

First Circular

35th National Conference on Agricultural Marketing

14th, 15th and 16th December 2021

Organized by



**Indian Society of
Agricultural Marketing (ISAM)**
PJTS Agricultural University Campus
Rajendranagar
Hyderabad-500030, Telangana

and



**Department of Economics
University of North Bengal**
Raja Ramamohunpur
Dist. Darjeeling
West Bengal - 734 013

The 35th National Conference on Agricultural Marketing of Indian Society of Agricultural Marketing will be held jointly with the Department of Economics, University of North Bengal, Raja Ramamohunpur, Dist. Darjeeling, West Bengal-734 013 on 14, 15 and 16, December 2021. **Dr. G.R. Chintala, Chairman, NABARD, Mumbai**, 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 FPOs in Augmenting Farm Income

Theme 2. Price Integration of Farm Produce Among Rural, Urban and Export Markets

Theme 3. Status of Agricultural Marketing in West Bengal.

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 appear.
- 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 in word file through email, should reach the Society Office at Hyderabad, **positively before 15th October 2021**.
- 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 **25th October 2021**.
- k. All correspondence regarding the submission of the papers for the Conference should be addressed to the Secretary and Managing Editor of the Society at Hyderabad.

1. Details of the Conference schedule will be given in the Second Circular issued during the month of October, 2021 by the Local **Organizing Secretary of the Conference, Prof. Kanak K. Bagchi**, Dept. of Economics, North Bengal University, Raja Rammohanpur, Dist. Darjeeling, West Bengal, 734 013, Ph: 7407905565; Mob.9434886016, Email:kkgbagchi@hotmail.com.

GUIDELINES FOR PAPER WRITERS

THEME 1

Role of FPOs in Augmenting Farm Income

Since ages farmers with small holdings are exploited in the marketing of their produce. With limited marketable surplus, the small and marginal farmers who are generally resource poor, illiterate and can not get access to the price information heavily loose the price benefit in the markets. They operate in the markets individually and hence can not have bargaining power. This gives room to the buyers to dominate and dictate the process. Poor returns compel these farmers to invest less on the farm inputs resulting in low productivity. Considering these anomalies in the markets, policy makers have advocated the formation of farmers collectives, called as farmer producer organisations which bring the willing farmers under one umbrella to produce and trade their farm produce collectively. This members of the FPOs will share their resources and the farm output is pooled to form a viable lot to market. Thus they increase their bargaining power and get better returns. With more capital, these FPOs develop their marketing infrastructure and add value to their produce before marketing. Higher income to the members of the FPOs enabling them to diversify to the high value crops and sell their produce in far off markets and even in the foreign markets. With the enabling business model and able managerial skills, the FPOs increase their marketable surplus and trade at wholesale level. In order to bring a desired development in Indian agriculture, FPOs play significant role. In this context, paper writers may submit papers on.

1. Mechanism to scale up the performance of FPOs
2. Models to integrate the FPOs at regional and national level.
3. Process to alien the FPOs with agricultural development.

4. Models adopted by successful FPOs.
5. Expected policy support to bring functional and managerial improvement of FPOs.

THEME 2

Price Integration of Farm Produce Among Rural, Urban and Export Markets

The country is bestowed with a large network of wholesale markets (6536), rural markets (27294) and state controlled (regulated) markets (7521). The rural markets which cater to the villages invariably lack marketing infrastructure and operate on a low scale. They are deprived of price data and competition among the buyers. Prices are decided on the spot and the traders buy the produce to aggregate, clean, grade, pack, store and transport to a wholesale markets to sell for a higher price. These village merchants who operate in the one or more than one village markets, collect the farm produce, gain huge margins. The village markets function in isolation and the prices in these markets do not maintain any parity between them and the wholesale markets. The similar disparity exists between the wholesale markets and the upcountry markets and international markets. The situation is a bit better in the regulated markets. Regulated markets provide necessary infrastructure to facilitate trading of the farm produce and generate price signals to influence the village markets and the upcountry markets. Thus the better managed regulated markets are able to integrate the prices between the rural, wholesale and overseas markets to an extent. In order to have a desirable price integration among the layers of markets, the functional and managerial improvement of the markets is essential. It is also important to produce the commodities to qualify for exports in terms of international standards and consumers' preference. It is obvious that exportable farm produce earn high returns to the farmers. Produce suitable for exports need to be segregated at the primary market level. Such measure will help in getting better price to the farmers. In this direction, E-NAM was introduced in many markets to integrate the markets and prices. However, due to some inherent problems, the scheme has not gained popularity. Poor network of markets in the country is a detrimental factor towards price integration. Recent steps by the Government of India through three marketing laws, to make marketing of agricultural produce free from all restrictions aim at price and market integration, the efficacy of which is still to be seen. Scholars

may examine the path of price integration among the markets, degree of integration, impact of integration on market behaviour, farm income, consumer prices and food inflation. Suggestive models to bring effective integration of prices and markets may be put forth.

THEME 3

Status of Agricultural Marketing in West Bengal

West Bengal is bestowed with 56 lakh ha. of cultivable land of which 62% area is irrigated and spread across six agro climatic zones. The state grows variety of fruits and vegetables. It ranks second in the production of fish and potato. The state is having a significant production of rice, maize, sugarcane, pineapple, banana, flowers, shrimp, Jute, meat and dairy products. Department of agriculture takes a proactive role in providing various incentives to promote higher productivity and e-connectivity among farming communities. The Netaji Subhas Training Institute takes up various training programmes in agricultural marketing. The state has 22 regulated markets under which 515 sub-markets function. There are around 71 lakh operational holdings are there in the size with an average size of holding of 0.79 ha. Around 92% are small and marginal farmers, with very small marketable surplus generally trade in the Krishak Bazar spread across the state(186). It is important to note that the network of markets is not adequate to facilitate trading of agricultural production in the state. Each market covers an area of 67 sq. miles of area, causing difficulty to the farmers to bring their produce to the markets. In order to increase the farm income the markets should be equipped with adequate infrastructure and administrative staff. Around 50 Farmer Producer Companies have formed with the help of SFAC. Similarly, some FPOs and SHGs are into collective marketing of farm produce. Some of the markets like at Siliguri, are located in strategic nodal points, to cater to Sikkim, Myanmar and Bangladesh. Such markets should be developed as International markets with modern amenities and infrastructure.

A close look at the status of agricultural markets and marketing is necessary to identify the ways and means to increase the farm income in the state. The contribution of agriculture to the state GDP should be increased by improving the cropping

patterns, increasing market network and evolving strategies to integrate the domestic and markets of neighbouring countries. There is enough crop diversification existing in the state. Market led production should be promoted for selected commodities which fetch better income to the farmers. Since adequate number of cold storages are not available in the state, the farmers, especially the potato growers are facing marketing problems. The operational issues of cold storages should be transparent and farmer friendly. In order to modernise the trading practices, the state has introduced single point licence to the traders dealing with agricultural produce facilitating them to trade anywhere in the state. Similarly, e-permit facility is created for the farm produce to move with ease to any part of the state. Efforts are being taken to connect some markets with e-nam. The efficacy of markets, schemes and technology adoption may be examined and crop and area specific policy frames may be prepared to augment the farm income in the state. With this background, paper writers may examine the issues relating to the agri-marketing in the state and provide way forward to enhance the farm income and state economy.

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 15th October, 2021.**

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

In case, a large physical gathering is not possible (depending upon the Govt. regulations relating to Covid-19), the event may be a mixture of both offline (not exceeding fifty participants) and online (for all other participants) modes.

Note: The details of the conference may be brought to the notice of all concerned and displayed in the notice boards of the departments and libraries.

(Dr. T. SATYANARAYANA)

Secretary and Managing Editor

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Date: 23rd August 2021