

Managing Contract Farming

February 11 - 15, 2019



Executive Education
Indian Institute of Management Ahmedabad

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Contract farming has been receiving increasing attention from agribusiness firms as well as the government for more than a decade now. While agribusiness firms view it as a tool for managing raw materials, the government considers it as an avenue to develop markets, transfer technology, provide inputs including credit, etc. to small farmers. A large number of agribusiness firms have undertaken contract farming for a number of agricultural and horticultural crops/produce. While some of them have seen it work smoothly for them, others have experienced problems or abandoned it for various reasons like less than adequate logic for it, improper design or ineffective implementation. In some cases, the participating farmers have not benefited and in some other cases, firms have had bad experience. With the multi-brand retail trade being opened to 51% FDI in late 2012 by the Government of India and the presence of wholesale cash and carry players including those with 100% FDI since the late 1990s, contracts farming is going to become an even more relevant mechanism as large global supermarkets may like to source quality farm produce from farmers under contract farming arrangement to achieve quality and cost advantages. In the absence of corporate farming option and poorly performing open markets for such produce in India. Already, domestic supermarkets have been using some variants of contract farming, besides direct purchase, in procuring fruits and vegetables from farmers for almost a decade now. Further, there are state level variations in the policy and mechanisms for contract farming as agriculture and agricultural markets are on the state list of subjects for law and policy making.

Centre for Management in Agriculture (CMA) at Indian Institute of Management Ahmedabad has conducted studies on contract farming and fresh food supermarkets to document the experiences of firms and farmers and has been involved in policy formulation and its assessment for some time now. This programme aims to share the learning from research and practice with the executives involved or interested in contract farming and procurement activity. The objective is to develop a broader understanding of the concept and develop skills in designing and implementing contract farming programmes on a sustainable basis.

Objectives

- To develop understanding of contract farming, its rationale, and management issues
- To develop skills in designing contracts and implementation strategies
- To develop skills in operational management of contract farming programmes and parties
- To expose participants to the policy aspects of contract farming and those related to procurement of agricultural commodities

Content

- Concept and rationale of contract farming
- Contract farming models (organisation)
- Strategy and implementation issues
- Quality monitoring and delivery
- Quantity and pricing issues
- Designing contracts and policy experiments
- International experience of contract farming
- Innovations in contract coordination

The programme will discuss these aspects in the context of various farm products including fresh fruits and vegetables and organic products.

Pedagogy

The pedagogy will include lectures, cases, case studies, group discussion, role plays, exercises, industry experts and also possibly a short field exposure.

Target Audience

- Procurement managers of food and agro-processing companies/agencies in public and private sectors
- Professionals in charge of contract farming activities in organisations
- Officials from the departments of agriculture/agricultural marketing of union and state governments
- Personnel from export houses, banks, NGOs, and other agencies dealing with agricultural commodities, processed products, and agricultural inputs

Faculty

- Singh, Sukhpal (Faculty Chair)
E-mail: sukhpal@iima.ac.in

There will also be guest faculty who have managed large contract farming operations and strategy.



Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **January 28, 2019**. The last date for early bird discount is **January 21, 2019**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee and Payment

INR 1,20,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **January 28, 2019**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organization concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary: **Indian Institute of Management Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: Managing Contract Farming
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received with payments on or before **January 21, 2019** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of the application.

Group Discount: Any organization sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



Alumni Association



Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management Ahmedabad (IIMA)



IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

The Institute has 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational Behaviour
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम
भारतीय प्रबंध संस्थान अहमदाबाद

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