



Rayat Shikshan Sanstha's
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)
Tal. Palus, Dist. Sangli



Department of Commerce, Economics and IQAC Jointly Organized

National Workshop on

“Recent Trends in Agro-marketing in India”

Report

Dt. 8th April, 2022.

To discuss and analyse the recent trends in agro-marketing in India and identify strategies to enhance efficiency and profitability in the agricultural sector Department of Economics and Department of Commerce jointly organized collaboration with IQAC one day national workshop on “Recent Trends in Agro-marketing in India” on 8th April, 2022.

Inaugural and Keynote Address by Hon. Chetan Narake, Finance Ministry, Commercial Consultant of Thailand Government emphasized the importance of modernizing agro-marketing practices to support the growth and sustainability of India's agricultural sector. He highlighted the need for innovative approaches to address challenges such as market volatility, price fluctuations, and supply chain inefficiencies.

Chairperson of the workshop CDC member Mr. J. K. (Bapu) Jadhav outlined the recent trends shaping agro-marketing in India, including the adoption of technology, evolving consumer preferences, and the role of government policies. He stressed the significance of empowering farmers with knowledge and resources to effectively navigate the dynamic market landscape.

The workshop featured panel discussions and interactive workshops led by experts from academia, industry, and government agencies. Topics covered included digital marketing strategies for agricultural products, the role of e-commerce platforms in connecting farmers with consumers, and best practices for value addition and branding in agro-products. Participants shared case studies and best practices from different regions of India, showcasing successful agro-marketing initiatives that have contributed to increased farmer incomes, market access, and sustainability.

The workshop concluded with the formulation of policy recommendations aimed at fostering a conducive environment for agro-marketing growth in India. These

recommendations encompassed areas such as infrastructure development, market reforms, access to finance, and capacity building for stakeholders across the agro-value chain.

Outcomes of the workshop:

1. The Workshop provided a platform for stakeholders to exchange knowledge, insights, and experiences, and to chart a course for the future development of agro-marketing in India.
2. The event underscored the importance of collaboration and innovation in unlocking the full potential of the agricultural sector to drive inclusive growth and prosperity.

Beneficiaries: 153

Farmers: 27

Agro-marketing Businessman: 08

Students: 89

Teaching & Non-teaching Staff: 29



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