

नल रवि कुमार, पीएच.डी. (कृषि अर्थ.)  
कृषि विपणन)



Dr. K. Nirmal Ravi Kumar, Ph.D. (Ag.Econ)  
Director (Agril. Marketing)  
002121  
MAG-10/CAME-54/2019-20  
7<sup>th</sup> January, 2020

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

Sub: Request for Nomination for the National Workshop on "Orienting Production Agencies towards Marketing Extension" scheduled to be held at MANAGE during 25 - 26 February, 2020 - Reg.

Sir / Madam,

MANAGE is going to conduct a National Workshop on "Orienting Production Agencies towards Marketing Extension" during 25 - 26 February, 2020 at MANAGE. The workshop is meant for middle and senior officials of agriculture and allied departments (Horticulture, Sericulture, Veterinary, Fisheries etc.), KVKs, ICAR institutions and coordinators and faculty members of training institutions and departments. The main objectives of the workshop are as follows:-

- To orient the extension functionaries on market driven production strategies and the need for better linkage of the farmers with the market.
- To create awareness about alternative marketing systems for better price discovery leading to increase in the income of the farmers.
- To familiarize the participants with the new modes of agricultural marketing for strengthening farmer-market linkage.
- To equip the participants with good marketing practices, so that they can help the farmers in improving their linkage with the market.

The contents of the workshop will go a long way towards enhancing the knowledge of the officials in the area of marketing extension and other aspects for linking farmers to market for market-driven production.

There is no course fee for the workshop. The cost of lodging, boarding, study material will be met by MANAGE. The accommodation for participants is arranged at MANAGE Campus. However, the State Govt. / Sponsoring Organizations have to bear to and fro travel expenditure of the participants including local transport from railway station / airport to the venue of training programme at MANAGE, Rajendra Nagar, Hyderabad.

It is, therefore, requested that five to six suitable officers working in your department / organization may kindly be nominated for the workshop. The nominated participants may also be directed to make a power point presentation on any of the above objectives during workshop. The proceedings of the workshop will be shared across all the stakeholders.

The nominations may be sent to Dr. K. N. Ravi Kumar, Director (Agricultural Marketing), National Institute of Agricultural Extension Management (MANAGE), Rajendra Nagar, Hyderabad - 500 030, Ph: 040 - 24594509 (O), Fax - 040 - 24015388, email: nirmal.ravi2015@manage.gov.in

Yours sincerely,


(Dr. K. N. Ravi Kumar)  
Director (Agril. Marketing)

राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार का संगठन) राजेन्द्रनगर, हैदराबाद - 500 030, तेलंगाना  
NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)  
(An Organization of Ministry of Agriculture and Farmers Welfare, Government of India)  
Rajendranagar, Hyderabad - 500 030, Telangana, INDIA  
Telephone: +91 (040) 24016697, Fax (040) 24015388  
E-mail : nirmal.ravi2015@manage.gov.in | drknrk@gmail.com | Web : www.manage.gov.in

Ext No. 1E(2) 2121/2020 dt 01/02/2020

Copy communicated to all Principal Agricultural officers for sending nomination of officers who have not attended the similar training course previously. -  
Nomination should include contact number and e-mail id of the participants. Nomination should reach this office on or before 12/02/2020 in the email id jdatsng@gmail.com through proper channel.

  
For Director  
AD & FW. Department  
Thiruvananthapuram

Additional Director of Agriculture (Extension)  
Directorate of Agriculture  
Thiruvananthapuram-33