



A NATIONAL WEBINAR
on
**MARKETING DILEMMAS AND TRIUMPHS IN THE ORGANIC
PRODUCTS INDUSTRY: A FEW INDIAN PERSPECTIVES**

27th April, 2024



Organised by
DEPARTMENT OF COMMERCE
SRI VENKATESWARA UNIVERSITY
Tirupati – 517 502, Andhra Pradesh, INDIA.

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Prof. M. Venkateswarlu
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SVU College of CM & CS
Sri Venkateswara University
Tirupati

Keynote Addressee

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Department of Commerce
Pondicherry University
Pondicherry

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Department of Commerce
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Dr. K. Sreenivasa Murthy
Associate Professor & Head
Department of Management
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Tamil Nadu

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Department of Commerce
Sri Venkateswara University
Tirupati



ABOUT THE UNIVERSITY

Sri Venkateswara University was established in 1954 to cater to the educational needs and aspirations of the people of the Rayalaseema Region of Andhra Pradesh. After completing 70 years of excellence in teaching, research, extension and outreach activities, the University is committed to cater to the needs of higher education offering a full range of post-graduate programs in Arts, Sciences, Law, Commerce, Management, Education, Physical Education, Engineering and Pharmacy disciplines. From a humble beginning of one College with six departments, the University has grown into the second largest University in Andhra Pradesh having five constituent Colleges Viz. College of Arts, College of Sciences, College of Commerce, Management & Computer Science, College of Pharmacy, and College of Engineering accommodating 52 departments offering 88 programs. The University has made rapid strides in higher education and research and is adjudged as one of the best Universities in the country and got ACCREDITED with an 'A+' GRADE by NAAC-2023.

ABOUT THE DEPARTMENT

The Department of Commerce was one of the oldest Departments established during the academic year 1969-70 in Sri Venkateswara University . For the new millennium, a new course i.e., M.Com (FM) was started in the year 1999 under the semester system, M.Com (A&F) was started during the academic year 2005-06 and also offers Ph.D. Program. Under the re-organized set-up in 2006, the Department became a part of the College of Commerce, Management and Computer Science. All courses were modified to incorporate the Choice Based Credit System (CBCS) during the academic year 2006-07. The Department of Commerce is one of the biggest Departments in Sri Venkateswara University campus with a total strength of 180 students. To meet the overwhelming demand for Accounting and Finance Professionals, based on NEP 2020 guidelines, syllabi are restructured to include Core, Generic electives, Compulsory foundations, Skill-oriented courses, Mandatory Project Reports, and Open electives.

ABOUT THE NATIONAL WEBINAR

The Department of Commerce, Sri Venkateswara University is proud to announce a National Webinar on "Marketing Dilemmas and Triumphs in the Organic Products Industry: A Few Indian Perspectives." It is scheduled on 27th of April, 2024. This webinar aims at delving into the intricacies of marketing within the organic products sector, specifically focusing on insights and experiences from the Indian scenario. In recent years, the organic products



industry has witnessed significant growth globally, driven by consumer preferences for healthier and sustainable options. However, this growth also brings forth various challenges and dilemmas in marketing strategies, distribution channels, consumer education, and competitive positioning.

Through this webinar, experts, scholars, and students interested in marketing and the organic products industry will come together to discuss and analyse these dilemmas and triumphs. The sessions will cover topics such as market trends, consumer behaviour, branding strategies, regulatory frameworks, and success stories from Indian businesses. Participants can expect engaging discussions, and practical insights that will not only enhance their understanding of marketing dynamics in the organic products sector but also provide valuable takeaways applicable to various industries. Join us for a thought-provoking and enlightening exploration of marketing challenges and successes in the realm of organic products.

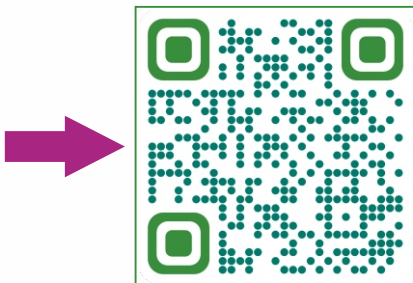
NEED FOR THE NATIONAL WEBINAR

Amidst the burgeoning organic products market in India, there arises a crucial need for a National Webinar. This platform serves as a beacon for stakeholders grappling with evolving consumer demands, regulatory complexities, and marketing challenges. By convening academia, the webinar facilitates crucial dialogue and knowledge exchange. It empowers participants with actionable insights and innovative strategies, fostering sustainable growth and development. The webinar ignites collaborative efforts to overcome hurdles, driving forward the organic products industry in India. Join us in addressing the pressing needs, seizing opportunities, and charting a course towards a resilient and thriving organic sector.

OBJECTIVE OF THE NATIONAL WEBINAR

The webinar aims to address pressing marketing challenges in India's organic products industry, offering insights and strategies to stakeholders. By fostering collaboration and knowledge exchange, it empowers participants to navigate regulatory complexities, consumer behaviour shifts, and market dynamics effectively, driving sustainable growth and innovation.

Register Here - Scan QR Code



Registration Free

E-Certificate will be provided on active participation
& submission of Feedback form

Contact

Prof. M. Venkateswarlu

Webinar Convener

+91-9491152135



drevenkateswarlumidasala@gmail.com

Platform - Online



Google Meet

