

# Memorandum of Understanding (MOU)

between



Indian Society of Agricultural Marketing (ISAM),  
Hyderabad (Telangana)

and



Agro-Economic Research Centre (AERC),  
Sardar Patel University (SPU),  
Vallabh Vidyanagar, Anand, Gujarat



1. This memorandum of understanding (hereinafter referred to as MoU) is made on this 23<sup>rd</sup> of February in the year 2023 by and between the **Indian Society of Agricultural Marketing (ISAM), Hyderabad (Telangana)** having its head office at Hyderabad, Telangana [hereinafter called "**ISAM"/First Party**], on the ONE PART and **Agro-Economic Research Centre (AERC), Sardar Patel University (SPU), Vallabh Vidyanagar, Anand** [hereinafter called "**AERC, SPU"/Second Party**] on the OTHER PART (who for the purpose of this MoU are hereinafter collectively referred to as the parties).

The parties, having discussion on collaborative dealing with the aspects of agricultural marketing and its allied fields, have decided to enter into long-term academic collaboration in research, training programs, organization of dialogues/seminar/conferences/conclave on various aspects of agricultural marketing.

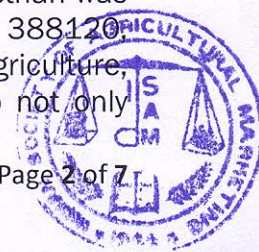
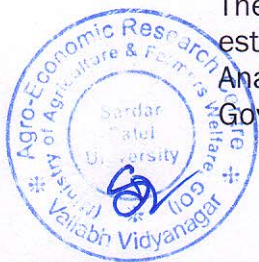
## 2.1 About ISAM, Hyderabad (First Party)

Indian Society of Agricultural Marketing (ISAM) is registered under Societies Act XXI, 1860 (Regd No. 61 of 1986) having own office at near Borlaug Guest House, PJTS Agril. University Campus, Rajendra Nagar, Hyderabad-500030 ([www.agrilmktg.in](http://www.agrilmktg.in)). Since its inception in 1986, ISAM has been working to strengthen agricultural marketing in the country through its different academic activities. Several eminent economists, agricultural scientists, policymakers, progressive farmers, processors, and other stakeholders have been actively associated with the Society in various capacities. Apart from many seminars and workshops, the Society, jointly with reputed academic institutions, has in past organised 35 National level Conferences and discussed the issues bearing the contemporary significance in the area of agricultural marketing in India. Since 2008, the Indian Society of Agricultural Marketing has initiated regional seminars on Agribusiness Potential of different States of the country. So far, such seminars were conducted in 14 states and the proceedings of the papers presented were also published. The outcomes of these academic events are being circulated among all the stakeholders in agricultural marketing so as to initiate the necessary interventions and action in the field of agricultural marketing. Since its inception in the year 1987, the Indian Society of Agricultural Marketing has been publishing the Indian Journal of Agricultural Marketing for the benefit of researchers and policy makers. The objectives of the ISAM are as follows:

- To promote the study of Social and Economic problems and to provide technical competence to the personnel engaged in agricultural marketing in the country
- To conduct research studies independently or jointly with other allied organisations on the problems of time and need in the field of agricultural marketing and publish the findings.
- To conduct periodic seminars/conferences/workshops/study tours to cover various aspects of agricultural marketing.
- To undertake any developmental aspects to benefit the field of agricultural marketing in the country.

## 2.2 About AERC, SPU, VVN (Second Party)

The Agro-Economic Research Centre (AERC) for the states of Gujarat and Rajasthan was established in July 1961 at the Sardar Patel University, Vallabh Vidyanagar 388120 Anand, Gujarat by the Directorate of Economics and Statistics, Ministry of Agriculture, Government of India, New Delhi. It was late Shri H.M. Patel (ICS ret'd.) who not only



provided the vision for establishing such an Institute but also ensured the much-needed support and encouragement for its growth at Vallabh Vidyanagar. The Centre has crossed a milestone of 62 years as an institution. AERC is mandated to provide feedback on the ground reality to the Ministry of Agriculture and Farmers Welfare, Government of India for policy formulation in the areas of agriculture and rural development. AERC has done this work very effectively over a period of last six decades and has emerged as a leading research Centre of its kind in the country. AERC has been providing independent and objective feedback to the GOI and it has been serving as its eyes and ears. Centre has prepared 209 impact evaluation reports covering almost all major aspects and programs on agricultural and rural development. These research studies have emerged with useful findings and policy implications for agriculture and rural development in the states of Gujarat and Rajasthan. During the period of the last decade, AERC has covered topics of national importance such as soil health card, pressurized irrigation system, impact of check dam, break-even point in milk production, fodder development under National Dairy Plan I, electronic national agriculture market, solarization of agricultural water pumps, Ration Balancing Program in Dairy, Direct Benefit Transfer in Fertilizer. During last six decade period, Centre has published **17** books and organized **41** seminars/conferences/training programmes, most of those were organized jointly with Post Graduate Department of Economics of our University.

AERC has been publishing a monthly magazine 'Agriculture Production and Market Approach' in Gujarati and English language covering recent policy initiatives at the government level. This magazine contains updated information on government assistance and interventions to farmers in agriculture and rural development. Besides, the Policy Briefs and Policy Alerts are submitted to the **Hon'ble Prime Minister's Office, the Ministry of Agriculture and Farmers Welfare, GOI & others** [Compiled and Edited by Center for Management in Agriculture (CMA), Indian Institute of Management Ahmedabad (based on Research & Contributions of: 15 Agro-Economic Research Centers and Units, supported by Ministry of Agriculture & Farmers Welfare) for policy formation at national level.

AERC is also engaged in continuous study of the changes taking place in the rural economy through village survey studies. It also conducts research on fundamental problems related to the country's agricultural economy, leading to better policy formulation oriented towards sustainable development, covering the Sustainable Development Goals (SDGs) 1, 2, 6, 7, 8, 12, 13, 14 and 15. AERC undertakes research-driven work (interdisciplinary research, qualitative research, participatory research, needs assessment, baseline studies, program evaluation, impact assessment) to achieve lifelong learning for all. It facilitates the bridge between academic research, innovation and adoption and policy development.

### ***Vision & Mission of the Centre***

AERC is a field-based research institution with a reputation for excellence in field survey research as well as significant contribution in policy formulation.

### ***Vision***

- Centre as a leading research organization dedicated to advancing, applying and facilitating high standards of inter-disciplinary research in finding new solutions for fundamental problems relating to the agriculture and rural economy of the country & to strengthen agricultural economics research through integration of economics input in planning, designing, and evaluation of agricultural research programs as well as in enhancing the competence in agricultural policy analysis within the National Agricultural Research System.



### Mission

- Centre is committed enhancing inter-disciplinary and applied economics research support to scholars and public agencies for research, service, and educational activities.
- Centre conducts original survey research, qualitative data collection, and data analysis that inform scholarship and public policy decision-making.
- Objective research and consultation are provided through: Partnership (establishing and developing research relationships, both within the University and with external public policy makers, researchers, and not-for-profit agencies locally, nationally and internationally) and Research Excellence (designing and providing quality research by adhering to the highest ethical standards and best professional practices).

3. Under the clause 2.8.7 of the bye laws of Indian Society of Agricultural Marketing (ISAM), which facilitates the opening of state chapters of the Society, ISAM, Hyderabad and AERC, SPU, Vallabh Vidyanagar mutually agreed to establish an 'ISAM State Chapter for Gujarat' at AERC, SPU, Vallabh Vidyanagar, Anand (Gujarat) State for collaborative organization and Chapter seems to be engaged in research, training programs, organization of dialogues/seminar/conferences/conclave on various aspects of agricultural marketing with terms of references as below:

### Terms of References

#### 3.1 Procedure/rules to open State Chapter:

- Interested group of 7 or more Life Members of Indian Society of Agricultural Marketing can form a **State Chapter (SC)** of the Society.
- The Members of the SC may elect the **Management Committee (MC)** consisting of a State Secretary and a State Joint Secretary and five members of Management Committee, from among the life members of ISAM from the state.
- All decisions of the SC have to be approved by the Management Committee by majority of the Members present. All such decisions of the SC shall be implemented after obtaining the approval of the Executive Committee of ISAM.

#### 3.2 Objectives of the State Chapter (SC):

The aims and objectives of "Indian Society of Agricultural Marketing State Chapter" (hereafter referred to as ISAM State Chapter for brevity) shall be to

- 3.2.1 Promote the study of social and economic problems of Agricultural Sector and improve the technical competence of the personnel working in various spheres of Agricultural Marketing and its allied fields of study,
- 3.2.2 Facilitate studies conducted independently or jointly with other allied organizations, in the field of Agricultural Marketing and its allied fields of study and publish;
- 3.2.3 Conduct periodical seminars/conferences/workshops/training programs/courses on various aspects of agricultural marketing and its allied fields of study independently or in collaboration with other organizations,
- 3.2.4 Maintain a library with books, journals, periodicals, reports, bulletins etc. relating to agricultural marketing and its allied fields of study with facilities to access e-resources,  
Publish independent bulletins/working papers/reports etc. for circulation among the members of the Chapter and ISAM and all those interested in the field of agricultural marketing and its allied fields of study,



- 3.2.5 Maintain close coordination with various academic and government institutions, trading, banking, producing, processing or manufacturing organizations in dealing with the aspects of agricultural marketing and its allied fields of study,
- 3.2.6 Associate with institutions/organizations/academic bodies in the preparation of research projects/conducting training programs/surveys/ consultancies/ teaching material etc. in the field of agricultural marketing and its allied fields of study.
- 3.2.7 Pursuant to the aforesaid objectives, the State Chapters of ISAM may:
- Make rules, regulations for the conduct of the affairs of the Chapter, and to add or amend, vary or rescind them from time to time with the approval of the Executive Committee of ISAM,
  - Invite scholars to contribute academic inputs beneficial to the Chapter and Society in pursuance of their objectives as and when need arises,
  - Accept any collaborative works / establishments in pursuit of the objectives of the Chapter and Society,
  - Take up any other activity to promote the objectives of the Chapter with the prior approval of the Society

### 3.3 Powers of ISAM over SC:

- All the decisions of the State Chapters shall have to be approved by the E.C. and/or General Body of ISAM
- All the activities of the State Chapters have to be announced as joint events of ISAM and the SC
- SC shall manage their own funds for organization of any activity.
- No financial obligation on each other.
- Secretary of SC shall be automatically become the Member of EC of ISAM
- SC shall make correspondence on their own letter head stating that it is the State Chapter of ISAM
- The Management Committee of SC will be Presided by the State Secretary or his/her nominee.

### 3.4 Membership of State Chapter of ISAM:

- All the life members of the ISAM in Gujarat state automatically become life member of SC.
- All the annual members of the ISAM in Gujarat state also automatically become member of SC for that specific period.
- The membership of the SC is open to any graduate and/or an Institute/Organization/ body, with proven interest in agricultural marketing and/or its allied fields of study by paying the requisite fee and undertaking/filled in form to ISAM, Hyderabad.

### 3.5 Management Committee:

- There shall be an 'Management Committee' of the SC consisting of State Secretary, State Joint Secretary and five Members
- Director/Officer In-charge of AERC would be by default State Secretary of SC who would be ex-officio Chairman of Management Committee or any other meeting.
- Joint State Secretary would be nominated by the State Secretary of SC.
- Joint State Secretary would work as a Treasurer of SC, if financial matter takes up and two authorities (State Secretary and Joint State Secretary) would sign the cheque and manage the accounts.



- e) The membership in the Management Committee (MC) is honorary, and is meant to serve the objectives of the SC/Society.
- f) The term of MC Member is **2 years** (except State Secretary) and can be extended by EC by one more term.
- g) A person shall cease to be a member of the Management Committee on completion of his tenure / death / resignation /voluntary retirement / failing to attend three consecutive meetings of the Committee without prior intimation, provided that the Management Committee has approved the termination of the membership citing the reasons in writing.
- h) Also, a person shall cease to be a member of the Management Committee if he/she ceases to be a life member of the Society *vide* clause 5.8(o).

### 3.6 Member Vacancies

- a) Vacancies caused by any reason such as retirement/resignation/demise of the MC member(s), shall be filled in the immediate next meeting of the MC, and such appointment is valid for the remaining period of the Management Committee.

### 3.7 Meetings of the Management Committee (MC):

- a) The **(MC)** shall meet at least once in a six month and the minutes of the meeting have to be submitted to ISAM for approval.
- b) The **(MC)** shall be informed of the meeting at least 15 days in advance. The State Secretary, however, in special circumstances State Secretary can summon a meeting with short notice.
- c) All matters of the MC that require the consideration and decision of the MC shall be placed in the form of an agenda for the meeting.

### 3.8 Powers of the Management Committee:

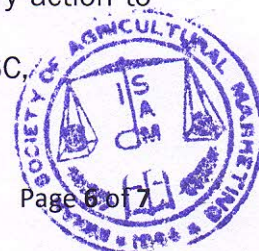
- a) Invite outside experts as special invitees to the Management Committee or to the Committees appointed by it, to seek technical advice,
- b) Approve the rules for proper conduct of the SC,
- c) Allocate powers and duties among different Members of the SC, add to and revise them from time to time according to necessity,
- d) Attend to all other matters necessary in the interest of the SC and in furtherance of its aims and objectives,
- e) Constitute Committees from time to time for any specific purpose, and/or to deal with any matter pertaining to the SC.

### 3.9 Financial Management:

- a) The Management Committee is the competent authority to administer all the activities of the SC.
- b) No financial obligation on either side. Joint State Secretary would work as a Treasurer of SC, if financial matter takes up and two authorities (State Secretary and Joint State Secretary) would sign the cheque and manage the accounts
- c) In all matters of management which is not covered by the above Clauses, the decision of the Management Committee would be final.

### 3.10 Powers of the State Secretary: The State Secretary shall

- a) Conduct day to day administration of the SC, and initiate necessary action to implement the decisions of the Management Committee,
- b) Maintain and cause to be maintained all registers pertaining to the SC,



- (c) Convene the meetings of the Management Committee, and other Committees and get the minutes confirmed at the subsequent meetings,
- (d) Prepare and present the annual report of the SC to the Executive Committee / General Body of ISAM,
- (e) Perform such other duties that are entrusted to him/her by the Management Committee for smooth and efficient functioning of the SC.

### 3.11 Powers of the State Joint Secretary:

- (a) The State Joint Secretary shall perform all the duties of the State Secretary and exercise his/her powers during the absence of the State Secretary with the approval of the Management Committee.
- (b) Perform such other duties that are entrusted to him/her by the MC for smooth and efficient functioning of the Society.

### 3.12 Correspondence:

- a) All Correspondence of the SC shall be carried out by the State Secretary,
- b) As no financial matters (income) are agreed between and no staff appointment as well as no infrastructure (property) would be made under SC, thus no legal suits and legal proceedings would arise. If any such situation arises, State Secretary shall be entitled to represent the SC.

### 3.13 Dissolution:

- a) This MoU can be terminated with mutual understanding at any time.
- b) General Body of ISAM but not less than three-fifths of the members present personally in the meeting or by proxy at the time of the voting, may recommend to close SC, if found dormant/non-active or any such matter deemed to fit it.
- c) State Secretary with approval of MC can also submit request for closure of SC, if any such reasons arise.
- d) This MoU conditions will be monitored regularly by a committee of two office bearers: Secretary and Treasurer, ISAM and State Secretary, SC for Gujarat at AERC, SPU, VVN.

On behalf of

On Behalf of SPU, VVN

ISAM, Hyderabad:

AERC



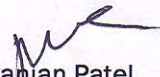
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