

CONFERENCE ORGANIZING COMMITTEE

- Conference Chairman** : Prof. B. Rajarathnam, Vice Chancellor, Palamuru University.
Conference Patrons : Prof. H. Venkateswarlu, President, TCA.
: Prof. P. Purushotham Rao, Patron, TCA.
: Prof. K. Girija Mangatayaru, Registrar, Palamuru University.
Conference Secretary : Dr. K. Raj Kumar, Head, Dept. of Commerce, Palamuru University.

CONFERENCE CONVENORS

- Dr. M. Anuradha Reddy** : Department of Commerce, Palamuru University.
Dr. M. Vijay Kumar : Principal, M V S Degree & PG College, Mahabubnagar.

TCA OFFICE BEARERS

- Prof. H. Venkateswarlu** : President, Dept. of Commerce, Osmania University
Prof. Prashanta Athma : Vice President, Head, Dept. of Commerce, Osmania University
Prof. P.V. Ramana Rao : Vice President, Director, KGR Institute of Technology, Hyderabad
Prof. K. Someshwar Rao : Vice President, Principal, Badruka College, Hyderabad
Prof. Y. Ashok : Vice President, Principal, Bhavans Degree College, Secunderabad
Prof. A. Sudhakar : General Secretary, Prof, Dept. of Commerce, Dr. BRAOU, Hyd
Prof. V. Appa Rao : Organizing Secretary, Principal, UCC & BM, Osmania University
Prof. D. Chennappa : Organizing Secretary, Dept. of Commerce, Osmania University
Prof. K. Indrasena Reddy : Organizing Secretary, Retd. Prof. of Commerce,
Kakatiya Univesrsity, Warangal
Prof. K. Raji Reddy, : Organizing Secretary, College of Commerce & Management,
Kakatiya University, Warangal
Dr. J. Ravi Kumar, : Joint Secretary, Dept. of Commerce, Osmania University
Dr. Ravi Akula, : Joint Secretary, Dept. of Commerce,
Mahatma Gandhi University, Nalgonda
Dr. G. Rambabu, : Joint Secretary, Dept. of Commerce, Telangana University, Dichpally
Dr. D. Harikanth, : Joint Secretary, Dept. of Commerce, Satavahana University, Karimnagar
Dr. K. Raghuveer : Treasurer, Principal, Indian Institute of Mgmt & Commerce, Hyderabad

EXECUTIVE COMMITTEE MEMBERS

- Prof. G V B Prasad** : Kakatiya University, Warangal
Dr. Ch. Jayasri : Rtd. Principal, Vanitha Mahavidyakaya, Hyderabad
Dr. C. V. Ranjani : Department of Commerce, Nizam College, Hyderabad
Dr. I. Sekhar : Department of Commerce, Osmania University
Dr. K. Susheela : Principal, Avinash College of Commerce, Kukatpally
Dr. E. Shankar : Dept. of Commerce, Govt. Degree College, Hayathnagar
Dr. V. Srinivas : Dept. of Commerce, Nagarjuna GDC, Nalgonda
Dr. Mallikarjun : Govt. Degree College, Kukatpally
Dr. K. Tirupathi : Dept. of Commerce, Satavahana University, Karimnagar

FOR ENQUIRIES CONTACT

- Department of Commerce : Dr. Raj Kumar : 9010264299
Palamuru University, Mahabubnagar : Dr. M. Anuradha Reddy : 9491595849

Call for Papers : Original, thematic and empirical research papers are invited from academicians, practitioners and policy makers. The full paper should be limited to 2500- 3000 words in Times New Roman in 12 font size with 1.5 line spacing in MS Word format. The papers should be submitted only through the email id tca2palamuru@gmail.com on or before **5th April, 2019**.

Paper Guidelines : The papers should be original, empirical and as per the best national journal standards (e.g. ICA Journal guidelines), plagiarism test will be applied to all the papers. In order to be eligible for the award, the paper should be sent by 5th April, 2019.

RBBMR Award : Raja Bankatlal Badruka Memorial Research Award will be given for the best research paper presented at the conference. Each award contains cash prize, a medal and a certificate.

RBBMR Award for best Research Paper

I	Prize	: Rs. 5000
II	Prize	: Rs. 4000
III	Prize	: Rs. 3000
IV	Prize	: Rs. 2000
V	Prize	: Rs. 1000

Publication : The best papers will be thoroughly reviewed and those selected by editorial board will be published in an edited book / journal with ISBN number.

Important Dates

Last date for full paper submission **through e-mail only**

5st April, 2019	Life Member of TCA	-	Rs. 200
	Non- Life Member of TCA	-	Rs. 300

Last date of paper submission with late fees **through e-mail only**

12th April, 2019	Life Member of TCA	-	Rs. 250
	Non- Life Member of TCA	-	Rs. 350

Papers submitted after the last date will not be accepted.

Payment Mode : Registration fees can be paid by cash or through Demand Draft (DD) to be drawn in favour of "Registrar, Palamuru University" from any Nationalised bank. The enclosed registration form should be filled and sent with a scanned copy of the DD to the following email address: tca2palamuru@gmail.com

NOTE: **Original DD to be submitted on the first day of conference Participants shall make their own arrangements for accommodation Conference Certificate

All the Delegates will be given participation certificate and paper presentation certificate for paper presenters.



2nd ANNUAL CONFERENCE OF TELANGANA COMMERCE ASSOCIATION (TCA)



National Conference on
AGRICULTURAL MARKETING IN TELANGANA

18th April, 2019

Organised by:
Department of Commerce
PALAMURU UNIVERSITY
MAHABUBNAGAR. email : tca2palamuru@gmail.com

TELANGANA COMMERCE ASSOCIATION(TCA)

TCA was founded as a professional body in the year 2017 with cohesive group of commerce and management experts, professionals and business communities to serve as a forum for exchange of ideas, experiences; collection and dissemination of information on business, trade and contemporary issues which aims to carry out research activities in Telangana state and the country. The core activities of TCA are organizing seminars, conferences, workshops and one Annual conference in Telangana state apart from publishing books, journals and periodicals in the field of commerce and management. TCA caters to the academic aspiration of about 2,00,000 commerce graduate students, thousands of commerce faculty and research scholars.

PALAMURU UNIVERSITY

Palamuru University, an education institution was established in the year 2008 in Mahabubnagar district, Telangana. The University started functioning from the academic year 2008-09 with the then PG College of Osmania University at Mahabubnagar as the nucleus, where in five PG Courses were being offered. The University is accredited by National Assessment and Accreditation Council (NAAC) with 'B' Grade. Apart from the main campus, there are three constituent PG centers at Gadwal, Wanaparthy and Kollapur under its administrative control. The scope and jurisdiction of the university has got expanded with presently holding 144 affiliated colleges offering diverse programmes of study – Ph.D., PG, UG and Professionals under its control. The University has a well-developed infrastructure and facilities like University Library, Physical Education, National Service Scheme (NSS), Hostels and Mess, CELT, Competitive Examinations Study Circle and Placement Cell. The University has well trained and experienced faculty members.

DEPARTMENT OF COMMERCE

The Department of Commerce was established in the year 1987-88 was a part of erstwhile PG Centre of Osmania University. The department of Commerce is functioning under the Palamuru University from the academic year 2008-2009. It is offering Ph.D. Programme in Commerce, PG Course in M.Com, UG Courses through its affiliated colleges covering about 8,900 students. The department comprises of dedicated faculty members, actively engaged in research and produced a number of publications. The department has been providing an ideal platform for students coming from rural background to metamorphosis themselves to face the challenges lying ahead and become successful. The department is conducting various programmes to provide special inputs related to UGC-NET, TS-SET, and other Competitive Examinations and employment opportunities to students.

MAHABUBNAGAR

The Mahabubnagar town is located at a distance of 96-km from Hyderabad. This place was formerly known as "Rukmammappeta" and "Palamooru". The tourist places in Mahabubnagar include Haritha Vanam, Pillala Marri, Manyamkonda, Koilsagar, Jurala Dam, Gadwal port, Alampur Temple etc.,

THE CONFERENCE

Agricultural marketing and international trade in agricultural commodities are assuming importance in the background of growth of agricultural productivity and free trade. It has been improving the living standards of farm families, making India hunger free and turning poverty into prosperity. Worldwide Governments have recognized the importance of liberalized agriculture markets. Today the worldwide trend is to encourage direct farmer sales and promote contract farming. Today there is a need to integrate farm production and retail chains. The Telangana Government is making special efforts to help farmers and agricultural productivity. The conference is organized in that context.

TCA's 2nd Annual Conference -2019 will be focusing on Agricultural Marketing in Telangana. The conference will throw light and debate on the various issues on Agricultural Marketing. The conference will see the coming together of experts who will attempt to highlight ground realities and give an insightful and informative analysis on current developments.

CONFERENCE THEMES

- Origin of Agricultural Market in Telangana state.
- Agricultural finance and sustainable development
- Farmers and Agricultural Marketing - Rythu bandhu, Rythu Bhima
- Agricultural insurance policies
- Telangana markets and National Agricultural Market Linkage (e-Nam)
- Role of NABARD in Agriculture development in Telangana
- Role of Self-Help Groups in promoting of agricultural products
- Agricultural Product Pricing System in Telangana state
- Supply Chain Management of Agricultural Products
- Issues in Organic Agricultural Products
- Rythu Bazaars
- Regulatory framework of Agriculture Markets
- IT and Agri Marketing
- Role of Third party service providers
- Any other topics related.....

PARTICIPATION

The faculty members, Research Scholars in Commerce, Business Management and Economics from all over Telangana and other parts of country will be presenting the research papers. Eminent persons from Industry, Agriculture, Government and Professional Bodies will also be present.

2nd ANNUAL CONFERENCE OF TELANGANA COMMERCE ASSOCIATION (TCA)

National Conference on



AGRICULTURAL MARKETING IN TELANGANA

18th April, 2019



Organised by: Dept. of Commerce, Palamuru University, Mahabubnagar.

Registration Form

Name : _____

- Life Member of TCA
 Non Life Member of TCA

Address : _____

Mobile: _____

Email : _____

Payment Amount Rs. _____

D.D.NO. _____

Bank Name and Branch _____

Date :

Place :

Signature

Registration Instructions

Candidates should complete the registration form and send it by mail to the Coordinators on or before 5th April 2019. with Scanned copy of DD. Confirmation of eligible candidates will be on a first come first served basis. Tea & Snacks, Working Lunch and participation certificate will be provided to all the participants. Accommodation will not be provided.