

Regional Conference

on

Specialty Agriculture in the Context of Farm Economy of Himalayan Region

September 21-22, 2022

organized by

Division of Agricultural Economics and
Agribusiness Management, SKUAST-Jammu

in collaboration with

Indian Society of Agricultural Economics, Mumbai

ISAE-22

SKUAST-JAMMU

21st-22nd September, 2022



at

Sher-e-Kashmir University of Agricultural Sciences and
Technology of Jammu

Chief Patron



Chief Patron
Prof. J.P. Sharma

Vice-Chancellor, Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, India

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President, Indian Society of
Agricultural Economics, Mumbai



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About the University

Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu (SKUAST-Jammu) came into existence on 20th September, 1999 following the amendment in Sher-e-Kashmir University of Agricultural Sciences and Technology Act, 1982, through the State Legislature. The establishment of SKUAST of Jammu has in its background aspirations, commitment and missionary zeal to cater the needs of Jammu Division for the region specific advances through education, research and extension in the field of agriculture. The university is mandated to address the basic, strategic and applied research related to enhanced production in agriculture and allied sectors (livestock health improvement and quality based products). SKUAST-Jammu is striving to achieve high standards of excellence in education, research and extension for the betterment of farming community of the region. SKUAST-J is a multi-campus university with its headquarter located at Chatha, Jammu. There are Eight Research Stations/Sub-Stations and seven KVKs in the University which are located in different agro-climatic zones of Jammu region for catering the location-specific needs of the farming community. University pursues research of high standard through projects funded by various central and state agencies.



About the Division

The Division of Agricultural Economics & Agri-Business Management is a constituent unit of Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu (SKUAST-J) is Pioneer institution of Union Territory of J&K which has taken the initiative to award the MBA (Agri-Business Management) degree. The Division offers MBA (ABM), MSc (Agril. Economics), PhD (ABM) and PhD (Agril. Economics). The division is credited to have the facility of establishment of Agri-entrepreneurs and start-ups as the institute is first of its kind to have Agri-Business incubation centre under RKVY-RAFTAAR project of GoI.

About the Society

The establishment of the Society in December 1939 constituted a landmark in the progress in the study of Agricultural Economics in India. In its establishment, a notable role was played by the late Lord L.K. Elmhirst, the founder-President of the International Conference (now Association) of Agricultural Economists and by Dr. T.G. Shirname. Among the distinguished persons who occupied the post of President of the Society in its formative years were the late Sir Malcolm Darling and Sir T. Vijayaraghavacharya. But it was left to Sir Manilal B. Nanavati to infuse it with a sense of purpose and direction. It was during his Presidentship covering a period of 17 years from 1943 to 1959 that the Society acquired its present status and stability. The Society



is registered under the Societies Registration Act, 1860 and the Bombay Public Trusts Act, 1950. The objectives of the Society are “to promote the study of social and economic problems of agriculture and the rural areas and also to promote technical competence for teaching and research in agricultural economics and allied subjects”. These objectives are sought to be achieved by (a) undertaking, organizing, and co-coordinating research in problems of agricultural economics and rural development and maintaining a research library and documentation centre; (b) holding periodical conferences and seminars and training courses; (c) publishing book reports, papers or summaries of papers either separately or collectively, or in a periodical which may be issued under the auspices of the Society; (d) co-operating with other institutions having similar objectives such as the International Association of Agricultural Economists, the Indian Economic Association, etc.

The Indian agriculture sector has experienced buoyant growth in the past two years. The sector, which is the largest employer of workforce, accounted for a sizeable 18.8 per cent (2021-22) in Gross Value Added (GVA) of the country

registering a growth of 3.6 per cent in 2020-21 and 3.9 per cent in 2021-22. India's agriculture sector accounts for 42.6% of employment (Indian Statistical Institute, Kolkata) and is the top producer of milk, spices, pulses, tea, cashew and jute, and the second-largest producer of rice, wheat, oilseeds, fruits and vegetables, sugarcane and cotton. A trend accompanying growing consumption and increasing production is the qualitative shift to special agriculture. There has been a marked shift in production from basic foodgrains to high value produce, especially fruits and vegetables.

Specialty agriculture involves commercial agricultural operation, other than a confined feeding operation, which requires smaller tracts of land due to the intensive nature of the operation. Without restricting the generality of the foregoing, it include nurseries, greenhouses, mushroom farms, market gardens and apiaries. Specialty crops are plants that are intensively cultivated. Specialty plants must be cultivated , managed and used by people for food, medicinal purposes, and/or aesthetic gratification to be considered specialty crops. The term “specialty crops” is used to describe fruits and vegetables, are tree nuts, dried fruits, Chickpeas, Christmas

trees, Coffee, Cut flowers, Dry edible beans, Dry peas, Foliage, Fruit grapes for wine, Garlic, Ginger root, Ginseng, Herbs, Honey, Hops, Lavender, Lentils, Mushrooms, Organic fruits and vegetables, Peppermint, Potatoes, Seaweed, Spearmint, Sweet Corn and Vegetable seeds falls under specialty crops at world level.





Production of horticulture crops which are specialty in India reached a record 331.05 million metric tonnes (MMT) in 2020–21 (as per 3rd advance estimate), an increase of 10.5 million metric tonnes over FY20. It also produced 25% of the world's pulses, as of last decade, until 2019. The organic food segment in India is expected to grow at a CAGR of 10% during 2015-25 and is estimated to reach Rs. 75,000 crore (US\$ 10.73 billion) by 2025 from Rs. 2,700 crore (US\$ 386.32 million) in 2015. The processed food market in India is expected to grow to Rs. 3,451,352.5 crore (US\$ 470 billion) by 2025, from Rs. 1,931,288.7 crore (US\$ 263 billion) in FY20 on the back of government initiatives such as Pradhan Mantri Kisan Sampada Yojna. The food processing industry employs about 1.77 million people. The sector allows 100% FDI under the automatic route.

The Government of India has launched a Central Sector Scheme of “Formation and Promotion of 10,000 “Farmer Producer Organizations (FPOs)” to form and promote 10,000 new FPOs till 2027-28. Under the scheme, the formation and promotion of FPO is based on Produce Cluster Area approach and specialized commodity-based approach. While

adopting cluster based approach, formation of FPOs focuses on “One District One Product” to enable product specialization

The specialty crop sector has been consistently growing over the last decade at national and international level. However, the COVID-19 pandemic has presented unique challenges to the industry that threaten its continued growth, while at the same time prompting a positive trend in consumer preferences for direct farm specialty crop purchases. Bonding together in production, processing, or marketing cooperatives is one way that farmers can increase their relative economic power. Performing some processing functions on-farm before selling their crops, producing higher-value specialty crops, building direct marketing opportunities that bypass middlemen, and looking for niche markets are other ways that farmers can capture a larger share of the economic value of what they produce. Increasing the production of these specialty crops would also contribute to economy. These additional benefits would increase economic activity and enhance economic development. The recommendations from the conference will play an important role in identifying the ways how to expand specialty crops' and its



role as a major player in the agricultural industry and economy. The horticulture sector plays an important role in the J&K UT and contributes significantly to the economy and is a source of livelihood for 33 lakh population. About seven lakh families are directly or indirectly involved and dependent upon the horticulture sector which is otherwise specialized sector of J&K UT. Selected specialty crops' viz fruits and vegetables contribution to the agriculture GDP or total industrial output of UT is 8 per cent.

Future research should examine alternative approaches to develop this important cluster of economic activity. Identifying new locations for farmers' markets, expanding sales at existing farmers' markets, and identifying opportunities for producers to sell specialty crops to new value-added markets could be among possible growth strategies. Against this background, the paper writers may, among other things, focus on the following major themes

1. Biodiversity conservation and sustainable utilization of natural resources for meeting the challenges of specialty agriculture.
2. Augmenting the productivity of hill agriculture with reference to specialty agriculture.
3. Economic analysis, econometrics and policy intervention w.r.t. specialty agriculture and its adoption.
4. Role of specialty agriculture, value addition and marketing linkages.
5. Integrated value-chain development of specialty crops for poverty reduction.
6. Specialized commodity with respect to one district one product.
7. Entrepreneurship development in specialty agriculture: opportunities and scope

“Also additional papers can be submitted on topics relevant to the region such as Agriculture risk management, Digitization in agriculture, Agriculture food security, and Enabling functionaries to manage agricultural production system”.



Startups Developed by Agribusiness Incubator SKUAST-Jammu

Registration Fee

S.No.	Category	On-spot	Till 10 th Sept.
1.	Students/Scholar	₹ 2000.00	₹ 1500.00
2.	Scientists/Acadamicians	₹ 3500.00	₹ 3000.00
3.	Industry/Corporate	₹ 6500.00	₹ 5500.00

Scholars/Student for virtual mode- ₹ 1000.00

Bank Details: Account Name: Regional Conference, Division of AEABM
Account Number: 1235010200000006
Bank Name: J&K Bank, Chatha
IFSC Code: JAKA0EAURSP

Online Registration will begin on 15.04.2022. Participants will not be entitled for TA claim. They have to make their own travel arrangements.

Registration link: <http://skuast.org/isaeregconf>

Abstracts can be submitted to conference e-mail: aeabmregconf@gmail.com

Accommodation:

Limited Accommodations are available at the University Guest House. Registered participants can request for accommodation well in advance by submitting request for accommodation on conference e-mail. The accommodation will be provided on first come first serve basis on prior payment.

Awards:

- ❖ Best paper presentation award
- ❖ Best oral poster presentation award

How to Reach:

Jammu is well connected by road, rail and air.

Important Dates:

Last Date for Submission of Abstract	: 30.06.2022
Issue of Acceptance Letters for Abstracts	: 05.07.2022
Submission of Full-Length Original Paper of accepted abstract	: 25.07.2022
Last date of registration	: 10.09.2022

Call for Abstracts and Papers

Full length papers and abstracts in consistency with the themes of the seminar are invited from the interested participants. They can send their abstracts mentioning theme under which to be included at the top followed by the title, names of author/co-author and affiliation with valid email ID (not more than 400 words, typed on A4 size page with 1.5 spacing using Microsoft Times New Roman, font size 12) by or before 30th June, 2022 at seminar email ID: aeabmregconf@gmail.com.

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