

Model Training Course on
“Advances in Marketing and Supply Chain Management of
Agricultural Produce” concluded at ICAR-RCER, Patna

(Patna, 17th December, 2019)

ICAR Research Complex for Eastern Region, Patna organised an eight-days Model Training Course on “Advances in Marketing and Supply Chain Management of Agricultural Produce” during December 10-17, 2019 for officials of development departments from different states. The training was sponsored by Directorate of Extension, Ministry of Agriculture and Farmers Welfare, Govt. of India. This training was organized to improve the knowledge and skills of participants regarding different marketing function, value chain, and supply chain of agricultural produce for efficient marketing and realization of better price.

The training was inaugurated on 10th December 2019 by the Chief Guest, Prof. **Hemnath Rao Hanumankar, Senior Professor and Director, Development Management Institute, Patna (Bihar).** Professor Rao appreciated the efforts of the institute for organizing such national level event with limited resources. He



emphasized on linkage of agricultural production and marketing with concept of Management through use of techno-managerial approach. He also discussed the importance of value chain and supply chain in agricultural marketing.

During valedictory session of the course, **Dr Rameshwar Singh, Vice-chancellor, Bihar Animal Sciences University, Patna** graced the occasion as chief guest. He stressed on need for cooperatives, FPOs and collective marketing for better price realization to farmers. Moreover, he advocated necessity of market survey for farmers before production of any new crops/enterprises. He also outlined the importance of sorting, grading, packing and branding of produce for its better marketing.

Dr BP Bhatt, Director, ICAR-RCER, Patna in his address pointed out that production and marketing are inter linked. He said that seasonal production of fruits and vegetables limits its marketing and therefore round the year supply of agricultural produce is necessary for getting stable price. He shared his experiences with trainees giving some examples of successful marketing.

Earlier, Dr Ujjwal Kumar, Course Director of the training programme welcomed all the dignitaries and participants and briefed about the objectives of Model training Course.



He informed that 32 sessions were organized during the training and 14 of them were conducted by resource persons outside the institute. He also highlighted the fact that many successful entrepreneurs interacted with participants and shared their stories during this training. He presented a brief training report and feedback of the participants during concluding function.

Seventeen officials from Agriculture and Horticulture departments of Bihar, Haryana, Punjab, Gujarat, Sikkim and Leh-Ladakh participated in this course. Field visits and interactive session was organized with scientists at central Potato research Station, Patna and Successful entrepreneur at Basatpur village



of Gaya. Resource persons from different ICAR institutes, SAUs, Kaushalya Foundation, Development Management Institute, Farms n Farmers and other organizations delivered their lectures and shared their experiences with participants during the programme. .

The Programme was coordinated by Dr Dhiraj Kumar Singh, Scientist, ICAR RCER, Patna. Dr Anirban Mukherjee, Course Coordinator proposed formal vote of the thanks for the training programme.

(Source: ICAR Research Complex for Eastern Region, Patna)