

शैलेन्द्र
डी. (कृषि अर्थशास्त्र)
अप निदेशक (बी.एस)



Dr. Shalendra
Ph.D. (Agril. Econ.)
Deputy Director (B.S.)
MNG-10/CAME-37/2019-20
26th August, 2019

To
The Director of Agriculture
Directorate of Agriculture
Government of Kerala
Vikas Bhawan
Trivandrum - 695 001

035016

Sub: Request for nominations for the training program being organised by MANAGE on 'Extension Strategies for Linking Farmers to Market' at MANAGE, Hyderabad during 14 - 18 October 2019 - reg

Sir,

National Institute of Agricultural Extension Management (MANAGE), Hyderabad is going to organise a five-days training program on 'Extension Strategies for Linking Farmers to Market' during 14 - 18 October 2019 at MANAGE, Hyderabad.

The program aims at exposing the participants with latest development in the field of agricultural marketing and strategies to enhance farmers access to market. The program is specifically designed for officers from agriculture and allied department, Extension Officers, Subject Matter Specialist, Scientists, Assistant Professors and other equivalent officials serving in Government organizations and involved actively in extension, research and development activities. A copy of brochure of the program is attached for ready reference.

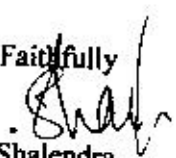
There is no training fee for the above program and free boarding and lodging facilities will be provided to the participants at MANAGE, Rajendranagar-500030, Hyderabad. However, TA and DA expenses of the participants will have to be borne by the concerned department.

It is therefore requested to kindly nominate 4 - 5 officers from your organisation for participation in the above program. The nomination may kindly be forwarded to the Course Coordinator, Dr Shalendra, Deputy Director (BS), MANAGE, shalendra@manage.gov.in / shalendra.hyd@gmail.com (Mobile: 7731999925/9660102075).

Considering limited availability of guest house facilities, only 25 participants would be considered for the course on first-cum-first-serve basis. You are therefore requested to kindly send the nomination to the course coordinator on or before 30th September 2019. Nominated officers are requested to kindly plan the journey as per the information provided in the brochure.

Encl: As above

Yours Faithfully


Dr Shalendra
Deputy Director (BS)

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन, राजेन्द्रनगर, हैदराबाद - 500 030 टी.एस. भारत)

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)

(An organization of Ministry of Agriculture and Farmers Welfare, Government of India)

Rajendranagar, Hyderabad-500 030 T.S. India

Ph : (040) 2459 4540 (O) Fax: (040) 2401 5388

E-mail : shalendra@manage.gov.in, shalendra.hyd@gmail.com, www.manage.gov.in

Order No. TE(2)-35016/2019 dt 27/09/2019

Copy communicated to all Principal Agricultural officers for sending nominations of officers who have not attended the similar training previously. Nominations should include contact details and e-mail id of the participants. Nominations should reach this office on or before 30/09/2019 in the e-mail id: jdatmgq@gmail.com through proper channel

[Signature]
For Director
AD & FW Department
Director of Agriculture (AR & F)
Director of Agriculture,
Thiruvananthapuram
Thiruvananthapuram

Copy to I.T. Cell for uploading in website

[Signature]
25/9/19

Boarding and Lodging

Free boarding and lodging (shared basis for 2 participants in one room) will be provided to the participants in MANAGE Guesthouse during the training program.

How to reach Hyderabad

Hyderabad is well connected by air and railway network. Rajiv Gandhi International Airport, Hyderabad is the nearest airport (appx. 25 km) and Hyderabad Railway Station (HYB) is the nearest railway station (appx. 40 km) from the institute. Participants can reach MANAGE, Rajendranagar by taking OLA/Uber taxi from the airport/railway station. Candidates may contact Guesthouse Reception after reaching the Institute for guest house accommodation near SBI ATM.

Important Dates

Last date for receiving application	30.09.19
Intimation of selection	07.10.19

A total of 25 candidates shall be accommodated on first come first serve basis. Selected candidates will be intimated through e-mail to which they should respond promptly. Candidates should confirm their participation along with their travel plan within stipulated time.

Training methodology

The strength of MANAGE training programs is based in participatory and experiential learning methodology, case studies, success stories, hands-on practice, field visits, group works, soft skills, communication skills, interactive sessions, discussion, presentations by participants, technical sessions by MANAGE faculty and experts from the field. MANAGE believes in problem solving approach to filed level issues faced by farmers, officers and other stakeholders in its training program.

What we do

MANAGE offers its services in training, policies, research, management education, knowledge management, consultancy apart from implementing selected Central Sector Schemes such as Agri Clinics and Agri-business Centres Scheme (AC&ABC), Diploma in Agricultural Extension Services for Input Dealers (DAESI) and Skill Training for Rural Youth (STRY).

For further information, please contact –

Dr Shalendra
Deputy Director (BS)

National Institute of Agricultural Extension
Management,
MANAGE

Rejendranagar 500030

Hyderabad
Telangana

Email Id: shalendra@manage.gov.in /
shalendra.hyd@gmail.com
Phone: 7731999925 / 9660102075



Training Program

On

Extension Strategies for Linking Farmers to Market

October 14 – 18, 2019



National Institute of Agricultural
Extension Management (MANAGE),
Hyderabad-500030, Telangana

About the Institute

The National Institute of Agricultural Extension Management (MANAGE) operating under the aegis of the Ministry of Agriculture & Farmers Welfare, Government of India is an apex institute in the field of agricultural extension.

The Institute offers training, research, consultancy and management education in the field of agricultural extension. MANAGE offers a two year Post-Graduate Diploma in Management (Agri-Business Management).

MANAGE also offers numerous distance/ online educational programs like Post Graduate Diploma in Agricultural Extension Management (PGDAEM), Online PGDAEM-MOOCs and Certified Farm Advisor/Certified Livestock Advisor (CFA) to help agricultural extension personnel built their capacity on different aspects of extension. Institute has recently introduced one-year online *Post Graduate Diploma in Agri-Warehousing Management (PGDAWM)*.

About the Training

Agriculture is changing and so has to agricultural extension system. This transformation has to be market driven. With this background, MANAGE is organizing a 5-day training program on 'Extension Strategies for Linking Farmers to Market' at MANAGE, Rajendranagar, Hyderabad during **14 - 18 October 2019**.

The training aims to expose the participants with latest development in the field of agricultural marketing and strategies to enhance farmers access to market.

Coverage

1. Importance of marketing in agriculture
2. Market Led Extension - the concept
3. Agri-warehousing
4. Emerging marketing channels
5. National Agricultural Market (eNAM)
6. Forward and Futures Market
7. Market Information System (MIS)
8. Agricultural Credit and Insurance
9. Farmer Producer Company
10. Value addition - primary processing
11. Schemes of Government of India
12. Successful models and exposure visit

Course Fee

There is no training fee for the above program

Objectives

- To orient the participants on concept of agricultural marketing and emerging agri-business scenario
- To sensitize participants regarding modern marketing system for agricultural commodities
- To identify appropriate extension approaches to improve farmers access to market

How to Apply

Interested candidates are requested to apply through proper channel along with complete contact details (email/ phone number) Selected candidates will be informed through email at least one week prior to the start of the training program. Confirmed candidates are requested to reach the campus before 9.30 AM on 14th October 2019 and shall plan the return journey after 5.30 PM on 18th October 2019.

Eligibility

Applicants must be officers from agriculture and allied department, Extension Officers, Subject Matter Specialist, Scientists, Assistant Professors and other equivalent officials serving in Government organizations and should be actively involved in extension, research and development activities.

Faculty

The experienced faculty of the institute will interact with the participants. Guest faculty comprising of experts from other reputed institutions will be invited to interact with the participants on the subject

Travelling Expenses

Nominating organization will have to bear travel expenditure to and fro from their place of posting to MANAGE, Hyderabad along with applicable DA, if any, of the nominated officers. No TA/DA will be paid by MANAGE.