

TRAVEL, BOARDING AND LODGING

- The selected candidates are entitled to the Third/Second AC Sleeper Class Railway fare to and fro by the shortest route from their respective place of work.
- Free lodging and boarding facilities will be provided at the University premises.

WEATHER

In the month of December, weather condition in this part of West Bengal is tolerably cold, with the temperature ranging from 12°C - 25 °C.

ITIMATION

The selected candidates would be informed by Fax/Phone or E-mail. Candidates are requested to send their confirmation of participation by 16th November, 2012.

ADDRESS FOR CORRESPONDENCE

Prof. M M Adhikary
Course Director

Professor of Agricultural Extension

Bidhan Chandra Krishi Viswavidyalaya

PO: Krishi Viswavidyalaya, Nadia – 741252, West Bengal

Ph.: 033-25871970(D), 03473-222655 (O) 033-25829324@

Fax: 033-25871970, 03473-222273/75/77

E-mail: dradhikary@gmail.com / mma_bckv@yahoo.co.in

**PROFORMA FOR APPLICATION FOR
PARTICIPATION IN
Winter School
On**

**Extension Strategy for Entrepreneurship
Development and Management in Agro
Processing and Value Addition**

11 – 31 December, 2012

Venue: Farmers' Training Centre, BCKV, Kalyani, Nadia,
West Bengal

(To be sent direct to Director Winter School)

Institute-----

At-----

1. Full Name (in Block letters).....
2. Designation
3. Present Employer and Address
4. Address to which reply should sent (in Block Letters) [Give telegraphic address/E-mail also if available]
5. Permanent Address.....
6. Date of Birth: _____
7. Sex: Male/ Female
8. Teaching/research/professional experience (mention post held during last 5 years and number of publication)
9. Marital Status : Married/ Unmarried _____
10. Mention if you have participated in any research seminar/ Summer/Winter School/Short Course, etc during the previous years under ICAR / other organizations-----

Title	Duration	Place	Sponsoring Agency

11. Postal Order No..... Dated of Rs.50/- (Not refundable) for Registration of Application-----
12. Academic record

Examination Passed	Subject main/ Subsidiary	Year of Passing	Class ranks distinction etc	University or Institution	Other information

Signature of the Applicant

Date _____
Place _____

13. Recommendation of Forwarding Institute

Signature _____
Designation _____
Date _____



**WINTER SCHOOL
ON**



**Extension Strategy for Entrepreneurship
Development and Management in Agro
Processing and Value Addition
11 – 31 December, 2012**



Course Director

Prof. Manas Mohan Adhikary

Course Coordinators

Prof. Sankar Kumar Acharya

Prof. Debabrata Basu

Organised by

**Bidhan Chandra Krishi Viswavidyalaya
Department of Agricultural Extension
Faculty of Agriculture
Po: Krishi Viswavidyalaya, Dist: Nadia
West Bengal – 741252**

Sponsored by

**EDUCATION DIVISION
INDIAN COUNCIL OF AGRICULTURAL RESEARCH
NEW DELHI**

INTRODUCTION

Gone are the days, the farming communities of India can no longer follow a mundane and an insipid agriculture, called a conventional agriculture. Rather these all set to socialize business and enterprise in the form of a livelihood osmosis, what we may call an enterprising agriculture. The kind, nature and application of entrepreneurship in Indian agriculture are evolving very fast; although it has got a skewed and erratic geo-economical distribution in India. In transforming agriculture, entrepreneurship building through propagating agri-business, agri-services and market intelligence are the latest trends. The decline of contributions of Indian Agriculture to the National GDP and an apparent stagnation of the growth rate in agriculture (1.8 per cent) have made the situation all set for creating agri-business entrepreneurs, both at micro and macro level.

Agro-Processing and entrepreneurship are inextricably correlated as it promotes creation of livelihood and generation of marketable surplus. This is more important while a volume of vegetables of worth rupees thirty five thousand cores around are perished every year due to lack of value addition and existence of supply chain either.

We, today, are not concerning to per hectare production of rice or millet; rather, we prefer to contemplate, per ha generations livelihood, jobs and, of course, per capita value of return every year from the same unit of area. So, we need to revamp and restructure our placid and stale agriculture into a roaring tiger of entrepreneurship for much needed contribution to Indian economy beyond the present status we are complying with.

The areas of challenges are now, how to make farmers of small resources/capital into an entrepreneur or to make the timid and traditional farm women into a women entrepreneur managing livelihood generating agri-business and making the enter life redefined. All these are essential interventions with the fact that India's contribution to the value added global agricultural market is only 1 – 1.5% with a canine reality that the lack of supply chain alone has debarred our hungry people even to reach an agri-horticultural waste of worth forty thousand crores every year.

OBJECTIVES

- Concept Building on the scope, nature, typology and character of agril. entrepreneurship and agri-processing in India with a global perspective;
- Extension Methodology and approaches in entrepreneurship building management and motivations;
- To share with the experiential profiles handling agril. enterprises an entrepreneurial motivations;
- To equip the participants and the concerned Institutions with skill and mettle of entrepreneurship management;
- To generate research and extension areas for befitting intervention in back home situation.

THE COURSE STRUCTURE

The entire course structure has been arranged and annexed in the following way to edify the entire objectives of the course.

- Concept building on agri-business, enterprise and entrepreneurship in the context of evolving Indian agriculture and changing global perspective;
- Extension approaches and methods of entrepreneurship creation and agri-business management;
- Advance extension management and monitoring for enterprise generation and agro-processing;
- Application of tools, methods and techniques for value addition and quality management in agro-processing with a view to income, livelihood generation and good agricultural practices.
- Supply chain management as well as value chain management in areas of agril. entrepreneurship and agril. marketing;
- Experiential learning and formulation of strategy of agril. enterprise management for back home application and framing national policy.

ABOUT THE INSTITUTE

Bidhan Chandra Krishi Viswavidyalaya came into being in 1974. The sylvan campus, surrounded by deep green landscape, presents a pleasant symphony of serenity and beauty.

The Department of Agricultural Extension is one of the oldest and most prestigious departments of this Viswavidyalaya. The department is unique for its innovative teaching approach, front line project operations and cutting age research methodology. And, all these are catered by a good number of erudite and eminent faculties to nurture young and bright scholars. The present Winter School has been the seventh in a row for this discipline in this Viswavidyalaya and can be claimed as a splendid example of its class and level.

Situated at 56 Km away from Kolkata, it is closer to village and rural life all around. The trio of Faculties viz. Agriculture, Horticulture and Agricultural Engineering keeps on graduating young talents, creative mind and committed personality and has gone nationally reckoned to bring pride to the institution.

HOW TO REACH

From Sealdah Railway Station, Kolkata; frequent local train services provide excellent connectivity with the University. Kalyani Railway Station is the nearest to the campus; from there, it is of 5 minutes drive by auto/rickshaw to reach the venue i.e. Farmers' Training Centre (commonly known as Lake Hall) PO: Kalyani, Dist. Nadia, West Bengal, Pin-741235, Phone: 033-25825908.

ELIGIBILITY

Teachers/Scientists working in any discipline of Agricultural Science or in allied subjects in the rank of Associate Professor / Assistant Professor and equivalent cadre under SAUs, CAUs, ICAR Institutes and Deemed Universities etc, are eligible to apply. The intending applicants may send their bio-data in the proforma, provided herein, through the sponsoring Head of the Institute to reach on or before 31st October, 2012.