

One Day Interactive Workshop on “Innovative/Best Practices in Agriculture Marketing”

Venue: Centre for Innovations in Public Systems, Hyderabad

Date: 31st July 2017

Tentative Programme Schedule

Duration (in Hrs.)	Theme	Resource Persons/ Speakers
09:30 – 10:00	Registration	CIPS Staff
10:00 – 10:10	Opening Remarks	Dr. Nivedita P Haran, IAS (Retd.) Director, CIPS
10:10 – 10:30	Inaugural Address	Shri. Subbiah Sankaran, IAS (Retd.)
10:30 – 13:15	Session – I: Marketing and Distribution in Agriculture and Allied Sectors	
10:30 – 11:15	Warehousing as a means for promoting Agriculture Marketing	Chairperson: Dr. R.K. Tripathi, Sr. Consultant Warehousing Development and Regulatory Authority (WDRA), Department of Food and Public Distribution, Govt. of India
11:15– 11:30	Break for Tea	
11:30 – 12:15	Integrated approach to Agriculture Marketing (A case of Henna and Coconut)	Dr. Gangi Reddy Prof & Head Centre for Innovations & Appropriate Technologies Rural Technology Park
12:15 – 13:00	Linking Farmers to Markets	Dr. B.K. Paty, Director (OSPM), National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad
13:00 – 13:15	Session – I: Open Discussion	
13:15 – 14:15	Break for Lunch	
14:15 – 17:00	Session – II: Innovative practices in Agricultural Marketing – Use of Modern Technology	
14:15 – 15:00	Value addition in the farming sector – Fisheries, Animal Husbandry and Horticulture	Chairperson: Shri S. Subbiah, IAS (Retd.)
15:00 – 15:45	Disruptive Digital Strategies for Agriculture: Pilots to Policies	Dr. Shaik N. Meera Principal Scientist, ICAR-Indian Rice Research Institute, Hyderabad
15:45 – 16:30	e-Extension Initiatives of TNAU including TNAU AGRI TECH PORTAL	Dr. N. Anandaraja Assistant Professor, Agricultural College and Research Institute, Tamil Nadu
16:30 – 16:45	Break for Tea	
16:45 – 17:00	Session – II: Open Discussion	
17:00 – 17:20	Action Points from the Workshop & Participants Feedback	Ms. P. Swathi Project Research Associate, CIPS
17:20 – 17:30	Vote of Thanks	Shri. Vadrevu Ch. Veerabhadru Advisor, CIPS