

CERTIFICATE

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

(Signature and designation of the sponsoring authority)

Address for Correspondence

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TRAINING PROGRAMME ON “AGRICULTURAL MARKETING MANAGEMENT FOR STAKE HOLDERS 8th to 10th January, 2020



Sponsored by



Chaudhary Charan Sing National Institute of Agricultural Marketing
Bambala, Kota Road, Jaipur-302233 (Rajasthan)

Organized by



**COLLEGE OF AGRICULTURE
NAVSARI AGRICULTURAL UNIVERSITY
CAMPUS BHARUCH**

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Dr. Nethravathi G.

Assistant Professor

Dept. of Extension Education

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Convener

Dr. K. G. Patel

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College of Agriculture

Navsari Agricultural

University

Campus Bharuch

Patron

Dr. S. R. Chaudhary

I/C Vice-Chancellor

Navsari Agricultural

University

Navsari

Objective:

To create awareness and impart skills for utilization of new and innovative marketing approaches for profitable ventures in agriculture among stake holders for betterment of farming community.

Key content

Farmers are in distress and are unable to get remunerative prices for their agricultural produce because of low and fluctuating market prices despite higher production. Innovative marketing approaches of agricultural produces play important role in enhancing the farm income. In this regard, some of the broad themes to be covered in this training programme are as follows:

- Value addition and processing of agricultural produce
- Cold storage and warehousing
- Entrepreneurship development
- Market intelligence
- Organized marketing
- Farmer-Producer's Company (FPC) and their role and importance
- Electronic marketing

Host institute

The venue of the training programme will be at College of Agriculture, Navsari Agricultural University, Maktampur, Campus Bharuch, Dist. Bharuch-392 012 (Gujarat). Bharuch is well connected with road and rail. The College campus is situated on the main city road i.e. Maktampur Patia cross roads and it is 1 km eastern side from the Bharuch Railway station and 3 kms western side from the NH No. 48. Numbers of buses of state transport as well as private luxury are available from the main cities like Mumbai, Ahmedabad, Vadodara and Surat. Those travelling by bus may get down at Zadeshwar Chokadi on NH No.48. Mumbai is 332 km far from Bharuch City, Ahmedabad city is 195 km far from Bharuch, where, Vadodara and Surat both are 70 km and 75 km, respectively.

Eligibility

Participation in the training programme is open for Department of Agriculture, Horticulture & ATMA officials and Agricultural graduates. A total of 30 participants will be selected. All the applications must be routed through proper channel.

Facilities offered

Free lodging and boarding facilities will be provided by the host institute. There is no course fee for the participants. Accommodation is strictly meant for trainees only.

Important dates

- Last date for receipt of application : 2nd January ,2020

APPLICATION FORM TRAINING PROGRAMME ON "AGRICULTURAL MARKETING MANAGEMENT FOR STAKE HOLDERS"

1.	Full Name (in block letters)	
2.	Designation	
3.	Sex	
4.	Date of birth	
5.	Marital status: Married / Unmarried	
6.	Present employer and Address	
7.	Permanent address	
8.	Contact number	
9.	e-mail	
10.	Educational qualification	
11.	Teaching/Research / Professional experience	

Date:

Signature of the applicant:

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Nominations are to be sent to:

Dr. Nethravathi G.

Assistant Professor

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Bharuch

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e-mail: g.nethravathi@gmail.com