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**Proceedings and Policy Recommendations  
of  
LUCKNOW MANAGEMENT ASSOCIATION  
Annual Convention 2012  
on  
*Transforming Uttar Pradesh through Agriculture***



**Date: December 1, 2012**

**Venue: Scientific Convention Centre, Lucknow**



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The following contributed to the proceedings of the Convention. Their articulations in different sessions are summarized in Para nos mentioned against each

### **0.00 Inaugural Session**

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|--|------|
| 1. Mr. A.K. Mathur Sr. Vice President LMA & Director Convention  | 0.01 |
| 2. Mr. Rakesh K. Mittal President LMA  | 0.02 |
| 3. Mr. Alok Ranjan Agriculture Production Commissioner,<br>Uttar Pradesh & Convention Chairman   | 0.03 |
| 4. Professor Panjab Singh Chairman Foundation for<br>Advancement of Agriculture and Rural Development<br>and Former Director General ICA | 0.04 |
| 5. Sri Anand Singh Hon'ble Minister of Agriculture, Uttar.Pradesh<br>Release of Convention Journal 2012                                  | 0.05 |
| 6. Sri Anand Singh Hon'ble Minister of Agriculture, Uttar Pradesh  | 0.06 |
| 7. Mr. A.K. Mathur Director Convention   | 0.07 |

### **1.00 Session 1: Technology: Driver of the Agricultural Growth**

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|---|------|
| 1. Session Chairman Dr. J.S. Yadav Chief Executive Officer<br>& Chief Operating Officer, Premium Farm Fresh Produce Limited                               | 1.01 |
| 2. Dr. Thomas A. Lumpkin<br>Director General, International Maize<br>And Wheat Improvement Centre (CIMMYT), Mexico  | 1.02 |
| 3. Session Chairman Dr. J.S. Yadav  | 1.03 |
| 4. Dr. H.S. Gupta Director, Indian Agriculture Research Institute<br>& Chairman Technology Management Committee,<br>Indian Agriculture Research Institute | 1.04 |
| 5. Dr. J.S. Yadav Session Chair   | 1.05 |
| 6. Dr. H.S. Gupta   | 1.06 |

### **2.00 Session 2: Agricultural Marketing and Farm Linkages**

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|---|------|
| 1. Session Chair Professor Jabir Ali<br>Centre for Food and Agribusiness Management<br>Indian Institute of Management | 2.01 |
| 2. Dr. J.S. Yadav   | 2.02 |
| 3. Dr. Jabir Ali Session Chair  | 2.03 |
| 4. Mr. Chaitanya Dhareshwar General Manager,<br>Bayer CropScience Ltd., Mumbai  | 2.04 |
| 5. Swami Sachidanand Bharti <b>Founder &amp; Managing Trustee</b><br>Navarushti International <u>Trust</u>            | 2.05 |

### **3.00 Session 3: Addressing Environment Challenges and Agricultural Diversification**

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|---|------|
| 1. Mr. Balvinder Kumar Session Chair Additional Secretary<br>Department of Agriculture & Cooperation<br>Government of India | 3.01 |
| 2. Professor R.B. Singh President<br>National Academy of Agricultural Sciences  |      |

	& Former Member Farmers Commission of India	3.02	
3.	Mr. Balvinder Kumar Session Chair	3.03	
4.	Dr. K.L. Chadha Chairman, Horticulture Society of India		3.04

**4.00 Session 4: Agribusiness, Food Processing and Value Addition and Making Farming a Profitable Business**

1.	Professor M.S. Aulakh Session Chair Vice Chancellor M S K University of Agriculture and Technology	4.01	
2.	Dr. Ramesh Chand Director National Centre for Agricultural Economics and Policy Research	4.02	
3.	Prof Aulakh Session Chair	4.03	
4.	Mr. J.N.L. Srivastava Former Secretary Agriculture Govt. of India & Managing Trustee, IFFCO Foundation	4.04	

**5.00 Valedictory Session**

1.	Mr. G. Pattanaik Session Chairman Vice Chancellor University of Lucknow	5.01	
2.	Mr. A.K. Mathur Convention Director	5.02	
3.	Dr .Ram Chet Chaudhary Chairman, Participatory Rural Development Foundation (PRDF)	5.03	
4.	Conferment of LMA Annual Awards	5.04	
5.	Address by Sri Mata Prasad Pandey Hon'ble Speaker, Vidhan Sabha, Chief Guest	5.05	
6.	Mr. Rakesh K. Mittal President LMA	5.06	

**Complete proceedings will be available on request**