



Amaethon2015

Food, Agri-business & Rural Summit

January 16th -18th, 2015



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

The Agri Business Club of IIM Ahmedabad

We envision to become a strong platform for the industry experts, academia, and student community to come together, share knowledge and thus provide an opportunity to explore scope for further development in the field of agribusiness.



Amaethon 2014 - at a glance

Amaethon is the biggest Food, Agribusiness & Rural Summit in the Asia-Pacific region, organised by the Indian Institute of Management, Ahmedabad. With representatives of industry, academia and policy makers coming together, Amaethon provides an excellent platform for discussing manifold facets of the agribusiness sector.



Major Highlights of the Summit

Panel Discussion with experts

Management Development Module - Workshop

National Level Flagship Events

Covering 250+ B-Schools and Agri-Universities

Reach: 30000+ students, 200+ Companies

Cash Prizes more than 4 lakhs

Inaugrated by:



Mr. Bhupendrasinh Chudasama
Minister, Food & Civil Supplies

“Intervention of technology and use of modern Agri-input and extension facilities can prove instrumental in reducing risks associated with farming... Improved effort of government and role of agricultural institutions are important contributing factors”

Speakers, Management Development Module

The Management Development Module in Agribusiness is a unique series of workshops and seminars for students and professionals of Agribusiness, where the participants get to interact and learn from leading names in academia and industry. Amaethon 2014 hosted workshops on Rural Marketing, Food & Agribusiness Entrepreneurship and Supply Chain & Logistics.



Mr. Pradeep Kashyap
Founder and CEO
MART



Mr. Pankaj Mishra
Partner - Agribusiness
MART



Prof. Vaibhav Bhamoria
Faculty IIM-A



Mr. Ashutosh Sinha
Co-Founder and Director
Villgro Innovations



Mr. Manish Agarwal
VP, GATI KAUSAR
Cold-chain solutions Ltd.



Prof. Chetan Soman
Faculty IIM-A

Panel Discussion



Mr. V.R. Kaundinya
Managing Director
Advanta Ltd.



Mr. Manoj Rawat
Senior VP (agribusiness)
Ratnakar Bank



M.K. Mudgal
Chief General Manager
NABARD, Gujarat

“Reinventing Agribusiness Building Competencies and Delivering Growth” was moderated by Prof. Ravindra Dholakia, Economics area, IIMA. The panelists included Mr. V.R. Kaundinya, MD, Advanta Ltd., Mr. Manoj Rawat, Sr. VP & Head, Agribusiness, Ratnakar Bank, and Mr. M.K. Mudgal, Chief General Manager, NABARD, Gujarat.

The Food Dialogue

“Leveraging the transformation in Food Demand-Unlocking the potential”



Shri. Siraj Hussain
Secretary, Ministry of
Food Processing Industry



Mr. R.S. Sodhi
MD - GCMME



Mr. Atul Chaturvedi
CEO, AdaniWilmar



Mr. C.P. Charles
Senior President
Sakthi Group

The development Dialogue

“Rural Development, Empowerment & Inclusive Growth”



Dr. Y.K. Alagh
Former Union Minister
Chancellor, Gujrat University



Mr. Anoop Kaul
National Head
Financial Inclusion - BASIX

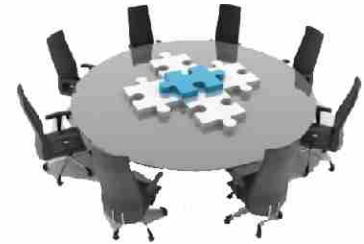


Dr. Mirai Chatterjee
Member
National Advisory Council, PMO

Our Flagship Events

Strategia - A Case Study Competition

Participants exercise skills and knowledge on a "real world" case for an actual company, with the support of experts who can provide professional advice. Understanding of market trends and drivers shall enable the participants to develop actionable strategies that create measurable long-term value for the organization.



Venture Challenge - A Business Plan Competition

Venture Challenge provides an opportunity to apply entrepreneurial skills, creativity and business acumen in developing an agribusiness plan. The business plan should find opportunities in the value chain anywhere between farm and fork. Mentoring by the industry professionals shall help the participants enhance the quality of work.



Rural Crusaders - A Rural Marketing Competition

Rural Crusaders is designed to promote rural products into the urban and rural markets, and urban products in rural markets. Teams will come up with a complete marketing strategy, right from conceptualization to communication plan.



CommTrade - A Commodity Trading Competition

CommTrade gives participants a firsthand experience to trade on a simulated version of the Commodity Exchange with virtual money. It allows participants to understand the vagaries of the commodity and advantages of commodity futures to diversify and hedge against the risks.



Viewpoint - A Challenge for Decision Making

"Every mind has different views and so are different perspectives of intellectuals." Viewpoint provides an opportunity where participants need to analyze a given contextual situation and take stand to go ahead with analysis for delivering substantial and innovative solution..



Strategy Wizard - A Strategy Building Competition

An unique opportunity to conceptualize and design the strategy for selling agro based product in Indian Market. Event starts from analyzing the present scenario for the product followed by gauging demand, identifying potential customer segment and finally formulating a strategy to channelize the product to the end consumers



Rachana - An Article Writing Competition

Synchrony among the grey cells of human brain amalgamates the thought and transforms every hidden aspect of the context into an idea. Channelizing the idea from brain to pen is the basic need for conveying it to the world.

Locked Horn - A Parliamentary debate event

Students from across the nation participate enthusiastically in the verbal fight to prove their oratory skills. First round consists of group discussion from which a total of 12 students having excellent communication prowess go to second round and witness clash of titans during the 2 consistent rounds of parliamentary debate.



Foodie Fights - A trivia food quiz

A fun-filled and knowledge enhancing competition which provide a delicious platform to the people who enjoy food. This event gives an opportunity to check the knowledge of different cuisine varieties and vertical of food.

Chavi - A Photography Competition

A competition which invokes the art of taking pictures, documenting a story, conceptualizing an idea and evoking a response from those who view the finished product? The pictures based on specific themes will be encouraged to shared with the world which can evoke emotions and tell a story..



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MCX

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NDDB



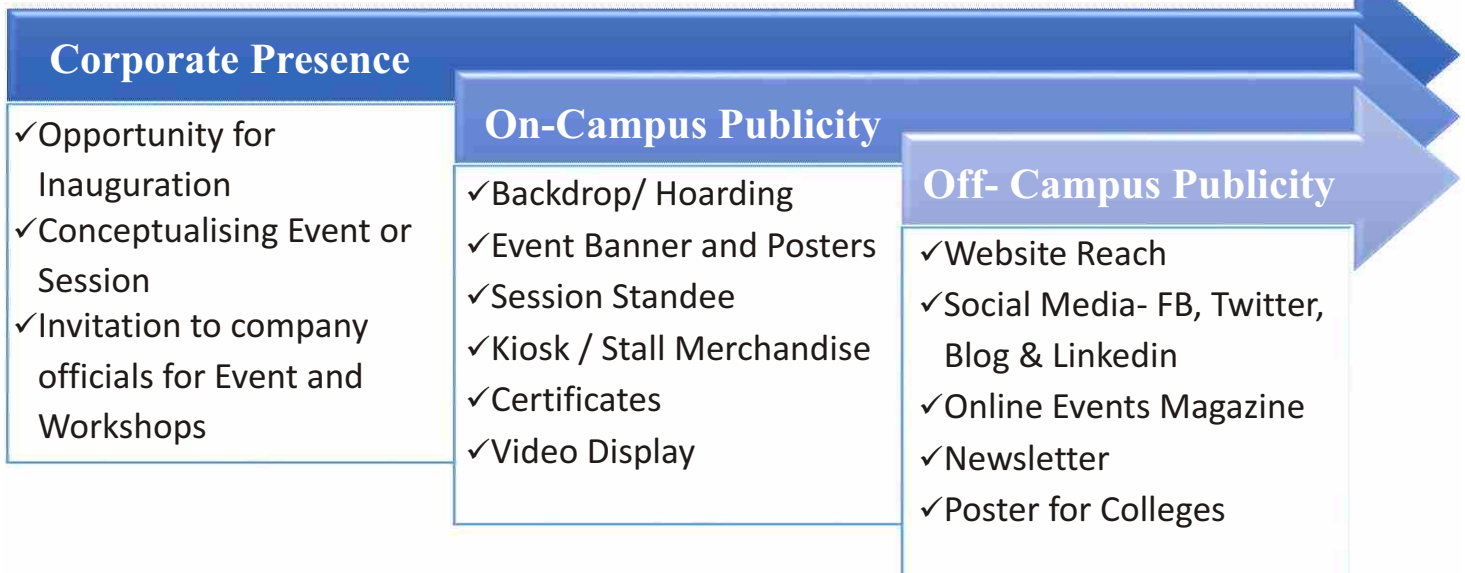
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VALUE PROPOSITION FOR PARTNERS

	Students of Business schools	Agribusiness and Food Industries
Value Proposition	<ul style="list-style-type: none"> ✓ Campus branding ✓ Talent hunt for Event Partner 	<ul style="list-style-type: none"> ✓ Position as thought leaders in agribusiness ✓ Strengthen brand and reputation ✓ Networking opportunity
PR Reach	<ul style="list-style-type: none"> ✓ Top 250 business schools & 70 agriculture colleges/Universities ✓ Reaching over 30000 students ✓ 2500 participants in events ✓ 800 participants in Sessions ✓ 500 participants including professionals in Management Development Module- Workshop 	<ul style="list-style-type: none"> ✓ Reaching over 200 food and agribusiness companies ✓ Reaching over 20 banks ✓ Connecting to over 20 Government Offices and NGOs
Communication Channel	<ul style="list-style-type: none"> ✓ Website ✓ Facebook, Twitter & LinkedIn ✓ Online events ✓ Four flagship events, Speaker sessions ✓ Workshop sessions ✓ Magazine, Newsletter ✓ On-campus publicity 	<ul style="list-style-type: none"> ✓ Magazine ✓ Newsletter ✓ Media coverage ✓ Invitation to speakers ✓ Workshop sessions

Publicity and Marketing





Looking for a great partnership...

Contact us:

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Prof. Vasant Gandhi



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