



**13TH BRAINSTORMING SESSION
OF
INDIAN AGRICULTURAL UNIVERSITIES ASSOCIATION (IAUA)
ON
AGRICULTURE MARKET INTELLIGENCE**

OCTOBER 17-18, 2024



**Organized by
Anand Agricultural University
Anand, Gujarat
&**

**Indian Agricultural Universities Association (IAUA)
G-5, Office Block-A, NASC Complex,
Dev Prakash Shastri Marg, Pusa Campus,
New Delhi-110012**

Dear Sir/Madam,

The Indian Agricultural Universities Association (IAUA) and Anand Agricultural University, Anand cordially invite you to attend the 13th Brainstorming Session of IAUA on "Agriculture Market Intelligence" Scheduled to be held on October 17-18, 2024 at Anand Agricultural University, Anand, Gujarat. During the event, various issues including innovative price forecasting models, global trade, marketing institutions like farmers producer organizations, e-NAM and digital marketing will be deliberated. Your active participation and meaningful discussion in this brain storming meet would help to ensure in fostering the efficient marketing system in the country, which is need of the hour.

ABOUT IAUA

Indian Agricultural Universities Association (IAUA) was established on 10th November 1967. There were nine founder-member Agricultural Universities. The founder president was Dr. P. N. Thapar, Vice Chancellor of Punjab Agricultural University, Chandigarh (now Ludhiana). The Association's main objective is to promote agricultural research, education and extension in the universities and the states, thereby promoting rural development in the country. It also acts as a bureau of information to facilitate communication, coordination and mutual consultation among agricultural universities.

Presently, IAUA has 73-member universities, which include 65 State Agricultural Universities (SAUs); four Deemed Universities (DUs) under Indian Council of Agricultural Research (ICAR), three Central Agricultural Universities (CAUs) and one Central University with Agriculture Faculty. In terms of specialization, there are 46 Agricultural; seven Horticulture; 20 Veterinary, Animal, Fisheries and Dairy Sciences Universities. All the SAUs, SVUs, CAUs and DUs in India, which provide an integrated programme of teaching, research and extension in Agricultural, Horticulture, Veterinary, Animal and Fisheries sciences, are qualified to become members of the Association. The IAUA has organized 84 events since its establishment which includes 47 Annual Vice Chancellor's Convention, 15 National Symposia, 12 Brain Storming Sessions, 9 Regional Meetings and One International Conference.

ABOUT AAU

Anand Agricultural University (AAU) is a renowned agricultural university located in the state of Gujarat, India. It was established with the aim of providing education and research in various fields of agriculture and allied sciences. The foundation of the university was laid by the legendary Indian freedom fighter and social reformer, Sardar Vallabhbhai Patel, who played a significant role in the country's independence movement.

The university main campus is spread over an area of 284.23 ha and has approximately 625.83 ha of land at different regional stations, research substations and Krishi Vigyan Kendras located under four different Agro-Climatic Zones of the state. At present, the university has 7-degree colleges and one PG institute, five polytechnic colleges, 10 on-campus and 18 off-campus Research Stations spread over nine districts of Central Gujarat.

The mission of the university is to provide teaching, research and extension related services in agriculture and allied sciences to develop excellent human resource and innovative technologies for the services to the farming community with a vision of making Gujarat and India agriculturally prosperous. Research, Education and Extension are the three avenues in which AAU converges its gross efforts to achieve the integration of innovation, teaching, and outreach

training, and to produce graduates and post graduates with excellent quality, innovative technologies for services to the farming community.

ABOUT ANAND

Anand is known as the "Milk Capital of India," known for the Amul dairy and the white revolution led by Tribhuvandas Patel, Verghese Kurien, and H. M. Dalaya. The city houses the headquarters of the Gujarat Cooperative Milk Marketing Federation Ltd (GCMMF), the National Dairy Development Board (NDDB), Institute of Rural Management Anand (IRMA), Vidya Dairy, and Anand Agricultural University, in addition to Sardar Patel University, Charotar Vidyamandal University and Bhaikaka University at nearby places of Vallabh Vidyanagar and Karamsad.

WEATHER AND ACCOMMODATION

During the period of this event, Anand typically experiences relatively dry weather with daytime temperatures to range from comfortable 21°C to warm 36 °C. Light clothing is recommended for daytime activities. Accommodation is available in the University Guest houses and nearby institutions/hotels.

HOW TO REACH

Anand is well connected through air, rail and road links from all parts of the country. Anand Agricultural University is 70 km away from Sardar Vallabhbhai Patel International Airport, Ahmedabad and 45 km Vadodara Airport/Railway station and 4 km away from Anand Railway station and bus terminal.

THEME AND SUB-THEMES OF BRAINSTORMING SESSION

1. Inaugural Session with Keynote Address

Theme: Agriculture market Intelligence

2. Technical Sessions: Sub-Themes

- (i) Importance of agricultural market intelligence and innovative price forecast methods
- (ii) Growth, prospects and challenges in agricultural marketing and global trade
- (iii) Role of digital marketing and market institutions in fostering efficient marketing system



ORGANIZING COMMITTEE

Patrons

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Vice Chancellor
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