

CALENDER FOR TRAINING IN AGRICULTURAL MARKETING 2011-2012

DIRECTORATE OF MARKETING & INSPECTION, BHO, NAGPUR

Sl. No	Name of Training	Qualification*	No. of Batch	Duration	Intake Capacity	Last date of Receipt of Application	Remarks
1	Diploma in Agricultural Marketing	Graduate with sufficient knowledge of English	One	6 Months (1 st Sep 2011 to 29 th Feb2012)	Candidates sponsored by State Authorities 10 Private candidates 5	31.08.2011	1. No fee is charged for training.
2	Market Intelligence and News Service	Graduate with sufficient knowledge of English	One	Two Weeks (21 st November 2011 to 2 nd Dec 2011)**	12	31.10.2011	2. Sponsoring authorities will have to bear the cost of boarding, lodging and tours, etc.
3	Market Service Extension	Graduate with sufficient knowledge of English	One	Two Weeks (9 th January 2012 to 20 th Feb 2012)**	12	31.12.2011	3. Private candidates will have to bear cost of boarding, lodging and tours, etc., themselves

*** Qualification can be relaxed, if recommended by sponsoring Authority.**

Application Form is Attached

**** Dates are tentative. Final dates would be given two weeks before commencement of the programmes**

OBJECTIVE OF TRAINING PROGRAMMES

1. To create an ambiance of good agricultural marketing practices in the country to protect the interests of all market users as well as consumers.
2. To sensitise the agri-marketing personnel to respond to the changing demand trends, challenges in the post WTO era and globalised marketing environment.
3. To provide upto date information about the ongoing marketing developments and empower them to formulate policies to further the cause of agricultural marketing in the country.
4. To improve the managerial skill among the marketing personnel.
5. To promote scientific grading and standardization of agricultural commodities both at producers level and market level and integrate with export marketing.
6. To improve the efficiency of market intelligence and market news services in the process of marketing integration.
7. To train the marketing personnel in preparing survey reports on various commodities and functional aspects.
8. To improve the communication skills of the marketing personnel to develop awareness among market users about various market developmental schemes monitored by different departments of the Govt. of India

COURSE CONTENTS

Diploma in Agricultural Marketing	Market Intelligence & News Service	Market Extension Service
1. Basic Concepts of Agricultural marketing	1. Role, Importance and Concept of Market Intelligence	1. Role, Importance and Concepts of Market Extension Service
2. Agricultural Marketing Organisational Management	2. Agricultural Price Terminology	2. Challenging role of Market Extension in Global Agri-Trade
3. Legal Framework of Agricultural marketing	3. Critical Review of Market Intelligence and News service	3. Role of Leadership in market Extension
4. Key Agricultural marketing Organisations	4. Role of IT and Telecommunication	4. Improving Communication skills of Extension Personnel
5. Market Information	5. Online market Information Service	5. Role of Effective Coordination in Market Extension
6. Marketing Functions	6. Electronic Auction	6. Role of Communication
7. Survey and Research in Agricultural Marketing	7. Commodity Information system	7. Role of IT and Radio Talks
8. Exim. Of Agricultural Commodities	8. e-Choupal Model	8. Art of Public Speaking
9. Analysis of Agricultural commodities	9. Dissemination of Market Intelligence Through Various Media	9. Marketing Information Service
10. Study Tours- All India and Local	10. Importance and Limitations of Statistics and Use of Statistics in Agricultural Marketing	10. Role of Information
11. Market Survey and Reporting	11. Market Information Scheme	11. Publicity and propaganda
12. Different DMI Schemes	12. Cyber Trading	12. Direct marketing
	13. AGMARKNET	13. Pledge Finance
		14. Forward Marketing
		15. Role of Private sector in Extension

APPLICATION FORM

1. Name of the sponsored candidate (Block letter)

2. Office address with designation (Phone/fax no.)

3 Residential Address

4 Age in completed years

5 Educational Qualifications (Give last two years qualifications)

Examination	Year of passing	Subject studies	University/Board

6. Experience:

Name of the organization	Name of the employer	Nature of job/duties	No. of years of service	Scale of pay

7. Training Programmes, if any attended during the last two years by the candidate

Name of the programme	Duration		Title of the course/programme	Place
	From	To		

Declaration by the Sponsored Authority

Shri _____ has been officially nominated for the training in -----at Nagpur from - to -.

Station

(Signature of Sponsoring Authority with Seal)

Date:

1. Use separate form each individual.
2. Xerox/Typed copy may be used, if needed.
3. Duly filled form should be sent to Dy. Agril. Marketing Adviser, Directorate of Marketing and Inspection, BHO, New secretariat Building, Nagpur-440001. Fax: 0712-2561453