

**National Seminar
on
Agribusiness Potential
of West Bengal
(14th and 15th, June 2022)**

Organised By



**Indian Society of
Agricultural Marketing**
PJTS Agricultural University Campus,
Rajendra Nagar, Hyderabad-500030
(www.agrilmktg.in)

&



Department of Economics
University of Calcutta,
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CONCEPT NOTE

West Bengal is bestowed with 56 lakh ha. of cultivable land of which 62% area is irrigated and spread across six agro climatic zones. The state grows variety of fruits and vegetables. The state is having a significant production of fish, potato, rice, maize, sugarcane, pineapple, banana, flowers, shrimp, Jute, meat and dairy products. Department of agriculture takes a proactive role in providing various incentives to promote higher productivity. Some of the markets like at Siliguri, are located in strategic nodal points, to cater to Nepal, Sikkim, Myanmar and Bangladesh. Such markets should be developed as International markets with modern amenities and infrastructure both to export raw and processed produce. The contribution of agriculture to the state GDP should be increased by improving the cropping patterns, increasing market network and evolving strategies to integrate the domestic and markets of neighbouring countries. There is enough crop diversification existing in the state which should aim at demand led production. Market led production should be promoted for selected commodities on cluster basis to fetch better income to the farmers. In order to modernise the trading practices, the state has introduced single point license to the traders dealing with agricultural produce facilitating them to trade across the state. Similarly, e-permit facility is created for the farm produce to improve the supply chain system. Crops like pineapple, lychee, mango, vegetables etc supported by AEZ project in the state. Efficient marketing for both raw and processed farm produce is necessary to augment the income of the state. Since 1992, Department of Food Processing Industries has been encouraging the production of value added food crops in the state. Variety of spices such as chilies, large cardamom, ginger, turmeric, garlic, coriander, tej patha etc. are gaining significant share in the market. Cinchona, Ipeac roots, chrota, Darjeeling mandarin etc, are the other important high value products. West Bengal ranks the highest in meat production, especially back goat meat. The state has 3 lakh Mts. of poultry products. Orchids of the state are exported to may domestic and overseas markets. In order to encourage processing, FPOs should be established and encouraged with necessary capital and managerial support. On cluster basis, hand holding is to be given to the identified FPOs having specific business models. The processed produce should be supported by grading, packing, storing and transporting infrastructure. Under NABARD and MSME supported schemes, the skill development trainings should be given to the FPOs. In districts like Hooghly, Nadia Burdwan, Mursidabad, 24 Parganas (N & S), Howrah, Midnapore (East), Midnapore (West), Bankura, Birbhum, Purulia and Hill and Terai Zone, variety of medicinal plants are available. Value addition by processing of these products will fetch

good revenue to the state if marketed effectively. In the rural and remote areas, with cost effective primary processing units should be established and encourage the FPOs and SHGs to operate them. Such units should be federated at district and state level to aggregate the processed produce and market them. In this context, state map, indicating the potential products, area and their economic importance will help the state to draw a comprehensive policy for agribusiness in the state. With this background the paper writers may focus on the potential of agri-horticultural produce, livestock and forest produce and their value addition, economic benefits in West Bengal. Paper writers may also examine the issues related to the infrastructure, technology and policy issues related to agro-processing to augment agribusiness in West Bengal.

Guide lines for Paper Writers:

- a. Papers should be original in their findings and prepared exclusively for the seminar.
- b. Papers should not normally exceed ten pages , typed in double space on one side of A- 4 size paper.
- c. All papers should contain a summary, strictly not more than in 200 words.
- d. Papers should bear the title below which name and addresses of the authors. All text/figures / graphs should be in black and white.
- e. One hard Copy of the paper, along with a soft copy in word file through CD or email , should reach the Society Office at Hyderabad, positively before 30th May, 2022.
- f. Only one paper will be accepted from each author, on any one of the themes.
- g. Papers written within the given frame of the themes and supported by data will only be considered for the conference.
- h. Papers running beyond 10 pages, and with long summaries, not relevant to the themes, and submitted beyond the due date will be summarily rejected.
- j. Communication of acceptance of papers for the conference will be sent to the respective senior authors well in advance.
- k. All correspondence regarding the submission of the papers for the seminar should be addressed only through e-mails, to the Secretary and Managing Editor of Indian Society of Agricultural Marketing at Hyderabad (secretary.isam.ngp@gmail.com).
- l. Details of the seminar schedule will be sent to the senior authors of the accepted papers well in advance.
- m. Papers can be presented by both physical and online modes.

Indicative themes of the Seminar:

- Socio-Economic impact of Agribusiness in West Bengal.
- Production Potential of important crops and their commercial importance in West Bengal
- Status of Infrastructural and policy support to promote agribusiness in West Bengal.
- Business potential of organic agro-products of West Bengal.
- Success stories in agribusiness and institutional support in West Bengal.
- Value addition and issues of supply chain in marketing of agro-products in West Bengal.

Participation in the Seminar:

The seminar (Physical/Online) is open to all researchers, processors, practitioners, administrators, officials of state marketing Boards, cooperative institutions, bankers, progressive farmers, business houses, commodity Boards and others interested in Agribusiness in general and of West Bengal.

Payment of Registration Fee:

| | Physical | Online |
|------------------------------|----------|--------|
| All category of Participants | Rs.3,000 | 1,500 |
| Student Participants | Rs.1,500 | 1,000 |

Payments can be made online (State Bank of India, Rajendranagar Branch, A/c. No. 62328537985; IFSC Code: SBIN0020074, Account holder: Indian Society of Agricultural Marketing) /DD/ multi city cheques, payable at Hyderabad, to the Secretary, Indian Society of Agricultural Marketing, PJTS Agricultural University Campus, Rajendranagar, Hyderabad-500030 to reach before 30th May, 2022 on first cum first basis.

Registration fee entitles the physical participants to get seminar kit, lodging and boarding facilities from the afternoon of 13th till forenoon of 16th June, 2022.

About seminar programme and accommodation participants may have to contact the local Organising Secretary: Prof.Panchanan Das, Dept. of Economics, Culcutta University, 56A, B.T. Road, Kolkata 700050, email: pdeco@caluniv.ac.in, Mobile: 9477443357, Land Phone: 033-25575082, 033-25284066.

Correspondence regarding the submission and acceptance of the papers for the seminar is to be sent to the Secretary, ISAM, Hyderabad (Phone: 040-29559884, Mobile: 8333836351, email:secretary.isam.ngp@gmail.com; www.agrilmktg.in)

Note: Participants will have to reach the venue of the seminar on their own.

Hyderabad
10th Feb'2022

(T. Satyanarayana)
Secretary, ISAM

**SEMINAR ON
Agribusiness Potential of West Bengal**

Dept. of Economics, University of Calcutta,
56A, B.T. Road, Kolkata 700050.

14th and 15th June, 2022

REGISTRATION FORM®

Name: (Mr./Ms).....

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Designation:

Address for Communication:
(in capital letters)

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Mob. No.:

email id:.....

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Participation : Physical / Virtual

Category: General / Student

Date & Time of Arrival:

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Details of Registration fee*: Rs.....

Date of Payment:

Transaction Reference No:

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PTO

*Payments can be made online (State Bank of India, Rajendranagar Branch, A/c. No. 62328537985; IFSC Code: SBIN0020074, Account holder: Indian Society of Agricultural Marketing)/DD/ multi city cheques, payable at Hyderabad, to the Secretary, Indian Society of Agricultural Marketing, PJTS Agricultural University Campus, Rajendranagar, Hyderabad - 500030, so as to reach before 30th May, 2022.

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