



# VIRTUAL UNIVERSITY FOR AGRICULTURAL TRADE (VUAT)

A PROJECT OF THE DEPARTMENT OF AGRICULTURE  
GOVERNMENT OF KERALA

[www.vuatkerala.org](http://www.vuatkerala.org)



Coordinated by



**KERALA AGRICULTURAL UNIVERSITY (KAU)**

Thrissur, Kerala, India 680 656



**INDIAN INSTITUTE OF INFORMATION TECHNOLOGY  
AND MANAGEMENT - KERALA (IIITM-K)**

Thiruvananthapuram, Kerala, India 695 581



The Virtual University for Agricultural Trade (VUAT) is established by the Government of Kerala as a consortium of state and central agencies as per the recommendations of the *Commission on WTO Concerns in Agriculture* headed by Prof. M.S. Swaminathan.

Agriculture in Kerala, dominated by plantation crops and spices, heavily depends on foreign trade and hence is highly influenced by WTO regime. To take advantage of emerging dynamic market opportunities and to evolve appropriate strategies for minimization of negative impacts of trade regime, the Commission recommended the establishment of a Virtual University on Trade in Agriculture as a consortium of groups having capability in agriculture, trade, information technology and related areas. The virtual university will make available information on trade and trade related aspects of agriculture in addition to farm advisory services and will serve as an institution for furthering agrarian prosperity. The VUAT was established as per GO (MS) No. 37/04/AD dated 20-03-2004.

The Kerala Agricultural University and the Indian Institute of Information Technology and Management - Kerala are the twin agencies vested with implementation of this project with active partnership of Commodity Boards and export promoting agencies. The Department of Agriculture, Government of Kerala sponsors the project.

### Objectives and mandate

- ❖ To enable farmers for achieving higher income and prosperity through productivity improvement, quality enhancement, value addition and farmer-friendly marketing of agricultural produce
- ❖ To enable building up a sustainable agricultural trade security system
- ❖ To generate database management systems on trade in agriculture
- ❖ To serve as a decision support system to the Government, trade and farmers



- ❖ To offer short-term courses on specific aspects of trade and IPR in agriculture under the WTO regime within the framework of a virtual college

### Functions

- ❖ Awareness creation to all stakeholders
- ❖ Creation of specific knowledge on the provisions of WTO to different stakeholder groups
- ❖ Collection, documentation, analysis and interpretation of market and trade information
- ❖ Advisory and decision support to the Government
- ❖ Offering short-term training programmes on selected areas of interest to different groups of stakeholders
- ❖ Offering short-term courses on selected areas of WTO and trade related aspects

### Consortium collaborators

- ❖ Export promotion agencies like APEDA, MPEDA, Cashew Export Promotion Council
- ❖ Commodity Boards
- ❖ Organizations of farmers / planters / exporters
- ❖ Quality control institutions like BIS, Directorate of Marketing and Inspection
- ❖ Departments of Agriculture, Animal Husbandry, Fisheries, Dairy Development, Forestry and Science & Technology
- ❖ Export processing units
- ❖ Academic institutions like KAU, IITM-K and ICAR research institutes
- ❖ Ministry of Commerce, Government of India
- ❖ Department of Economics and Statistics, Government of Kerala
- ❖ State Planning Board



- ❖ IKM Kerala, IT Mission, Akshaya
- ❖ IT Departments of the Government of Kerala and Government of India
- ❖ MSSRF, ISRO (MetSat)

### Role of consortium partners

- ❖ Data generation
- ❖ Database management
- ❖ Training programmes
- ❖ Short courses
- ❖ System management
- ❖ Co-ordination

### Database systems

The data base systems will include generic database, dynamic database and advisory services

#### *Generic database:*

- ❖ Crop and product specific areas like animal husbandry, dairy, fisheries
- ❖ Meteorological database
- ❖ Management practices in agriculture and allied fields

#### *Dynamic database:*

- ❖ Data on market intelligence
- ❖ Demand forecasts
- ❖ Competitive environment
- ❖ Market access
- ❖ Market arrivals
- ❖ Market prices
- ❖ Changing profile of market preferences
- ❖ Changing pattern of quality standards



### Advisory services:

- ❖ Service for decision support to the stakeholders
- ❖ Meteorological information service
- ❖ Management advisory services
- ❖ Market intelligence services

### Training and course programmes

Crop-specific and area-specific training programmes and target-group specific short-term course programmes will be offered using the following content delivery modes:

- ❖ Conventional synchronous delivery methods: Traditional interface methods
- ❖ Classic distance learning techniques: Distribution of pre-produced textual, audio and video (including conventional cinematic medium) study materials coupled with contact classes
- ❖ On-line passive content delivery methods: One-way asynchronous delivery on an information-on-demand basis (e.g. downloading web-accessible study material)
- ❖ Virtual class rooms (on-line synchronous active methods): Two way interface using real time tele and/or video conferencing, webcasts, webinars etc. This has the advantage of enabling both content and context.
- ❖ Mixed mode delivery: Asynchronous delivery followed by active interfacing through tele and video QA or discussion sessions (usually audio only; at times chat etc. also used)

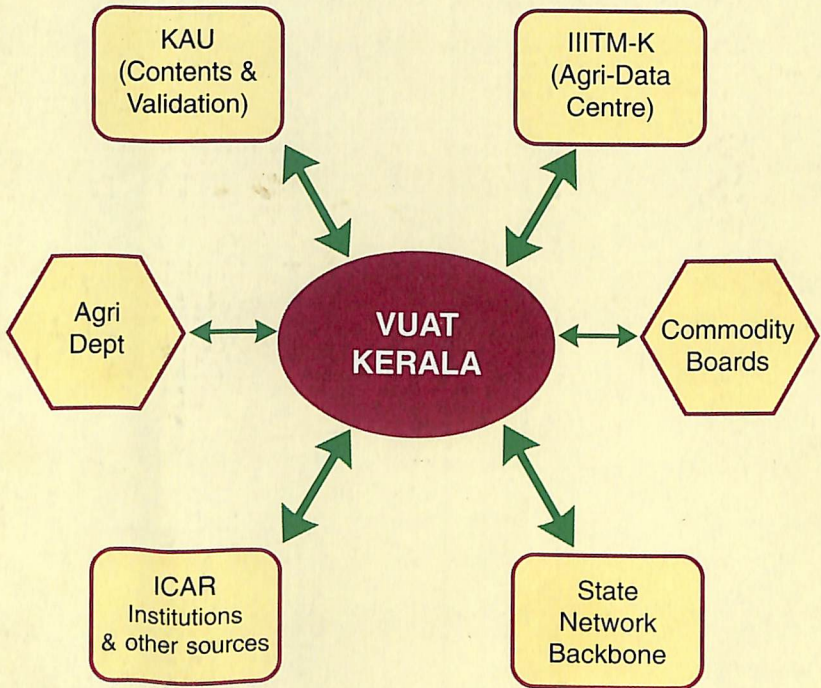
### Co-ordination & management

- ❖ Managing Council
- ❖ Technical Committee
- ❖ Data Validation Cell
- ❖ Strategy Fora



- ❖ Academic Council and Board of Studies
- ❖ System management

### VUAT Kerala Network



### Institutional linkages

- ❖ Virtual Academy for the Semi Arid Tropics (VASAT), ICRISAT, Hyderabad
- ❖ MSSRF-Tata National Virtual Academy for Food Security and Rural Prosperity
- ❖ Mission 2007: National Alliance - Every Village a Knowledge Centre



### Expected benefits

- ❖ Knowledge empowerment to the farming community in Kerala to enable improvements in cultivation practices and to take advantage of the emerging dynamic market conditions
- ❖ Facilitating trade security to farming community
- ❖ Promotion of quality revolution among the stakeholders in agriculture
- ❖ Enabling traders and exporters to have better access to world market through market intelligence, thereby facilitating higher prices at the farmer level
- ❖ Enabling the Government and the policy makers to provide appropriate policy support to the farming sector
- ❖ Assisting farmers to have better access to market and trade information
- ❖ Enabling the farmers to achieve sustainable increase in production, productivity and improvement in quality

### Contact us



**The Executive Director**  
**Virtual University for Agricultural Trade**  
**Kerala Agricultural University**

KAU-PO, Thrissur 680 656

E-mail: [executivedirector@vuatkerala.org](mailto:executivedirector@vuatkerala.org)

Phone: +91 487 2370367\*540

Fax: +91 487 2370019

**The Co-ordinator**  
**Virtual University for Agricultural Trade**  
**IIITM-K, Technopark**

Thiruvananthapuram 695 581

E-mail: [ajithr@iiitmk.ac.in](mailto:ajithr@iiitmk.ac.in)

Phone: +91 471 2700965

Fax: +91 471 2527568





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A Project by the Department of Agriculture, Govt of Kerala

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**TRADE NEWS**

More than 60% of the world's pepper export in march 2006 was from Vietnam.

Source: ITC (International Pepper Community)

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NO

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http://www.vuatkerala.org/market/districtwiseprice.jsp

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**District Wise Market Price**

Report Date : 23-05-2006  
Market Name : Dhara  
Market Days : Tue-Fri  
Entry Date : 19-05-2006  
Next Update : 22-05-2006

District name :

Market Name :

No	Commodity	Unit	Nadon (wholesale) Price	Quantity	Nadon (retail) Price	Quantity	Varavu (wholesale) Price	Quantity	Varavu (retail) Price	Quantity
1	Amaranthus Red	Kg	16	1600	20	2000	-	-	-	-
2	Adiyarand	Kg	-	-	-	4	400	6	600	-
3	Banana Hendran	Kg	-	-	-	13	1300	15	1500	-
4	Banana Njallacovan	Kg	-	-	-	11	1100	14	1400	-
5	Banana Palaymkodan	Kg	-	-	-	5	500	8	800	-
6	Betel vine	Kg	12	1200	14	1400	-	-	-	-
7	Bitter gourd	Kg	14	1400	18	1800	-	-	-	-
8	Bromel	Kg	-	-	-	16	1600	19	1900	-
9	Coconut Oil	Kg	51	5100	55	5500	-	-	-	-
10	Coconut husked	Numbers	4	400	5	500	-	-	-	-
11	Colocasia (Large)	Kg	-	-	-	13	1300	18	1800	-
12	Copra Ball	Kg	31	3100	-	-	-	-	-	-
13	Cucumber	Kg	20	200	22	2200	-	-	-	-
14	Elephant Foot Yam	Kg	-	-	-	9	900	14	1400	-
15	Garlic	Kg	-	-	-	15	1500	14	1400	-
16	Green Chilli (Small)	Kg	-	-	-	12	1200	16	1600	-
17	Mango fruit	Kg	4	400	7	700	6	600	20	2000
18	Pepper	Kg	75	7500	8000	-	80	-	-	-
19	Pineapple	Kg	-	-	-	7	700	12	1200	-
20	Snake Gourd	Kg	6	600	10	1000	5	500	9	900
21	Tapioca	Kg	5	500	6	600	-	-	-	-

[Market](#)  
▶ District wise prices  
▶ Commodity wise

[Price Updates](#)  
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External Sources  
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