

Registration Form (ISAM, 2024)

Name (Mr./ Ms./ Dr.) :
 Sex : Male/ Female
 Designation :
 Institution of Affiliation :
 Mailing address :
 a) Office :
 b) Residence :
 c) E-mail Id :
 d) Mobile No. :
 Registration fee :
 Cheque/ Draft/ RTGS/ NEFT, details :
 Date/ Time/ Mode of Arrival at Bengaluru :
 Signature

The registration fee for the Conference is as shown below

Category	ISAM Members	Spot Registration
	(INR)	(INR)
Scientists/ Academicians	3000.00	4000.00
Students including JRFs, SRFs, RAs, PDFs	1000.00	2000.00
Accompanying Person	2000.00	3000.00

Conference Bank Account Details

Bank Name : Canara Bank
 Beneficiary Name : Organizing Secretary
 Branch : GKVK Campus, Bengaluru
 Account No. : 110013371200
 IFSC Code : CNRB0002737
 MIRC Code : 560015126



Note

Payments (in any form) should be in favor of "The Organizing Secretary". Participants are requested to send their filled in registration form along with proof of payment of registration fee to the Organizing Secretary, 38th Annual Conference of Indian Society of Agricultural Marketing, Institute of Agribusiness Management, College of Agriculture, University of Agricultural Sciences, GKVK, Bengaluru - 560 065. Through speed post or e-mail at 'ssiddayya@gmail.com' latest by December 20, 2024.

How to Reach the Campus (GKVK)

- ✈ Kempegowda International Airport located approximately 23 km from the University.
- 🚆 Bengaluru City Railway Station (Majestic) approximately 15 km away & Yeshwanthpur Railway Station, the closest major station, about 10 km from the University.
- 🚌 Nearest Major Bus Terminal (Majestic): About 15 km from the University.

Accommodation will be provided in the University Guest Houses

Conference Organizing Committee

Chief Patron

Dr. S. V. Suresha

Vice Chancellor, UAS, Bengaluru

Patron

Dr. P. G. Chengappa

Former Vice Chancellor, UAS, Bengaluru

Advisory Committee

Dr. S.V. Suresha, Director of Education, UAS, Bengaluru
 Dr. K.C. Narayanaswamy, Registrar, Dean (Post Graduate Studies), UAS, Bengaluru
 Dr. N. B. Prakash, Dean (Agri.), CoA, GKVK, Bengaluru
 Dr. Mohan I. Naik, Dean of Student Welfare, UAS, Bengaluru
 Dr. H. S. Shivaramu, Director of Research, UAS, Bengaluru
 Dr. Y. N. Shivalingaiah, Director of Extension, UAS, Bengaluru
 Dr. Venkatesh, Comptroller, UAS, Bengaluru
 Dr. M. Papegowda, University Librarian, UAS, Bengaluru
 Shri. D. Krishnamurthy, Estate Officer, UAS, Bengaluru
 Smt. Prathibha.M.S., Administrative Officer, UAS, Bengaluru
 Dr. H.G Ashoka, Special Officer, College of Agricultural Engineering, UAS, GKVK, Bengaluru
 Dr. Uma, M. S., Associate Director of Research (HQ), UAS, Bengaluru
 Dr. Y. N. Shivalingaiah, Professor & Head, Dept. of Agril. Extension, UAS, GKVK, Bengaluru
 Dr. Lokesh, H., Professor & Head, Dept. of Agril. Economics, UAS, GKVK, Bengaluru
 Dr. T. K. Nagarathna, Co-ordinator & Head - PPMC, Office of the Vice Chancellor, UAS, Bengaluru
 Dr. Siddayya, Professor & Head, IABM and CoE, UAS Bengaluru

Organizing Secretary

Dr. Siddayya, Professor & Head
 Institute of Agribusiness Management, CoA, UAS, GKVK, Bengaluru - 560 065

Co-organizing Secretaries

Dr. M. S. Ganapathy, Professor & University Head, IABM
 Dr. M. R. Girish, Professor, IABM
 Dr. Mamatha Girish, Assistant Professor, IABM
 Dr. Ranganath, G., Assistant Professor, IABM

Contact Details

Dr. Siddayya, Professor & Head
 Institute of Agribusiness Management, CoA, UAS, GKVK, Bengaluru - 560 065
 Mobile: +91 9640689311
 Email: ssiddayya@gmail.com
hodamcben@uasbangalore.edu.in



38th Annual Conference of Indian Society of Agricultural Marketing (ISAM)

January 9 - 11, 2025

Venue

North Block Auditorium, University of Agricultural Sciences, GKVK, Bengaluru



Organized by

Institute of Agribusiness Management (IABM),
 College of Agriculture, University of
 Agricultural Sciences, GKVK, Bengaluru - 65
 &
 Indian Society of Agricultural Marketing,
 Hyderabad

38th Annual Conference of Indian Society of Agricultural Marketing (ISAM)

Conference

The 38th Annual Conference of the Indian Society of Agricultural Marketing is being hosted by the Institute of Agribusiness Management at the University of Agricultural Sciences, Bangalore. This conference serves as a vital forum for discussing and addressing the pressing issues in the field of agricultural marketing. It will focus on key topics such as technological innovations in agricultural marketing, the impacts of climate change, and the role of trade reforms. By bringing together researchers from across the globe, the conference aims to expand knowledge and offer fresh insights into the current challenges of agricultural marketing.

The program is designed to encourage meaningful interactions among participants from diverse backgrounds, promoting the synthesis of research perspectives and fostering interdisciplinary dialogue. This collaborative environment is intended to develop integrated approaches to the complex issues at hand.

Dr. Sukhpal Singh, Professor

Centre for Management in Agriculture (CMA)

Indian Institute of Management, Ahmedabad will deliver the Presidential Address at the conference.

The conference will discuss the following three themes on which research papers are invited:

- **Theme 1: Significance of Technology in agricultural marketing**
- **Theme 2: Impact of climate change on agricultural marketing and trade reforms**
- **Theme 3: Innovation in Agribusiness and its impact on Farm Economy.**

One hard copy of the paper by post, and the soft copy in word file through email (secretary.isam.ngp@gmail.com and ssiddayya@gmail.com), should reach the Office of the Society at Hyderabad, positively before 15th December, 2024.

Indian Society of Agricultural Marketing, Hyderabad

Indian Society of Agricultural Marketing (ISAM) is a distinguished professional body comprising agricultural economists and marketing specialists, established in January 1986. Since 1987, ISAM has been publishing the "Indian Journal of Agricultural Marketing," a reputed publication in the field. The primary objectives of ISAM are to promote the study of social and economic issues in agricultural marketing, enhance the technical competence of professionals in the field, and conduct independent or collaborative research addressing contemporary challenges.

In addition to its research initiatives, ISAM organizes periodic seminars, conferences, workshops, study tours, and training programs aimed at strengthening agricultural marketing practices. The society also undertakes developmental activities and honours outstanding research and professional achievements through awards. Each year, ISAM hosts a national-level Annual Conference, bringing together experts and practitioners from across the globe to present research on key thematic areas.

University of Agricultural Sciences, Bangalore

The University of Agricultural Sciences (UAS) Bangalore, established in 1964, is a premier institution dedicated to agricultural education, research, and extension in India. With a legacy spanning over five decades, UAS Bangalore has been at the forefront of pioneering innovations in agriculture, contributing significantly to the development of sustainable farming practices, crop improvement, and the overall advancement of agricultural sciences. The university is renowned for its commitment to excellence, fostering a vibrant academic environment that nurtures future leaders in the agricultural sector.



UAS Bangalore is spread across multiple campuses, each equipped with state-of-the-art facilities and a diverse range of research programs tailored to address the challenges faced by modern agriculture. The university's faculty comprises of eminent scholars and researchers who are deeply engaged in ground-breaking research, often in collaboration with national and international institutions. UAS Bangalore's unwavering focus on integrating education with practical applications has made it a hub for knowledge dissemination and a catalyst for rural development, impacting the lives of countless farmers and agricultural professionals across the country.

Institute of Agribusiness Management

The Institute of Agribusiness Management, Bangalore, originally established as the Department of Agricultural Marketing and Co-operation in 1975-76 by the University of Agricultural Sciences, Bangalore, has played a pivotal role in developing human resources to address issues related to agricultural marketing, cooperation, finance, trade, and banking. It began with a pioneering four-year B.Sc. program in Agricultural Marketing and Cooperation in 1976-77, the first of its kind in India. In 1995-96, Master's programme in Agricultural Marketing and Co-operation was introduced, expanding the scope of research in agricultural marketing and co-operation.

The institute's reputation was further enhanced in 2007-08 with the launch of MBA in Agribusiness Management, in collaboration with MANAGE, Hyderabad, which remains a flagship program. The institute continued to grow, offering a Doctoral Program in Agribusiness Management starting from 2019-20. In 2020-21, the B.Sc. program was renamed B.Sc. (Hons.) Agribusiness Management, with an updated syllabus to meet industry demands, providing a three-level specialization in Agribusiness Management: B.Sc. (Hons.) ABM, MBA, and Ph.D. All faculty members hold Doctoral Degrees and have extensive teaching experience in areas such as Agribusiness Management, Agricultural Marketing, and Business Economics. They have published widely in peer-reviewed journals, authored books, and received awards like the ICAR-Best Teacher Award and Young Scientist Award. The faculty are also actively involved in national and international research projects, focusing on agricultural marketing, supply and value chains, case studies, global trade and policy issues.



About Bengaluru City

Bengaluru, often referred to as the "Silicon Valley of India," is a vibrant metropolis that blends modernity with tradition. Known for its pleasant climate and lush serenity. The city is a major hub for technology, education, and research, attracting professionals and students from all over the world. With its rich cultural heritage, Bengaluru offers a unique mix of historical landmarks, contemporary art spaces, and a thriving food business, making it a dynamic and diverse place to live and work.

As the capital of Karnataka, Bengaluru is also a key center for innovation in various fields, including agriculture. The city is home to numerous research institutions, universities, and industry leaders who contribute to its reputation as a knowledge-driven city. Bengaluru's strategic location and well-developed infrastructure make it easily accessible, while its cosmopolitan lifestyle and warm hospitality ensure that visitors feel welcomed. Whether you're exploring its bustling markets, serene parks, or engaging in intellectual pursuits, Bengaluru offers a rich and rewarding experience for all.