

About the Course:

Value chain describes the full range of activities required to bring a product or service from conception, through the different phases of production, delivery to final consumers and final disposal after use. Marketing Research is a pre-requisite to decision making in business and is an instrument that links the consumer and the producer, through generation and sharing of information. The value chain concept is used at the various steps in the agricultural marketing from the producer to the consumer with a view to add value at every stage of the process and can be used as a planning tool by the agricultural industries. Cultivation of fruits is substantially more labor-intensive than growing cereal crops and offers more post-harvest opportunities to add value. Moreover, marketing research for value chain of fruits is equally important, as the farmers can ensure the reasonable return for their produce. Therefore the proposed training programme on Marketing Research for Value Chain in Fruits” is aimed to give participants a clear understanding of value chain mechanisms and tools, which can be used to implement, develop projects, and negotiate with potential buyers in their respective areas. Once the value chain process is better understood, farmers can eliminate waste and become more efficient in working together.

Objective:

The major objective of the course is to sensitize field-level officers to the whole concept of marketing research, its application for improving value chain in fruits with special reference to Jammu and Kashmir.

Content:

The course will cover quality instructional message and recent advances in marketing research for value chain.

Who can Apply?

The training course is for State, Regional and District level officers and Extension personnel of State Departments of Agriculture/ Horticulture/ Fisheries and other allied departments.

Training Style:

Training will be a blend of sessions on theoretical concepts, practical exercises as well as study tours to corporate houses involved in value chain. The training sessions will facilitate interactive and experiential learning. Emphasis will be laid upon participatory methodology, discussion oriented and group work.

Course Faculty:

The core team responsible for the organisation of the course is **Dr. Anil Bhat (Course Director), Dr. Jyoti Kachroo (Technical Director), Dr. Sudhakar Dwivedi (Co-Course Director) and Dr. S.P. Singh.** Faculty and experts in various aspects of Agricultural Economics, Agricultural Marketing and Value Chain Management will be invited from the host institute as well as from other reputed organizations to cover the topics of course curriculum.

Date and Duration:

The duration of the model training course will be of eight days from January 18 - 25, 2016.

Accommodation and Travel

Free boarding and lodging shall be provided at the Institute to all the participants. The travel expenses of participants sponsored by Development Departments shall be reimbursed as per their entitlement, but restricted to a maximum of III AC train fare by shortest route as per GOI norms, on production of valid tickets.

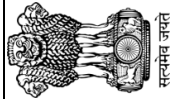
Application Form

“Marketing Research for Value Chain in Fruits” (January 18 – 25, 2016)

1. Full name in (Block letters):
2. Designation:
3. Present employer and address:
4. Address to which reply should be sent (in block letters)
5. Permanent Address
- Phone No.Fax.....
- E.- mail:.....
6. Date of Birth
7. Sex M/F
8. Nature of work and experience
9. Mention about the training attended during last five years

S.NO.	Training title	Duration (days)	Year

10. Experience in years:
11. List your training needs:
12. Accommodation: Required/ Not required



13. Academic record

Exam Passed	Subjects	Year of Passing	Class/ Div.	Institute

Place: _____
 Date: _____

Signature of applicant

14. Recommendations of the forwarding Organization:

Signature and Designation of the Sponsoring Authority with address

Venue: *Division of Agricultural Economics and Agribusiness Management Faculty of Agriculture, SKUAST Jammu, Chatha.*

How to Apply:

Nominations in the prescribed application form (enclosed) may be sent to

Dr. Anil Bhat, Course Director and Assistant Professor,

Division of Agricultural Economics and Agribusiness Management, FoA, SKUAST Jammu, Chatha-180009 (J&K) at the earliest possible through email to drbhatahil@gmail.com

Last date for sending nominations:

January 10, 2016

The applicant should proceed for training only after receiving conformation from us through email/telephone.

Important Numbers:

9469071250 (Dr. Anil Bhat)

9419241713 (Dr. Jyoti Kachroo)

9469212589 (Dr. Sudhakar Dwivedi)

About the Institute:

Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu (SKUAST-Jammu) came into existence on 20th September, 1999. SKUAST-J is a multi-campus university with its headquarter located at Chatha, Jammu. The Faculty of Agriculture (FoA) at Chatha possess 231.2 ha area. The faculty has 13 divisions encompassing teaching, research and extension in the major area of agriculture and horticulture. The faculty is also imparting various trainings to the farmers and field functionaries in collaboration with Directorate of Extension.

The Division of Agricultural Economics and ABM has been involved in imparting instructions to UG and PG courses to develop human resource in the field of Agricultural Economics and ABM. SKUAST-Jammu headquarters at Chatha Jammu, is 5 km from the Jammu Airport, 12 km from Jammu Railway Station and 15 km from the main bus stand.

Visit www.skuast.org

MODEL TRAINING COURSE

On

“Marketing Research for Value Chain in Fruits ”

(January 18 – 25, 2016)

Sponsored by:

**Directorate of Extension,
 Department of Agriculture and Cooperation
 Ministry of Agriculture, Government of India**

Organised by

**Division of Agricultural Economics &
 Agribusiness Management**

In collaboration with

Directorate of Extension

Sher-e-Kashmir

**University of Agricultural Sciences & Technology
 of Jammu – 180009 (J&K)**

