

Rural Sensitization Drive-I

Country roads...take me home! Well...not conventional country roads...samja karo Mamu...we are in 21st Century India...it's actually down the highway! But yes, it was a great journey in learning the dynamics of rural markets first hand. We are talking about the rural sensitization program which was organized by IIPM Ahmedabad.

As Indian agriculture market is highly imperfect in nature and there is lot of information asymmetry, understanding the market dynamics practically is of utmost important for anyone who wants to learn a thing or two in rural marketing. IIPM-Ahmedabad had organized a day long trip to Unjha, a hub for commodity trading market in Gujarat. Unjha is the synonym for jeera or cumin seeds. Jeera is one of the important spices in Indian cooking. Students came to learn how jeera is procured, auctioned and traded in the market and how it is exported. Not only learning about these by interacting with the traders under the guidance of the Agricultural Produce Market Committee, students also presented great ideas about how to find new international markets for jeera.



Students interacting with villagers during their Rural sensitization drive III



Students taking a brief about the tasks during their Rural sensitization drive III