

Tumkur University
Department of Studies and Research in Economics
One-Day National Conference on
**“Agricultural Marketing in India:
Directions for Development”**

1st December 2011

Conference Report

Department of Studies and Research in Economics, Tumkur University organized a One-Day National Conference on **“Agricultural Marketing in India: Directions for Development”** on 1st December 2011 at Sir M. Visveswaraya Auditorium, University College of Science, Tumkur University, Tumkur.

The inaugural function of the conference commenced at 9.45 am. **Prof. G. V. Joshi**, Professor of Economics, Justice K. S. Hegde Institute of Management, Nitte and Member, Karnataka State Planning Board inaugurated and delivered keynote address. **Dr. Rathakrishnan**, Professor, Dept. of Rural Industries & Management, Gandhigram Rural Institute, Gandhigarm, Dindigal, Tamilnadu was the chief guest and he also released two edited volumes (with ISBN) on *‘Service Sector in India: A Sectoral Analysis’*, the editors of this book are Dr. Jayasheela, Dr. V.B. Hans, Dr. Ravindra Kumar B. and Dr. Vilas M. Kadrolkar. The another book also released (in Kannada) entitled *‘Mahila Sabalikarandalli Swasahaay Gumpugala Patra: Ondu Arthika Vishleshane’*, the editors of this book are Dr. Jayasheela, Dr. Ravindra Kumar B. and Dr. Vilas M. Kadrolkar. Dr. M. Jayaramu, Director, Departments of Postgraduate Studies, presided over the function and Dr. Vilas M. Kadrolkar, Associate Professor, highlighted about the theme of the conference. Chief convener Dr. Jayasheela, Professor and Chairman welcomed the august gathering and Mr. Muniraju, Secretary of conference proposed vote of thanks.



Prof. G. V. Joshi inaugurating the Conference. (From Left) Dr. Ravindra Kumar B., Dr. Jayasheela, Dr. Rathakrishnan, Dr. M. Jayaramu and Dr. Vilas M. Kadrolkar are seen

Prof. G. V. Joshi in his inaugural speech highlighted that farmers should get remunerative prices for their Produce through appropriate marketing bodies like cooperative societies, APMC etc. He also pointed out that APMCs should come forward by involving farmer representatives, dealers and the government to facilitate smooth functioning of agricultural marketing. It should also make an utmost attempt by designing policies to control the role of intermediaries and provide infrastructure facilities for benefiting the farmers.

Release of the Books

With the recession around the corner, the service sector will have a dominant role to generate unlimited opportunities for the growth of the nation. Service sector has been accorded as one of the important sectors in the Indian economy. The contribution of the services sector to the Indian economy has been manifold: a 55.2 per cent share in gross

domestic product (GDP), growing by 10 per cent annually, contributing to about a quarter of total employment, accounting for a high share in foreign direct investment (FDI) inflows and over one-third of total exports, and recording very fast (27.4 per cent) export growth through the first half of 2010-11. He congratulated Post Graduate Department of Economics in bringing out the edited volume on the service sector.



Release of book 'Service Sector in India: A Sectoral Analysis', by Dr. Rathakrishnan. (From Left) Dr. Jayasheela, Prof. G. V. Joshi and Dr. M. Jayaramu are seen.

Dr. Rathakrishnan also emphasized that self help groups need to be encouraged and promoted to a full extent particularly for safeguarding the interest of the women members. SHG's have a vital role in transferring the social and economic life of women members, which would result in women empowerment. In this regard the book released on Role of SHG's in Women Empowerment an Economic analysis in regional language Kannada would be highly informative and noteworthy.



Release of book 'Mahila Sabalikarandalli Swa-Sahay Gumpugal Patra: Ondu Arthik Vishleshane', (in Kannada) by Dr. Rathakrishnan. (From Left) Dr. Jayasheela, Prof. G. V. Joshi and Dr. M. Jayaramu are seen.

Details of Technical sessions

There were four technical sessions held in tune with the theme of the conference.

The first technical session on Marketing Intermediaries and Price Mechanism, Prof. V.B. Hans chaired the session, Dr. Lingaraju was the Rapporteur and Dr. Ramesh Salian was the moderator of the session. 6 papers were presented in this session.

The second technical session on Cooperative Sector, Regulatory Bodies and Local Issues, Prof. Abdul Rehman was the chairperson, Dr. Sajimon was the Rapporteur and Dr. Dinesh was the moderator of the session. Total of 8 papers were presented in this session.

The third technical session on Self Sustenance and Consumer Behavior, Prof. Joy Nerella was the chairperson Dr. Pralhad Rathod was the Rapporteur and Mr. Muniraju was the moderator of the session. A total 7 papers were presented in this session.

The fourth technical session on **Concerns and Prospectus of Agricultural Marketing** was chaired by Dr. Ramesh. Dr. Shoukat Ali was the Rapporteur and Mr. Umesh S. E. was the moderator of the session. A total 8 papers were presented in this session.

At 5.00 pm certificates were distributed to the participant delegates. More than 100 teachers and student delegates participated in the conference.