

Call for Papers

Third International Conference on Linking Markets and Farmers: Exploring Leading practices to foster Economic Growth in Rural India

New Delhi, India
March 11-15, 2007

Concept

The Third International Conference on Linking Markets and Farmers: Exploring Leading practices to foster Economic Growth in Rural India will explore innovative approaches and new business models for linking domestic and international consumer markets with rural entrepreneurs, producers and producer organizations and communities. Using a unique set of instrumental case studies of innovative business practices from across the world, the conference will provide a forum for discussion and debate of how to best organize agri-food supply chains so that they contribute directly to reducing rural poverty, increasing farm income and rural employment, and promoting sustainable development. An integral part of this process will be evaluating the role of public-private partnerships and industry in facilitating the establishment of alternative business models, driving technological advances and catalyzing entrepreneurial innovation within rural communities.

Call of Papers

This invitation is for individuals or organizations, directly involved in projects or activities related to some aspect of *innovative approaches and new business models for linking domestic and international consumer markets with rural entrepreneurs, producer organizations, and communities*, to submit papers for publication in the conference souvenir.

The lead writer of selected papers will be invited to participate in the conference. Conference organizers will reimburse travel (II AC rail / air economy) and hotel room. In addition, the conference participation fee will be waived.

The Papers should:

- Highlight successful examples from India, as to how producers were successfully organized and linked to markets, including such things as the business model used, how investment credit was secured and/or how farmers were trained to successfully supply these markets.
- Describe in detail how these supply chains were established or how specific problems, such as traceability or quality control, were addressed and solved.
- Identify specific problems that were confronted in developing these supply chains and describe how these problems were solved.
- Where appropriate, describe how this successful case or pilot project is being scaled up.

Paper should be submitted in one or more of the following Topics of Interest:

Diversification into Higher-Value Products and Markets

- Livestock products, including dairy, meat products, aquaculture
- Fresh horticultural crops, especially for export
- Natural products, including herbs, medicinal and aromatic crops
- Organic food products
- Specialty products
- Biofuels
- Oilseeds and pulses
- Fiber

Enablers of Market Driven Innovations

- Technology as a Market Enabler
 - Knowledge transfer, including extension, NGOs, private systems
 - Efficient market exchange
- Infrastructure as a Market Enabler
 - Physical infrastructure, including cold chains
 - Social capital, including women and farmer groups
 - Resource management
- Government as a Market Enabler
 - Regulatory reform
 - Grades and standards, including labeling, information disclosure, SPSS and facilitated implementation
- NGOs and Public-Private Partnerships as Market Enablers
 - Services to farmers
 - Innovative finance mechanisms
- Channel Partners as a Market Enabler
 - Finance, including microfinance
 - Input suppliers

Submission of Abstracts

Potential authors should submit by e-mail an abstract of less than 1,000 words outlining the elements of the proposed paper to be presented. The abstract should be a maximum of two pages, not including the title page; single spaced with one-inch margins; and 12 pt. The abstract should include information about the target group, the product or commodity concerned or the issue to be addressed (e.g., how a traceability system was established or how quality standards for a specific market were achieved), a description of the steps undertaken and the resulting outcome, plus any lessons learned. Preference will be given to successful cases/practices, but unsuccessful cases will be considered.

A separate first page of all submissions should only include:

- The title of the proposed paper, including the name of the country or case study setting.

- Each author's full name, title, institution, full address, telephone number (including country and city codes) and email address.

The deadline for submission of abstracts is Friday, December 14, 2006.

Paper, including the separate page, should be sent in either Word (.doc) or rich text format (.rtf) to Mr. Pradeep Kashyap, CEO, MART at: mart@airtelbroadband.in . All queries should also be directed to Mr. Pradeep Kashyap.

All abstracts will be screened by the Abstract Review Committee and the lead author of each selected abstract will be notified via e-mail on or before Monday, December 30, 2006. In addition, a small number of papers will be selected as alternates, in case some authors are unable to participate. Each lead author must send a confirming e-mail to the conference coordinator, indicating his/her agreement to meet the specified deadlines for submitting a paper, and their permission to publish it in the conference souvenir. **Completed papers must be forwarded to the conference coordinator by February 5, 2007.**

Conference Format

Four days (Sunday evening to Thursday), including one day of field trips.

- Inaugural Reception: Sunday evening
- Presentations: Monday, Tuesday and Thursday
 - Plenary sessions: Invited speakers
 - Concurrent session on specific themes:
 - Invited expert speakers from development agencies, NGOs, industry, government, and academia
 - Selected paper of leading business models from private and public sector
- Field trips on Wednesday to provide participants the opportunity to view relevant business models first hand
- Wrap-up to draw together leading practices and identify future opportunities and challenges
- Optional pre and post-conference sightseeing programs

Organizational Structure: The initiating organizers for the conference are the University of Illinois at Urbana-Champaign; the India, China and America (ICA) Institute, Atlanta; Confederation of Indian Industry (CII), USAID, the World Bank, MART and International Food Products Research Institute (IFPRI).

Conference logistics will be managed by a professional Indian Event Management company. The National Soybean Research Laboratory at the University of Illinois will provide management and organizational oversight for the complete conference.

Important Dates:

December 14, 2006	Deadline for submission of abstract
Week of December 30, 2006	Notification of abstract acceptance
February 5, 2007	Deadline for submission of full paper and presentation