

experience in the area.

❖ The research papers shall be preferably in the standard research format, spelling out the need for study, objectives of the study, hypothesis if any, methodology, techniques of data analysis, findings/results, conclusion, references and statistical tables, in that order.

❖ The papers shall be submitted in both hard copy (on A-4 size paper with one-and-a-half line spacing) and soft copy (in MS word format on CD or as an e-mail attachment). Papers without soft copy accomplishment are liable for rejection.

❖ The deadline for receipt of the full paper along with abstract and registration fee is 5<sup>th</sup> March 2010.

#### Registration Fee per participant

☞ Rs. 1500/- for each person sponsored by Governments, firms, companies, NGO's, etc.

☞ Rs. 500/- for each faculty of Universities/ Colleges/research institutions

☞ Rs. 200/- for each PG student or research scholar (subject to production of bona fide certificate from the respective institution).

The registration fee shall be paid by DD only and it should be drawn in favour of "The Organizing Secretary, National Seminar on Changing Ethos of Agribusiness Management and Education", payable at Mysore.

**NB: Registration fee includes conference material, accommodation and food.**

Non-paper presenters are also welcome to participate in the seminar by paying the prescribed registration fee.

#### ACCOMMODATION

All paper presenters/participants will be accommodated in the guest houses/hostels in and around the University campus. The accommodation will be provided from the afternoon of 18.03.2010 till the afternoon of 21.03.2010.

#### LOCAL TRANSPORT

Arrangements are made to pick-up the participants from city railway station and bus station. On their arrival, participants may look for volunteers displaying seminar banner/badges.

#### VENUE OF THE SEMINAR

Institute of Development Studies, University of Mysore, Manasagangotri, Mysore 560 006

NB: The organizers of the seminar will not be able to meet the travel costs of participants/paper presenters. They may seek their travel assistance from their respective Institutions.

#### ABOUT MYSORE CITY

Mysore city, the capital city of the erstwhile Mysore State (now Karnataka State), is the Royal city and cultural capital of Karnataka. Located at a distance of 139 kms from Bangalore city, Mysore is the second largest city in Karnataka and now the preferred destination for several sun-rise industries including IT firms. Mysore is one of the most beautiful cities in India and a major tourist centre. The famous Dasara festival, Mysore Palace, Zoo garden, Chamundi hills, Jaganmohana Palace (Museum) and Brindavan gardens; are all well known to Indians as well as foreigners. Mysore is also a favorite shopping centre for sandalwood handicrafts & silks and sarees. Mysore is linked by very good road and rail transport. Weather in Mysore city in February is very pleasant, the temperature ranging from 18°C to 31°C.

For further details please contact

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NATIONAL SEMINAR  
ON

## CHANGING ETHOS OF AGRIBUSINESS MANAGEMENT AND EDUCATION

March 19-20, 2010  
(Rescheduled Date)



Organized by

Institute of Development Studies  
University of Mysore, Mysore

&

National Institute of Agricultural Marketing  
Jaipur, Rajasthan

**TWO-DAY NATIONAL SEMINAR ON  
CHANGING ETHOS OF  
AGRIBUSINESS MANAGEMENT AND EDUCATION**

**March 19-20, 2010**

(Kindly note that owing to the University Convocation scheduled on March 5-6 2010 the Seminar has been rescheduled on March 19-20, 2010)

Of late agribusiness as a profession has been drawing increasing attention of industry doyens, academicians as well as policy makers. With the increasing diversification of agriculture and growing exports of value added agricultural products, agribusiness is gaining increasing significance. The growth of agribusiness sector calls for specialized manpower to handle the challenging tasks. In view of this the importance of agribusiness management is growing faster. Agribusiness provides an opportunity to farmers and other stakeholders to realize higher and more stable incomes. Accordingly the dimensions of agribusiness management and education are changing fast. The proposed seminar is intended to throw light on the growing complexities of agribusiness management and education.

This seminar provides a forum for exchanging ideas on the nature and complexities of agribusiness enterprises and also for discussing the changing dimensions of agribusiness management and education in India. The Seminar aims to bring together the experts in the field, academicians, firms, policy makers, officials from govt. institutions / organizations and students as well as young researchers from the different agribusiness management institutions all over the country for a thorough interaction on the changing ethos of agribusiness management and education.

With the increasing incomes and emulation of

western food habits as a result of rapid globalization of the Indian economy, the demand for processed food products has been rising fast. Accordingly agri-business in India is expanding rapidly. Agri-food business in India is estimated to be \$ 300 billion which is roughly one fourth of the nation's GDP. Agri-business can be classified into five broad sectors, viz., agri-input, agri-output, food processing, allied and support services. These together comprise over 20,000 firms of which about 8000 are in the organized (corporate) sector where there is substantial scope for white collar jobs with fairly high salaries.

There are two types of career options in agri-food business - technical and managerial. The latter is usually better than the former in terms of salary, status and future growth. If one wants to become a decision maker in a corporate body or even wants to start one's own venture, one must have a management education background. A mere technical degree would not be enough in today's highly competitive and dynamic agri-food business.

It is estimated that currently agri-food business in the organized sector requires over 5000 management professionals per annum at entry level. This is expected to double in about 5 years. However hardly 1200 technical agri-food science graduates are going for management education and opting for management career in agri-business. So, there is a big career opportunity for these and bio-sciences graduates after doing a customized post-graduate agri-business management course.

Accordingly several agricultural universities and institutes have started agri and food business management programmes for the last over a decade. This seminar aims to discuss threadbare the changing patterns of agribusiness management and education in

India in recent years.

The major topics covered in the seminar include

- ♦ Growth and dimensions of agri-business management in India
- ♦ Regulated Markets in the context of Agri-business Management
- ♦ Agro-processing management
- ♦ Contract farming management
- ♦ Management of Food Retailing
- ♦ Value chain management
- ♦ Information Technology and Agri-business
- ♦ Globalization and agri-business
- ♦ Post harvest management.
- ♦ Livestock products-based Agri-business
- ♦ Spot and futures trading
- ♦ Input marketing management
- ♦ Food safety and quality standards
- ♦ Management of value added agri-exports
- ♦ Agri-business infrastructure management
- ♦ Financing of agri-business enterprises
- ♦ Management of organic food production and marketing
- ♦ Agri-business policies
- ♦ Changing patterns of agribusiness management education
- ♦ Student placement programmes
- ♦ Industryinstitution interface
- ♦ Job opportunities in agri-business management
- ♦ Campus interviews by corporate sector for agri-business management graduates.

The authors are welcome to prepare their papers on any of the above topics in the following format:

❖ The paper should be submitted in full as well as in abstract form. The full paper should not exceed 4000 words and the abstract about 250 words.

❖ The papers may be based on research work using either primary or secondary data or on professional