

Whether presenting a paper in the Conference: Yes / No

Are you accompanying with spouse: Yes / No

Do you want arranged accommodation: Yes / No

*If you wish to stay in hotel, please give details:*

Tariff Range: \_\_\_\_\_  AC  Non-AC From \_\_\_\_\_ To \_\_\_\_\_

*Necessary details and payments are to be sent in advance to:*

**Mr. Vijay N Malave**

Senior Assistant

Agricultural Development & Rural Transformation Centre (ADRTC)

Institute for Social and Economic Change (ISEC)

Nagarabhavi P.O., Bengaluru - 560 072

Email: [vijay@isec.ac.in](mailto:vijay@isec.ac.in)

Ph: 080-23215468 Extn:214 / Mobile: +91 9916684529

## TRAVEL PLAN

**Arrival:**

Date:..... Time : .....

Number of Train/Flight .....

**Departure:**

Date:..... Time : .....

Number of Train/Flight .....

St:.....

(Signature)

Date:.....

**NOTE:**

(i) Registration fee and other payments should be made through

Demand Draft or NEFT as per the details mentioned in the Circular.

(ii) Use separate Registration form for every individual participant.

Distance from Bus station / Railway station / Airport to ISEC

City Railway / City Bus Station: 12 kms

Bengaluru International Airport: 45 kms

## TENTATIVE PROGRAMME

**21<sup>st</sup> November 2018:** Arrival of the delegates

**22<sup>nd</sup> November 2018**

09-00 to 10-00	:	Registration
10-00 to 13-00	:	Inaugural Session Presided by Prof.R.Radhakrishna, President, ISAM
	:	Presidential Address by Dr.C.G.Ranade, Adjunct Faculty Member, Stratford University and the University of Bridgeport, USA
	:	Parthasarathy Memorial lecture by Prof.Sukhpal Singh, IIM, Ahmedabad
	:	Presentation of theme papers
13-00 to 14-00	:	Lunch
14-00 to 16-30	:	Technical Sessions
16-30 to 18-30	:	Tea break followed by invited lecturers
19-30 to 21.30	:	Dinner

**23<sup>rd</sup> November 2018**

09-30 to 13-00	:	Technical Sessions
13-00 to 14-00	:	Lunch
14-00 to 16-00	:	Technical Sessions
16-00 to 16-30	:	Tea break
16-30 to 18-30	:	Technical sessions / Invited lectures
18-30 to 20-00	:	Executive and Editorial Board Meeting of ISAM (only for members and invitees)

**24<sup>th</sup> November 2018**

09-30 to 12-30	:	Plenary Session (Presentation of recommendations)
12-30 to 14-00	:	General Body Meeting of ISAM
14-00 to 15-00	:	Farewell lunch

Delegates will be regularly informed of the changes in the programme

## 32<sup>nd</sup> NATIONAL CONFERENCE ON AGRICULTURAL MARKETING

**22<sup>nd</sup> to 24<sup>th</sup> November 2018**

Venue:

**Institute for Social and Economic Change, Bengaluru**



**ORGANISED BY**



**INDIAN SOCIETY OF AGRICULTURAL MARKETING**  
PJ TSAU Campus, Rajendra Nagar, Hyderabad - 500 030

&



Agricultural Development and Rural Transformation Centre  
**INSTITUTE FOR SOCIAL AND ECONOMIC CHANGE**  
Nagarabhavi, Bengaluru - 560 072

We are very happy to inform that the **32<sup>nd</sup> National Conference on Agricultural Marketing** will be held at the Agriculture Development and Rural Transformation Centre, Institute for Social and Economic Change (ISEC), Professor V.K.R.V. Rao Road, Nagarabhavi Post, Bengaluru-560 072 from 22<sup>nd</sup> to 24<sup>th</sup> November 2018. **It gives us a great pleasure in inviting you to participate in this Conference.** The conference will discuss the following issues in three technical session:

**Theme 1:** Risk Management in agriculture.

**Theme 2:** Marketing problems for Tribal produce.

**Theme 3:** Role of marketing institutions to augment farm income in Karnataka.

In response to the first circular issued by ISAM, a large number of papers on the above themes were received for presentation at the conference. Participants of the conference are requested to mail the Delegate Registration forms along with the requisite registration fee by bank draft or by NEFT so as to reach the Organizing Secretary (not by name) Director, Institute for Social and Economic Change (ISEC), Professor V.K.R.V. Rao Road, Nagarabhavi Post, Bengaluru -560072, not later than 15<sup>th</sup> November, 2018.

### Delegates Registration

All the participants of the conference and their accompanying members should be the Registered Delegates. Only the registered delegates are entitled to receive the lodging and boarding facilities arranged by the Organising Committee of the conference on **first come first served basis**.

### Registration Fee

Life Members of ISAM and Paper writers:	Rs.2000/-
All other participants:	Rs.3000/-
Students and research scholars:	Rs.1000/-
(With proof)	
Accompanying Member:	Rs.2000/-

The registration fee per person can be sent either by Demand Drafts or through NEFT. Demand Drafts are to be drawn in favour of Institute for Social and Economic Change, payable at Bengaluru. In case of NEFT payments should be made as per the following details:-

**Name of the Account Holder:** Institute for Social and Economic Change

**Bank name:** State Bank of India

**Account number:** 37865992496

**CIF No:** 78445742878

**Branch code:** 40898

**IFSC code:** SBIN0040898

**Type:** Savings Bank Account

Those who will make payment through NEFT are requested to send a letter mentioning their payment details including UTR. Delegate fee covers lodging, boarding and conference kit.

### Accommodation

Accommodation for the participants will be arranged either in the institute guest houses or National Law School or NAAC on twin sharing basis. The participants who wish to stay in hotels are requested to inform the Organizers in advance along with details and tariff range. Such delegates may send necessary payments in advance through demand draft/NEFT.

**Delegates desirous to stay beyond 24<sup>th</sup> November, 2018, may inform the organizers accordingly and make their own stay arrangements.**

### About Institute for Social and Economic Change (ISEC) and ADRTC

The Institute for Social and Economic Change (ISEC) is an All India Institute for Interdisciplinary Research and Training in the Social Sciences, established in 1972 by the late Professor V K R V Rao. It is registered as a Society under the Karnataka Societies Registration Act, 1960, to create a blend of field-oriented empirical research and advances in social science theories leading to better public policy formulation. The Governor of Karnataka is the President of the ISEC Society. ISEC is governed by the Board of Governors consisting of eminent academicians and social scientists elected from among founder / life members and representatives of Government of India, Government of Karnataka and Indian Council of Social Science Research (ICSSR). Agricultural Development and Rural Transformation Centre (ADRTC) was established in 1972 with an objective to provide continuous policy feedback to the Ministry of Agriculture and Farmers Welfare, Government of India. Keeping in view the commitments of the Institute and its broader vision, the ADRTC faculty focuses on issues in agricultural development at the State and National level.

### About Bengaluru and nearby places of interest

Bengaluru is the capital of the Indian state of Karnataka. It has a population of over ten million making it a megacity and the third most populous city in India. It is located in southern India on the Deccan Plateau. Its elevation is over 900 m (3,000 ft) above sea level, the highest of India's major cities. Bengaluru is sometimes referred to as the "Silicon Valley of India" because of its role as the nation's leading information technology (IT) exporter. ISRO, Infosys, Wipro and HAL are headquartered in the city. Bengaluru is home to many educational and research institutions in India, such as Indian Institute of Science (IISc), Indian Institute of Management (IIMB), National Institute of Fashion Technology, National Institute of Design, National Law School of India University (NLSIU) and National Institute of Mental Health and Neurosciences (NIMHANS). The city also houses the Kannada film industry. There are many tourist places to visit in Bengaluru. To name some of the attractions in Bengaluru are the Nandi hills, Vidhana Soudha, Tipu Sultan's Summer Palace, Bangalore Palace, Jawahar Lal Nehru Planetarium, Innovative Film City, Wonder La, Bangalore Fort, ISKCON Temple, Big Bull Temple and so on.

### Weather Condition

Pleasant weather conditions prevail during November in Bengaluru. The temperature normally varies between 18° C and 28° C.

### Transportation

Bengaluru city has very good pre-paid taxi services. The delegates may avail Ola or Uber taxi services to reach ISEC Campus. Pre-paid taxis are also available at the airport, railway station and majestic bus stand. Delegates may reach the ISEC where the personnel at the reception counter will help them to reach the places of their stay.

### Organizing and Co-organising secretaries

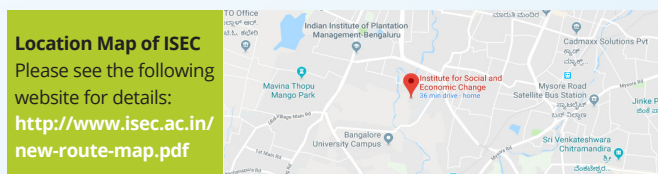
#### (i) Organising Secretary:

**Prof. M.G. Chandrakanth**, Director,  
Institute for Social and Economic Change  
(ISEC), Professor V.K.R.V. Rao Road,  
Nagarabhavi Post, Bengaluru -560 072  
Ph: 080-23217010, +91 9449486018  
Email: [director@isec.ac.in](mailto:director@isec.ac.in)

#### (ii) Co-Organising Secretaries:

**Prof. Parmod Kumar**  
Ph: 080-23016030 / +91 9035466781  
Email: [pkumar@isec.ac.in](mailto:pkumar@isec.ac.in) &  
**Dr. A.V.Manjunatha**  
Ph: 080-23215468 Extn-245 /  
+91 9448402848  
Email: [avmanjunathisec@gmail.com](mailto:avmanjunathisec@gmail.com)

*Please contact the co-organising secretaries for any query and assistance.*



(Detach and send)

## 32<sup>nd</sup> NATIONAL CONFERENCE ON AGRICULTURAL MARKETING

### Venue:

**Institute for Social and Economic Change (ISEC),  
Nagarabhavi Post, Bengaluru - 560 072**

**Dates: 22<sup>nd</sup>, 23<sup>rd</sup> and 24<sup>th</sup> November 2018**

## DELEGATE REGISTRATION FORM

### Personal & Contact Details:

Full Name: Mr/Mrs/Ms/.....  
(in capitals)

Age:.....

Designation: .....

Department/Unit: .....

Institution/Organization: .....

Postal Address: .....

Phone:.....Mobile:.....

Email ID:.....

Status: Academician / Faculty / Society Life Member / Student /

Accompanying Person: .....

### Payment Details:

Amount: .....

Demand Draft/ Cheque Number:.....

Bank Name: .....

Bank Branch:.....

IFSC Code:.....

Date:.....

UTR:.....