

## Patron



Dr. Z. P. Patel  
Hon'ble Vice Chancellor  
Navsari Agricultural  
University, Navsari

## Chief-Guest



Dr. P. Chandra Shekara  
Director General  
MANAGE, Hyderabad

## Guest of Honour



Dr. Timur Ahlawat  
Director of Research  
Navsari Agricultural  
University, Navsari

## Convener



Dr. D. D. Patel  
Principal  
College of Agriculture  
N.A.U., Campus Bharuch

## Course Directors

Dr. Netravathi G.  
Assistant Professor

Dr. R. D. Dhandhukia  
Assistant Professor

Dr. H. U. Vyas

Associate Professor & Head

Department of Agri. Extension & Communication

College of Agriculture

Navsari Agricultural University

Campus Bharuch (Gujarat) – 392012

Dr. P. Lakshmi Manohari  
Assistant Director (Ag.Extn.)

MANAGE, Hyderabad



# Training Programme on “ Organic farming - Production and Marketing Strategies for Rural Youth ”

( July, 27th – 29th, 2022 )  
Online Training



## Jointly Organized by

Department of Agricultural Extension &  
Communication

College of Agriculture

Navsari Agricultural University

Campus Bharuch (Gujarat) – 392 012

&

National Institute of Agricultural

Extension Management (MANAGE)

Rajendranagar, Hyderabad - 500 030,

Telangana

**Title :**

Organic Farming - Production and Marketing Strategies for Future Agricultural Entrepreneurs

**Course Directors:**

Dr. Netravathi G., Assistant Professor, Department of Agricultural Extension & Communication, N.A.U., Campus Bharuch, Gujarat

Dr. R. D. Dhandhukia, Assistant Professor, Department of Agricultural Extension & Communication, N.A.U., Campus Bharuch, Gujarat

Dr. H. U. Vyas, Associate Professor and Head, Deptt. of Agricultural Extension & Communication, N.A.U., Campus Bharuch, Gujarat

Dr. Dr. P. Lakshmi Manohari, Assistant Director (Ag.Extn.), MANAGE, Hyderabad

**Dates:**

27<sup>th</sup> to 29<sup>th</sup> July, 2022

**Venue :**

- Online (No fee)

**Objectives :**

- To enlighten and motivate the youth towards entrepreneurship opportunities in organic farming.
- To impart innovative skills and ideas in production and processing of organic agricultural products.
- To motivate rural youth towards scientific and export oriented production and marketing of agricultural produce.

**Content :**

- Meaning concept and scope of organic farming
- Quality production strategies for organic products
- Organic agricultural opportunities for agricultural entrepreneurs
- Marketing strategies for organic products
- Branding, packing and packaging of organic products
- Online marketing strategies for organic products.

**Methodology :**

- Course will be offered online using a suitable online platform.
- The content will be delivered through live online classes, presentations and interactions.
- The link for attending the classes online will be sent to the registered/ nominated candidates through email .
- Program period : 3 days from July 27<sup>th</sup> to 29<sup>th</sup>, 2022.
- It will be followed by online examination (Link will be open for 24 hrs for writing exam).
- Candidates with a score of more than 40% marks will get the certificate from MANAGE through online.
- The digital certificate will be prepared as per the information shared at the time of registration.

**Who can participate :**

Agriculture graduates, Agriculture youth, Officers from state Agriculture and allied Departments, SAMETIs, EEs, Project Director - ATMAAs, SAUs, ICAR Institutes and KVVKs.

**Registration Link:**

<https://forms.gle/hse6ckdNsodpKKNM6>

**For Correspondence:**

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Dr. R. D. Dhandhukia, [rakesh.dhandhukia@nau.in](mailto:rakesh.dhandhukia@nau.in) Mo : 78028 05252

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