India so that it can contribute to the policy formation to introduce a better agricultural marketing strategy as well as enrich the present body of literature.

Theme of the Seminar:

Agricultural Marketing in India

Sub Themes:

- 1. Genesis of Agricultural Market in India.**
- 2. Agricultural Product Pricing System in India**
- 3. Supply Chain Management of Agricultural Produce**
- 4. Agricultural Finance and sustainable growth**
- 5. Issues in Organic Agricultural Produce**
- 6. Government initiative and culture of Inorganic Cultivation.**
- 7. Digitisation and Small Agricultural Farmers in India**
- 8. Demonetization and its impact on Agricultural Marketing.**
- 9. Minimum Support Price and Procurement Policy of the Govt. of India.**

Contribution of Paper:

Research Papers are invited to cover any of the above sub themes in soft copy to be submitted as per the details annexed. It is important to note that the papers must be sent on MS Word format with Times New Roman font and predominantly font size of 12. However the font size for the tables and other exhibits may be determined by the author to suitably adjust to the

page as all these tables, figures and exhibits should be placed within and in between the text of the paper appropriately. The papers should be within 3000 words excluding the references and are expected to contain detailed methodology and specific results. The paper must be accompanied by an abstract of not more than 200 words with maximum of 5 key words and a title page where the author's details should be highlighted. It is important to note that the papers so submitted in the seminar will undergo a review process and only those papers accepted by the reviewers shall be allowed to present in the seminar.

Important Dates

<i>Submission of Full Paper</i>	<i>February 17, 2017</i>
<i>Communication of Acceptance of the Paper</i>	<i>February 27-28, 2017</i>
<i>Registration</i>	<i>March 1, 2017</i>
<i>Seminar Date</i>	<i>March 23, 2017</i>
<i>Papers need to submitted at</i>	<i><u>sapsemrcomdu@gmail.com</u></i>

About the Department:

VISION : To groom up the Department as a center of excellence in Commerce education.

MISSION : To achieve enrichment in the quality of teaching, research and extension activities.

The Post-graduate Department of Commerce of Dibrugarh University was started in the year 1978. The Department has played a pivotal role in the field of post-graduate education and research in Commerce in the North-Eastern Region. It conducted **two-year full-time M.Com** Course under **Annual system** since inception. With the changing needs in environment, the Department switched over, in the year 2001, to P.G. Course under Semester System with specialization in **Accountancy** and **Human Resource Management**. It has been conducting **M.Phil. Course in Commerce** since 1993. The Department has the unique distinction of being the first centre for running **M.Phil. Course in Commerce within the North-Eastern Region**. The Department has also been promoting research programmes leading to the Ph.D. degree in Commerce and allied disciplines.

Since 2009, the department has started offering its PG courses in **Finance** and **Marketing** under **Choice Based Credit System** and from 2014 onwards the department has become a part of **School of Commerce and Management Science** after the introduction of schools concept in the University. **The department has been awarded with the SAP DRS- I by the UGC in the year 2016 on the thrust area of Rural and Agricultural Marketing.**

About Dibrugarh University:

Dibrugarh University, the easternmost University in India, was established in 1965 consequent upon the provisions of the Dibrugarh University Act, 1965, enacted by the Assam Legislative Assembly. It is a leading research and innovation driven University that acts as a spatial slot to configure the socio-cultural dynamics of North East India. The University encourages myriad enterprises that harbour on a constellation of thinking, theorizing, and reflection.

The University has a prolific and productive industrial academia interface. With its strong global links in teaching and research programmes, the University offers dynamic educational experiences that prepare the next generation to lead and make a difference and thus contribute

to the society at large. The University hosts 175 affiliated colleges and institutes that spread over seven districts of Upper Assam. Dibrugarh University is a member of the Association of Indian Universities and is recognised by all the universities in India and abroad. Recently Dibrugarh University ranked **268** overall, and **4th** among Indian Universities in the **2016 UI GreenMetric World University Rankings**.

It is situated at Rajabheta, five kilometres to the South of the Dibrugarh town and well connected by road, rails, air and waterways. The University has a vast sprawling campus (550 acres) set in bucolic and idyllic surroundings. Dibrugarh, which is one of the commercial and industrial hubs of North East India, also occupies a unique place in the field of art, literature and culture. It is internationally known as a rich tea producing district, and is also on the global map for its rich reserve of minerals like coal, oil and natural gas. Its diverse flora and fauna make it an exciting region from the environmental and ecological point of view. The various people who inhabit this district present a polychromatic ethnic mosaic and make it a very attractive destination for academia all over the globe.

Seminar Registration Fees:

- 1. Academician: Rs. 2,000/- (With Paper)**
- 2. Academician: Rs. 1,500/- (Without Paper)**
- 3. Scholars and Students : Rs. 1,000/- (With Paper)**

*registration fees include seminar kit, food, handouts and e-abstract

The Registration fee may be remitted by Cash at the registration desk prior to the start of the Seminar on the Seminar day. Otherwise the participants may send their registration fees by Demand Draft in favour of **The Registrar** payable at Dibrugarh or may register themselves by way of fund transfer as per the details given below:

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Mr. Dipankar Saikia, Department of Commerce, Dibrugarh University.

Venue of the Seminar:

Indira Miri Conference Hall, Near LLB Library, Dibrugarh University.

For More details, please contact:

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