



## **Two Days-National Seminar (physical mode)**

***Dates: 21-22, July 2025***

### **Issues and Challenges of Supply Chain of Agricultural Commodities with Reference to Un-regulated Marketing Channels.**

***Organised by***

***Giri Institute of Development Studies (GIDS), Lucknow, Uttar Pradesh***

Marketing channels of agricultural commodities have been emerged due to modernization, urbanisation, improved incomes and lifestyle of the people. Therefore, the demand shifted towards processed and readymade produce which involves value addition to produce and which creates the employment. In addition, agricultural value chains are subjected to high fragmentation, and intermediation which resulting in substantial losses in quantity and quality of agricultural commodities. Further, it led to high price volatility. Marginal and small holdings constitute 86.1 percent in total farm holdings in India. Farmers may not store product for long time, may not transport produce for long distance and may not do processing, storing of commodities due to various reasons. Mostly they end of selling of their product at the village/nearby markets for low price. Small farmers find it difficult to market their product in regulated mandi due to various reasons. This is leading to the emerging of alternative (or intermediaries) marketing channels. Moreover, some of the emerging intermediaries are not adding any value to the product but pricing high. In the seminar, issues and challenges of transportation, processing, grading and sorting, storages, cold storages, wastage of commodities and many others while marketing of the commodities by farmers, informal traders, retailers, exporters and also other marketing stakeholders would be discussed.

#### **Sub-themes**

1. Marketing of Cereals, Millets, Pulses, oil seeds, and sugarcane, and their issues of transportation, processing, grading and sorting, storages, wastage of commodities and many others issues
2. Marketing of horticulture and floriculture commodities: vegetables, fruits and all kinds of flowers and their issues of transportation, processing, grading and sorting, storages, cold storages, wastage of commodities and many others issues
3. Marketing of live cattle, poultry and fish: buffalos, cow, sheep, goat, poultry (including backyard poultry), and their issues of transportation, issues of health, infrastructure in these markets and other issues.
4. Marketing of meat (bovine and poultry) and eggs and their issues of transportation, processing, cold storages, exports, wastage and others.
5. Marketing of milk and its issues in packing, transportation, cold storages, wastage, branding and others
6. Issues and challenges of marketing faced by the farmers, venders, retailers, traders, commission agents, processors, cold storagers and exporters of agricultural commodities.
7. Institutional mechanisms and best practices of marketing, processing, cold storages, sorting and branding, packing etc.

There will be a key note address, technical sessions, panel sessions and special lectures in the two days seminar. The eminent academicians and experts will give key note address, lectures in panel session and special lectures.

### **Guidelines for Paper Writers:**

Original research papers are invited from experts, policy makers, researchers, academicians, government departments, non-government organizations and students from diverse fields from different regions of the country. We encourage the PhD Scholars and students from various institutions and universities to present papers / participate in the seminar. Paper should be written in English only. Author's correspondence address and his/her affiliation institution/university should be written in the first page of the paper.

**Abstract Submission:** Abstract should not be more than 300 words (with 4 to 6 key words). It should be TIMES NEW ROMAN with 12 font size, typed on A4 size word file.

**Full Paper Submission:** Full paper (along with abstract) should not be more than 12 pages including references. It should be in TIMES NEW ROMAN with 12 font size, typed on A4 size word file pages with margins of 1.5 inches on all sides. Papers should be well organised and clearly indicate the issue, objectives, methodology, results.

Abstracts and Papers should be sent to: [dramdas06@gmail.com](mailto:dramdas06@gmail.com), mark cc to [ksrao@gids.org.in](mailto:ksrao@gids.org.in)

### **Important dates:**

Seminar Dates: 21-22 July 2025.

Last date for abstract submission: 06<sup>th</sup> June 2025.

Communication for acceptance notification of abstract: 10<sup>th</sup> June 2025.

Last date for full paper submission: 10<sup>th</sup> July 2025.

Communication for acceptance notification of full paper. 12<sup>th</sup> July 2025.

### **Registration fee:**

There will be a registration fee of

Rs.500 for paper presenters and participants without accommodation.

Rs.1000 for paper presenters with accommodation. There is no accommodation for participants.

### **Travel expenses, boarding and lodging:**

The organising committee will be pleased to reimburse 3<sup>rd</sup> AC train fare (with shortest route) travel expenses of the authors of selected papers (only the first author, in case of a co-authored paper). The institute will also provide the selected authors (only the first author, in the case of a co-authored paper) with boarding and lodging at the institute's guesthouse for two days during seminar.

### **About Giri Institute of Development Studies (GIDS):**

The Giri Institute of Development Studies (GIDS), located in Lucknow, is a premier research institute dedicated to advancing knowledge and understanding of socio-economic development in India. Established in 1973, GIDS is an autonomous institution funded by the Indian Council of Social Science Research (ICSSR) and the Government of Uttar Pradesh. The institute is renowned for its research in critical areas such as poverty alleviation, rural development, labour studies, and social justice, contributing valuable insights to state and national policy frameworks. GIDS also conducts training programs, workshops, and seminars that facilitate skill development among researchers, scholars, and practitioners in social sciences. Through its interdisciplinary approach, GIDS collaborates with various government agencies, academic institutions, and international organisations to address pressing development challenges. With a strong emphasis on empirical research and field studies, GIDS is pivotal in informing policies and promoting inclusive growth and sustainable development across India.

### **About Lucknow:**

Lucknow, the cultural capital of Uttar Pradesh, is a treasure trove of history, grand architecture, fine craftsmanship, and world-renowned cuisine. Known as the "City of Nawabs," it boasts iconic monuments like the majestic Bara Imambara and the stunning Rumi Darwaza, symbols of Mughal-era elegance. The city's intricate Chikankari embroidery—a delicate, timeless craft—is famed worldwide. Culinary traditions are cherished here, with delights like kebabs, biryanis, and winter's special malai makhan, a light, airy dessert that adds warmth to chilly mornings. Home to a diverse, vibrant population, Lucknow harmoniously blends its heritage with modernity, welcoming visitors into its rich socio-cultural landscape.

### **Chief Patron**

Prof. Rajiv Kumar  
Chairman, GIDS

### **Patron**

Prof. Harsh Sharma,  
Director, GIDS

### **Seminar Convenor**

Dr. K.Srinivasa Rao,  
Associate Professor, GIDS

### **Seminar Coordinator**

Dr.D.Ramdas,  
Research Consultant, GIDS

Any queries, please contact to Dr.D.Ramdas, Mobile No: 9502577835

### **Venue of the Seminar**

Giri Institute of Development Studies (GIDS),  
Sector – O, Aliganj Housing Scheme,  
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