

Celebrating Sustainability and Innovation: Amaethon 2024 Wraps Up at IIM Ahmedabad !!

Ahmedabad, 23rd December, 2024

The 21st edition of IIM Ahmedabad's flagship Food & Agribusiness Summit, **Amaethon' 2024**, concluded yesterday after two days of engaging events, insightful panel discussions, and innovative competitions that celebrated the vibrant landscape of food and agribusiness. Organized by the **FABM Committee**. The summit brought together thought leaders, industry experts, academicians, researchers, and students to explore sustainable and technological advancements shaping the sector.

The event witnessed an overwhelming footfall of over 4000 across two days, reflecting its growing stature as a premier platform for dialogue and collaboration in the food and agribusiness ecosystem. The summit featured **21 innovative events**, including 8 national-level case competitions, 3 hands-on workshops, 3 panel discussions, and 1 impactful speaker session. The event overall **attracted more than 8,500 registrations** from colleges pan India. Social media engagement for Amaethon'2024 also soared, achieving more than **4.6 lakh impressions across all platforms**.



Day 1 Highlights (21st December 2024)

The inaugural session was graced by prominent dignitaries, including **Dr. Shamsheer Singh, DGP (Law and Order), Gujarat; Dr Vijay Paul Sharma, Chairman, Commission for Agricultural Costs and Prices (CACP); Professor Satish Deodhar, Dean (Faculty), IIMA and Professor Poornima Varma, Faculty Advisor for Amaethon 2024**. Their speeches emphasized sustainability and innovation as cornerstones of modern agriculture, setting an inspiring tone for the summit.

The **Panel Discussion** on *"Sustainability in Food and Agri-Business"* featured distinguished speakers such as **Mr. Shrey Deb (The Nudge Institute)**, **Kaushal Bisht (Varaha)**, **Dr. E Somasundaram (Director, TNAU)**, and **Prof. Ram Mohan Turaga (IIMA)**. They deliberated on sustainable practices to build a resilient agri-food ecosystem.

Workshops and competitions throughout the day fostered active participation and creativity. Highlights included:

- A workshop on **Commodity Trading and Risk Management in Agriculture**, led by **Mr. Avinash Mohan (NCDEX)**.
- **Fin-Sharks**, an innovative finance case competition, and workshops on leveraging local knowledge for grassroots entrepreneurship, featuring **Padma Shri Prof. Anil Kumar Gupta**.
- Informal & interesting events like the **Food Making Competition** and a high-energy **DJ Night** provided a vibrant close to the day.



Day 2 Highlights (22nd December 2024)

Day 2 continued with high-intellect competitions such as **Op-Minds**, **GIAN Shansodhak**, and the **Dhanuka Marketing League**, showcasing participants' strategic and problem-solving acumen.

The day also featured three impactful panel discussions:

- *"Women in Indian Agri-Business"*, with eminent speakers like **Ms. Sangeeta Bojappa (Co-Founder, Farmington)**, **Ms. Shital Kasat (Co-Founder, S4S)**, **Ms. Amrita Kumar (Director of Dayal Group)** and **Ms. Indira Dhumne (Deputy General Manager Mahindra HZPC pvt. Ltd.)**.

- *"Seeds of Change: Tech-Driven Innovation in Food and Agriculture"*, with stalwarts like **Ms. Siddhi Karnani (Parvata Foods)**, **Mr. Ranjith Mukundan (Stellapps Technologies)**, and **Deepak Pareek (Founder HnyB Tech-Incubations)**
- *"Decoding Agricultural Land Prices"* with **Mr. Naman Srivastava (Product owner at Landed)** and **Prof. Prashant Das (associate professor of finance and accounting at IIMA)**

A **Speaker Session by Prof. Ram Kaundinya on "Future Trends in Agribusiness"** captivated the audience with visionary insights into emerging opportunities in the sector.

The summit concluded with the **final round of the Food Making Competition** and a **Valedictory Ceremony**, where winners and participants were honored for their contributions.





Informal Festivities:

Throughout the summit, informal events such as the **Satvik Food Fest** and interactive sessions fostered a sense of community, reflecting IIM Ahmedabad's commitment to holistic learning & innovation.



Conclusion:

Amaethon 2024 was a resounding success, serving as a remarkable platform for dialogue, innovation, and collaboration. The event reinforced **IIM Ahmedabad's position as a**

thought leader in the food and agribusiness sector, successfully bridging academia, industry, and entrepreneurship. The **FABM Committee extends its heartfelt gratitude to all participants, speakers, and sponsors** who contributed to making this event a grand celebration of excellence.



Coordinator's Note:

"As the coordinator of Amaethon 2024, I am immensely proud of what we have achieved together in celebrating sustainability and innovation in food and agriculture. The overwhelming participation from across India reaffirms Amaethon's role as a premier platform for collaboration and meaningful dialogue. I extend my heartfelt gratitude to all our speakers, participants, sponsors, and my team for making this event an extraordinary success."

– Parnika, Coordinator of Amaethon 2024