

National Conference  
on  
**Managing Agri-Food Supply Chain**

April 9-11, 2010



Organised by:



Centre for Food & Agribusiness Management  
**Indian Institute of Management**

Prabandh Nagar, Off Sitapur Road, Lucknow-226 013 Uttar Pradesh (India)

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Website: <http://www.iiml.ac.in>

In association with

**Indian Society of Agri-business Management**  
**(2<sup>nd</sup> Conference)**



## **National Conference on Managing Agri-Food Supply Chain**

### **The Background**

Global food and agribusiness environment is fast changing over the years primarily driven by globalization, urbanization, demographic shifts, consumer preferences, new product technologies, food safety issues, climate change, energy sources, privatization, trade pattern as well as regulatory issues. While the share of agriculture as a primary sector in the economy is decreasing, as evident from the declining contribution of agriculture sector in India's GDP from 48% in 1950 to around 18% in 2008, there has been increasing commercialization of agriculture, which requires a vibrant agribusiness to function for facilitating its growth. These changes present new challenges and opportunities that require serious deliberations by various stakeholders and practitioners in the field of agribusiness to identify the challenges and opportunities and also to suggest innovative and effective management solutions.

In the emerging global market, successful business approach is critical for efficient management of agribusinesses. To respond to the various challenges being faced by the agribusinesses at the local and international level, it requires an efficient management of activities by all the major stakeholders involved in the agribusiness system. Driving improvements through supply chain management offers numerous advantages like reduction of product losses in transportation and storage, reduction of transaction costs, a better control of product quality and safety, increase in sales, transparency in supply chain, institutional linkages and support, dissemination of technology, large investments, shared risk, better capital and knowledge among partners in the chain and thus increase efficiency across the entire agri-business supply chain.

### **Conference Sub-themes**

The major sub-themes of the conference are as following:

- Management of Agri-food Supply Chains and Networks
- Management of Agriculture Services: Logistics, Finance, Insurance, and Extension
- Quality, Safety, and Traceability in Agri-Food Chain
- Knowledge management in Agri-Food Supply Chain
- Food Retail Management
- Innovation, Institutions and Corporate Governance in Agribusiness
- Food Regulation, WTO and International Trade
- Management of Risks in Agribusiness
- Agri-preneurship and New Venture
- Any other issues not covered above.

## Call for Papers & Guidelines for Submission

The Conference invites researchers, academicians, NGOs, policymakers and leaders of food and agribusiness companies to present and discuss recent advances and share their experiences in the management of agri-food chains.

Interested authors should submit an abstract of their original research/conceptual papers and empirical studies/case studies briefly describing objectives, methodology, major results and its implications in about 500 words.

All abstracts will be peer reviewed and evaluated before final acceptance. Authors of accepted abstracts will be invited to submit and present full paper at the Conference. Accepted full papers are likely to be published in the conference proceedings. The length of the full papers should normally not exceed about 6000 words (excluding tables, figures, illustrations and references etc.)

Authors are requested to submit the abstract in MS Word, Times New Roman font (size 12 pt.). Abstract/Full-papers should be mailed as an attachment to agriscm\_conf@iiml.ac.in

## Registration Procedure & Fee

Participants willing to attend the conference should fill the enclosed Registration Form and submit it latest by March 22, 2010 along with the requisite fee. Filled-in registration form can be sent electronically or by post. In case of electronic submission of registration form, requisite fee should reach the IIM Lucknow by 22 March 2010. Registration fee should be remitted through Demand Draft/Bankers cheque in favour of "Indian Institute of Management Lucknow" payable at Lucknow (India).

Types of Delegates	Registration Fee
Academicians and Society Members	Rs. 1000
Corporate Delegates	Rs. 3000
Students	Rs. 600
Foreign Delegates	US\$ 100

## Relevant Dates

December 21, 2009  
January 11, 2010  
February 28, 2010  
March 15, 2010  
March 22, 2010  
April 9-11, 2010

Deadline for abstract submission  
Communication for acceptance of abstract  
Deadline for full paper submission  
Notification of acceptance  
Submission of Registration Fee and Form  
Conference at IIM Lucknow

## Conference Venue

Conference will take place at the green campus of:

### Indian Institute of Management Lucknow

Prabandh Nagar, Off Sitapur Road,  
Lucknow – 226013, Uttar Pradesh (India)  
Phone: +91 522 2736986, 2736978  
Fax: +91 522 2734027  
Website: [www.iiml.ac.in](http://www.iiml.ac.in)

## Accommodations

Participants are free to make accommodation arrangements at their own. However, there are limited accommodations available within IIM Lucknow campus at its Executive Enclave and hostels for conference participants at the following subsidized rate:

Executive Enclave:

- Rs. 600/- per day on single occupancy basis (excluding food charges)
- Rs. 400/- per day on double occupancy basis (excluding food charges)

Hostels:

- Rs. 100/- per day on single occupancy basis (excluding food charges)

There is also a large number of hotels available in Lucknow city. You may directly get in touch with them for booking the accommodation. A list of some of the hotels is given below:

Hotel	Address	Phone / Fax (STD Code-0522)
The Taj Residency	Gomti Nagar	2393939/2392465
Hotel Clarks Awadh	8, M.G. Marg	2620131-33/ 2616507
Hotel Gemini Continental	10, Rani Laxmibai Marg Hazratganj	2626260/ 2200690
Hotel Gomti	6 Sapru Marg	2611463/ 4708
Hotel Deep Awadh	Naka Hindola (Near Charbagh)	2684381-87
Hotel Deep Palace	Udai Ganj	2201462/3
Hotel Deep	5 Vidhan Sabha Marg	2636441

## Conference Coordinators

Prof. Kriti Bardhan  
Centre for Food & Agribusiness  
Management Indian Institute of  
Management  
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06/01/2005

## About IIM Lucknow

The Indian Institute of Management Lucknow, established in 1984, is one of the six national level management institutes set up by the Government of India. It is an autonomous body registered under the Societies Registration Act 1860. Mission of the Institute comprises helping improve the management of the corporate and the non-corporate sectors and also the public systems, through pursuit of excellence in management education, research, consultancy and training. In order to fulfill its objectives, the Institute undertakes a diverse range of academic and professional activities aimed at creation, dissemination and application of management knowledge to the various sectors of the economy and society. Main activities of the Institute includes Post-Graduate Programme in Management, Post-Graduate Programme in Agri-Business Management, Fellow Programme in Management, Post-Graduate Programme in Business Management for Working Managers, Management Development Programmes, and Research and Consultancy.

Established in the year 1998, the **Centre for Food and Agribusiness Management (CFAM)** of IIM Lucknow has emerged as a world-class centre in the field of Agribusiness Management. The centre produces managers for efficient management of agribusiness sector through its unique two years PGP ABM programme. In addition, AMC imparts high level practical training to the working executives and offers consultancy to national & international organizations in the field of agribusiness and rural management.

## About Lucknow

Lucknow is a city synonymous with the Nawabi Culture, the grandeur and magnificence, which has been glorified and eulogized down the ages by writers, poets and historians alike. At the same time its mystical elegance and amorous ethos has caught the fascination of many world famous romantics. Known for its Adab and Tehzeeb (cultural refinement), the city is also associated with its legendary hospitality, leisurely moods of life, fabled edifices steeped in history, world renowned cuisine and exquisite Sham-e- Awadh.

## Accessibility

Lucknow is well connected with most of the metropolitan cities of the country by Air, Rail and Road.

**Air** : Amausi Airport, Lucknow is directly connected with Delhi, Patna, Calcutta, Bombay and Varanasi by direct flights.

**Rail** : The major railway station, Charbagh, is conveniently connected to Delhi, Mumbai, Calcutta, Chennai, Hyderabad, Ahmedabad, Patna, Varanasi.

**Road** : Lucknow is connected by road with most of the metropolitan cities of the country. Some of the major road distances are : Agra - 363 km, Calcutta - 985 km, Delhi - 497 km, Kanpur - 79 km, Khajuraho - 320 km, Varanasi - 305 km.

The Institute is located about 19 Kms from the Railways Station and 33 Kms from the Airport, on the Lucknow-Sitapur highway.

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"Managing Agri-Food Supply Chain"  
Indian Institute of Management Lucknow  
in Association with  
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(April 9-11, 2010)**

**Registration Form**

**Personal & Contact Details:**

Full Name: Dr./ Mr./ Mrs./ Ms.

Designation:

Department/Unit:

Institution/Organization:

Postal Address:

Country/State:

Phone:

Mobile:

Email ID:

**Payment Details:**

Category:                      Academician/ Society Members                        
   Corporate Delegates                        
   Students                        
   Foreign Delegates                     

Amount:                      Demand Draft/ Banker's Cheque No.:

Bank Details:                      Date:

**Accommodation:**

Whether contributing a paper to the Conference:    Yes                          No   

Do you want IIML Accommodation:                      Yes                          No   

If, Yes:                      Single                          Double   

At:                      Exec. Enclave                          Hostel   

**Expected Travel Plan:**

Arrival:                      

Date:	Time:
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Departure:                      

Date:	Time:
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(Signature)