



Jehangir Cama-AMA Centre for
Agriculture and Farm Management



Workshop on
**Integrated Value Chains of
Agriculture/horticulture Commodities**
Saturday, December 10, 2016 • 10.00 a.m. to 1.15 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, Vastrapur, Ahmedabad 380 015

Indian farmer suffers from the phenomenon of double squeeze. On the one hand, the productivity of horticulture and field crops is low. On the other hand, he gets only fraction of the consumer price and he does not get any technical and market information from the processors and retailers. Agro processing industry feels constrained because it has to procure the raw material largely through the middle men. It does not get the processable varieties and industry has no leverage to offer technical support to the farmers and get the required raw materials of quality and quantity for processing. Only sources of technology and innovations for the farmer are the government institutions and agricultural universities.

Recent marketing reforms have created possibilities of contract farming and direct marketing enabling the industry to create integrated value chains for win win situation for farmers, processors/exporters, retailers and consumers. Several Producers organisations and private sector units have successfully created integrated value chains. This workshop is designed for experience sharing among the integrated value chain.

PROGRAMME
(10.00 to 1.00 p.m.)

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| 10.00 to 11.45 | <i>Welcome/Introduction</i> Need for Integrated Value Chain Dr. U.K. Srivastava , Former Faculty, IIM-A <i>Key-note address</i> Integrated Value Chain – Experience of INI Farm Mr. Pankaj Khandelwal* Chairman & Managing Director, INI Agri Pvt. Ltd. |
| 11.45 to 12.00 | Tea/Coffee |
| 12.00 to 12.30 | <i>Value Chain in Fresh Fruits</i> Mr. A.S. Ramanujam , Adani Wilmar Ltd. |
| 12.30 to 01.00 | <i>Gujarat Experience – Value Chain of Banana</i> Dr. R.G. Patil , Former Research Scientist, Navsari Agriculture University |
| 01.00 to 01.15 | Concluding |
| 01.15 | Lunch |

*Confirmation awaited

Registration Fee: Rs.500/- per participant. Fee Includes course fee, cost of reading material lunch and refreshments.

Registration: Please send your registration along with participation fee to:
Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur,
Ahmedabad 380 015 • Phone:079-26308601-6 • Mobile : 9537407187 • Fax: 079-26305692
E-mail: ama@amaindia.org • Website: www.amaindia.org • Mobile App: AMA-Ahmedabad amaIndia.org

