

ICAM - 2011



# International Conference

on

## AGRICULTURAL MARKETING IN THE CONTEXT OF CHANGING GLOBAL ECONOMIC ORDER



**25 -26 March 2011**

*Organized by*

*Institute of Development Studies, University of Mysore, Mysore*

*In Collaboration with:*

*University of Agricultural Sciences  
Bangalore*

*Karnataka State Agricultural Marketing Board  
Bangalore*

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## **Preamble**

Agricultural marketing has been undergoing tremendous changes with the ushering in of the new international economic order by rapid globalization and domestic market reforms in the last one-and-half decades. Consequent upon the establishment of WTO, the agricultural sector in all the member countries of WTO has been thrown open to the vagaries of international economic transactions. The agricultural sector, especially in developing countries like India, has become extremely susceptible to changes in the global economic fluctuations.

With the opening up of overseas markets for fresh as well as processed agricultural products, the need for global quality standards in products, sanitary and phyto-sanitary norms, changing marketing practices, etc., has become more urgent. In view of this, the conventional farm products are gradually giving way to new and internationally demanded processed farm products. *Pari passu*, the age-old agricultural marketing systems are being replaced by new marketing systems as exemplified by the emergence of chain stores, modern food retailing and corporatization of supply chain in marketing.

With such a fast changing agricultural marketing scenario the farm producers not only have a great opportunity to cash in on the advantages thrown up by modern marketing systems but also face a great challenge in that their production and exports have become more vulnerable to the risks and uncertainties of globalization.

Given these changes, an international conference on agricultural marketing is quite timely and appropriate. Hence this conference.

## **Objectives of the Conference**

The conference aims to bring together the academicians, marketing experts and practitioners, policy makers, development functionaries and agribusiness firms on a common platform to interact on different dimensions of the topic. The conference also provides a forum for international experts to share country experiences in agricultural marketing. The conference is also contemplated to provide the much needed inputs for policy making in respect of agricultural marketing in the emerging economies.

## **Who would benefit from this Conference**

- Faculty, researchers and students from Agricultural Universities and Agribusiness Management Institutes.
- Marketing executives of agribusiness firms.
- Agribusiness management / marketing consultants.
- Officials from marketing organizations, commodity boards, parastatals / cooperatives
- National and international development organizations involved in promotion of agribusiness.
- Officials and development functionaries from Central and State Governments involved in agricultural and rural development.
- NGOs and SHGs involved in rural development.

## **Major Topics covered in the Conference**

- Institutional reforms in agricultural marketing in the context of liberalization
- Structural changes in imports and exports of agricultural commodities

- Country experiences in agricultural marketing
- Emerging agricultural marketing systems
- Quality standards in agricultural marketing
- Marketing strategies in the context of globalization
- Ramifications of new world economic order for agricultural marketing in developing countries
- Public-private partnership in agricultural marketing
- Commodity exchanges and derivatives trading in agricultural marketing
- Agricultural marketing, food security and poverty alleviation
- Agricultural marketing laws and regulations
- WTO and regulations pertaining to international trade in farm products
- Price mechanism in agricultural markets



**The authors are welcome to prepare their papers on any of the above topics keeping in view 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 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 e-mail attachment). Papers without soft copy will not be accepted.
- **Papers should be within the topics indicated.**
- **Papers accepted for the conference will be printed either in summary or in full in the conference compendium.**
- **Select papers presented at the conference will be published in a book subsequently.**
- The deadline for receipt of the full paper along with abstract and registration fee is **March 1, 2011.**
- **All correspondence should be addressed to The Organizer, ICAM, Institute of Development Studies, University of Mysore, Manasagangotri, Mysore 570 006, India.**

## Registration Fee per Participant

Participant Category	Indian (Rs)	Foreign (\$)
Sponsored by Government/Banks/National and International Institutions/Firms/NGOs, etc	2000	200
Academic Faculty	1000	150
Research Scholars*	500	50
Students*	300	50

\* Subject to production of certificate from the respective institution/research guide

The registration fee shall be paid by DD only and drawn in favour of “The Organizer, ICAM”, payable at Mysore.

The registration fee includes conference material, tea/coffee, lunch and dinner and shared accommodation. The accompanying members will be charged Rs. 800 per person per day.

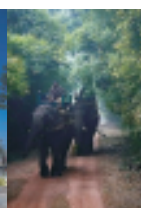
**NB: Those who are not presenting papers are also welcome to participate in the conference by paying the prescribed registration fee.**

### Accommodation

Accommodation will be provided to the participants on request and on sharing basis in the University guest houses and guest houses of other organizations in and around the University campus.

However, for those who wish to have exclusive hotel accommodation in Mysore city at their cost, a list of select hotels closer to the conference venue with tariffs and telephone numbers is given hereunder. Delegates are advised to make hotel booking on their own

Hotel with email ID	Telephone Number	Tariff excluding tax (in INR)	
		Single	Double
Hotel Regaalis < salesmys@ushalexushotels.com >	+91-821-2426426	5750	6250
Royal Orchid Metropole < rooms@royalorchidhotels.com >	+91-80-41276667	5500	6100
Pai Vista < vista@paihotels.com >	+91-821-2521111	3000	3500
Kings Kourt Hotel < kingskourt@gmail.com >	+91-821-2421142	2500	3000
Royal Inn < royalinn@indiatimes.com >	+91-821-2415153	1800	2200
Hotel Ruchi the Prince < ruchitheprince@gmail.com >	+91-821-2413072	1350	NA
Hotel Paradise < hotelparadise@airtelmail.in >	+91-821-2410366	1200	1500
The Roost < helpdesk@roosthotel.com >	+91-821-2410077	975	NA



### Local Transport

Arrangements will be made to pickup the participants from Mysore city railway station, bus station and Airport. On their arrival, participants may look for volunteers displaying conference banner/badges.

### Venue of the Conference

**Institute of Development Studies, University of Mysore, Manasagangotri, Mysore – 570 006**

**NB:** The organizers of the conference shall not reimburse the travel costs of participants/paper presenters. They may seek 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 carvings, handicrafts and silks & sarees. Mysore is linked by very good road, rail and air transport. There are also good number of trains and buses between Bangalore and Mysore. Temperature in Mysore city in March ranges from 20°C to 32°C.



### Sponsors Welcome!

The conference organizers gleefully welcome corporate firms, MNCs and institutions from India and abroad to sponsor the conference. The sponsorship will entitle them to use the conference forum/venue to promote their products/technologies/ideas.

**For further details please contact:**

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