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**Press release**

**Amaethon 2017 at IIMA**

**10 January 2016, Ahmedabad:** Amaethon, IIM Ahmedabad’s Annual Food, Agri-business and Rural Summit was held from 6th to 8th January 2017 on campus. The summit provides an interactive platform which brings together the industry, the academia, and the future leaders of the agribusiness world. The 12th edition of the summit, Amaethon 2017, focused on “Agri-business: The way forward.” The sessions organized focused on contemporary issues in Indian Agri-business. Dr. Martin Kropp (MD, ADM), Mr. Sachin Bhatnagar (Director, Global Agri-Commodities, GSK Consumer Healthcare), and NCDEX delivered sessions on agri-commodities and supply chain, while Mr. Rohtash Mal (MD & Chairman, EM3 Agriservices), Mr. Venkatesh Seshadri (Head Technical & Advisory Services-CII), and Prof. Arnab Laha delivered sessions on digitization and the role of ICT in the value chain. Prof. Sunil Handa, Mr. Amith Agarwal (Founder, Star Agri), and Mr. Abhinay Choudhary (Co-founder, Big Basket) encouraged budding entrepreneurs by recounting their experiences. Rural marketing sessions by Mr. Rajkumar Jha (Ogilvy and Mather), Mr. Pradeep Kashyap (CEO, Mart), and Mr. Pankaj Mishra (Head, Agri-business, Mart) were motivating. Prof. Anil Gupta encouraged the innovators and suggested the roadmap for the next edition.

**Prof. Sukhpal Singh, Chairperson-Center for Management in Agriculture, Faculty advisor for the summit said, “I was so happy to see an overwhelming response to Amaethon 2017 with more than 400 young agribusiness trainees and future sector leaders from across India participating in it. It had very powerful learning platforms in the form of workshops, and expert talks on major challenges and opportunities facing the agribusiness and rural sector besides many competitions."**

Business competitions were also conducted under the summit. These competitions received a good response from premium B-schools across the country, where participants showed eagerness to solve the issues of the sector.

**Mr. Saurabh Phalke, the student coordinator of the summit, said, “Amaethon is a unique summit organized by IIM-A, focusing on food, agri-business, and the rural domain. As students of agri-business, we are really happy that we were able to facilitate such an event.”**

The summit continued to receive support from Gujarat State Fertilizer and Chemicals Limited who believe in the endeavor of enhancing value of food and agri-business sector in India. This summit was graciously supported by Tata Trusts. Tata Trusts believes in research and partnerships to promote agriculture and agri-business in rural India, thereby providing sustainable livelihoods to communities that need it the most.

**IIMA Media Contacts:**

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| **Mr. Deepak Bhatt,** Manager-Communications | Email: mngr-comm@iima.ac.inPhone: +91-79-66324683 |
| **Ms. Mitaaly Naidu,** Executive - Public Relations | Email: pr@iima.ac.in Phone: +91-79-66324684 |