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


Sir,

National Institute of Agricultural Extension Management (MANAGE), Hyderabad, an Institute operating under the aegis of the Ministry of Agriculture and Farmers Welfare (GOI), is going to organise a five-days training program on ‘Value chain Management of Agricultural Produce’ during 20 – 24 January 2020 at MANAGE, Hyderabad.

The program aims at developing capacity of extension personnel on various aspects of value chain concept to help them guide farmers efficiently in getting integrated with emerging high value agri-commodity chains. The program is specifically designed for officers from agriculture and allied departments, 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), at 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 training program on first-cum-first-serve basis. You are therefore requested to kindly send the nomination to the course coordinator on or before 9th January 2020. Nominated officers are requested to kindly plan their journey as per the information provided in the brochure.

Yours faithfully,

(Dr. Shalendra)
Deputy Director

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)  
(कृषि एवं किशान कक्षायण 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
Copy of the letter communicated to all Principal Agricultural Officers. You are requested to send the name and contact details of the officers for attending the training in the email id jdakshbang@gmail.com. The nomination should reach this office before 30-12-2019.

Copy to
IT Cell - for uploading in website.
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 (aprx. 25 km) and Hyderabad Railway Station (HYB) is the nearest railway station (aprx. 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 | 09.01.2020
Intimation of selection | 10.01.2020

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 tackle 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: shalendra@manage.gov.in
Phone: 7731999925 / 9660102075

National Institute of Agricultural Extension Management (MANAGE),
Hyderabad-500030, Telangana
The training aims to expose the participants with latest development in the field of value chain and agricultural marketing to enhance farmers access to market and help them realize better price for their produce.

Coverage
1. Basic Concepts fo Value Chain Development
2. Value Chain Analysis (VCA)
3. Value Chain Diagnosis framework and Development Plans
4. Integrating smallholders in the value chain
5. Identification of market opportunities and Establishing Market Linkages in Value Chain
6. Successful models and exposure visit

Course Fee
There is no training fee for the above program. However, TA and DA expenses of the participants will have to be borne by the concerned department.

Objectives
- Understand the concept of value chain and its use for identifying the constraints faced by farmers at different level
- Understand the roles played by different stakeholders in value chains and how to enhance linkages for the benefit of farmers

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 20th January 2020 and shall plan the return journey after 5.30 PM on 24th January 2020.

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.