

Travel

The to and fro traveling expenditure of the participants including local conveyance will be borne by the nominating authorities.

Venue

National Institute of Rural Development & Panchayati Raj, North Eastern Regional Centre (NIRDPR-NERC), Jawahar Nagar, Guwahati - 781022
Phone No.: 0361-2304790/2307043 (O), 0361-2302570 (Fax), 9854050437 (M)

Nominations

Nominations in the prescribed format should reach the address given below on or before **October 12, 2022**

Nomination forms duly filled in are to be returned to:

Dr. Ratna Bhuyan
Assistant Professor & Course Director
National Institute of Rural Development
North Eastern Regional Centre
Jawaharnagar, Khanapara
Guwahati-781022, Assam
9854050437 (M)

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bhuyanmamu@gmail.com

NOMINATION FORMAT

Title of the Training Programme:

Training Programme on Promoting Agri-Horti Value Chains

Last date of receiving nominations: October 12, 2022

1. **Name of the Participant:**
2. **Designation & Present Assignment:**
3. **Department/Organization:**
4. **Address for Communication with telephone No. and proper codes:**

Tel: (O)

Tel: (R)

Fax:

1. **Age:**
2. **Educational Qualification:**

Date:

Place:

Signature of the sponsor with seal

Training Programme on

Promoting Agri-Horti Value Chains (October 17-21, 2022)

Venue: NIRD&PR, NERC, Guwahati

BROCHURE

Last date of receipt of nominations:

October 12, 2022



**NATIONAL INSTITUTE OF RURAL
DEVELOPMENT AND PANCHAYATI
RAJ
NORTH EASTERN REGIONAL
CENTRE
NIRDPR LANE, NH-37
JAWAHARNAGAR, KHANAPARA
GUWAHATI-781022**

**TRAINING PROGRAMME
ON
PROMOTING AGRI-HORTI VALUE
CHAINS**

The prime objective of any livelihood promotion programme is to eliminate rural poverty through innovative implementation strategies involving mobilisation and organisation of the rural poor and their financial and economic inclusion. Such programmes aim at improving the livelihoods of the poor not only by way of providing access to finance and creating market linkages along the value chains for improving livelihoods but also by way of upgrading the value chains by commercialising the practiced livelihoods and creating enterprises out of it.

Extension, related to markets and prices, traditionally had low priority as the focus so far has been mostly on enhancing productivity of crops and other enterprises. Farmer's need advice on how to market farm produce by educating on better understanding of what the market demands (quality, price trends), mobilizing farmers for group marketing and establishing market linkages. Having a market orientation implies linking farmers to more efficient value chains and this indicates towards training the extension officers in meeting the needs which involve activities along the value chain and finding solutions to the challenges along the chain.

With many a challenges in the agri-horti sector, it is always desirable to come up with crop wise value-chain analysis for a robust growth in the sector . It is in this context that the Training Programme on 'Promoting Agri-Horti Value Chains' is proposed

for capacity building of the functionaries of the government organisations, institutions and departments who are into promoting rural agriculture and horticulture crops.

Objectives

- i. To orient the participants on the concepts of the agri-horti value chain
- ii. To discuss the importance of different value chain interventions
- iii. To discuss the role of extension agents in value chain development

Course Content

The course content would cover the following broad areas:

1. Understanding the Concept of Value Chain Analysis
2. Importance of Value Chain Analysis and Its Application
3. Steps for Constructing a Value Chain
4. VCA of Rice
5. VCA of Maize
6. 6. VCA of locally grown vegetables (Tomato/ Brinjal/ Chilies etc)
7. VCA of locally grown fruits (Banana/ Orange/ Pineapple etc)
8. Export: Possibilities, Procedures and Compliances
9. Field Visit
10. Exercise in coming up with value chains

Participants' Level

Functionaries of SRLMs, Department of Agriculture, Department of Industries and Commerce, P&RD Department, other line departments and Development Professionals from the non-government sector/ organisations, Institutes/ universities

Methodology

Adult Learning Methodology would be followed in the Programme. The methodology shall include lectures, group discussions, group work, field visit etc. Audio visual aid and other TLMs would be extensively used in the programme to facilitate better understanding on the subject. Besides the Faculties from NIRD-NERC, subject experts from government and non-government organisations would take sessions in the programme.

Course Fee

There is no course fee.

Duration

Five Days (October 17-21, 2022)

Board & Lodging

Free board and lodging will be provided to all participants in the Institute's Guest House.

Course Coordinator

Dr. Ratna Bhuyan & Dr. V Suresh Babu