



About the Institute ICAR-RCER, Patna

The institute came into existence on 22nd February, 2001 with its Headquarter at Patna and its Regional Centres at Darbhanga, Bihar and Ranchi, Jharkhand along with Two KVKs at Buxar, Bihar and Ramgarh, Jharkhand. Important land mark for reaching the institute is Patna Airport which is located within 1 km distance. Since establishment, the institute has undertaken various research extension and training activities in the areas of land and water management, crop management, horticulture, aquatic crops, fishery, livestock and poultry, agro-forestry, processing, value addition and socio-economic and policy aspects for agricultural development in the region. Ensuring food, nutritional and livelihood security in Eastern India is one of the most important mandate of this institute. Every year the institute organizes more than fifty trainings for the stakeholders of agriculture.



Patron

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Online Collaborative Training

on

Market Driven Extension Approaches for Enhancing Farmers' Income

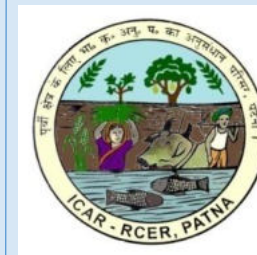
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Sponsored by



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

Organized by



ICAR-Research Complex for Eastern Region
ICAR Parisar, P. O.: Bihar Veterinary College,
Patna, Bihar – 800014

Why This Training?

Agriculture sector contributes nearly one fifth of GDP of Indian economy. Recently, the share of agriculture in GDP increased to 19.9 per cent in 2020-21 from 17.8 per cent in 2019-20. After liberalization, privatization and globalization of Indian economy during early 1990s resulted in emergence of new market mechanisms and opened new opportunities for the farmers of the country across different sectors viz. crops, livestock, fisheries etc. Markets have become the primary driver for agricultural development in the country. The production oriented public agricultural extension systems has limited success which gave birth to market-driven extension approach in India and other countries. This scenario calls for use of new extension approaches involving productivity to profitability, subsistence to commercial agriculture, commodity oriented to farming systems orientation, local market to export market, mono cropping to crop diversity and so on. Market Driven Extension approaches can be the perfect mechanism for reaching at the door steps of our farmers. Therefore, our extension machineries now have to get equipped with market related knowledge e.g. arrival and prices of commodities, transport, storage, etc which requires imparting new training skills to the extensionists. They need to be sensitized on various aspects of quality, consumer's preference, market intelligence, processing and value addition and other marketing information. Hence, this Collaborative Training Course is timely intervention and will provide a platform to discuss and share ideas/knowledge between the participants and experts/resource persons.

Topics to be covered in this training

In this training programme the topics have been chosen in respect of practicality and immediate use. The topics are

- Market oriented efficient production of agricultural commodities
- Concept and uses of market intelligence for better income to farming community
- Value chain analysis of important crops
- Successful market driven extension models in India
- Innovative and effective extension approaches for marketing of agricultural produce
- Entrepreneurship development
- Use of ICT for efficient agricultural marketing

Training Methodology

This training will be organized online with the help of zoom/webex software platform. Lecture by subject experts will be delivered using power point presentation followed by interaction and discussion with the participants. Effective models of agricultural marketing will be demonstrated online using their respective websites, short films and success stories.

Faculty Involved in Training

Expert Scientists from the ICAR Research Complex for Eastern Region, Patna and its centres viz. ICAR-RCER, FSRCHPR, Ranchi, Research Center for Makhana, Darbhanga, Dr Rajendra Prasad Central Agricultural

University, Pusa and other experts from different ICAR institute and SAUs will be involved.

How to apply for this Training

The training will be conducted online. Interested participants may send their nominations through their Head of Organizations to

Dr. Shalendra

Deputy Director (BS), MANAGE, Hyderabad-5000030

e mail: shalendra@manage.gov.in

Mobile No. 7731999925

Candidates has to register their names through submitting an on-line application form available for the off campus training on MANAGE website www.manage.gov.in. The link for registration is

<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=FHF&tpyear=FDFF>

For enquiries on training programme kindly contact

Dr. Srinivasacharyulu Attaluri,

Programme Officer , MANAGE, Hyderabad-500030

e mail: s.attaluri@manage.gov.in

Mobile No. 8499937512.

Kindly send a copy of application to the course director dhirajextension@gmail.com for record.