



CH.CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL MARKETING

(An Organization of Ministry of Agriculture & Farmers Welfare, Government of India)

Kota Road, Bambala, Pratap Nagar, Jaipur-302033 (Rajasthan)

Telephone : 0141-2795104

Website : www.ccsniam.gov.in

Training Guidelines for organizing Training Programmes from Grants-in-aid

1. CCS National Institute of Agricultural Marketing is engaged in organizing training programs in the field of agricultural marketing and allied areas for senior and middle level officers from line departments of State Governments, Co-operatives, Marketing Boards and Agribusiness entrepreneurs.
2. The Institute is catering to the needs of wide range of stakeholders like officers from APMCs, market functionaries, farmers, members of co-operatives and others. A comprehensive pedagogy is followed to serve the need of different kinds of participants like capacity building programs, Farmer Awareness Programs (FAP) and to facilitate trade in agri-commodities.
3. Training would mean continuing professional and skill development, reskilling that does not lead to award of a degree/diploma.
4. The infrastructure and knowledge pool of CCS NIAM can be shared for the purpose of training and human resource development engaged in the field of agricultural marketing. At the same time CCS NIAM is also open to collaboration with institutions with required infrastructure and knowledge to impart trainings, particularly in regional languages.
5. The training programmes will be delivered by collaborating with Government / Universities/institutions / Marketing Boards / Semi funded government institutes /Agricultural Universities and their associate colleges / ICAR Research Institutes and their KVKs / national and regional institutes and other relevant Institutions.
6. Thrust areas for training programs (only indicative list)
 - ❖ National Agricultural Market
 - ❖ Doubling Farmers Income
 - ❖ Promotion of Agri-Startups
 - ❖ Agripreneurship development
 - ❖ Marketing of Horticulture Crops – Fruits & Vegetables
 - ❖ Marketing strategies of high value commodity like organic produce
 - ❖ Value Chain approach for analysis of wide range of commodities
 - ❖ Future, Forward Markets and Commodity Exchanges
 - ❖ Agricultural Marketing & Legal Reforms
 - ❖ Organic, Medicinal and Aromatic plants
 - ❖ Market Led Extension
 - ❖ Farmer Producer Organizations and linking FPOs to market
 - ❖ Negotiable warehouse receipt and its benefits
 - ❖ Crop Insurance
 - ❖ Agribusiness opportunities

- ❖ Agri Business in Rainfed Areas
- ❖ Agri-warehousing and scientific storage
- ❖ Value chain analysis and Development
- ❖ Marketing of Rubber, Tea, Spices & Coffee
- ❖ Skill Development Programs
- ❖ Entrepreneurship Development Programs
- ❖ E-Commerce and Digital Marketing in Agriculture
- ❖ Value Addition
- ❖ Facilitators Development
- ❖ Marketing of livestock and livestock products
- ❖ Marketing of Non-timber forest produce
- ❖ Agri-tourism
- ❖ Branding
- ❖ Risk Management
- ❖ Work Ethics for development professionals
- ❖ Monitoring and Evaluation of Agricultural Projects

7. Training programs can be for various stakeholders like Farmers, Farmer Producer Organizations, Agriculture Students, Entrepreneur, Officials of Agricultural Marketing, Agriculture, State Agricultural Marketing Board, Fishery, Livestock, Horticulture, Warehousing, Rubber, Tea, Coffee, Spices, Coir, Coconut, sericulture and other commodities.
8. Special focus on training programs of SC, ST (North Eastern Regions and others states) and women farmers.
9. Due to pandemic situation, training programs can be done in online mode but with the permission.
10. If program are done in online mode then all expenditure will be as per the guidelines.
11. Training program can be for one day/two days/three days/five days and depending upon the demand of stakeholders.
12. List of documents required for the settlement of final payment.
 - Original copy of duly participants registration form
 - Copy of course/reading material
 - Original faculty honorarium receipt
 - Original daily signed attendance sheet
 - Copy of Program Schedule
 - List of resource person with email ID and contact number
 - Five High Resolution Photographs of inauguration and valedictory along with banner.
 - All expenditure will be met in the head of recurring.
 - Original signed UC/bills

Budget for online Training Program

S. No.	Item of Expenditure	Total
1.	Honorarium for Resource Person @ Rs. 2,000/-	8,000*
2.	Miscellaneous and Contingencies recording, photography etc.	2,000
Total		10,000

* Four sessions in a day

Budget for Off-Campus Training Program

No. of participants: 25

Duration: 3 Days

S. No	Activities	Fixed Expenditure	Variable Expenditure	Total Expenditure/Eligible Amount
1.	Training Correspondence	8,000	-	8,000
2.	Study Material Kit (Pen, Pad, Bag, Reading Material)		1000 per kit	25,000
3.	Inaugural Function	6,000	-	6,000
4.	Boarding & Lodging of participants	-	1200 per participant Restricted to 4 days	1,20,000
5.	Boarding & Lodging of Resource Person	-	4000 per person per day (Maximum 2 outside faculty per program)	8,000
6.	Honorarium of Resource Person	-	2000 per session (12 sessions per program)	24,000
7.	Local Transportation for Participants	12,000	-	12,000
8.	Travel cost of outside Resource Person	15,000	-	15,000
9.	Training Hall Charges with Audio-visual aids (LCDS, Projector, Sound System, Camera)	3000 Per day	-	9,000
10.	Local transport for field visit	15,000	-	15,000
11.	Valedictory	6,000	-	6,000
12.	Miscellaneous (Banner, Photo Videos etc.)	5,000	-	5,000
Total Eligible Amount Rs.				2,53,000

Note:

- The budget is applicable for 25 participants and 3 days. However, budget is proportionate to number of participants and number of days. The participants' number may vary from 20-50.
- 70% of budget may be released as an advance, 15 days before the training program remaining 30% will be released on receipt of Utilization Certificate and report duly verified by Program Director from NIAM.
- The expenditure under sub-heads are inter changeable. However, limited to total eligible cost.
- For item No.-4: The additional day covers half day before and after training program covering arrival and departure of participants.