



National Seminar

on

“GLOBAL OPPORTUNITIES IN AGRICULTURE ENTREPRENEURSHIP / BUSINESS (GOAEB)”

December 15-16, 2014

Jointly Organized by

Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri

Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth (BSKKV), Dapoli

Dr. Panjabrao Deshmukh Krishi Vidyapeeth (PDKV), Akola

Vasantrao Naik Marathwada Krishi Vidyapeeth (VNMKV), Parbhani

&

Journal of Agriculture Research & Technology (JART)

Venue:

Lokshahir Anna Bhau Sathe Natyagrah
(Pune Municipal Corporation),
Near Swami Vivekanand Statue,
Bibwewadi, Pune-411 032, Maharashtra, INDIA

www.sauagribusiness.com



INTRODUCTION :

All the four Agricultural Universities in the State of Maharashtra viz. Mahatma Phule Krishi Vidyapeeth (Agricultural University), Rahuri; Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli; Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola and Vasantnao Naik Marathwada Krishi Vidyapeeth, Parbhani are actively engaged in imparting agriculture education to the students, and conducting the need based basic and applied research, and provide the training and extension services to the farmers in the State in particular and in the country in general. These Universities have 33 constituent and 133 affiliated colleges with total intake capacity of 14152 students per year, across different disciplines namely Agriculture, Horticulture, Engineering, Biotechnology, Food Science and Technology, Fisheries, Forestry, Home Science and Agri-business Management at the Graduate, Post-Graduate and Doctoral levels. Also there are 251 constituent Agricultural Schools / affiliated Agricultural Technological Schools. These universities along with 80 research stations spread over the State cater the agriculture education, research, training and extension needs. In Maharashtra, there are about 44 Krishi Vigyan Kendras (KVKs) of which about 35 per cent of them belong to Universities. After completion of their education, this large pool of trained manpower works in various sectors of development, research, teaching, administration or become entrepreneurs or enters into the various businesses. These Universities jointly publish the "Journal of Agriculture Research and Technology" (previously named as Journal of Maharashtra Agricultural Universities), thrice in a year, which was started in 1976. There are about 1100 life members of the journal. Research contributions made by the Scientists encompassing all the disciplines and sectors related to agricultural science, technology and engineering and other relevant sectors are published in this research journal.

It is strongly felt that if the prominent personalities graduated from these universities are brought on one platform to enable them to interact with the present students, faculties and business personnel which will definitely benefit for the overall development of the agricultural sector. Hence, to cater the need of the people working in different sectors of agriculture and to explore further business opportunities, the National Seminar on "Global Opportunities in Agriculture Entrepreneurship / Business (GOAEB)" is being organized at Lokshahir Anna Bhau Sathe Natyagrah (Pune Municipal Corporation), Bibwewadi, Pune on December 15-16, 2014 jointly by four state agricultural Universities and JART.

ABOUT THE SEMINAR :

Agriculture sector as a whole contributes to nearly 25 per cent of GDP of India. Notably about 70 per cent of the population depends on agriculture for their livelihood. Agriculture and allied sectors is mainstay of the Indian economy. They need a lot of inputs / source of raw materials on which several industries and businesses are basically dependent. The input industries particularly seeds, fertilizers, insecticides pesticides, irrigation systems, agricultural implements and transportation, processing industry, etc. depend on agriculture. The post harvest industries include processing and production of variety of consumers' goods, cold storage, packaging and transportation. Agriculture and agriculture dependent industries and business also support several service sectors such as sales and marketing, credit and banking, consultancy, IT, etc.

Agriculture and allied industries and businesses are further divided into several segments including fruits and vegetables, flowers, plantation crops, spices, forestry, aromatic & medicinal plants; fisheries sector; animal husbandry and livestock and sericulture, post harvest and value addition, food grains / oilseeds / pulses grading, vegetables, seed processing, fruits food processing, cold storage, packaging, transportation, inputs (seeds, fertilizers, chemicals), implements and machineries, precision farming, irrigation and protected cultivation and the natural resources management. Introduction of management principles to operate agri-business would certainly provide rich dividends. This approach would help the country to be the leader in South Asia. With plenty of manpower, land and water resources along with tropical weather condition, India can compete with other developed countries and capture the global market. There is a good scope to expand our agriculture in this direction and train the manpower accordingly by modifying the course curricula as per the needs, integrating the industries and business and making efforts to open the agri-business to the students of agriculture background. This National Seminar will certainly provide a forum to review the progress made in agriculture business and give new vistas to agro-based industries.

THEMES :

The seminar is planned with the following broad themes which will address the issues regarding business interest, opportunities and developments in different agriculture sectors.

(A) Agri-Business:

There are several agri-business sectors which need special skills, business mind, capacity building, market intelligence, experiences, etc. Therefore, it is necessary to have active coordination between Universities (teachers, scientists and students) and different agri-industries and business personnel to understand the needs of each other for mutual benefits to be accrued which will help to equip the Universities for up-gradation of course curricula, to generate and supply trained manpower as per the need of industry, and provide job opportunities to the trained manpower. Different agri-business areas considered as theme are:



Agricultural Technology :

Input industries : Fertilizer, Insecticides and Pesticides, Seed/Planting Material, Farm Implement and Machinery, Irrigation Systems, Agricultural Credit Advisory Service- Insurance, Consultancy, etc. A few more could be added as per need of the industry.

Agricultural marketing : Import, export, internal consumption, retail and bulk marketing

Value addition : Post Harvest Technology, Food Processing, Ware Housing, Packaging, Storage, Transportation, etc.

(B) Agricultural Entrepreneurships :

The agriculture sector offers the renewed opportunities for entrepreneurship development due to the increased awareness of consuming quality products, enhance the production and productivity per unit of the resources used, automation and mechanization, PHM, etc. These include Dairy industries, Mushroom Production, Tissue culture, Nursery Management, Poly House / Green House, Custom hiring, Consultancy, etc. This theme will address the different issues for making these opportunities more productive, attracting agriculture graduates towards these entrepreneurship and investigating the possibilities of providing umbrella to the entrepreneurs by the business houses and industrial sector.

PARTICIPANTS :

Seminar is open to all the business and industry personnel and entrepreneurs involved in agriculture sectors, banking, credit and commerce organizations, marketing bodies, teachers, academicians, researchers and students from the agricultural universities, colleges, and institutes and private sector involved in agriculture activities. The seminar is also open to all those who are expecting to set up agri-business and wish to have entrepreneurship.

PAPER SUBMISSION :

All the participants from above stated categories are invited to submit the papers addressing the themes of the Seminar. Participants can submit only one paper with first authorship. The length of the paper should be limited to 5000 words and the detail format of the paper can be found at: www.sauagribusiness.com. However, it is not mandatory for the participant to submit the paper for attending the Seminar.

The book consisting of the abstracts of papers accepted by the Technical Committee will be published as Pre-Proceedings of the Conference or in form of Book of Abstracts. The full length papers presented in the Seminar, approved by the Technical committee, will be published in the Special Volume of the Journal of Agricultural Research and Technology after completing the review process of the Journal.

PRESENTATIONS :

Seminar will offer opportunities for oral and poster presentations.

Oral : There would be 4-5 lead speakers and about 5 panelists in each session. The souvenir consisting of the handouts of the lead speakers and reviews of the eminent personalities will be published.

Poster: All other papers accepted by the Technical Committee will be included in the poster presentation those will be published in the form of Book of Abstracts.

The formats for oral and poster presentation will be displayed shortly on www.sauagribusiness.com.

REGISTRATION:

Participants are requested to register for the National Seminar by paying a registration fee (non-refundable), at the following rates, through Demand Draft / Cheque of any nationalized Bank in favour of "Treasurer, National Seminar on GOAEB", payable at Pune. For details see mode of Payment.

MODE OF PAYMENT:

The payment will have to be made at the prescribed rates by one of the following modes.

1. Demand Draft / Cheque in favour of "Treasurer, National Seminar on GOAEB" , payable at Pune
2. Through Online/NEFT/RTGS transfer

Name of Bank	-	State Bank of India
Name of Branch	-	University Road, Pune
Address of Branch	-	State Bank of India, University Road, 1154, Veer Chaphekar Chowk, Shivajinagar, Pune- 411005
Branch Code	-	07339
Branch IFS Code	-	SBIN0007339
Branch MICR Code	-	411002016



Branch SWIFF Code	-	SBININBB218
Account Name	-	Treasurer, National Seminar on GOAEB
Account Number	-	34233072296
Account Type	-	Current

REGISTRATION FEES:

Amount (Rs.)

On or before November 30, 2014:

(A)	Faculty / Members / Industry Personnel	Rs. 5000
(B)	Students	Rs. 2000
(C)	Foreign delegates	\$ 200

On or after December 1, 2014:

(A)	Faculty/Members/ Industry Personnel	Rs. 6000
(B)	Students	Rs. 2500
(C)	Foreign delegates	\$ 300

VENUE :

The Seminar will be held at Lokshahir Anna Bhau Sathe Natyagrah (Pune Municipal Corporation), Near Swami Vivekanand Statue, Bibwewadi, Pune-411 032, Maharashtra INDIA.

SPONSORSHIPS :

The Seminar is jointly organized by MPKV, Rahuri; BSKKV, Dapoli; PDKV, Akola; VNMKV, Parbhani and JART. To make this Seminar a grand success, the organizers would like to seek the support from the interested Public and Private organizations as follow.

- 1. Co-organizers :** Rs. 6,00,000 (six lakh) per Organization. The name of the Sponsorer along with Logo will appear wherever the names of the main organizers and logo appear including all banners, news, publications, website, etc. The co-organizers will also be involved in the decision making process of the Seminar
- 2. Diamond Sponsorship :** Rs. 3,00,000 (three lakh) per sponsorship. This sponsorship includes free registration for five delegates, advertisement full page (colour) in any two publications, one banner each inside and outside the venue, place on home page of website.
- 3. Gold Sponsorship :** Rs. 2,00,000 (two lakh) /- per sponsorship. This sponsorship includes free registration for three delegates, advertisement full page (colour) in any one publication, one banner each inside and outside the venue, place on sponsorer page of website.
- 4. Silver Sponsorship :** Rs. 1,00,000 (one lakh) per sponsorship (in the form of Co-Sponsor for lunch / dinner). This sponsorship includes free registration for one delegate, advertisement half page (colour) in any one publication, one banner during lunch / dinner, special mention on the website.

TARIFF FOR ADVERTISEMENT:

On this occasion, different publications will be released and circulated widely. The tariff for advertisement is as follow:

Front Cover inside (Colour)	:	Rs. 60,000
Back Cover outside (Colour)	:	Rs. 50,000
Back Cover inside (Colour)	:	Rs. 40,000
Full Page (Colour)	:	Rs. 30,000
Full Page (B/W)	:	Rs. 20,000
Half Page (B/W)	:	Rs. 15,000
Link on the website	:	Rs. 25,000

Note : For colour Ad - Max. 4 colours will be permitted. It is necessary to provide Art work to the organizers.



EXHIBITION :

Exhibition will be organized at the Venue from December 15-16, 2014. It will enable to provide opportunities to the delegates to display their technologies and innovations. The exhibition will also provide the platform for interaction of business houses, commercial ventures, scientists, students, progressive farmers, etc. with their potential work force. There will be charge of Rs. 15,000 per covered stall of 3 m x 3 m. One working table and two sitting chairs will be provided in each stall. One can book more than one stall by paying additional Rs. 25000 per stall. Rs. 10,000 will be charged for open space stall.

COMPENDIUM OF SUCCESS STORIES :

Large numbers of alumni from all the four agricultural universities have made strides in the society by becoming successful entrepreneurs and business tycoons, and in turn serving the society in various ways. To recognize their successes and motivate others to explore the business opportunities, it has been decided to publish the success stories of these alumni in about 1000 words each including 2-3 photographs. All the alumni are invited to contribute to this Compendium by paying Rs. 10,000 per success story.

DIRECTORY :

Directory consisting of the brief resume of the alumni (Who's' Who) of the agricultural universities will be published. All the interested alumni are invited to provide the details as per the format provided at www.sauagribusiness.com. A small amount of Rs. 2000 will be charged for this purpose to meet the printing cost.

IMPORTANT DATES :

Last date of receiving papers	:	November 15, 2014
Last date of communication for acceptance of the paper	:	November 20, 2014
Last date of registration without late fee	:	November 30, 2014
Date of Seminar	:	December 15-16, 2014

ABOUT PUNE CITY:

Pune is one of the eighth largest metropolitan cities in India and 2nd largest in Maharashtra. It is recognized as "Educational Hub" of the country and the major IT city. This evidenced by the fact that maximum numbers of foreign students are being admitted in the various Institutes for acquiring education comparing to any other cities of the country. It is considered an important city in terms of its economical and industrial importance. With a rich historical past, Pune has been a popular place since ancient times and still enjoys a similar popularity. The city leads as the 'veritable heartland' of cultural Maharashtra. Pune also has made its mark as the educational epicenter of the country, winning itself the sobriquet, 'The Oxford of the East'. Pune is a pleasant travel getaway destination to spend a quite holiday. This beautiful city has many exotic locales attracting innumerable tourists. Although, still history plays an important part in the city being a tourist attraction but now more and more people visit Pune for its shopping bonanzas and for the food that is offered here. For those interested in history and architecture, Shaniwar Wada, Aga Khan Palace and the Parvati temple are a must visit. Today the top attraction of the city is the Osho Commune International. The city has a very good transport system and has several hotels of different price ranges from moderate hotels to 3-5 stars motels. Winter begins in November; December in particular is referred to as the Rosy Cold. The daytime temperature hovers around 28 °C (82 °F) while night temperature is below 10 °C (50 °F) during Seminar.

HOW TO REACH PUNE :

- By Air** : Pune Airport is an international airport, situated almost 10 kilometers from the heart of the city which is located in the Lohegaon area. Outside the airport, one can easily get a taxi and major other transport services to reach the city.
- By Train** : Pune is one of the major and most important railway junctions of the Indian Railway. The city connects with major other cities of the country.
- By Road** : Pune is well linked with major parts of the country and then it further connects to the major cities in Maharashtra as well. Major State and inter-state bus services are offered by State/Private Transporters which are quite economical and budget friendly too. Major cities near Pune include Ahmednagar (115 km), Mumbai (180 km), Aurangabad (215 km) and Nashik (275 km) all of which are accessible via road.

CHAIRMAN : Dr. T. A. MORE

Hon'ble Vice-Chancellor
Mahatma Phule Krishi Vidyapeeth (Agricultural University), Rahuri
Mobile: +91 8975750343 Email: chair@sauagribusiness.com
tamoreta@rediffmail.com /vcmpkv@rediffmail.com

CONVENER : Dr. B. R. ULMEK

Dean F/A, MPKV, Rahuri
Ph. +91 2426 243206; Mobile+91 9860247262
Email : convener@sauagribusiness.com / brulmek@yahoo.co.in,

CO-CONVENER : Dr. S. D. GORANTIWAR

Editor-in Chief, JART MPKV, Rahuri Ph. +91 2426 243268
Mobile: +919881595081
Email : coconvener@sauagribusiness.com / sdgorantiwar@gmail.com

ORGANIZING COMMITTEE :

- | | | |
|-----|--|-------------|
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| 4. | Dr. B. Venkateswaralu, Vice-Chancellor, VNMKV, Parbhani | Co-Chairman |
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| 15. | Dr. B. B. Bhosale, Director of Extension Education, VNMKV, Parabhani | Member |
| 16. | Dr. S. D. Gorantiwar, Head, Dept. of IDE and Editor-in-Chief, JART | Co-Convener |



REGISTRATION FORM *

Name	:				
Designation	:				
Organization (with full address)	:				
	:				
	:				
Telephone/Fax	:				
Mobile	:				
E-mail	:				
Purpose of attending Seminar					
Paper Presentation	:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Poster Presentation	:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Participation	:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Date of Arrival	:				
Flight/Train No. and expected time	:				
Date of Departure	:				
Flight/Train No. and expected time	:				
Accommodation**					
Own	:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Guest house/Hostel	:	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Payment for Registration					
Registration fee paid	:	Rs./\$			
Date of payment	:				
Mode of payment and payment details :					

- ❖ *Photocopies/printouts from www.sauagribusiness.com may be used.
- ❖ **Limited accommodations are available in guest houses/hostels and will be provided on “First Come, First Served” basis.
- ❖ The list of the hostels along with tariffs is provided on www.sauagribusiness.com
- ❖ Transport facilities to and fro from guest houses/hostels/selected hotels to the seminar venue will be provided.
- ❖ Boarding and Lodging charges will have to be borne by the delegates directly.

Signature



**Mahatma Phule Krishi Vidyapeeth, Rahuri,
Dist. Ahmednagar**



**Dr. Balasaheb Sawant Konkan Krishi
Vidyapeeth, Dapoli, Dist. Ratnagiri**



**Dr. Panjabrao Deshmukh Krishi Vidyapeeth,
Akola**



**Vasantrao Naik Marathwada Krishi
Vidyapeeth, Parbhani**

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