

Training Program on Transforming agriculture for smallholders through efficient marketing

Course Title	Transforming agriculture for smallholders through efficient marketing				
ITEC Coordinator/ Course Director	Dr Shalendra Director (AM)				
Course Duration:	September 10-23, 2025				
NO. of days of training	Days = 14	112 Learning hrs (approximate):			
Accommodation	Type: Hostel	Distance from Campus		Within campus	
Airport (nearest)	Location:	RGIA, Shamshabad	Distance from campus/accommodation		15 kms
Batch Size	Minimum Participation =25		Maximum participation =30		
Study tour	City	Places		No. of days	

Background

Agriculture is changing with focus on consumer preference for safe and quality food. The trade environment is also undergoing changes. In such an environment, agricultural marketing has an important role to play in helping farmers mainly smallholders in better income realization. The Government has also introduced so many initiatives in the recent years to make agriculture marketing system in the country effective and efficient like reforms in agricultural marketing facilitated by the Model Acts circulated during 2003 and 2017, electronic National Agriculture Market (eNAM), regulations in agri-warehousing sector and aggregation of farmers. Farm Acts introduced by the Government during 2020, through repealed subsequently, also expresses the need of the sector and intent of the Government. The government is also in the process of developing a national policy framework on agricultural marketing to make the system efficient and future ready. In order to facilitate the learning of officers placed in various organizations operating in India and partner countries, MANAGE is planning to organize a training program on 'Strategies to improve farmers access to market'.

Objective

The program will focus mainly on creating awareness on various aspects of agricultural marketing covering marketing reforms introduced by the government in recent past and bringing in marketing orientation in agricultural extension. This knowledge will help in developing strategy for better integration of farmers with market.

Duration, Venue and Schedule

The duration of the program is 15 days. The program will be scheduled with the approval of Director General, MANAGE tentatively in the month of December 2025. The program will be hosted by National Institute of Agricultural Extension Management, Hyderabad (India).

Participants

Officers, entrepreneurs, progressive farmers, academicians and researchers, extension officers working for agriculture and line departments and representatives from development organizations.

Eligibility Criteria

Participants with reasonable level of experience in Public/ Private/ Civil Societies in agriculture and allied sectors in extension and capacity building. Applicant shall possess physical and mental skills and abilities for successfully completing the program. As the program is planned for participation from different member-countries, working knowledge of English is mandatory.

Tentative Program Schedule

Day - 1
Registration
Inauguration
Agricultural Marketing in India
Importance of agricultural marketing in present time
Day- 2
Agricultural marketing reforms
Direct marketing for improving farmers access to market
Changing agri-trade environment – encouraging participation of private players
Grading and standardization
Day -3
Emerging Models in Agricultural Marketing

Strategies to link farmers with markets
Case studies in agricultural marketing – reforms
Case studies in agricultural marketing – contract farming
Day - 4
Agricultural marketing infrastructure
Schemes prompting marketing infrastructure
Agri-warehousing in India
Negotiable warehouse receipt
Day - 5
Marketing information system
Application of ICT in agricultural marketing
Challenges in application of ICT in agricultural marketing
A few examples of application of ICT in agricultural marketing
Day - 6
Field visit/ Demonstrations
Day- 7
Field visit/ Demonstrations
Day - 8
Agmarknet – Dissemination of market information
Forward and futures market
Electronic negotiable warehouse receipt – the emerging alternative
National Agricultural Market
Day - 9
Price policies of the Government
Price stabilization mechanism adopted by the Government
Farmers markets – Concept and its role in improving market access
Role of women in agricultural marketing
Day-10
Aggregation – Vital in an environment dominated by smallholders
Different tools available for aggregation of farmers
Government policies to promote aggregation
Some examples of success achieved through aggregation
Day-11
Agriculture Infrastructure Funds
Role of APEDA in agricultural exports
Government organizations supporting agricultural marketing
End to end solution – A case of Sahaja Aharam
Day-12

Warehousing Development and Regulatory Authority (WDRA)
Warehousing structure available in India
Digital Agriculture
Value chain concept promoting better integration of farmers with market
Day-13
Field visit/ Demonstrations
Day-14
Field visit/ Demonstrations/ BACK AT WORK PLAN
Day-15
BACK AT WORK PLAN
Review and Feedback of the Training Program
Valedictory

Training Outcome

Understand the reform-measures adopted by the Government of India for making agricultural marketing more liberal, competitive, transparent and operating at a larger scale. The participants from partner countries will also understand the need for adopting reforms and aligning the agricultural marketing system with the requirement of the international trade environment.

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Additional details for uploading on ITEC portal:

Educational qualifications of candidates	Graduates and Post graduates in extension and capacity building
Work experience (required) if any	Working experience in the field of agriculture and rural development for minimum 5 years is desired
Minimum age	30 years
Maximum age	50 years
Target Group (level of participants, target ministries or deptt., etc.)	Officers and technologists, entrepreneurs, progressive farmers, academicians and researchers, extension officers working for different departments and representatives from Governmental and Non-Governmental Bodies.
Number of days of local trips	4-5 (Tentative)
Number of days for outstation trips	0

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Places to be visited	Hyderabad, Golkonda, Siddipet, etc (Tentative)
Mode of transport	AC Bus/ AC Train
Transportation charges (approx.)	INR 50,000/- per batch
Accommodation charges, if hotel is required to be hired	NA
Entry ticket charges	INR 4500 per candidate

Course Director Details

Dr. Shalendra

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