

Biodata



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Manoj Kumar Menon is Executive Director at the International Competence Centre for Organic Agriculture, Bangalore, India (ICCOA, www.iccoa.org).

He is a Graduate in Agricultural sciences (from Gujarat Agriculture University) and Post Graduate in Business Management with specialization in Marketing (MBA from FMS, Delhi University). He has worked in various agricultural and horticultural projects across various regions in India in a wide range of crops, including field crops, plantations, spices, mushrooms, floriculture etc. He later specialized in marketing of agri-inputs and in market development functions. Earlier as the Manager (Market Development) at ICCOA, he headed the market related functions in organic projects, communication strategy and market linkages. He is the co-author of India's first market study/research on "Market for Organic Foods in India" (Rao Kishore, Menon MK et al)

He was also the Manager of India's first major trade fairs on organic agribusiness, called "India Organic trade fairs", organized very successfully in Bangalore, India in 2005 and 2006 and in New Delhi in 2007.. His papers are selected at FAO Conference, Italy (2007), APO Study Meeting, New Delhi (2007), International Conference on Climate Change, Germany (at BioFach, Nurnberg, 2008). He research works also include a study on small and marginal farmers in Kutch, Gujarat for identifying/formulating strategy for marketing of organic products from that region (2007).