

## Application for Model Training Course (10-17 December, 2019)

1. Name (in block letters):
2. Designation:
3. Present Employer and Address: -----  
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4. Corresponding address (in block letter):  
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Mob. No.-----E Mail: -----
5. Permanent address  
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6. Date of birth:
7. Sex:
8. Professional experience/Teaching/Research (Mention post held) during last 5 year and number of publications:
9. Mention if you have participated in any Training/ Seminar/Summer/Winter/ Short courses etc during last 5 year under ICAR/Other Organizations.
10. Academic record

Degree	Discipline	Year	Class	University
Ph.D.				
Master				
Bachelor				
Other				

Signature of Applicant

Date:

Place:

### Certificate

It is certified that the information was furnished by the office record and was found correct

### Recommendation of Institute/ Organization

Signature and Designation of the Authority (with seal)

Date:

Place:

## Important Dates

Last date for receipt of application: November 25, 2019  
Confirmation to selected candidates: November 30, 2019  
Commencement of the Course: December 10, 2019

## PATRON

**Dr B.P. Bhatt**

Director

ICAR Research Complex for Eastern Region  
ICAR Parisar, P.O. B V College, Patna-800 014

## Course Director

**Dr Ujjwal Kumar**

Principal Scientist & Head

Division of Socio-Economics & Extension

ICAR-Research Complex for Eastern Region,

ICAR Parisar, P.O. B V College, Patna-800 014 (Bihar)

Phone: 0612-2223972, 9431840187(M); Fax: 0612-2223956,

Email: ujkumar19@rediffmail.com

## Course Coordinators

**Dr. Dhiraj Kumar Singh,**

Scientist (Agricultural Extension)

Division of Socio-Economics & Extension

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Mob. No. 9816738307

**Dr. Anirban Mukherjee,**

Scientist (Agricultural Extension)

Division of Socio-Economics & Extension

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## Information Brochure

Model Training Course

On

**Advances in Marketing and  
Supply Chain Management of  
Agricultural Produce**

**(December 10-17, 2019)**

Sponsored by

Directorate of Extension  
Ministry of Agriculture & Farmers Welfare  
Govt. of India

Organized by



**DIVISION OF SOCIO-ECONOMICS & EXTENSION  
ICAR- RESEARCH COMPLEX FOR EASTERN REGION  
P.O. Bihar Veterinary College,  
Patna-800 014 (Bihar)**

## About the Institute: ICAR-Research Complex for Eastern Region

The institute came into existence on 22<sup>nd</sup> 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. Since establishment, the institute has undertaken various research extension and training activities in the areas of land and water resources management, crop, horticulture, aquatic crops, fishery, livestock and poultry, agro-forestry, processing, value addition and socio-economic aspects for agricultural development in the region so as to improve the livelihood of resource poor farmers. Every year the institute organizes more than fifty trainings for the stakeholders of agriculture.

## About the Model Training Course

Marketing plays an increasingly important role in the process; it balances procurement by providing essential demand information and building the relationships that help improve the efficiency of value and supply chain operations. Marketing and Supply Chain Management approach are pretended to be the perfect mechanism for enhancing farmers' income. Therefore, besides the production technologies, the extension functionary now has to get equipped with market information on arrival and prices of different commodities their supply chain 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 Model Training Course is timely intervention and will provide a platform to discuss and share ideas/knowledge between the

participants and experts/resource persons. This eight days training has been specially designed for the extension officers to gain expertise in this area. The method of training will include lecture, group discussion, case studies, film show and field visits which will make it more interactive and effective.

## Faculty Involved in Training

Faculty/Resource persons/Scientists from ICAR Research Complex for Eastern Region Patna and its centres and other experts from different ICAR institutes, Patna University, and State Agricultural Universities as well as Banking and private sectors will be involved in conduct of training.

## Eligibility

The Model Training Course is primarily meant for active extension functionaries working in agriculture and allied departments of state governments and UTs. Researchers working in ICAR/CAUs/SAUs/KVKs at the rank of Scientist/Assistant Professor/SMS or any equivalent position can also apply. Preference will be given to the officers of State Development Department of Agriculture and allied Sciences. A total of 20 participants will be selected for the course by a screening committee as per norms. No course fee will be charged from the participants.

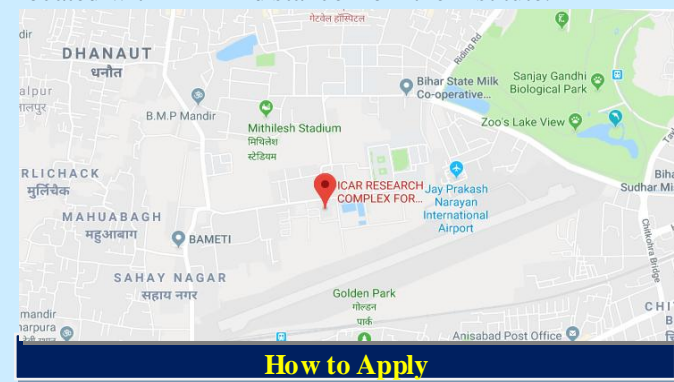
## Boarding, Lodging and Travel

Free boarding and lodging, as per Ministry of Agriculture approved norms will be arranged in the Institute Guest house for all participants. The selected participants will be paid for to and fro journey, restricted to AC-II tier train fare or bus as the case may be as per approved norms. Reimbursement will be on actual basis as per entitlement of the official after production of money receipts/ tickets.

The provision to meet traveling expenses has been made for participants from the **State Development Departments only**. In case of trainees from organizations viz. ICAR, SAUs, KVKs etc., their TA/DA may be borne by their respective organization/ institute. However, all participants are entitled to avail the lodging and boarding and other facilities.

## How to Reach

Patna is well connected by air, rail and road to major cities of India. The Patna railway station is approximately 8 km and bus stand is about 10 km from the host institute. **Important landmark for reaching the Institute is Patna Airport** and Bihar Veterinary College which are located within 1 km distance from the Institute.



## How to Apply

Interested participants may apply in prescribed format which should be duly approved by the competent authority of the organisation and scanned copy of approved application form may be sent to the Course Director by email to [ujkumar19@rediffmail.com](mailto:ujkumar19@rediffmail.com) or [dhirajextension@gmail.com](mailto:dhirajextension@gmail.com)/ [anirban.extn@gmail.com](mailto:anirban.extn@gmail.com) While original application must be sent through post. In case of any difficulty, please contact Course Director. Participants are requested to apply for the training in prescribed format and also provide email ID, Mobile No. and Fax No. positively in application form.