

Dear Member,

The Society is pleased to inform you about the addition of the **Fourth theme** titled “**Role of Agri-Business Entrepreneurship, Innovation and Value Chains/Networks in Farmer Income Improvement: Models, Policies and Challenges**” in addition to the three subjects for the 81st Conference to be held under the auspices of The School of Business and School of Economics under the Faculty of Management of Shri Mata Vaishno Devi (SMVD) University at Katra (Jammu & Kashmir) from December 1-3, 2021.

The brief and detailed Conference Outlines on the fourth theme is given below for your information.

SUBJECT IV

Role of Agri-Business Entrepreneurship, Innovation and Value Chains/Networks in Farmer Income Improvement: Models, Policies and Challenges

BRIEF OUTLINE

The agribusiness entrepreneurial activities strengthen the value-based product delivery to the customers as well as ensure the improvement in the income of the farmers. The papers in this section shall help understand the market-based business models with respect to agribusiness, challenges and potential. This theme would provide a venue for examining entrepreneurial innovations and role of value chains/network as well as policy interventions required for making farming and other allied livelihoods more remunerative and sustainable.

DETAILED OUTLINES

Entrepreneurship plays a vital role at various levels in the agri-value chain or network esp. in the age of globalised agribusiness including primary production. Each of the value chain player has a role to play in producing products and moving them through to the market – through the value chain. However, there are many challenges that these players face: social barriers, economic barriers, regulations, access to finance and information, and their own managerial capacity to cope with risks and changes and to seize the opportunities, besides gender issues in case of women entrepreneurs.

There are issues of scale, viability and sustainability which most agribusiness starts ups and producer agencies face while creating or participating in the value chains and networks. The papers under this theme shall help understand the new and innovative market-based business models in agribusiness sector which could be about farm inputs and services, farm production, aggregation, storage or processing, distribution and marketing. The business models and initiatives which pertain to small farmer market linkage or market interface would be particularly valuable including bio-inputs and more sustainable agricultural produce handling.

Broadly, the papers would focus on the following topics (but not limited to):

- Role and evidence of entrepreneurship in agribusiness sector in terms of helping farmer incomes and employment
- Business models and their rationale for intervention in the farm and allied sector and performance and issues

- Small farmer and marginalised sector livelihoods interface of the new initiatives and their effectiveness in bringing an impact.
- Role of policy and assessment of their effectiveness in promoting and supporting inclusive agribusiness entrepreneurship and value chains at national, state and local levels.

The last date for submission of papers on Theme IV will be the same, **i.e., July 31, 2021** with a grace period of 15 days. We look forward to receiving your valuable research contribution for the Conference.