

### Boarding and lodging

The lodging, boarding and travel expenses of the selected participants will be borne under training programme budget. The travel expenses (Shortest route) will be restricted to a maximum of second class air-conditioned sleeper charges of train and will be based on the criterion of grade pay of the participants

### Venue

**Division of Agricultural Extension  
ICAR-Indian Agricultural Research  
Institute**

**New Delhi – 110 012**

### Important Date

Last date for sending nomination : June 20<sup>th</sup>, 2016

### Organizing Team

**Guidance:** Dr. Premilata Singh, Head  
**Course Director:** Dr.J.R.Mishra, Senior Scientist  
**Course Coordinators:**

Dr. Rashmi Singh, Principal Scientist,  
Dr. M. S. Nain, Senior Scientist

### Contact Details

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### About the IARI

The ICAR- Indian Agricultural Research Institute (IARI) is country's premier institute for research and higher education in agricultural sciences. The institute conducts basic and strategic research, serves as a centre for academic excellence and provides national leadership in agricultural research and extension through development of new concepts, hypotheses and technologies. The IARI also known as Pusa Institute is a self-contained complex spread over an area of 500 hectares. It is located at about 12 km west of Delhi railway station and about 8 km west of New Delhi railway station. It is about 7 km west of Krishi Bhavan, the ICAR Headquarters and next to Rajendra Place metro station. It is advised that participants avail prepaid taxis/ autos available at the railway stations.

### About the Division

Division of Agricultural Extension came into being as an independent full fledged Division in 1960. The Division has generated and provided leadership in areas of teaching, research, training, extension and transfer of technology to agricultural universities and institutes of the country. The innovative extension approaches such as National Demonstration Project, Operational Research Project, Lab to Land Programme, Agricultural Technology Information Centre, IARI-Post Office Linkage Model etc were conceptualized from the Division.

### Delhi weather during July

The average maximum and minimum temperatures in Delhi during July are around 37°C and 28°C respectively. Light rain is probable, relative humidity typically ranges from 46% (comfortable) to 89% (very humid) .So, proper outfit and umbrella are desirable during this period.



## ICAR Short Course on

# "Developing Agribusiness Skills among Farmers for Maximising Farm Income"

(July 11 – 20, 2016)



### Sponsored by

Indian Council of Agricultural Research

### Organised by

Division of Agricultural Extension  
ICAR - Indian Agricultural Research Institute  
New Delhi – 110 012



## About the Course

Agribusiness in India is a sunrise sector that has gained prominence in recent years. Availability of raw materials, changing lifestyles and relaxation in policies has given a considerable push to the development of agri industries. Agri industry bridges the gap between the rural farmers and agri-industrial segment for higher income and market led extension. India faces critical skills shortage in the agribusiness sector as per several reports and studies. These critical shortages threaten the ability of the agricultural industry to continue to grow and respond to rising national demand for quality food and agricultural services. It is imperative to make this sector more lucrative to young farmers whereby they see it as progressive and modern fulfilling their aspirations.

Developing agrienterprises and skill development among farmers is need of the day to pave the way for sustainable evergreen revolution. To develop farmers as agribusiness manager, it is needed that they are empowered to identify technologies, business opportunities, extract benefits from support system and build their ventures. The present course is designed to train master trainers of National Agricultural Research System with this background.

## Objectives

- To sensitize the participants about issues, concepts and constraints of developing agribusiness led by farmers.
- To equip the participants with essentials skills to launch and manage agribusinesses.

## Course Content

The course will highlight the significance of taking up agriculture as entrepreneurial venture, newer opportunities viz. Good Agricultural Practices, HACCP, legal and social issues related to product identification, registration and marketing. The course will cover all the three phases (stimulation, support and sustenance) of entrepreneurship development besides social perspectives of small, medium and large agri enterprises.

## Who can Apply?

The candidates should possess Master's Degree in Agriculture and allied subjects and should be working in the rank of Assistant Professor or equivalent in the concerned subject under Agricultural Universities, ICAR Institutes, KVKs. and Central/ Deemed Universities.

## Training Style

The training style will be participative and action oriented. The emphasis will be on learning through experiences. Group work, simulation games, role play etc. would be the major interactive modes.

## Course Faculty

The course will be conducted in the overall supervision of Dr. Premilata Singh (Head). The course team comprises of Dr. J. R. Mishra (Course Director), Dr. Rashmi Singh, and Dr.M.S.Nain (Course Coordinators) and other faculty members of Division of Agricultural Extension, ICAR-IARI, New Delhi. They will be supported by the experts from ICAR, Ministries, Universities, NGOs, etc. Mr. Ramesh Chandra, ACTO will be coordinating the boarding and lodging and overall logistic arrangements.

## Date and Duration

The duration of the ICAR short course will be of ten days from July 11– 20, 2016. The trainees are expected to arrive on 10<sup>th</sup> July and leave only after 5 PM on July 20<sup>th</sup>, 2016.

## How to Apply

The participant has to apply online using CBP portal through <http://iasri.res.in/cbp> or under the link Capacity Building Program at <http://icar.org.in>. After filing the online application, take a print out of the application and get it **approved by the competent authority of the organization** and upload the scanned copy of application through CBP portal **on or before 20<sup>th</sup> June, 2016**. A course fee of Rs 50 (Rupees fifty only) in the form of DD or Postal Order drawn in favour of Director, ICAR-IARI payable at New Delhi, should be sent to the Course Director along with the scanned documents. The selected candidates will be informed individually through e mail. The participant may send an advance copy to **Course Director Dr. J. R. Mishra** at the earliest possible through post or email. The participants are requested to keep in touch with the Course Director regarding their selection status.

