

# ABMC-2024

## AGRICULTURE AND BUSINESS MANAGEMENT CONGRESS

NATIONAL CONFERENCE ON OPPORTUNITY AND  
CHALLENGES IN AGRICULTURE:  
PRODUCTION, MANAGEMENT AND MARKETING

Organized by-



SCHOLICS

Co-Organized by-



PLANTICA

**Date**

**25<sup>th</sup> May 2024**



[www.scholics.in](http://www.scholics.in)



Plantica-IARD



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### ABOUT SCHOLICS :

Scholics Foundation, a registered entity under the Indian Trust Act 1882 and the Ministry of MSME, Government of India, situated in Uttarakhand, is dedicated to fostering rural development, promoting entrepreneurship, advancing education, and conserving the environment. Beyond our primary objectives, we offer concise courses and workshops tailored to equip individuals with essential skills in Agriculture, Management, Digital Marketing and Data Management. Our meticulously designed programs aim to empower participants with the knowledge and resources necessary for success in these rapidly evolving sectors.

### ABOUT PLANTICA :

Plantica Foundation, Registered under The Indian Trust Act, 1882 and Ministry of MSME Govt. of India, located at Dehradun, Uttarakhand. Plantica Foundation is an ISO 9001:2015 certified organization for quality standards and Recognized as "Authorized Training and Research Centre" by Sri Dev Suman Uttarakhand University and Uttarakhand Open University (State Govt. University of Uttarakhand).

Plantica has awarded as Outstanding Agriculture Science Institute of the Year 2022 jointly by Research Education Solution and Centurium University, Odisha. Since its establishment in 2017, Plantica is a key player for training and capacity building in Agriculture and its applications through training, education and research in India. The training, education and capacity building programmes of the academy are designed to meet the requirements of Professionals at working levels, fresh graduates, researchers, academia, and decision makers. Plantica starts the work with the formation of an all India based academic and scientific group of researchers (Plantica Group of Researchers-PGR, India- [www.pgrindias.in](http://www.pgrindias.in)) named Association of Plant Science Researchers (APSR) in 2017.





# ORGANISING COMMITTEE

## Patron

**Dr. Anoop Badoni**, *Ph.D., FAPSR, FIBTCA*  
Chairman, Plantica Foundation  
Sr. Scientist and Director, Plantica-IARD

## Convenor

**Mr. Himanshu Malhotra**, *M.Sc.(Stat.), M.Sc.(EVS.) MBA, MAPSR*  
Scholics- ARED

## Organizing Secretary

**Dr. Pooja Kaintura**, *Ph.D., ICAR-NET*  
Plantica-IARD

## Joint- Organizing Secretary

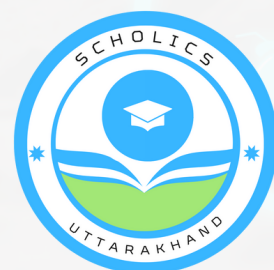
**Mr. J.P.S. Rawat**, Himgiri Zee University  
**Mr. Vinay Chamoli**, HNBGU  
**Ms. Anjana Jakhmola**, Plantica-IARD

## Organizing Committee Members

**Dr. P. K. Sehgal**, Uttarakhand Open University, Haldwani  
**Dr. Nivas Manohar Desai**, Dapoli Urban Science Senior Science College  
**Dr. Gaurav Aggarwal**, Quantum University  
**Dr. Man Mohan Baghel**, CCS Haryana Agricultural University  
**Dr. R.P. Srivastava**, Mandsaur University, MP  
**Mr. Naveen Bahuguna**, Quantum University  
**Mr. Aditya Bhatia**, NIFTAM, Kundli, Haryana  
**Mr. Adarsh Dangwal**, GBPUAT, Pantnagar  
**Ms. Abha Rawat**, HNBGU, Srinagar  
**Mr. Shailendra Tiwari**, HNBGU, Srinagar

## Coordinators

**Mr. Chandan Kumar**, Plantica-IARD  
**Ms. Vandna Petwal**, Plantica-IARD  
**Mr. Saksham Chaudhary**, Scholics-ARED  
**Mr. Shelja Pathania**, Scholics-ARED



# THEMES OF THE CONFERENCE

## Comprehensive Sustainable Agriculture Approaches

- Conservation agriculture methods
- Organic farming techniques
- Water and soil conservation strategies
- Integrated pest management
- Technology Adoption in Agriculture
- Crop diversification for climate resilience
- Climate-smart farming practices
- Sustainable water management strategies
- Early warning systems for weather-related risks
- Soil health enhancement through cover cropping and crop rotation
- Agroforestry and silvopasture practices for biodiversity and soil conservation
- Implementation of agroecological principles for ecosystem resilience
- Adoption of regenerative agriculture practices to restore soil health and mitigate climate change impacts

## Precision agriculture technologies

- Use of drones and satellite imagery
- IoT (Internet of Things) applications in farming
- Robotics and automation in agricultural tasks
- Remote sensing technologies for crop monitoring and management
- GPS-guided machinery for precise planting, fertilizing, and harvesting
- Variable rate technology for customized input application based on soil and crop conditions
- Data analytics and machine learning algorithms for decision support in farming operations
- Wireless sensor networks for real-time monitoring of environmental conditions such as soil moisture, temperature, and humidity
- Integration of artificial intelligence to optimize resource utilization and crop yield predictions

## Productivity and Yield Enhancement

- Improved crop varieties and breeding techniques
- Efficient irrigation methods

- Enhancing soil fertility and nutrient management
- Post-harvest handling and storage techniques
- High-yield and drought-resistant crop varieties
- Precision nutrient management
- Soil conservation practices
- Agroforestry integration
- Efficient irrigation technologies

## Market Access and Value Chain Development

- Supply chain management in agriculture
- Strengthening linkages between farmers, intermediaries, and markets
- Value addition and agro-processing opportunities
- Digital Marketing Practices for Agriculture
- Developing sustainable supply chains
- Marketing strategies for agricultural products
- Access to agricultural credit and financing options
- Investment opportunities in agricultural value chains

## Entrepreneurship, Policy, and Capacity Building

- Identifying opportunities in the agricultural sector
- Developing innovative agribusiness models
- Accessing entrepreneurship support and resources
- Government support programs for agriculture
- Policy incentives for sustainable farming practices
- Regulatory frameworks for agricultural inputs and outputs
- Capacity building through farmer education, training, and extension services
- Knowledge dissemination through ICT tools and collaborative research networks





## ABOUT THE CONFERENCE:

The National Conference on Opportunity and Challenges in Agriculture: Production, Management, and Marketing serves as a pivotal gathering for stakeholders invested in the future of agriculture. Organized by Scholics Foundation, this conference is designed to delve into the multifaceted aspects of agriculture, focusing on production, management, marketing, and business development. With a comprehensive agenda, expert speakers, and engaging sessions, the conference aims to foster dialogue, innovation, and collaboration to address the pressing challenges and seize the abundant opportunities in agriculture.

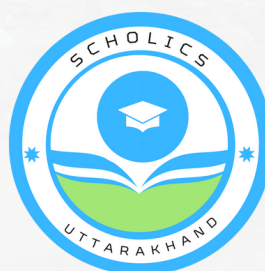


## CONFERENCE HIGHLIGHTS:

- 1. Exploring Diverse Themes:** Delve into a spectrum of topics spanning sustainable agricultural practices, cutting-edge technologies, climate resilience, financial management, market access, supply chain optimization, entrepreneurship, and business management.
- 2. Insightful Presentations:** Gain invaluable insights from esteemed speakers comprising agricultural experts, researchers, policymakers, industry leaders, and successful entrepreneurs, who will share their knowledge, experiences, and best practices.
- 3. Showcasing Innovations:** Explore an exhibition showcasing the latest innovations, products, services, and solutions in agriculture, providing a platform for networking, collaboration, and business development.
- 4. Empowering Stakeholders:** Empower stakeholders across the agricultural value chain, including farmers, growers, researchers, policymakers, agribusiness professionals, financial institutions, supply chain experts, and aspiring entrepreneurs, with the tools, knowledge, and resources to drive sustainable growth and development.
- 5. Addressing Emerging Challenges:** Confront the emerging challenges facing modern agriculture, such as climate change, resource scarcity, market volatility, and technological disruptions, by fostering dialogue, sharing insights, and developing innovative solutions.
- 6. Promoting Entrepreneurship and Business Management:** Highlighting the critical role of entrepreneurship and effective business management in agricultural development, the conference will provide guidance, resources, and case studies to aspiring agribusiness.

## DATE AND VENUE

- Date: 25th MAY 2024
- Venue: Plantica Indian Academy of Rural Development, Banjarawala Dehradun



## CALL FOR ABSTRACTS

The Participants are invited to submit their abstracts on theme of the conference for **ORAL/POSTER** presentation in the National Conference on Opportunity and Challenges in Agriculture: Production, Management and Marketing. Each abstract is to be a self-contained one prepared within **250-300** words, in English font **"Times New Roman"** with **size 12** stating briefly the objective(s), methodology and major findings. Table(s) or illustrations will not be accepted.

Only those abstracts SUBMITTED through ONLINE on or before **10th May 2024** and found suitable will be allowed presentation in the Seminar.

The abstracts will be published and released in the **"Souvenir and Abstract Book"** on 25th May in the inaugural session of the conference.

## IMPORTANT DATES

Event	Date
<b>Abstract Submission and Registration Deadline</b>	10th May, 2024
<b>Date of the Conference</b>	25th May, 2024

## FEE DETAILS

Category	Fee (INR)
<b>Undergraduate Student</b>	₹ 300
<b>Postgraduate Student</b>	₹ 500
<b>PhD. Research Scholar</b>	₹ 800
<b>Faculty Members</b>	₹ 1000

Full Length paper will be published in the PLANTA Research Book Series with ISBN



## **AWARDS**



### **Best Oral Presentation Award( Male and Female Category) in Each Theme**

Below criteria will be taken into consideration for this award and marks will be given out of 100.

- Content of the presentation (45%)
- Clarity and flow of the Presentation (45%)
- Timing (10%)

### **Best Poster Presentation Award ( Male and Female Category) in Each Theme**

Below criteria will be taken into consideration for this award and marks will be given out of 100.

- Depth of Content (40%)
- Introduction and Abstract (15%)
- Content knowledge and organization (20%)
- Poster Design and Overall Visual Appeal (10%)
- Verbal Interaction (15%)

**ABMC-2024**

## **1ST AGRICULTURE AND BUSINESS MANAGEMENT CONGRESS**

### **NATIONAL CONFERENCE ON OPPORTUNITY AND CHALLENGES IN AGRICULTURE: PRODUCTION, MANAGEMENT AND MARKETING**

Registration Link-

<https://docs.google.com/forms/d/e/1FAIpQLScuYdLNK0e4PnK3IUU7GEWBlyDGGqJwTessSU Y59gAvxncA1w/viewform>

For More Details-

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 Plantica Foundation  [www.scholix.in](http://www.scholix.in)