

**Feed The Future: India Triangular Training programme
on
Linking Farmers to Market: Opportunities and Challenges**

9th January to 23rd January, 2018

Training Announcement

**CCS NATIONAL INSTITUTE OF AGRICULTURAL
MARKETING
Jaipur, Rajasthan
India**



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**An Organization of Ministry of Agriculture and Farmers Welfare
Government of India**

Title	Linking Farmers to Market: Opportunities and Challenges
Date and Duration	9th January to 23rd January 2018 (15 days)
Venue	CCS NIAM, Jaipur
Course Director	Dr. Hema Yadav, Director

BACKGROUND

Agriculture remains the best opportunity for the estimated 1.5 to 2 billion people living in small holder households to enhance income and support livelihood. The recent growth in market, increase in income and changing consumption pattern has brought spotlight on Asia and Africa, both as a new source of international supply chain and as suppliers of domestic chain.

Demand driven production of agricultural produce, rather than production propelled marketing is the need of the time.

Linking farmers and farmer groups by guiding them to understand the demand, requirement of food safety, network of market, and market intelligence to take informed decision is prerequisite to strengthen the linkages with markets. To bring this transformation, marketing as a function of management need to guide the flow of produce from farm to fork through the flow of information, so as to fulfill the demand in a way that result is optimization of cost and maximization of value realization.

Given these changes, linking farmers to market is a long term strategy to enhance income and ensure well being of farmers. Studies show that agronomic support services as prevalent in countries are not enough. These efforts need to be complemented by promoting mechanism to do market analysis, contract

The effort of market based approach can be dramatic for farmers who are poised to engage with markets but who lack necessary support – *MEAS*.

farming, certification and strategies to strengthen local business development and support aggregation models to scale the economy.

The goal in linking farmers to market is to invest in ways that enable farmers or group of farmers to access market that match their capacities, production, investment and risk profiles.

In this context CCS National Institute of Agricultural Marketing, Jaipur is organizing a training programme on the topic **“Linking Farmers to Market: Opportunities and Challenges”** from **9th January to 23rd January 2018** at CCSNIAM, Jaipur under the Feed The Future: India Triangular Programme.

ABOUT THE INSTITUTE

CCS National Institute of Agricultural Marketing (NIAM) is a premiere institute for training, research and consultancy in Agricultural Marketing. The Institute



is an autonomous body under Ministry of Agriculture, Department of Agriculture & Cooperation, Government of India. NIAM, apart from providing Research & Consultancy services, imparts training to

various levels of functionaries to develop human resources in order to meet the new, emerging challenges in the field of Agricultural Marketing from last 28 years.

CCS NIAM has trained 90 officers and executives from Kenya, Liberia and Malawi on Agriculture Marketing Management under the US-India-Africa Triangular International Training Programme in 2013-15.

In 2016 NIAM had organized training programme on Emerging Trends in Marketing of Foods and Vegetables for officers from Africa and Asia under Feed The Future Programme.

The Institute has been executing a flagship Post Graduate programme on Agri-business Management for the students of Agriculture and allied Sciences since 2001, catering to the growing and ever changing needs of the Agribusiness industry in South East Asia.

Through its mandate of training the Institute imparts training to the middle and senior level officers engaged in agriculture marketing on several aspects of Agri-business management. The Institute has strong linkages with leading Government Organizations, Universities, Research Institute and Corporates which helps in delivering knowledge, information and capacity building of vast array of people working in different sectors of Agriculture.

INFRASTRUCTURE

NIAM is equipped with modern amenities including a dedicated academic block, Smart classrooms with multimedia audio visuals facilities. NIAM has two dedicated computer centers with over 100 desktops with 24 hours internet services and Wi-Fi.

There is a well-stocked library with comprehensive collection of literature predominantly related to management, agriculture and allied sciences. The Institute has subscription to leading case study repositories.

The hostel accommodation at NIAM has single occupancy rooms with Wi-Fi connectivity. The rooms are well furnished with ACs and attached washrooms. Students are also provided with a range of sports and recreations facilities.

PROGRAM GOAL

The training programme on **Linking Farmers to Market: Opportunities and Challenges** is designed to provide understanding of the emerging opportunities in value chain and how to design suitable marketing strategies to enable farmers to have better linkages within supply chain and better access to markets.

The programme will build capacity of the participants on the areas related to aggregation and collectivization by FPO, understanding the food safety and quality requirements, role of agri logistics retail and super markets formats, application of technology in marketing and certification, designing supply chains for different requirements, enabling farmers to participate in profitable value chains, creating conducive environment for investment and entrepreneurship development.

OBJECTIVES OF THE PROGRAM

- Build capacity of officers, executives and managers in the area of emerging market trends, opportunities in value chain and how markets can be effective to maximize value realization.
- To bring understanding of path ways of linking farmers to alternative markets like contract farming, e-markets, direct marketing etc.
- Bring awareness about the opportunities and challenges in food safety and requirements for getting linked with profitable value chains.
- Inform about online marketing and application of IT Tools for marketing so as to design projects and applications for the farmers to enable them to avail these opportunities.
- To bring understanding of market information and marketing decision.
- Provide exposure to best marketing practices in ensuring food safety, managing supply chains and value addition.
- To bring information about ways to have access finance, credit and risk management in marketing.

KEY COMPONENT OF THE PROGRAMME:

The programme is designed around the following themes:-

- Consumer demand and market trends
- Food safety and quality and traceability
- E marketing and alternative marketing system
- Wholesale, Retail, and Hyper market

- Aggregation models and producer organizations
- Fair trade and marketing of organic produce
- Integrated value chain system
- Business linkages through FPO
- Branding, segmentation and consumer behavior
- Agri logistics and supply chain management
- Warehousing and cold stores
- Public Private partnership in marketing
- Agri-preneurship and Innovations in marketing

LEARNING METHODOLOGY

The sessions will be delivered through lectures, group discussions, case studies, and field visits. The program design will be highly participatory. Each participant will be expected to contribute ideas and take part in group activities. The participants will work in small groups to undertake various assignments allotted to them. Experiential learning methodology is effectively incorporated in the program. The participants will learn through group interaction, field visits, industry experts and the trainers. Each delegate will have the opportunity to present the current system of marketing of fruits and vegetables and their experiences in their own country.

PARTICIPANTS

The participants in the program would include officers, executives, managers, from government, corporate, banks and development agencies, entrepreneurs and investors from the countries of Africa and Asia. Instruction will be in English and participants are expected to have a good command of the language (reading, writing & speaking). Applications from women participants are particularly encouraged.

TRAVEL

The expenditure towards travel from respective countries to NIAM, and return, will be borne by USAID/MANAGE.

NOMINATIONS

Interested candidates may send their nominations in the prescribed format attached with this brochure latest by 1st December 2017 to the Director, NIAM, India at abfm.niam@gmail.com.

CONTACT

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