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**UNIVERSITY OF AGRICULTURAL SCIENCES, RAICHUR**



**ICAR SPONSERED SHORT COURSE**

**MODERN MARKETING METHODS OF  
AGRICULTURAL, HORTICULTURAL, ANIMAL  
HUSBANDRY AND FISHERY PRODUCTS**

**July 19<sup>th</sup> -28<sup>th</sup>, 2017**



**Dr. JAGRATI B. DESHMANYA**

Course Director

T-4  
26/7/17  
28/7/17

Organised by

**Department of Agricultural Economics**  
College of Agriculture, Raichur-584102, Karnataka



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New Delhi-110012



## **Modern Marketing Methods of Agricultural, Horticultural, Animal Husbandry and Fishery Products**

### **Background of the Course**

Marketing is as critical for the better performance in agriculture as farming itself. Therefore, market reform and marketing system improvement ought to be an integral part of policy and strategy for agricultural development in our country. The National Commission on Agriculture (1976) and Farmers Commission (2007) had emphasized that it is not enough to produce a crop or an animal product; it must be satisfactorily marketed also.

Agricultural marketing scenario in the country has undergone tremendous change owing to the increase in the output of agricultural commodities and developments in this era of information and communication technology. Therefore, the role of marketing now starts right from the time of decision relating to what to produce, which variety to produce and how to prepare the product for marketing rather than limiting it to when, where, how and to whom to sell. Hence Indian farmers have to become more market oriented and should be in a position to take decisions like where, when and how to sell their produce so as to get maximum possible price for their produce. In this context extension scientists need to be in a position to advise the farmers not only on how to grow crops but also on how to market. Field level extension scientists in KVKs and SAUs have to learn new skills, techniques and new ways of marketing agricultural commodities to advise farmers in becoming more market oriented and therefore training is required at all levels from senior officials to those working with farmers in rural areas. This training programme will expose these functionaries to the present agricultural marketing system and how to utilize it for the benefit of farmers.

Keeping the above aspects in view, ICAR sponsored Short Course on Modern Marketing Methods of Agricultural, Horticultural, Animal Husbandry and Fishery Products is being organized from 19<sup>th</sup> to 28<sup>th</sup>

July, 2017 for 10 days in the Department of Agricultural Economics, College of Agriculture, UAS Raichur, Karnataka.

### **Objectives**

- ❖ To provide training on innovative marketing technologies such as e-marketing, future trading, unified marketing system, N-spot etc.
- ❖ To strengthen marketing knowledge of extension scientists by providing hands on training on getting market information from agmarknet, krishimaratahavahni and other related websites.
- ❖ To enrich knowledge on preparing the agricultural and horticultural produce for export market
- ❖ To conduct exposure visits to N Spot, APMC and commodity trading markets.

### **Course Content**

The course content covers innovative and modern marketing methods of agricultural products which includes future trading-MCX, NCDEX, working of other commodity exchanges, e-marketing, unified marketing system, N spot marketing. Market information sources like agmarknet, krishimaratahavahini - the data available on these websites will be utilized for price forecasting using simple analysis. In addition, the course enlighten on marketing system of organic products, contract farming, commodity groups, grading and export procedures of agricultural and horticultural commodities.

### **Duration of the course**

This short course is scheduled for 10 days from July 19<sup>th</sup>-28<sup>th</sup>, 2017. The selected participants are requested to reach College of Agriculture, Raichur by July 18<sup>th</sup>, 2017 and can leave after July 29<sup>th</sup>, 2017.

### Participant's Eligibility

Teachers/Researchers not below the rank of Assistant Professor or equivalent from SAUs/CUs/DUs/ICAR/National Institute/KVKs having experience in transfer of technology from the faculty of Agriculture, Horticulture, Sericulture, Fisheries, Animal Husbandry, Agricultural engineering, Agricultural Marketing, Agricultural Economics, Agricultural Extension, Home Science and allied sciences in Agriculture are eligible to apply.

### About the Venue

The short course will be held at the Department of Agricultural Economics, College of Agriculture, Raichur. College of Agriculture at Raichur was started in 1984. University of Agricultural Sciences, Raichur was established as 3<sup>rd</sup> Agricultural University in Karnataka in the year 2009 to cater the needs of farming community of Hyderabad-Karnataka region. The university has an area of 247 ha land comprising of Main Agricultural Research station, College of Agriculture, College of Agricultural Engineering and Krishi Vignana Kendra. The Raichur campus has registered a significant growth in last decade in education, research and extension. The weather at Raichur during July will be pleasant with a minimum temperature of 23°C and a maximum of 32°C.

### How to apply

A postal order/DD of ₹ 50/- (Non refundable) need to be drawn in favour of Comptroller, UAS, Raichur payable at Raichur before initiation of registration. Fill online application form through CBP Vortal (<http://cbp.icar.gov.in>) and submit. The hard copy of successfully submitted online application along with a Postal Order/DD must be sent to the Course Director after approval of the competent authority. The advance scanned copy of the nomination may be sent by e-mail on or before 04.07.2017.

### **Selection of the Participants**

A total of 25 candidates will be selected for this course on first-cum-first serve basis. The applicants selected for the course shall be informed through CBP Vortal/email. The selected candidates should confirm their participation through logging into the Vortal by 13<sup>th</sup> July 2017, failing which the candidature of the applicant will be cancelled and the vacancy will be filled with the applicants from waiting list.

### **Boarding, Lodging and Travel**

Participants will be provided free boarding and lodging (twin-sharing basis) by UAS, Raichur as per ICAR norms during the training period. The candidates selected for participation in the training will be provided travelling expenses as per their entitlement restricted to second class air-conditioned sleeper charges of train by the shortest route and will be based on the criterion of grade pay of the participants. No DA will be paid to the participants for training period. The participants should abide by the UAS, Raichur rules and regulations.

### **Important Dates**

Last date for the receipt of application: **04.07.2017**

Intimation of selection: **06.07.2017**

Last date for confirmation from participants: **13.07.2017**

### **How to Reach Raichur**

Raichur is well connected by a network of railway lines to the important cities of India viz., Chennai, Mumbai, Hyderabad, Bengaluru, Vishakhapatnam, Vijayawada, New Delhi, Raipur, Kolkata, Bhubaneswar, Nagpur. Raichur is located 409 km from the state capital, Bengaluru and 176 km from Hyderabad.