

E-NEWS LETTER

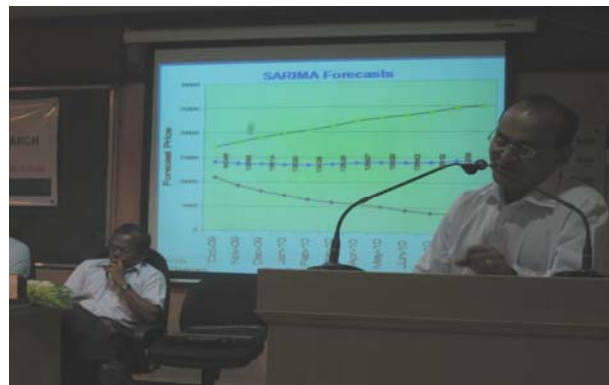
NAIP- Domestic and Export Market Intelligence Cell
Centre for Agricultural and Rural Development Studies
Tamil Nadu Agricultural University Coimbatore
October 2009

Congratulations Team KAU

The Agricultural Market Intelligence Centre has started functioning in Kerala Agricultural University under the National Agricultural Innovation Project (NAIP) in a brief function held in the College of Horticulture, Vellanikkara on 12-10-2009.



Dr.P.K.Rajeevan, Associate Dean, College of Horticulture, welcomed the gathering. The Centre was formally inaugurated by Sri.Rajaji Mathew Thomas, MLA and Member, Executive Committee, KAU. In the inaugural address, he stressed the need for building up market awareness among farmers in Kerala who are cultivating more market-oriented cash crops. Dr.N.Raveendran released the pepper price forecasts prepared by the Centre for the months of October, November and December. Dr.E.K.Thomas, Professor and Head, Department of Agricultural Economics received the first copy of forecast.



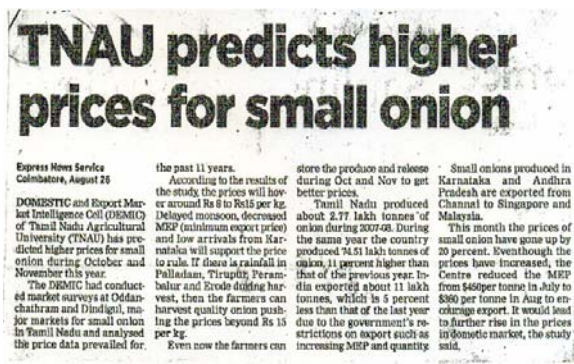
Lead centre Activity

1) Price forecast

Small onion price forecast released on 15th September, 2009 - "Small Onion :Store or Sell

This forecast was published News papers like Dinamalar (23.09.09), Daily Thanthi (25.09.09), Dinakaran (23.09.09), The Hindu (25.09.09), New Indian Express(23.09.09) and in websites.

The copies of the forecast were also sent to Deputy Director (Marketing), Market Committees and email to all Research Stations, KVKs.



2) NAIP-DEMIG info series

To sensitize the development of commodity relevant events to NAIP consortia partners NAIP-DEMIG info series 5 & 6 were developed and shared

3) NAIP-DEMIG Commodity Series

NAIP Commodity Series-2 (Red Chillies) and NAIP Technical Report 1- Application of Artificial Neural Network in Commodity Price forecasting were sent to partners of NAIP

4) Training to Senior Research Fellows

To improve the capacity of the SRFs of the consortia partners, on introduction of forecasting methods and applications two days training was organized at TNAU-NAIP DEMIC cell on 24th and 25th September, 2009.



Totally 14 Senior Research Fellows from Kerala, Bangalore, Dharwad and Andhra Pradesh were participated in the training programme. The training programme includes both theoretical and practical aspects in forecasting of Agricultural Commodity prices.

5) Official Training



One day official training on "Awareness and use of market intelligence" was organised at KVK, Vamban, Pudukottai on 30.09.2009. Totally 50 officials from Department of Agriculture, Tamil Nadu including Joint Director of Agriculture, Assistant Director of Agriculture, Agriculture Officers and Assistant Agriculture Officers Pudukkottai district were participated in the one day training programme.

Dr.P.Chinnaiyan, Professor and Head, KVK, Vamban welcomed the gathering followed by Thiru. Sivachellappa, Joint Director of Agriculture pudukkotai explained the need and importance of NAIP-DEMIC. Dr.S.Selvam, Associate Professor and CO PI of NAIP-DEMIC distinguished market intelligence and market information: sources of market intelligence and discussion on commodity price forecasts released by the lead centres. He cleared some myths related to price forecasts and the queries of the officials regarding market information, price forecasting models and reliability of the techniques.

6) Participation in the AGRI INTEX-2009

NAIP - DEMIC cell has participated in the International AGRI INTEX EXPO 2009 organised by CODDISSIA (The Coimbatore District Small Industries Association) at Coimbatore during 2nd to 5th October, 2009. The cell has exhibited the activities of the project and validity of the DEMIC price forecasts. The activities were explained to the farmers and distributed pamphlets on NAIP-DEMIC cell . Nearly 2.5 lakh people visited the 4 day events.

7) Technical Publications

1. The NAIP-Market Intelligence Cell - **Domestic Export Market Intelligence Cell, Networking of Market Intelligence Cell under NAIP - What Next?** N.Ajjan, S.Selvam, K.M.Shivakumar and D.Sri Akila were presented in the Supply Chain Management Seminar conducted by Dept of Agricultural Rural Management during September, 17th and 18th, 2009.
2. The NAIP-Market Intelligence Cell activities - **Market Intelligence** Dr.N.Ajjan*, Dr.S.Selvam, Dr.K.M.Shivakumar and S.Anitha were presented in the Madurai Symposium at Madurai conducted by DHAN foundation on 14th, September, 2009.

3. The NAIP-Market Intelligence Cell activity was presented at the ICAR Workshop on Gender Issues conducted by the Dept of Agricultural Extension during 6-15th September, 2009.
4. Paper entitled "**Analysis of Price Transmission along the Commodity Chain with special reference to Turmeric**" S.Selvam, K.M.Shivakumar and A.Pouchapparadjou was presented at the National Seminar on a road map to emerging trends in food processing and marketing organized by PAJANCOA, Karaikal and IICPT, Thanjavur on 17th & 18th September 2009.
5. Paper entitled "**Export competitiveness of Indian Mango**" K.M.Shiva kumar, S.Selvam and N.Ajjan was accepted in Mango seminar organized by the HC&RI Periyakulam on 23rd and 24th September 2009.
6. Paper entitled "**Impact of global edible oil prices on Indian oilseed**" D. Sriakila, N.Raveendaran and N.Ajjan was accepted at the 23rd National Conference on Agricultural Marketing to be held at CRIDA, Hyderabad on 12th, 13th and 14th November 2009.