

**Online**

**National Seminar on Issues and Challenges of  
Agri- Supply Chain Management in India**

**Date: 27-28 March, 2023**

**Venue: MANAGE, Rajendranagar, Hyderabad**

**Organizing Secretary**

Dr. B. Venkata Rao  
MANAGE, Hyderabad



**National Institute of Agricultural Extension Management (MANAGE)**  
Rajendranagar, Hyderabad, Telangana State, India- 500030.

## **The Seminar**

Agriculture today is one of the important components of the Indian Economy contributing around 16 per cent to the total GDP of the Nation. More than 50 per cent population depends directly on agriculture and another 20 per cent indirectly who are employed in Agro-based Industries. But the real challenge is the higher proportion of small and marginal land holdings which constitute more than 85 per cent of total land holdings in the country. The size of operational holdings in India is continuously fragmenting with every successive generations. This kind of situation threatens these small holders' survivability and has implications for food and livelihood security.

Being smallholders, these farmers suffer from inherent problems such as the absence of economies of scale, access to credit, input, and technology and also ability to participate in the price discovery mechanism. The concern, now is how to aggregate these smallholders and bring in economies of scale. It is equally important to link these smallholders to the markets (input and output). Various institutional interventions in the past have tried to aggregate and link smallholders to the input and/or output markets. These interventions were started either by the government or by non-government organizations.

The agri-food supply chain system of the country is determined by different sartorial issues like dominance of small and marginal farmers, fragmented supply chains, absence of scale economies, low level of processing/value addition, inadequacy of marketing infrastructure etc.

The issue of optimum and sustainable food supply is among the few important goals under sustainable development goals (SDG). Therefore, the integration of sustainable food supply has become an imperative for both food processing and fast-moving consumer goods (FMCGs) and policymakers. The implementation of principles of sustainability into agri-food supply chain (A-FSC) practices and business practices is becoming the major key to measure Stakeholders and society expectations. Agri-food supply chain partners (A-FSCP) are becoming powerful with the help of supply chain enablers for achieving the goal of sustainable development. The supply chain partners play a key role in the development of the economy. Indeed, they become the major risk managers across the whole supply chain. A discernible shift in the A-FSCP roles and responsibilities to address the agriculture productivity and food security issues is becoming an important step for moving towards sustainable development. The agri-food industry in India is slowly but increasingly adopting sustainable practices as an important tool to integrate sustainable development into an industrial competitiveness strategy.

Therefore, to make an impact towards sustainability, it is important to understand and know about the factors that influence the adoption of sustainable practices in A-FSC.

Keeping this view, the seminar aims to provide a platform to academicians, practitioners and policymakers to discuss the triple bottom line (Profit, People and Planet) in the Agri-Food Supply Chain Management. The idea is to integrate the disparate yet interconnected themes of extension strategies, ICT interventions and innovations for the sustainable Agri-Food Supply Chain Management.

## **Themes**

1. Effective Extension Strategies for mobilization of farmers in the formation of Agri- Supply Chain Management.
2. ICT interventions, digitalization in terms of traceability, block chain technology, weather forecasting, extension advisories etc. for FPOs Agricultural Supply Chain Management
3. Challenges and Opportunities Agricultural Supply Chain Management Strategies for linking FPOs to market- domestic, export, e-NAM, Contract farming companies, retail chain linkages, futures market etc.
4. Management and operations of Supply Chain Management including, Human Resource Management and leadership.
5. Strengthening Agricultural Supply Chain Management in terms of Capacity building, Institutional linkage and Linkages to access inputs, technology and services

6. Need for comprehensive regulatory framework, innovations and Government Initiatives and Policies for the promotion of Agricultural Supply Chain Management
7. Any Other Relevant to this topic.

### **National Institute of Agriculture Extension Management (MANAGE)**

MANAGE is an autonomous institution established in 1987 working under the Ministry of Agriculture & Farmers Welfare, Government of India. MANAGE is mandated with Training, Consultancy, Research, Education and Policy Advocacy in the field of Extension Management. For more details please visit: <https://www.manage.gov.in>

#### **Who can participate?**

The seminar would be of great utility for researchers, academicians, policy planners, NGOs/ extension professionals, students and progressive farmers having an interest in sustainable agricultural development along with entrepreneurs. All these representatives can participate in the seminar by contributing research papers.

#### **Call for Paper**

The delegates can participate in the MANAGE National Seminar on Issues and Challenges of Agri-Supply Chain management in India by contributing Working papers, Research papers, Review papers, Policy papers, Concept Papers, Case studies, Success stories related to seminar themes. **Paper (2500 words)** along with **abstract (300 words)** may be sent to Organizing Secretary on or before **20.02.2023** by email [managescmseminar@gmail.com](mailto:managescmseminar@gmail.com) / [bvrao@manage.gov.in](mailto:bvrao@manage.gov.in). The papers should not exceeding **10 pages /2500 words**. The title of the abstract / paper should be in bold letters with title case in 14 font size followed by authors name and address. The running text should be in Times New Roman, 12 font sizes justified, single space. All Articles will be published in the MANAGE Journal “journal of Agricultural Extension Management” under special issue.

#### **Best Paper Award**

MANAGE will confer one best paper award in each theme. The papers will be evaluated based on clear objectives and findings with policy relevance. The recipients will be awarded certificates.

#### **Registration Information & Fee**

<b>Category</b>	<b>Registration Fee</b>
<b>For online participation in the seminar</b>	
Members of MANAGE	Rs. 500/-
Non-Members / Faculty / Academicians (National Delegates)	Rs. 600/-
Student/ Research Fellows / Delegates (National Delegates)	Rs. 500/-
Cooperatives / FPOs / Corporates	Rs. 600/-
Foreign Student/ Research Fellows / Delegates (International)	\$ 60/-
Retired Extension Professionals and Farmers	Free

#### **Fee payment details:**

Account Name : MANAGE  
 Account No : 52032275803  
 Bank Name : State Bank of India  
 Branch : APAU SBI Branch  
 Branch Code : 20074  
 IFSC : SBIN0020074  
 MICR Code : 500002348

#### **Seminar Committee:**

##### **Chairman:**

Dr. P. Chandra Shekara  
 Director General  
 MANAGE, Hyderabad

##### **Co-Chairman:**

Dr. Shalendra  
 Deputy Director  
 MANAGE, Hyderabad

##### **Organizing Secretary:**

Dr. B. Venkata Rao  
 Assistant Director  
 MANAGE, Hyderabad,  
 Email: [bvrao@manage.gov.in](mailto:bvrao@manage.gov.in)  
 Mob: 9848308114

Interested can register through given link: <https://forms.gle/Jph1HU2RtGveU1NQ9>