**Webinar on**

**Sustainable Agriculture: Rebuilding the Value Chain by Managing Price Risk**

**Tuesday, November 15, 2022 from 4:30 p.m. to 6:00 p.m.**

**Dear Sir/Madam,**

IMC Chamber of Commerce and Industry jointly with NCDEX IPFT is organising an online seminar focusing on rebuilding the value chain by managing price risk for sustainable agriculture.

We cordially invite you for the event. The program details are:

**Topic : Sustainable Agriculture: Rebuilding the Value Chain by Managing Price Risk**

**Day & Date : Tuesday, November 15, 2022**

**Time : 4:30 p.m. to 6:00 p.m.**

**Platform : Virtual (Zoom)**

Agriculture has always been an important sector from both economic and social standpoints as it contributes around 15-18 % of India’s GDP, but provides livelihood to over 50% of the Country’s workforce. Developments in the farm sector impact many sectors of the economy that have linkages locally, regionally, nationally and internationally.

The growing demand for food, increasing wealth, urbanization, changing preferences and diets, along with the competition for land, water shortage and climate change have increased the focus on developing sustainable agriculture value chains. Therefore, there is an urgent need to streamline supply chains to optimize the food production cycle and cut waste at the retail and consumer level, and at the same time to develop 'win-win' models for growers, exporters, importers, consumers and traders.

The expert speakers would discuss what collective action could be taken by all stakeholders to rebuild the agricultural supply chain and in the process effectively manage price risks that arise out of market volatility.

We cordially invite you to attend the event. Kindly note there is NO PARTICIPATION FEE. However, registration is mandatory. To register for the seminar, use the link: <https://www.imcnet.org/events-1888> You may also share the Seminar info among your friends and associates. You can connect with us for further queries at anita.naik@imcnet.org.

We do hope you will be able to seize this opportunity and participate on November 15, 2022

We look forward to your valued participation.

**Ajit Mangrulkar**

**Director General**