



Golaghat Commerce College

Golaghat, Assam



Call for Papers

SEMINAR THEME:

- ❖ Agricultural Marketing
- ❖ Organic Agriculture
- ❖ Development of Marketing Infrastructure
- ❖ Agri – Business
- ❖ E – Marketing of Agri-Products
- ❖ Logistics Management
- ❖ Constraints of Agricultural Development
- ❖ ICT in Rural and Agri Marketing
- ❖ Institutional Finance in Rural & Agriculture Sector
- ❖ Agri-Economic Policies
- ❖ Rural Entrepreneurship
- ❖ Food processing industry
- ❖ Organized and Unorganized Marketing
- ❖ Retail Marketing
- ❖ Skill and Digital India
- ❖ Sustainability
- ❖ Any topic related to the seminar theme

NATIONAL SEMINAR

on

Rural and Agricultural Marketing in North-East India: Problems & Prospects

18th & 19th February, 2022

Sponsored by



Indian Council of Social Science Research (ICSSR)

Organized by

**Department of Management
Golaghat Commerce College
Golaghat, Assam**

In collaboration with

**IQAC
Golaghat Commerce College**

Golaghat Commerce College, Golaghat



Organizing Committee

Chair Person
Dr. Utpal Sarma

Convenor
Dr. Chinzakhum Vaiphei

Co – Convenor
Biswajyoti Doley

Coordinator
Shankar Jyoti Doley

Co – Coordinator
Dr. Papari Nayak



About the College

The Golaghat Commerce College, a premier institution of commerce education in the district of Golaghat, Assam came into existence in 1972. The college, with its picturesque location, is situated in the heart of the Golaghat town. The college is affiliated to Dibrugarh University. The college offers various undergraduate courses under commerce and humanities stream as well as post-graduation in M. Com. At present approximately 2000 students are studying under various programs. Over a period of 50 years, the college has distinguished itself in diverse academic fields by providing intellectually academic culture and visions.

About the Theme

India is the 3rd largest agro-based country in the world with varied climatic and geographical conditions. Agriculture, with its allied sectors, is the largest livelihood provider in India. It contributes a significant figure to the Gross Domestic Product (GDP). In many crops, the country is experiencing self-reliance in production. The production technology has also improved the productivity of many crops. In spite of improvement in production technology and self-reliance in some crops, the farmer community in rural areas are facing the problems of marketing. Due to lack of organized and regulated market, the small and marginal farmers normally sell away their produce to middlemen. The defective marketing system results low income to the farmers. Such inefficient marketing system become obstacle in the overall development of people engaged in agriculture and related activities. Hence, there is a need to examine the problems and prospects of agricultural marketing practices in North-East India.



Golaghat Commerce College Golaghat, Assam

About the Department

The Department of Business Management, Golaghat Commerce College is well known for its academic pursuit and excellence in Dibrugarh University. The department was established in 1972. Since then it has been playing a very significant role in the development of management and commerce education in Golaghat district.

Objectives of the Seminar

1. To present the scenario of rural agricultural marketing in North- East India.
2. To identify the problems in the rural agricultural marketing.
3. To address the problems being faced in rural agricultural marketing.

Who can Participate

Seminar is open for Academicians, Teachers, Research Scholars, Industrialists, Students etc. *Participant from outside Assam may present the paper through online mode.*

Registration Fees

- | | |
|----------------------|----------|
| 1. Academician: | Rs. 800 |
| 2. Research Scholar: | Rs. 500 |
| 3. Student: | Rs. 300 |
| 4. Industrialist: | Rs. 1000 |

Registration Link

<https://forms.gle/VuEG1rzHpvNegiPX9>

Bank Details

- In favor of Department of Management
- Bank Name: Indian Bank
- Account Number: 7130145471
- IFSC Code: IDIB000G587

NATIONAL SEMINAR

on

Rural and Agricultural Marketing in North-East India: Problems & Prospects

18th & 19th February, 2022

Submission Guidelines

1. The Paper should focus on any of the issues/aspects of the theme with a prescribed word limit of 3500-4000 words.
2. An Abstract of about 200-250 words with keywords [05]
3. The Paper should have the APA Format comprising the following:
 - Font: Times New Roman
 - Font size: 12 pts justified
 - Line Spacing: 1.5
4. Paper presenters and co-authors must be present in the presentation of the paper. Certificates will be given only after presentation.

Abstracts and Papers can be submitted at –
businessmanagement.gcc@gmail.com

***Selected peer reviewed papers will be published in an edited book with ISBN.**

Important Dates

Last Date for Abstract Submission: 25th December, 2021
Acceptance notification: 30th December, 2021
Last date for submission of full paper: 17th January, 2022
Seminar Dates: 18th and 19th February, 2022

Contact

Biswajyoti Doley:	8638512148
Shankar Jyoti Doley:	9990637649
Chinzakhum Vaiphei:	8638601881
Papari Nayak:	8721068225

Email-
businessmanagement.gcc@gmail.com