

**Ministry of External Affairs
DPA II Division**

eITEC COURSE PROPOSAL SUMMARY

(duly filled form to be scanned and sent as scanned pdf by email)

1. Administrative details

Course Title	Innovative strategies to facilitate integration of farmers with market		
Stream	Agricultural Marketing		
ITEC Coordinator/ Course Director	Name & Designation		
Course Duration:	from 09.05.2023	to 23.05.2023 ;	Weeks - two
No. of days of training	days = 15	Learning hrs (approximate) 120 hrs	
Batch Size	Minimum participation = 20	Maximum participation = 30	
Platform for delivery of online course	WebEx		

2. Financial proposal - eITEC

Cost per hour	
'Lump-sum' fees	

3. Training Schedule : A simple thematic/ day-wise schedule (topics covered) may be attached.

- 1) Day - 1
 - a. Registration
 - b. Inauguration
 - c. Agricultural Marketing in India
 - d. Importance of agricultural marketing in present time
- 2) Day- 2
 - a. Agricultural marketing reforms – identification of areas for liberal marketing system
 - b. Direct marketing for financial sustainability and better consumer satisfaction
 - c. Changing agri-trade environment – encouraging participation of private players
 - d. Grading and standardization
- 3) Day -3
 - a. Emerging Models in Agricultural Marketing
 - b. Price policies of the Government
 - c. Case studies in agricultural marketing – Reforms
 - d. Case studies in agricultural marketing – Contract Farming
- 4) Day - 4
 - a. Repository system for operationalizing electronic warehouse receipt
 - b. Agri-warehousing in India – Policies of the government
 - c. Negotiable warehouse receipt – improving liquidity in rural areas
 - d. Policies of the government to promote warehouse infrastructure
- 5) Day – 5
 - a. Agricultural marketing infrastructure
 - b. Role of NABARD in infrastructure development
 - c. Different kind of warehousing organizations – a case of central warehousing corporation
 - d. Different kind of warehousing organizations – a case of warehouse service providers
- 6) Day – 6 – Sunday

- 7) Day- 7
 - a. Application of ICT in agricultural marketing
 - b. Private market information system – a case of IKSL
 - c. Public market information system – a case of Agmarknet
 - d. Digital Agriculture
- 8) Day - 8
 - a. Aggregation – its importance in agriculture
 - b. Government policies to promote aggregation
 - c. End to end solution – A case of Sahaja Aharam
 - d. FPO Academy – MANAGE facilitating capacity building
- 9) Day-9
 - a. Forward and futures market
 - b. National Agricultural Market
 - c. ReMS – An online Platform
 - d. Market Mirchi – facilitating online interaction of buyers and producers
- 10)Day-10
 - a. Schemes of the government to promote processing
 - b. Value addition and related infrastructure
 - c. PMFBY – Providing Insurance to farmers
 - d. Value chain concept promoting better integration of farmers with market
- 11)Day-11 – Field Visit
 - a. Policies of the Government to promote exports
 - b. Role of organisations like APEDA and MPEDA in agricultural exports
 - c. Government organizations supporting agricultural marketing
 - d. Strategies to link farmers with markets
- 12)Day-12 – Back to work plan (Exercise)
- 13)Day-13 – Sunday
- 14)Day-14 – Back to work plan (Presentation)
- 15)Day-15
 - a. Review and Feedback
 - b. Valedictory

Submitted by:
(sign and stamp of appropriate authority of the Institution)

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No. of days of training	days = 15	learning hrs (approximate) 120 hrs		
Accommodation	International Guest House	Distance from Campus	within campus	
	Ganga International Guest House (at par with 3-star accommodation)			
Airport (nearest)	Location:	Hyderabad	Distance from campus/ accommodation	25 kms
Batch Size	Minimum participation = 20		Maximum participation = 30	
Study tour	Type of visit	Places to visit (with location)		No. of days
	Educational	Farmers Organisation/ Farmers Market/ eNAM Market		2
	Cultural/ Heritage	Hyderabad Visit		1

2. Financial proposal

S. No.	Fee component	Unit	Per participant cost	Total Cost for all participants
1	Course Fee	per week per participant		
2	Study tour charges	per participant		
3	Other charges (for Project, etc.)	per participant		
4	Accommodation charges (inclusive of taxes) – Hostel / Hotel	per day/night per participant		
5	Airport pick-up and drop charges (inclusive of taxes) – for both ways	per participant		
6	Living allowance	per day per participant		
7	Book allowance	per participant		
8	Valedictory/ inaugural allowance	per participant		
Course Duration (in weeks)			Total estimated expenditure	
Participants (maximum)				

Rate of Living Allowance if fixed under guidelines (@ Rs. 1,500/- per day for upto 12 week long course and @ Rs. 1,200/- per day for courses of longer duration). Ceiling on Book Allowance and Valedictory/ inaugural allowance is also fixed @ Rs. 5,000/- per participant and @ Rs. 300/- per participant respectively.

'Lump-sum' fees for online component if any, along with number of learning hours	
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 - b. Inauguration
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- 2) Day- 2
 - a. Agricultural marketing reforms – identification of areas for liberal marketing system
 - b. Direct marketing for financial sustainability and better consumer satisfaction
 - c. Changing agri-trade environment – encouraging participation of private players
 - d. Grading and standardization
- 3) Day -3
 - a. Emerging Models in Agricultural Marketing
 - b. Case studies in agricultural marketing – Reforms
 - c. Case studies in agricultural marketing – Contract Farming
 - d. Price policies of the Government
- 4) Day - 4
 - a. Agricultural marketing infrastructure
 - b. Schemes prompting marketing infrastructure
 - c. Agri-warehousing in India – Policies of the government
 - d. Negotiable warehouse receipt – improving liquidity in rural areas
- 5) Day – 5 – Field Visit
- 6) Day – 6 – Sunday
- 7) Day- 7
 - a. Application of ICT in agricultural marketing
 - b. Marketing information system – a case of AGMARKNET
 - c. Forward and futures market
 - d. National Agricultural Market
- 8) Day - 8
 - a. Digital agriculture
 - b. Aggregation – its importance in agriculture
 - c. Government policies to promote aggregation
 - d. End to end solution – A case of Sahaja Asharam
- 9) Day-9
 - a. Price policies of the Government
 - b. Role of APEDA in agricultural exports
 - c. Government organizations supporting agricultural marketing
 - d. Value chain concept promoting better integration of farmers with market
- 10)Day-10
 - a. PMFBY – Providing Insurance to farmers
 - b. Policies of the Government to promote exports
 - c. Role of organisations like APEDA and MPEDA in agricultural exports
 - d. Strategies to link farmers with markets
- 11)Day-11 – Field Visit
- 12)Day-12 – Field Visit
- 13)Day-13 – Sunday
- 14)Day-14 – Back at work plan (Exercise)
- 15)Day-15
 - a. BACK AT WORK PLAN Presentation
 - b. Review and Feedback of the Training Program
 - c. Valedictory

Submitted by:

(sign and stamp of appropriate authority of the Institution)