



KIIT UNIVERSITY
KIIT School of Management

Bhubaneswar, Odisha, India
(Declared U/S 3 of UGC Act, 1956)



**9th National Management
Convention**

SUSTAINABLE AGRIBUSINESS IN INDIA

February 19-20, 2016



“The ultimate goal of farming is not the growing of crops, but the cultivation and perfection of human beings.”

-Masanobu Fukuoka, The One-Straw Revolution



Agriculture has been the major contributor to Indian economy. Although the recent structural change in Indian economy has reduced the contribution of agriculture on Indian's GDP (47.6% in 1960 to 15% in 2015), its role in strengthening the overall socio-economic fabric of India is still felt by many with 56.6% of the population (as per 2011 census) dependent on agriculture and allied activities. Today India occupies the second position worldwide in farm output.

Agribusiness has been a key to the success of agriculture in India. The development of agribusiness has been influenced by several factors such as: increased demand on quality food by rising population and rise in urban household income; involvement of marginal and sub-marginal farmers in non-farming activity; felt need for a value chain for agricultural products etc. Now the total worth of India's agribusiness has reached Rs. 12 lakh crores and it has led to substantial growth in retail sector.

Although agribusiness has led to growth in Indian economy, the productivity thereof has been far below other sectors. The poor productivity has been owing to issues such as management of land and water, combating the extreme climatic condition, maintaining the ecological balance by giving proper emphasis on the variety of crops, managing the value chain by involving various stakeholders etc. This convention aims at creating a platform to bring together scholars, academicians, practicing professionals and representatives from the industry for deliberating on ways for improvement of growth and productivity of agribusiness in India.

Theme - “Sustainable Agribusiness in India”.

SUB THEMES

- **Re-defining productivity in the Agribusiness Value Chain.**
Improve resource efficiency and optimize cost of operations and its impacts.
- **Recreate products and markets to address social issues.**
Grow revenue through new or improved products and services to address social issues.
- **Enable local cluster to facilitate growth and productivity.**
Activate supply chain and create positive network effect to enable growth and productivity.
- **Redefine customer value propositions to enable growth and productivity.**
Re-orient product/ service attributes, customer-relationship-management and image building to enhance customer willingness to pay.
- **Develop organizational, human and informational capital to enhance productivity.**
Attract, develop and engage talent; manage knowledge effectively and develop culture, leadership, alignment & teamwork to enhance productivity.
- **Innovations in agribusiness to meet the challenges arising out of natural calamities.**
Leverage existing pool of knowledge to enhance product and process innovations that can be aligned to different scenarios arising out of complexity and dynamism in the natural environment of agribusiness.

WHO CAN PARTICIPATE

Professionals from the Corporate (for Case Studies), Academicians, Research Scholars, Agricultural scientists and Students, who have specific interest in the theme of the convention.

Participants from the corporate are especially encouraged to contribute case studies relevant to the different subthemes of the convention.

SUBMISSION OF ABSTRACTS

Selection of Papers would be based on abstracts detailing the purpose of the research, methodology, important conclusions / outcomes and key references. The guidelines for abstract submission are given

- The abstract should be submitted along with a Title Page and should not exceed 500 words, excluding the Title Page and References.
- The Title Page should clearly highlight the Author's name, Affiliation & Contacts (including Institute/Organization name, City and Postal Address) and e-mail address in Proper Case. It should have 3 to 6 Keywords.
- Except for the Title Page, the name of the Author(s) should not appear in any other page of the abstract.
- The Title page and the abstract should be typed in 'Times New Roman' style, with font size 12, 1.5 lines space between lines and 70 point margin on all sides.
- The abstract submission should be accompanied by a statement confirming that the work for which the abstract is being submitted represents the Author's original work.



A soft-copy of the abstract needs to be mailed to mail.nmc@ksom.ac.in so as to get delivered on or before January 30, 2016.

The abstracts would be blind-reviewed and the decision of the reviewing committee on papers to be selected for the Convention would be final. Decision of the reviewers on the acceptability of the abstract would be communicated by February 02, 2016.

SUBMISSION OF PAPERS

Both a PDF and a Microsoft Word version of the full paper selected for the Convention should be sent to mail.nmc@ksom.ac.in so as to reach on or before February 08, 2016. Following are the submission guidelines:

- The paper should not exceed 6000 words excluding Title Page, Illustrations and References.
- The Paper should be typed in 'Times New Roman' style, with font size 12, 1.5 lines space between lines and 70 point margin on all sides.
- For Papers to be included in the Convention proceedings, at least one of the authors must register for the Convention and present the paper.
- Reference should be written in APA format.

BEST PAPER AWARD

Award for the best paper(s) will be chosen by a panel of experts. The Award will be announced on the last day of the Convention, February 20, 2016. Participation certificates will also be distributed on the same day.

CRITERIA FOR PAPER REVIEW / EVALUATION

- **Relevance of Purpose:** Is the purpose of the paper relevant to the industry?
- **Depth of Research:** How comprehensive is the study, including that of any previous work in the same area?
- **Extent of Originality:** How original is the idea?
- **Practical Applicability:** Are the conclusions practical? Can they be implemented?
- **Justifiability of Conclusions:** Do the study and discussion adequately justify the conclusion?
- **Structure and Organization:** Is the report properly and logically structured?
- **Quality of References:** Are the sources credible?
- **Adherence to Guidelines:** Has the report adhered to the guidelines laid out in this document?



REGISTRATION AND PAYMENT DETAILS

Participants / Sponsoring authorities need to register for the programme by filling up the attached registration form. The form can also be downloaded from www.ksom.ac.in/nmc.

Registration fees include convention kit, lunch, dinner and light refreshments only during the course of the event. Accommodation can be arranged for a nominal charge, subject to availability.

Delegate Category	Fees Per Delegate	
	Early Registration Fees	Regular Fees
Corporate Executive	₹ 2000	₹ 2500
Academician	₹ 1000	₹ 1500
Research Scholar	₹ 500	₹ 750
Student	₹ 500	₹ 750

The fee is to be paid in the shape of a Local or "at par" Cheque or a Demand Draft drawn in favour of "KIIT" payable at Bhubaneswar. To qualify for the "Early Registration" offer, participants have to register before January 28, 2016.

However, the last date to register for the event is February 18, 2016. Participants have to send both the registration form and the payment instrument by the above deadline.

IMPORTANT DATES

Submission of Abstracts	January 30, 2016
Intimation of Acceptance of Abstracts	February 02, 2016
Early Registration	January 28, 2016
Submission of Full Paper	February 08, 2016
Convention Dates	February 19-20, 2016

PUBLICATION

Selected papers have a chance of getting published in Parikalpana: KIIT Journal of Management, and an Edited Book by a reputed publisher. The final decision of publication will be completely based on the approval/acceptance of the editorial board of the respective journal and edited book.

BUSINESS PLAN PRESENTATION

Students are encouraged to present innovative business plans on sustainable agribusiness. The plan will be evaluated by a panel of jury and the winner will receive a certificate and a cash prize of ₹ 10,000/-

CONVENTION CONTACTS

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KIIT SCHOOL OF MANAGEMENT, KIIT UNIVERSITY

KIIT School of Management (KSOM) is a constituent unit of the KIIT University, established under section 3 of the UGC Act, 1956. This is the 23rd year of its existence. In several prestigious rankings such as Outlook, Careers360, Open-C Fore, MBAUniverse.com, KSOM has been consistently ranked among the top B-Schools in India and as one of the finest in Eastern India. It has been rated in A Grade by National Accreditation and Assessment Council (NAAC). The school is a SAP University Alliances partner and also has tie-up with Dassault Systemes, a world-leader in Product Lifecycle Management solutions.



KIIT UNIVERSITY, BHUBANESWAR

With an impressive cluster of 22 academic campuses spread across 25 square kilometers, KIIT University today has the unique distinction of becoming the youngest educational institution in the country to be declared a University (U/S 3 of the UGC Act, 1956). Recently it has been conferred with category 'A' status by Ministry of HRD, Govt. of India. However, the jewel in the crown has been Kalinga Institute of Social Sciences (KISS), where more than 25,000 children from lesser-known tribes are being provided free boarding, lodging, education and vocational training. It is education coupled with empathy that makes KIIT stand out from the rest.



THE TEMPLE CITY OF BHUBANESWAR

Bhubaneswar, the capital of Odisha, is a city nestled amidst myriad of temples and lush greenery. While it is a planned cosmopolis offering all modern amenities including star hotels, several quality eating joints, shopping malls and more, it also offers a spectacular view of the world gone by, boasting of exquisite temples such as Rajarani and Lingaraj, dating back to as much as 11th Century.

While the caves at Khandagiri and Udaygiri would serenade you with their poetry in stone, the Nandankanan zoo, one of the biggest homes for the awe-inspiring white tigers would leave you wanting for more. The world-heritage Konark Temple, Puri sea beach and the Puri Shri Jagannath Temple are only an hour-and-half's drive from the city. If you are adventurous enough, Chilka Lake, the largest salt water lake in the country would leave you breathless with its beauty in winter, with millions of migratory birds flocking to it from the distant Siberia.

MAJOR HOTELS



- The Trident
- Mayfair Lagoon
- Sandy's Tower
- Swosti Premium
- Kalinga Ashok
- Pal Heights
- Swosti
- Sishmo
- New Marrison
- Grand Central
- Ginger

