

शलेन्द्र
ए.डी. (कृषि अर्थशास्त्र)
उप निदेशक (बी.एस.)



Dr. Shalendra
Ph.D. (Agril. Econ.)
Deputy Director (B.S.)

MNG-10/CAME-52 /2019-20
2nd December 2019

046472

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

**Sub: Request for nominations for the training program being organised by
MANAGE on 'Value chain Management of Agricultural Produce' at
MANAGE, Hyderabad during 20 - 24 January 2020 - reg.**

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.

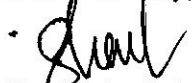
There is no training fee for the above program and free boarding and lodging facilities will be provided to the participants at MANAGE, Rajendranagar-500030, Hyderabad. However, TA and DA expenses of the participants will have to be borne by the concerned department.

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.

Encl: as above

Yours faithfully,


(Dr. Shalendra)
Deputy Director

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

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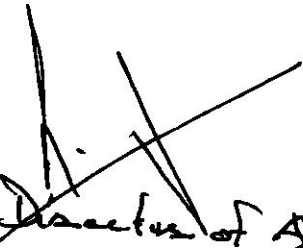
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Encl. No. TE(2) 46472/2019 dtd 20/12/2019

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 jolatsing@gmail.com. The nomination should reach this office before ³⁰~~24~~-12-2019.

Copy to

IT Cell - for uploading in website.


For Director of Agriculture

B. BAE (2019) (Appl.), MHA
Joint Director of Agriculture (AR&T)
Directorate of Agriculture Development & Farm Welfare Department
Vikas Bhawan, Bhubaneswar - 75

~~for~~
14.
23/12/19

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	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 Program

On

Value chain Management of Agricultural Produce

January 20 - 24, 2020



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

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 field 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

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 with focus on income enhancement. Agricultural extension system has to align with these changes. A value chain approach can make agriculture more integrated and remunerative. With this background, MANAGE is organizing a 5-day training program on '**Value chain Management of Agricultural Produce**' at MANAGE, Rajendranagar, Hyderabad during **20 - 24 January 2020**.

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 weeks 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.