



Feed The Future India Triangular Training (FTF-ITT) Programme on

Value Chain and Innovation in Agricultural Marketing

01st to 15th October, 2018



चौधरी चरण सिंह राष्ट्रीय कृषि विपणन संस्थान,
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CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING
(An Autonomous Organisation under Ministry of Agriculture and Farmer Welfare, Government of India)
Bambala, Kota Road, Jaipur. (RJ)-302033.

Feed The Future India Triangular Training Program

on

“Value Chain and Innovations in Agricultural Marketing”

1st October to 15th October, 2018

REPORT

Programme Director

Dr. Hema Yadav

Director – CCS NIAM

Associate Programme Director

Mr. Sathyendra Kumar

Assistant Professor- CCS NIAM



CCS National Institute of Agricultural Marketing

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

Bambala, Kota Road, Jaipur – 302033 (RJ)

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We express our thanks to Mr. Mustapha EI Hamzaoui, Director Food Security, USAID, Mr. Vansidhar Reddy, USAID for thier guidance to the programme.

ABOUT THE INSTITUTE

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING, Jaipur, India



CCS National Institute of Agricultural Marketing has been engaged in capacity building and skill development programmes for various national and international organizations through institutional linkages.

It is the only national level Institute of its kind set up at the recommendation of Food and Agriculture Organization (FAO), in August 1988 to escalate the agricultural marketing system in the country to a level where it can go hand in hand with the production and market sentiments. It is an autonomous body under the aegis of the Ministry of Agriculture and Farmers Welfare, Government of India.

The Institute offers specialized training, research, consultancy, education and policy support in the field of Agricultural Marketing.

1 INTRODUCTION

‘Agri-Value Chain’ refers to the combined level of the overall system-wide correlation between producer, market channels, retailer and consumer (each optimising their own processes at enterprise level). In considering a system approach, implying the overall value system in agri-business, there is opportunity for the farmer or farmer groups to partake in additional value chain segments. Expanding a farmer group’s operations to the immediate post-production aggregation and handling activities allows the farmers to capture greater value from the value system. Even the transport linkage to markets could be developed as an integrated operation by farmer groups and/or by involving rural youth as driver entrepreneurs, to assure that more value is captured at village level.

There has been an increasing emphasis on the development of efficient agricultural value chains in Asia and Africa . There is empirical evidence establishing that successful coordination in the value chain has a significant impact on cost reduction and farm-income enhancement. Integration of producers in a value chain by providing logistics, machines and tools, credit, information, and training can bring better returns to them.

Doubling farmers income through integration of Value chains: Greater value to farmers will arrive through assigning emphasis on post-production activities that connect the farm harvest to markets for higher value realisation. This will include expanding the marketing range of the farmers, reducing losses in the post-harvest supply chain, building profitable value chains and providing pan-India marketing options for the farmers. Doubling real income will require the doubling the selling volume of farmer’s produce, expanding links with markets, including alternate marketing channels, while adding to near-farm earning opportunities.

1.1 OBJECTIVES

CCS National Institute of Agricultural Marketing, Jaipur has organized a training programme on the topic **“Value Chain and Innovations in Agricultural Marketing”** from **1st to 15th October 2018** at CCSNIAM, Jaipur under the Feed the Future: India Triangular Programme. The objectives of the programme were -

- 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.

1.2 PROGRAM GOAL

The training programme on **Value Chain and Innovations in Agricultural Marketing** 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 integration with Value chains and achieve following goals:

- Maximizing productivity
- Increasing production
- Minimizing wastages
- Ensuring better price realization
- Facilitating higher value addition & processing
- Creating marketing linkages

The programme will build capacity of the participants in the area related to understanding value chains, strategies for integrating small holder to integrate with value chain. The programme will also focus on value chain integration through aggregation by FPO, role of agri logistics for efficient supply chain, application of technology in marketing, designing value chain for different requirements, enabling farmers to participate in profitable value chains, creating conducive environment for investment and entrepreneurship development.

1.3 DESIGN OF THE PROGRAMME:

The programme was designed around the following themes :-

- Value chain approach for economic empowerment.
- Market innovation and market driven production – the new paradigms
- The need for business plan preparation in commercial agriculture.
- Integrated farming for better value proposition
- Emerging trends in Horticulture value chains
- Emerging Trends in Marketing of Super Food
- Business linkages through FPO
- Agri logistics for value chain integration
- Value chain Financing

- Agri Incubation
- Agri-preneurship and Innovations in marketing
- Policy Innovations

2 METHODOLOGY

The sessions were delivered through lectures, group discussions, case studies, and field visits. 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 innovations and their experiences in their own country.

3 PARTICIPANTS PROFILE

The programme was attended by 30 participants from 7 countries of Asia and Africa. The number of participants from representing countries is as follows :-

Country	No. of Executives
Kenya	5
Malawi	4
Mongolia	2
Mozambique	1
Myanmar	10
Nepal	6
Uganda	2
Total	30

The executive belonged to diverse working areas as Agriculture Officers, Agri-business officers, Agriculture Extension, Senior Fisheries Officers, Livestock Officers, Training Officers, Consulting Services and Cooperative Societies, etc. representing public, private organizations and development sector. Out of 30 participants, 4 women executives participated in the training program. Complete list of Executives is enclosed at **Annexure-I**.

4 Study Material

Study material, prepared by the senior faculty of CCS NIAM and presentations of the speakers from Agri-Business Companies, National Institutes, Ministry of Agriculture, University of Agriculture, NGO, Entrepreneurs etc. on all the major themes, and were provided to the executives. The soft copies of all the presentations made during the sessions were provided to the executives at the end of the course. The photographs of field visits and other important activities of program were also provided to the Executives. The executives had full access to CCS NIAM Library which has books, periodicals and online journals. In order to increase access to information and share knowledge on continuous basis, desk tops with Internet facility were provided during the entire course period.

5 INAUGURATION

The inauguration of the third U.S.-India triangular training on “Value Chain and Innovations in Agricultural Marketing” was held on 2nd October 2018. The Chief Guest of the occasion was Dr Ashok Dalwai, CEO, National Rainfed Area Authority (NRAA). The other guest were Dr Mantesh Shirur, Deputy Director, MANAGE and Dr Ravi Nandi, MANAGE.

In the Inaugural function, the product Chia Seeds made by Raitha Mithra Farmer producer Company, Mysore was launched by Dr Ashok Dalwai and Dr Chandra Shekara, Director General NIAM. ON this occassion Mr Shanta Kumar, Chairman of RaithaMithra FPO, Mr. T. V. Gopinath and Dr Deepa were present.

Dr. Dalwai spoke on Doubling Farmers Income and how India is preparing to achieve this goal. He informed the executives from participating countries that training of this kind under Feed the future programme of USAID is one big step in the direction of global partnership to design and implement value chain which are profitable and have higher equity for farmers.



Dr. Ashok Dalwai, CEO, National Rainfed Area Authority (NRAA)



Mr. Shanta Kumar, Chairman of Raitha Mitra, Farmer Producers Company, Mysuru.



Dr. Mantesh Shirur, Dy. Director, MANAGE



Dr. Chandra Shekara, Director General, NIAM



Inauguration Session & Lighting of Lamp



Launching of FPO Directory of North East States



Launching of Chia Seeds



Mr. T.V. Gopinath, Raitha Mitra, Farmer Producer Company Ltd. Giving introduction about Super food

6 Krishi Gyan Deep Lecture Series

There was a special session on Krishi Gyan Deep on Doubling Farmers Income. The Session was delivered by Dr. Ashok Dalwai, and attended by Executives of FTF and PGDABM students along with faculty members. The Krishi Gyan Deep Series was on strategies of Ministry of Agriculture for achieving the goal of Doubling Farmers Income through market expansion, deploying ICT, plugging gaps in supply chain and building capacity of farmers to understand market information system and take decisions to avail emerging opportunities in alternatives markets.



Dr. Ashok Dalwai, IAS, CEO, NRAA, GoI and Chairman Doubling Farmers Income delivering lecture on DFI

7 METHODOLOGY

The sessions were delivered through lectures, group discussions, case studies, and field visits. The program design was highly participatory. Each participant was expected to contribute ideas and take part in group activities. The participants worked in small groups to undertake various assignments allotted to them. The participants learning was facilitated through group interaction, field visits, interaction with industry experts and the trainers. Each delegate was given an opportunity to present the country presentation.

1. To deliver the themes, 22 classroom sessions were delivered. NIAM had invited 10 resource persons and experts. The sessions were delivered by inviting experts from corporate such as National Commodity and Derivatives Exchange Ltd. (NCDEX), National Centre for Cold-chain Development (NCCD), National Institute of Agriculture Policy (NIAP), KPMG, Morarka Foundation, Agriculture Universities.
2. Field visits to Muhana Wholesale market of Jaipur, ENAM Market, Olive value addition, Barefoot college was organized. The details of the visit are given in report.



Group photo with DG MANAGE, Director, Food Security, USAID, Development Assistance, USAID and DG CCS NIAM

7.1 PROGRAMME SCHEDULE

Day-1 : 01 st October 2018 (Monday)		
09.00-10.00	Registration	Mr. Sathyendra Kumar Mr. N.V.S.Prasad Mr. Deepak Sharma
10.00-11:00	Pre-Course Evaluation Slot-01 (10.00 : 10.30)	Pre-Course Evaluation Slot-02 (10.30 : 11.00)
10.00-11:00	Pre-Course Evaluation Slot-02 (10.30 : 11.00)	CCS NIAM and MANAGE
11.00:12:00	Address by Director General & Introduction of the Participants, meeting with faculty NIAM, General Information and Instructions Expectations from Participants Medical, Legal, Administrative & Financial Formalities	Dr. P. Chandra Shekara, DG NIAM NIAM Faculty Members and staff
12:00-12:15	Tea Break	
12.30-13.30	orientation on FTF ITT program, Back At Work Plan (BAWP) and MANAGE activities	Dr. Ravi Nandi, Program Manager, FTF ITT, MANAGE
13.30-14.30	Lunch Break	
14.30-16.00	Strategies in value chain extension for augmenting farmers income	Dr. Mahantesh Shirur, Dy. Director, Agril Extension, MANAGE.
16.00-16.15	Tea Break	
16.15 -17.30	Country Presentation about agricultural marketing	Programme coordinator CCS NIAM
Day-2 : 02 nd October 2018 Mahatma Gandhi Jayanthi (Tuesday)		
09.30 - 11.00	Inauguration of training Programme	Dr. Ashok Dalwai, IAS, CEO, NRAA, GoI. Dr. P. Chandra Shekara, DG CCS NIAM. Dr. Mahantesh Shirur, Dy. Director, Agril Extension, MANAGE.
11.00:11:15	High Tea	
11:15:11:30	Release the FPO Directory of North-East region Product Lunch from Raitha Mitra FPO, Karnataka	
11:30:13:30	Krish Gyan deep Series Lecture on Doubling Famers Income	Dr. Ashok Dalwai, IAS, CEO, NRAA, GoI.
13.30-14.30	Lunch Break	
14.30-17.30	Value Chain Integration of Chia seeds through FPO	Dr. Deepa Prakash, Food Scientist, Mysuru
Day-3 : 03 rd October 2018 (Wednesday)		
09.30-13.00	Value Chain Analysis in Agriculture: An Overview	Dr. Hema Yadav, CCS NIAM
13.00-14.00	Lunch Break	
14.00-16.00	Role of Entrepreneurship and Innovation for Value Addition for Agri commodities	Dr. Ramesh Mittal, CCS NIAM
16.00-16.15	Tea Break	

16.15-17.30	Group Task	Dr. Hema Yadav Mr. Sathyendra Kumar
Day-4 : 04th October 2018 (Thursday)		
09.30-11.00	Financial Inclusion and Micro Enterprises	Dr. Mansi Mathur, CCS NIAM
11.00-11.15	Tea Break	
11.15-13.00	Farmer Producer Organisation: Aggregation and market linkages	Dr. Shuchi Mathur, CCS NIAM
13.00-14.00	Lunch Break	
14.00-15.30	Public Private Partnership in Agribusiness	Dr. Vikram Singh, CCS NIAM
15.30-15.45	Tea Break	
15.45-17.15	Value Chain Analysis for Medicinal & Aromatic plants	Dr. S.R Singh, CCS NIAM
Day-5 : 05th October 2018 (Friday)		
09.30-11.00	Weather forecasting and market information	Dr. Raka Saxena, NIAP, ICAR
11.00-11.15	Tea Break	
11.15-13.00	Integration live stock owners in the value chain through ICT	Mr. Souvik Kundu, Kibo Food Pvt.
13.00-14.00	Lunch Break	
14.00-15.30	Electronic National Agricultural Marketing	Mr. Sathyendra Kumar, CCS NIAM
15.30-15.45	Tea Break	
15.45-17.15	Country Presentation	Mr. Sathyendra Kumar, CCS NIAM
Day-6 : 6th October 2018 (Saturday)		
09.00-18.00	Visit to Bharatpur	Mr. Sathyendra Kumar Dr. S.C Pant, CCS NIAM
Day-7 : 7th October 2018 (Sunday)		
09.00-18.00	Visit to Historical Place Agra	Mr. Sathyendra Kumar Dr. S.C Pant, CCS NIAM
Day-8 : 08th October 2018 (Monday)		
09.00-11.00	Institutionalizing (M4 Perspective) Producers to Link with Cluster-led Market	Dr. V.G Dhanakumar, Director, IIPM, Bangalore.
11.00-11.15	Tea Break	
11.15-13.00	Value Chain Integration of farmers-(Honey & Lemon grass)	Mr. Manish Kumar, Back to village
13.00-14.00	Lunch Break	
14.00-17.30	Cold chain Management and Value System	Mr Pawanex Kohli, CEO, NCCD
Day-9 : 09th October 2018 (Tuesday)		
09.00-18.00	Visit to e-NAM Mandi Mandawari & Integrated farm ROCL Bassi	Mr. Sathyendra Kumar Dr. S.C Pant, CCS NIAM
Day-10 : 10th October 2018 (Wednesday)		
09.00-11.00	Export, Import management of Agricultural Commodities -	Dr. H.S Vijay Kumar, Register, Parul university, Vadodara.
11.00-11.15	Tea Break	
11.15-13.15	Agribusiness Start-up Incubation	Mr. Chintan Bakshi from Start-up oasis, Jaipur
13.00-14.00	Lunch Break	

14.00-17.30	Country Presentation		Dr. Hema Yadav, CCS NIAM Mr. Sathyendra Kumar
Day-11 : 11th October 2018 (Thursday)			
08.00-18.00	Visit to Muhana Mandi, & Barefoot College		Mr. Sathyendra Kumar Dr. S.C Pant
Day-12 : 12th October 2018 (Friday)			
09.30-11.00	Value Chain Analysis of supper Food		Dr. S.C Pant, CCS NIAM
11.00-11.15	Tea Break		
11.15 -13.00	Entrepreneurship and food processing		Ms. Aparajita Tripathi, Consultant Ministry of Skill.
13.00-14.00	Lunch Break		
14.00-15.30	Role of Commodity exchange in value integration		Mr. Vinit Sharma
15.30-15.45	Tea Break		
15.45-17.15	Dissuasion of Field Visit & Back at work Plan		Dr. Hema Yadav, CCS NIAM Mr. Sathyendra Kumar
Day-13 : 13th October 2018 (Saturday)			
09.00-16.00	Presentation & Submission of Back at work plan and		Dr. P Chandra Shekara DG, NIAM. Dr. Hema Yadav, CCS NIAM Mr. Sathyendra Kumar
16.00-17.30	Interaction with WUWM Delegates		Delegates from WUWM
Day-14 : 14th October 2018 (Sunday)			
09.00-18.00	Submission of filed visit report		Dr. Hema Yadav, CCS NIAM Mr. Sathyendra Kumar
15.00-17.30	Interaction with DG MANAGE & DG NIAM		Smt. V. Usha Rani, IAS DG MANAGE. Dr. P Chandra Shekara DG, NIAM.
Day-15 : 15th October 2018 (Monday)			
09.00-10.30	Value chain and marketing of Organic products		Mr Mukesh Gupta, Morarka Organic
10.30-11.30	Post-Course Evaluation & Feed Back Slot-01 (10.30 : 11.00)	Pre-Course Evaluation Feed Back Slot-02 (11.00 : 11.30)	CCS NIAM and MANAGE
11.30-11.45	Tea Break		
11.45-13.00	Interaction and Presentation on Back at Work Plan		Sh. Vamsidhar Reddy T.S. Development Assistance Specialist (Agriculture) Food Security Office-USAID India Sh. Mustapha El Hamzaoui Director, Food Security Office- USAID India Mustapha
13.00-14.00	Lunch Break		

14.00-16.00	Valedictory & Certificate Distribution	Sh. Vamsidhar Reddy T.S. Development Assistance Specialist (Agriculture) Food Security Office-USAID Sh. Mustapha El Hamzaoui Director, Food Security Office-USAID India Mustapha Dr. P Chandra Shekara DG, NIAM.
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7.2 YOGA DAY

For the holistic development session on Yoga was arranged. The Session on right posture and achieving balance of body and mind was presented by the expert teacher from Yog Sanstha, Jaipur. A book comprising of different yoga postures and procedure to follow them was also distributed to the participants.





8 Interaction with WUWM Delegates

World Union of Wholesale Market (WUWM) focusses on role of wholesale and retail markets to cater to the needs of demand and consumptions at global level. Delegates of WUWM visited CCS NIAM to interact with the delegates of the FTF ITT programme. There were 27 delegates who participated in the interaction programme at NIAM. These delegates of WUWM were Managers, Practitioners of Marketing and had wide experience at global level. The interaction provided a platform to exchange, knowledge and expertise pertaining to functioning of international wholesale and retail markets. The Honorary Chairman Mr. Marc Spielrein spoke about the importance of IT enabled wholesale markets and need for partnerships.



Honorary Chairman Mr. Marc Spielrein, WUWM addressing the participants

Managing Director of COSAMB Dr. J.S. Yadav provided an overview on how electronic markets in China, Paris and Ambersdan are providing a new paradigm in marketing.



Dr. J.S. Yadav, MD, COSAMB, Speaking on Modern Wholesale markets of World

9 Fields Visits

9.1 VISIT TO TERMINAL MARKET (MUHANA MANDI)

Introduction:

The Muhana Agriculture Produce Market Committee (APMC) for vegetables and fruits is spread over 134 hectares. This is the largest vegetable and fruits mandi in India. The mandi is divided into six different blocks (specific to the commodities) to provide ease in logistics and administration. It was established in 2008. The annual income of the mandi was found to be INR 20 crore (USD 2.7 Million). At the moment, 500 A class brokers are working in the mandi and 45,000 licensed traders visit and purchase fruits and vegetables from this mandi. The mandi has a total of 1400 lots, 500 of them were allotted in 2008 whereas 900 of them were

allotted in 2009. There are 24 agro processing units established in the mandi as well. A warehouse is also under construction to allow storage of farmers produce to help them extend the life of the produce and wait till they can get a more favorable price in the market. There is no e-platform in the market at this point in time but it is being put in place. It was also learned that there is no minimum support price for vegetables. In the time of price shocks, the BOD of the mandi will take a decision to set a minimum support price to help ease the problem of the farmers.

On a daily basis, roughly 10,000 farmers visit the mandi. On average, through out the year, 1000 MT of vegetables and fruits are traded at the market. On any given day, 33 different commodities are traded in the mandi which makes this mandi attractive for traders.

Policies:

There are some interesting policies that have been put in place at the market to benefit the farmers and laborer. For the farmers family, they are entitled to receive INR 1,00,000 in case of accidental death of the primary bread earner. In case of injury, they can receive up to INR 50,000. For the laborer's, there is a provision to provide INR. 50,000 as support towards the marriage of their girl child. A scholarship of INR. 5,000 is also available towards the education of their children.

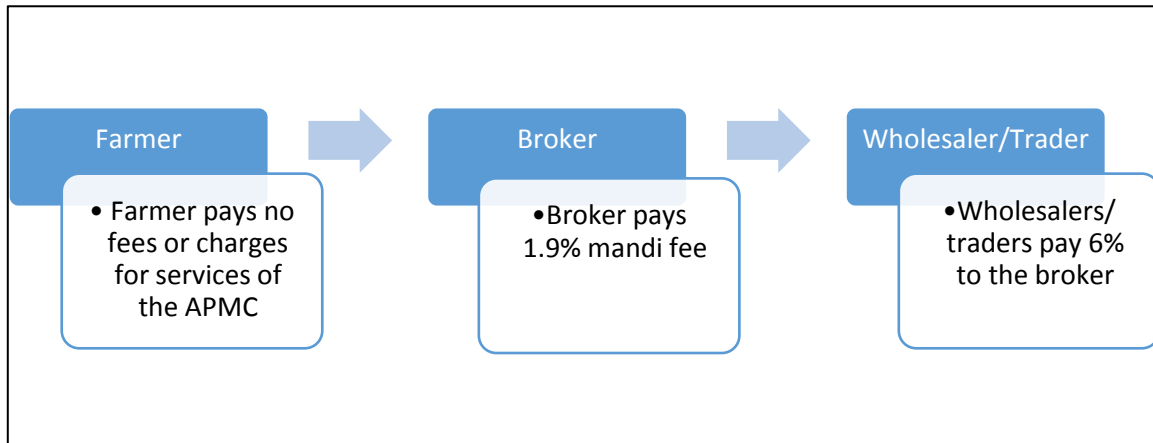
The APMC has a board of directors and decision making is done by primarily the Mandi secretary.

How does the mandi work?

1. Farmers bring their produce in the morning to the mandi
2. A weigh bridge weights the produce
3. Farmers are assigned a ticket
4. Farmers will move to the relevant block
5. Farmers go to their preferred broker
6. Broker puts the farmers produce on auction
7. Retailers and traders inspect the farmers produce
8. Auction takes place after inspection
9. Farmer is present while bidding is taking place

10. Broker sells the produce to the highest bidder after consent from farmer
11. Traders then take the produce to their respective areas and markets

Incentive Structure



Biggest challenge as shared by the mandi and its management was to find avenues to increase the farmers income and give them more benefit.



Auction of Apples



Covered, clean and organized marketing platforms



Individual lots assigned to the brokers

9.2 Visit to Barefoot College

Introduction:

This is a summary of field visit to Barefoot Collage that was organized by NIAM through FTF ITT program on 11th October 2018. The visit drew 30 participants from seven countries which included Nepal, Mongolia, Uganda, Kenya, Mozambique, Malawi and Myanmar which are part of the Value Chain and Innovation in Agricultural Marketing. The scope of visit was based on different learning methods which included lecturing, experience sharing through discussion with trainees, observation as well as question and answering. The program Barefoot solar training program brought together participants from different countries. Some of the areas toured during the visit included textile making department, solar powered cooker, solar water heater as well as the collage art work show room.

Objective:

The overall aim of the visit was to enable participants share experience, understand and appreciate the importance of embracing informal education through community based value addition cortege industries as alternative source of livelihood.

Overview of Barefoot Collage:

The Barefoot College is a not-for-profit social enterprise that was started in 1984 to work towards financial sustainability, largely through the delivery of its community based solar programs and its artisan industries. Barefoot Collage is a grassroots, Indian based, international organization, whose values are grounded in the life and approach of Mahatma Gandhi. The College approach is grounded in a partnership model between individuals and their communities. The collage registers students from across the world who are recruited by the grass root organization in collaboration with their Country Government. The program mainly women target women who are taken through six months training in different areas which include solar engineering, water management, artisan, health and advocacy. The collage upholds its essential elements to solution which are informed by:

- Access to energy and education, better health, and sustainable livelihoods that directly impact on women.
- Reducing rural-urban migration.
- Focus on the least developed countries.
- Employing a public, private and people's partnership model that affects lasting policy change.

Areas Visited:

The executive were taken through an extensive introduction which gave the overall overview of Barefoot Collage that included the year of its inception, areas of training, the training model being used, the target group and the link between the collage and the Government of India. This was followed by question answer session which clarified some of the issues to the executives for better understanding.

Class Room:

The executives observed different equipment and tools being used by to make and repair solar lamps. During the session the executives were able to identify and freely interact with trainees from their respective Countries. From the section the executive learned of the power on knowledge and skills, which they realized that do not really depend on education level. One interesting they observed was that despite the fact that the trainees were semi-illiterate and were from different countries which speak different languages, they were able to interact and communicate amongst themselves without any problem.

Textile Department:

In this department the executive learned the power of value chain where locally available resources such as cotton was being transformed into textile and eventually making different clothe garments. The staffs at the department were very welcoming and explained different stages of garment processing.

Solar Cooker and Solar Water Heater:

The executive learned that mamas when empowered can utilize a technology to transform the society, this was noted when a female facilitator at the department was able to explain how the technology works.

Challenges:

- Inadequate funds to increase efficiency in delivering some of the collage programs.
- Failure by some of the graduands especially youth, to integrate with their community thus migrating to urban centres where they use the knowledge to earn more money.
- Inconveniences in upland area because there is more rain and mostly cloudy.

Conclusion

Barefoot college program is a good opportunities for dependent women and protect from deforestation. However, they can take advantages in renewable energy sources and reduces electricity bills, diverse applications, low maintenance costs and technology development.

Photo Gallery



List of Group Members

1. Hagai Ongecha Oyaro - Chair Person - Kenya
2. Mr. Phyo Thu Win – Secretary - Myanmar
3. Ms. Hsu Hlaing Phyu – Member - Myanmar
4. Mr. Thant Zaw – Member - Myanmar
5. Mr. Sai Sia Wan – Members – Myanmar
6. Mr. Bihsal K.C – Member – Nepal
7. Tikondane Mackenzie-Member-Malawi

9.3 VISIT TO RAJASTHAN OLIVE CULTIVATION LIMITED

Introduction

This is a summary of field visit to Rajasthan Olive Cultivation Limited that was organized by NIAM through FTF ITT program on 11th October 2018. The visit drew 29 participants from seven countries which included Kenya, Malawi, Mongolia, Mozambique, Myanmar, Nepal and Uganda which are part of the Value Chain and Innovation in Agriculture Marketing. The scope of visit was prepared on different learning methods which included lecturing, experience sharing through discussion with trainees and observations. However, due to the time management difficulties the site visit ended with up the observation for nearly 30 minutes through the sites.

Objective

The overall aim of the visit was to enable participants to share experience, understand and appreciate the importance of innovation and technologies in growing the olive farms.

Overview

Rajasthan Olive Cultivation Limited (ROCL) was constituted in collaboration with the Government of Rajasthan through Rajasthan State Agriculture Marketing Board, Plastro Plasson Industries (India) Limited (now Finolex Plasson Industries (India) Limited), Pune & Indolive Limited of Israel having equal partnership. Olive Cultivation in Rajasthan is at present spread over 800 hectares, of which 182 hectares is being undertaken by ROCL on Government farms in different agro-climatic regions of the state in districts of Sri Ganganagar, Nagaur, Bikaner, Jalore, Jhunjhunu, Alwar, Jaipur.

Root Initiation Procedure

Tender young roots were being collected from the wild, inoculated in a soilless media consisting of coconut leaves among others. Styrofoam would be added to the media to improve aeration. The roots would be natured for two months during summer or two and a half months in winter after hormonal treatment. There after the plant would develop leaves and be transferred to a shaded nursery for further development. As soon as tree seedling are ready for transplanting, the shading would be reduced significantly in preparation for field planting. This final procedure is referred to as hardening.

The executives have observed that most of the power is generated by the solar panels. This is a capital intensive investment initially reported to be estimated at that Rs.350.00 lacs and the actual expenditure was Rs. 198.40 lacs. However, it is more reliable method of generating energy. From our observation, the farms appeared to be relying on solar which is more cost effective in the long run.

The executives also visited green-house demonstration units where farmers come to learn use of greenhouse technologies. The crops included Tomatoes, Chilli, and Okra. The crops are spread with organic pesticides. The executives were shown that how the drip irrigation systems are used for the hydration of the crops. The soil testing machines are placed in every greenhouse for the accessibility of testing. The demonstration of the pollination of the tomatoes was shown with the improvised tool (modified tooth brush).

Conclusion

Rajasthan Olive Cultivation Limited (ROCL) is a good place for the farmers to observe how the farming is managed through innovation and technologies. It is very important for supplying seedlings to agro-farmers reliably.

Photo Gallery



List of Group Member

1. Hein Htet Zaw
2. Kyaw Linn Oo
3. Patrick Uka
4. Ouma Jedidah Atieno

sathyendra.ccsniam@gmail.com
jnyongayo@gmail.com
kyawlinnoo1418@gmail.com
patrickuka@gmail.com
heinhtetzaw@abank.com.mm

9.4 Field visits organized

Date	Place
06 th October,2018	Visit to KVK Bharatpur
07 th October,2018	Visit to Agra
09 th October,2018	Visit to Rajasthan Olive Cultivation Limited
09 th October,2018	Visit to e-NAM Mandi, Mandawari.
11 th October,2018	Visit to Barefoot College, Kishangarh
11 th October,2018	Visit to Muhana Terminal Market, Jaipur

Jaipur City Visit

A city visit with an escorted government certified tourist guide was organised which covered different locations of historical and cultural importance in Jaipur.

9.5 CULTURAL EVENING

A cultural evening was organised by PGDABM students of NIAM which had the participation of all the delegates portraying their own countries' cultures.

About PGDABM programme at NIAM:

CCSNIAM offers a two year Post Graduate level programme in Agribusiness Management for students with Graduation and Post-Graduation in Agriculture and allied subjects.

10. BACK AT WORK PLANS

The present programme on “Linking Farmers to Market : Opportunity and Challenges” aimed at bringing awareness and understanding about issue and challenges in linking farmers to market and how value chain approach has to be adopted to bring the integration. Hence, the expected outcome is a professional commitment by each Executive to try new initiatives learnt during the training programmes at their work place after the training programme. It is the direct impact of the training programme seen in the field of the trainee. In the backdrop of orientation, inputs, interactions, study material and experiences received during the program, the executives prepared and presented individual “Back-at-work-plans” which would help operationalize the relevant concepts learned during the program in their respective countries. Back at work -plan also trace the connectivity between Indian experience and back home extension issues.

The back at work plans having formulated on topics like improving banana price, reviving maize milling, organizing fish marketing, training youth promoting integrated farming along with paddy, promoting finance to FPO, linking Tilapia Fingerling Nurseries to Farmers, inculcating agri-entrepreneurship, organizing milk marketing, enhancing access to agro-machinery, strengthening FPO etc. Back to work Plan details are enclosed as **Annexure-II**. The list of the Action Plan formulated are as follows :-

Sl. No.	Name	Name of the Activity
	Kenya	
1	Mr. Ndegwa Benjamin Chege Kenya	Improving raw banana prices in Chuka, Thoraka Nithi community by Strengthening market structure and market access

2	Mr. Kungu James Kuria Kenya	Reviving maize milling at Grains Produce and Marketing Cooperative
3	Mr. Hagai Ongecha Oyaro Kenya	Training youth on Agri-Entrepreneurship Start-up
4	Mr. Albert Mwangi Maina Kenya	To organize fish markets and traders in Nairobi country into effective and efficient fish marketing organization.
5.	Ms. Jedidah Atieno Kenya	Linking advanced
Malawi		
6	Mrs. Mercy Mkhupela Malawi	Agri Skills Development (Training for young people in Malawi)
7	Mr. Zidana Excello Nemone Malawi	A Radio Campaign : (ULIMI WALERO) Goal : To entice People (Lead Farmers) From Subsistence to Agribusiness
8	Mr. Uka Patrick Mphatso Malawi	Nurturing Social Enterprise Models in Agri-Business Start Up Farmer Organization
9	Mr. Mackenzie Tikondane Malawi	Train farmers (Women) on value chain and innovations in groundnuts marketing
Mongolia		
10	Mr. Byambasuren Munkhtuvshin Mongolia	Value Chain integration of dairy product
11	Mr. Ivirai Khanymkhan Khurmaan Mongolia	Increasing of livestock/dairy/farmers income through improving market access of livestock/dairy/products
Sl. No.	Name	Name of the Activity
Mozambique		
12	Mr. Muangula Narciso Gabriel Gustavo Mozambique	Agricultural Marketing Chain Horticultural (Vegetables)
Myanmar		
13	Mr. Htun Htun Myanmar	Farmers Producer Organization for coffee

14	Mr. Phyo Thu Win Myanmar	Promote farmers organization to get quality produces
15	Mr. Sai Sia Wan Myanmar	Integrated Farming and Linking Producers to Market
16	Mr. Hein Htet Zaw Myanmar	Models of Linkage between Banks and Self-help Groups
17	Mr. Win Zaw Aye Myanmar	Soya-bean Diversification
18	Mr. Kyaw Linn Oo Myanmar	Ginger Farmers Group Organization in Myanmar
19	Ms. Hsu Hlaina Phyu Myanmar	Increasing farmers' income from backyard farming
20	Mr. Thant Zaw Myanmar	Veterinary Services on Doubling Farmers' Income (Paddy Fish Integrated Farming System)
21	Mr. Aung Zaw Hein Myanmar	Doubling Farmers' income by Linking to Multiple Markets
Nepal		
22	Mr. Bishal K.C. Nepal	Distribution and pilot product of chia seed in Karuali province, Nepal
23	Mr. Abiral Pant Nepal	Capacity Building of Agri-Entrepreneurs on Value Chain Development
24	Mr. Ganesh Kumar Gupta Nepal	Group Formation for production medium fine rice producing, packaging and distributing quality of pre-bailing rice
25	Mr. Ganesh Bahadur Chand Nepal	Strengthening farmers through training and buyer-seller meet
26	Mr. Basanta Baral Nepal	ICT integration piloting in cooperatives from Kaski and Palpa district
27	Mr. Pradip Paudel Nepal	Integration in maize value chain from seed to feed
Uganda		
28	Ms. Nalweyiso Amina Uganda	Agro machinery database development
29	Mr. Owani Simon Olok Uganda	Formation of FPOs – smallholder fish farmers.

11. EVALUATION

11.1 Pre- Training

To check the level of knowledge, understanding and information, a pre- test was administered on the participants. There were 25 multiple choice questions in all. These questions were based on marketing, distribution channels, marketing strategies for major retailers, consumer behaviour, branding, marketing channels and forward and future contracts. To assess awareness about emerging trends the questions were framed on new trends of marketing, fair trade, organic farming, e- marketing, non tariff barriers etc. A pre- test was organized with the objective to check the existing knowledge of the participants so that it can help in establishing a benchmark for conducting technical sessions. There were 25 questions with multiple options in the questionnaire.

11.2 Analysis of the participants in the pre- training test

11.3 Post Training

After various sessions comprising of technical sessions, case studies etc. for 15 days a post training test was administered to check the enhancement in their learning and development.

11.4 Analysis of the participants in the post- training test :

Performance of Participants
Table-2. Pre and Post Test Evaluation Scores

Sl. No	Name of the participant	Pre-test Score	Post Test Score
1	Abiral Pant	16	18
2	Albert Mwangi	17	15
3	Amina Nalweyiso	16	15
4	AUNG ZAW HEIN	15	15
5	Basanta Baral	16	17
6	Benjamin Chege Ndegwa	14	13
7	Bishal k.c.	13	11

8	Excello Nemone Zidana	13	16
9	Ganesh Bahaddur	13	13
10	Ganesh kumar Gupta	12	18
11	Hagai Ongecha Oyaro	16	12
12	Hein Htet Zaw	16	20
13	HTUN HTUN	10	18
14	Ivirai Khanymkhan	13	12
15	Jedidah Atieno Ouma	13	16
16	kungu James kuria	17	14
17	KYAW LINN OO	15	17
18	Mercy Mkhupela	12	15
19	Ms. Hsu Hlaing Phyu	8	17
20	Muangula- Responsavel	10	11
21	Munkhtuvshin Byambasuren	13	12
22	Owani Simon Olok	17	16
23	Patrick Uka	14	15
24	PHYO THU WIN	14	15
25	pradip	15	17
26	Sai Sia Wan	11	13
27	Thant Zaw	15	16
28	Tikondane Mackenzie	13	16
29	WIN ZAW AYE	14	18
Average		13.83	15.21

Out of the maximum score of 25 the average score of the group in pre-test was 13.8. In the post test the group scored average score 15.2 which was enhancement from pre-test score.

12. Feedback on the participants :

The feedback of the participants who was taken through online google doc which comprised of 10 point scale to mark the grade against each session and faculty. The feedback was also taken on boarding and lodging arrangements and overall impression about the programme. The summarized average score of 25 participants is as under :-

Sl. No.	Session	Average Score
1	Strategies in value chain extension for augmenting farmers income – Dr. Mahantesh Shirur, Dy. Director, Agril Extension, MANAGE	8.03
2	Country Presentation about agricultural marketing – Programme coordinator CCS NIAM	7.8
3	Krishi Gyan deep series Lecture on doubling farmers Income – Dr. Ashok Dalwai, IAS, CEO, NRAA, GoI	9.1
4	Value Chain Integration of Chia seeds through FPO – Dr. Deepa Prakash, Food Scientist, Mysore	7.7
5	Value Chain Analysis in Agriculture : An Overview – Dr. Hema Yadav, CCS NIAM	8.1
6	Role of Entrepreneurship and Innovation for Value Addition for Agri commodities – Dr. Ramesh Mittal, CCS NIAM	8.5
7	Doubling farmers income – understanding marketing and value chain – Dr. Hema Yadav, CCS NIAM	8.5
8	Financial Inclusion and Micro Enterprises -Dr. Mansi Mathur, CCS NIAM	7.9
9	Farmer Producer Organisation: Aggregation and market linkages-Dr. Shuchi Mathur, CCS NIAM	8.2
10	Public Private Partnership in Agribusiness-Dr. Vikram Singh, CCS NIAM	7.5
11	Value Chain Analysis for Medicinal & Aromatic plants-Dr. S.R Singh, CCS NIAM	7.3
12	Weather forecasting and market information -Dr. Raka Saxena, NIAP, ICAR	6.8
13	Integration lives took owners in the value chain through ICT-Mr. Souvik Kundu, Kibo Food Pvt.	6.6
14	Electronic National Agricultural Marketing-Mr. Sathyendra Kumar, CCS NIAM	7.2
15	Visit to Bharatpur-Mr. Sathyendra Kumar and Dr. S.C Pant, CCS NIAM	8.7
16	Visit to Historical Place Agra -Mr. Sathyendra Kumar Dr. S.C Pant, CCS NIAM	9.4
17	Institutionalizing (M4 Perspective) Producers to Link with Cluster-led Market-Dr. V.G Dhanakumar, Director, IIPM, Bangalore.	8.5
18	Value Chain Integration of farmers-(Honey & Lemon grass)-Mr. Manish Kumar, Back to village	7.5
19	Cold chain Management and Value System-Mr Pawanex Kohli, CEO, NCCD	8.4
20	Visit to e-NAM Mandi Mandawari & Integrated farm ROCL Bassi-Mr. Sathyendra Kumar Dr. S.C Pant, CCS NIAM	9.4
21	Export, Import management of Agricultural Commodities -Dr. H.S Vijay Kumar, Register, Parul university, Vadodara	7.8
22	Agribusiness Start-up Incubation -Mr. Chintan Bakshi from Start-up oasis, Jaipur	8.1
23	Country Presentation -Dr. Hema Yadav, CCS NIAM Mr. Sathyendra Kumar	9.0
24	Visit to Muhana Mandi, & Barefoot College -Mr. Sathyendra Kumar Dr. S.C Pant	8.7
25	Value Chain Analysis of supper Food-Dr. S.C Pant, CCS NIAM	8.5

26	Entrepreneurship and food processing -Ms. Aparajita Tripathi, Consultant Ministry of Skill	8.1
27	Role of Commodity exchange in value integration -Mr. Vinit Sharma	8.3
28	Dissuasion of Field Visit & Back at work Plan-Dr. Hema Yadav, CCS NIAM Mr. Sathyendra Kumar	8.7
29	Presentation on back at work plan-Dr. P Chandra Shekhar	8.7
30	Interaction with WUWM Delegates -Delegates from WUWM	7.2
31	Interaction with DG MANAGE & DG NIAM -Smt. V. Usha Rani, IAS DG MANAGE, Dr. P Chandra Shekara and Mustapha , Vamsidhar- USAID	8.8
32	Value chain and marketing of Organic products-Mr Mukesh Gupta, Morarka Organic	8.6
33	Food and dining arrangement	7.9
34	Accommodation	7.8
35	Transport	8.1
36	Overall impression about training programme (Overall experience)	8.5

The overall impression about the training Programme and overall experience was scored 8.5 by the participants.

The overall training brought considerable enhancement in the knowledge, execution and information of the participants which was seen lacking before the training was given to them. Hence an appropriate training method can provide promising results.

13. WHAT DID WE ACHIEVE COLLECTIVELY?

- Build capacity of officers, executives and managers in the area of designing and implementing value chains in the respective countries.
- Exposure to how social entrepreneurship can bring global partnership to enhance the capabilities of small farmers, women and youth.
- Bring awareness about the opportunities and challenges in integration of farmers with the value chains.
- Cross learning amongst seven countries and India brought collective knowledge.

- Provide exposure to best marketing practices in managing supply chains and value addition and designing profitable value chain.
- A good understanding of cultures of other countries and a network of professionals

14. VALEDICTORY & CERTIFICATE AWARD

CONDUCT OF VALEDICTORY

The Valedictory function of the Feed The Future India Triangular Training Programme (FTF ITT) on Value Chain and Innovations in Agricultural Marketing was organised on 15th October, 2018. The Chief Guest of the occasion was Mr. Mustapha EI Hamzaoui, Director, Food Security, USAID. In his address to the participants he emphasized on importance of capacity building and information sharing. He emphasized the role of the Feed the Future programme and how different organizations of the country are playing important role in bringing awareness, exposure which is enabling farmers, entrepreneurs and policy makers to provide a better environment for farmers.



**Mr. Mustapha EI Hamzaoui, Director, Food Security,
USAID.**

Mr. Mustapha El Hamzaoui was the Chief Guest of the occasion. In his key note address he expressed his happiness on global partnership between Asia and African nations at NIAM. He highlighted that partnership and knowledge sharing is very important to have food security and better value realization by farmers. The training programmes in partnership with USAID and MANAGE are very contextual and have taken the responsibility of training the officers and executives so that better understanding of issues related to food security, market linkages, marketing infrastructure and enabling policies can be in place.

The 15 days programme was attended by 30 participants, after the successful completion the Certificate and memento was presented to the Executives by Director, USAID and Director General, NIAM.

Distribution of Certificates to Executives



In the valedictory function two participants representing the group presented the feedback and the learnings achieved during the programme.



Ms. Ouma Jedidah Atieno (Kenya) presenting Training Report



Mr. Hein Htet Zaw (Myanmar) presenting Training Report

Dr. Chandra Shekara, Director General, National Institute of Agricultural Marketing, Jaipur highlighted how NIAM has designed the programme to have a right balance between field visits and class room interaction. All the field visits had an objective towards which arrangements were made to have optimal learnings from the visits to terminal market, warehouse, processing units etc. NIAM has an expertise in delivering training on marketing and the faculty and all the resources of NIAM had shared their learnings with the participants.








Dr. Chandra Shekara
Director General, NIAM addressing participants in the Valaediectory of the programme




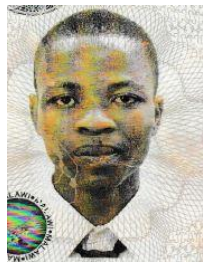
Way Forward





- More field visits can go a big way in enhancing the learners' experience
- As a follow up of the action plan, visits to some countries by the organising institute can help in building examples.
- A mechanism to have a regular monitoring of back to work action plans.
- Documentation of the action plans and status of agriculture marketing, food security in participating countries.






ANNEXURE I

List of Participants






Sl.No.	Name & Address	Photo	Sector
Kenya			
1	<p>Mr. Ndegwa Benjamin Chege Deputy Director of Livestock Production, Ministry of Agriculture, Livestock, Fisheries and Irrigation P.O.Box30028-00100, Nairobi, Kenya Tel: +254 722893782, +254 722891899 Email: ndegwasamuel2013@gmail.com, Supervisor: Telefax: +254 202714867, pc@asdsp.co.ke,</p>		Public
2	<p>Mr. Kungu James Kuria Program Officer Eastern Africa Grain Council, 218-00606, Nairobi, Kenya Tel: +254 729417408, Email: jkuria@eagc.org, kuriahames@yahoo.com, Supervisor: +254 4733444055, gmasila@eagc.org</p>		Private
3	<p>Mr. Hagai Ongecha Oyaro Community Field Liaison Officer Breinscope Consultant Limited 114-40601 Bondo Kenya Tel: +254 722343985 Email: hagaioyaro@gmail.com, info@breinscope.com</p>		Private
4	<p>Mr. Alber Maina Mwangi Principal Fisheries Officer State Department for Fisheries 17103-00100 Nairobi, Kenya Tel: +254 722658470, 727203090 Email: albmwangi@yahoo.com</p>		Public
5.	<p>Ms. Ouma Jedidah Atieno Director Operations Jwelet Enterprises, P.O.Box.171-40301, Ministry of Agriculture, Livestock, Fisheries and Irrigation, Kendu Bay, Kenya Tel: +254 958 594 Email: info@jewlet.com, inyongayo@yahoo.com</p>		Private



	Malawi		
6	<p>Ms. Mkhupela Mercy Enterprise Development Officer Farmers Forum for Trade and Social Justice Amina House, Off Murray Chiramula Road, P.Bag.144, Lilongwe-3, Malawi Tel: +265 0999897788, Email: mercymkhupela@gmail.com, merchmkhupela@fafotraj.org,</p>		Civil Society
7	<p>Mr. Zidna Excello Nemone Agriculture Radio Programmes Officer Agricultural Communication Branch Department of Agriculture Extension Service, P.O.Box 30145, Lilongwe, Malawi Tel: +265 999226261. +265 888393982 Email: ezidana@gmail.com</p>		Public
8	<p>Mr. Uka Patrick Mphatso Director of Business Development Commercial Agriculture Support Service (CASS) Box. 11301, Kanengo, Lilongwe, Malawi Tel: +265 999 953 595, Email: patrickuka@gmail.com</p>		Private
9	<p>Mr. Mackenzie Tikondane Extension Worker World Vision International, Dowa Offices, P.Bag.10, Mponela, Malawi Tel: +265 998 724 212/881774862 Email: pm24306@gmail.com, tikondane_mackenzie@wvi.org</p>		Civil Society
	Mongolia		

10	<p>Mr. Byanmabsuren Munkhtuvshin Officer of International Cooperation Division, International Cooperation Division State Administration and Management Department, Ministry of Food, Agriculture and Light Industry of Mongolia, Government Building 9/A, Peace Avenue 16 A, Ulaanbaatar-19981, Mongolia Tel: +976-51-261908, +976 99079319 Email: munkhtuvshin@mofa.gov.mn, munkhtuvshin@yahoo.com, Supervisor: + 976 51-262856/+976- 99105242, jargalsalkhan.e@mofa.gov.mn</p>		Public
11	<p>Mr. Ivirai Khanymkhan Khurmaan Director Administration and Cooperation Division, National Agricultural Extension Centre, #403, Building 60/1, Chilgiltei District, Ulaanbaatar, Mongolia Telefax: 00976-7011-8087 Email: ikhanimkhan@yahoo.com, Supervisor: +976-70118087, 95118397, tsogt_09@yahoo.com</p>		Public
	Mozambique		
12	<p>Mr. Muangula Narciso Gabriel Guastavo Planning of Agricultural activities, Maputo City of Agriculture and Food Security Maputo, Mozambique Tel: +258 823841362, +258 840355558, 21314859, 823106859 Email: lucialuz_2007@yahoo.com.br</p>		Public
	Myanmar		
13	<p>Mr. Htun Htun Board of Director, Shwe Taung Thu Co., Limited, No.95, Sein Pann Ni St, Ywama Quarters, Ywama Township, Shan State, Myanmar Tel: 959 981848531, 959448036906 Email: shwethaungthucoffee@gmail.com, htoonhtoon.tt@gmail.com</p>		Private

14	<p>Mr. Win Phyo Thu Procurement Director SNACKS Mandalay Co. Ltd., No.355, 81 Street, Between 30 Street and 29 Street Mandalay, Myanmar Tel: 09400162288, 09400162299, 095406776 Email: phyo2win@snacksmandale.com, inquiry@snacksmandalay.com</p>		Private
15	<p>Mr. Wan Sai Sia Chief Executive Officer Sein Lan Wai Co. Ltd., Taunggyi, Myanmar Tel: 959777101795, 959257262622, Email: saisiawan@gmail.com,</p>		Private
16	<p>Mr. Zaw Hein Htet Senior Executive SME Department, Suite No.12-09/10 (Level-12), Junction City Tower, Corner of Bogyoke Aung San Road, 27th Street, Pabedan Township, Yangon, Myanmar Tel: 951925339, 95192003345, 959769500300 (Supervisor) Email: heinhtetzaw@abank.com.mm, sawdinoku@abank.com.mm (Supervisor)</p>		Private
17	<p>Mr. Aye Win Zaw Chief Director Officer and Founder, Myanmar Soy Public Co. Ltd, Nay Pyi Taw, Myanmar Telephone/Mobile: +957 77101795, 95790245325 Email: winzawaye29@gmail.com, ladychit844@gmail.com</p>		Private
18	<p>Mr. Kyam Linn Oo Field Officer SPSH & Associates Co. Ltd., 6-H, Shwe Sabae Housing, Bayintnaung Road, Kamayut Tsp, Yangon, Myanmar Tel: 950943183706, 95 941002828 (Supervisor) Email: kyawlinnoo1418@gmail.com, saiphylwinoo2012@gmail.com (Supervisor)</p>		Private

19	<p>Mr. Satt Paing Owner & Founder Ye Oo Oil Mill No.E-6-C), Industrial Zone-I, Mandalay, Myanmar Tel: 09-5044280 Email: drpaingsatt@gmail.com,</p>		Private
20	<p>Ms. Phyu Hlaing Hsu Assistant Researcher Office Building No.36, Livestock Breeding and Veterinary Department, Ministry of Agriculture, Livestock and Irrigation, Nay Pyi Taw, Myanmar Tel: 095 673408198, 095 9420712877 Email: ir.lbvd@gmail.com, hsuhlainingphyu@gmail.com, Supervisor: 95673408044, dr.myintnaing1966@gmail.com,</p>		Public
21	<p>Mr. Zaw Thant Assistant Researcher Office Building No.36, Livestock Breeding and Veterinary Department, Ministry of Agriculture, Livestock and Irrigation, Nay Pyi Taw, Myanmar Tel: 095 673408198, +95 9978418893 Email: ir.lbvd@gmail.com, thantzaw125@gmail.com, Supervisor: + 95 673408044, dr.myintnaing1966@gmail.com,</p>		Public
22	<p>Mr. Hein Aung Zaw Deputy Veterinary Officer, Office Building No.36, Livestock Breeding and Veterinary Department, Ministry of Agriculture, Livestock and Irrigation, Nay Pyi Taw, Myanmar Tel: 095673408198, +95 9457465659 Fax: +95 7135149 Email: ir.lbvd@gmail.com, aungzaw9344@gmail.com</p>		Public
Nepal			
23	<p>Mr. K.C. Bishal Chief Executive Officer Buddha Grameen Multipurpose Cooperative Limited, Latikoili, Surkhet, Karnali Province, Nepal Tel: +977 83534025, Fax: +977 83 524025, +977 525425 Mob: +977 9858051323, +977 9858051355 (Supervisor)</p>		Civil Society

	Email: bishalk48@gmail.com , bishal@bgmcl.com , pasang@bgmcl.com		
24	<p>Mr. Pant Abiral Senior Business Opportunities Manager Feed the Future Nepal Knowledge-based Integrated Sustainable Agriculture in Nepal (KISAN) II Project Department- Business and Market Systems Madan Marg-13, Nepalgunj, Banke, Nepal Telephone/Mobile: +977 81 522439/524725 / +977 9808266454 Telephone/Mobile:+977(0) 15541961, 5544962, 5543861 / +977 9841293427 (Supervisor) Email: Abiral.Pant@winrock.org, Kanchan.Gurung@winrock.org</p>		Private
25	<p>Mr. Gupta Ganesh Kumar Managing Director Marutinandan Agro Industries Pvt. Ltd. Banganga-11, Dauwapar, Kapilvastu, Nepal Telephone/Mobile: +9779857021634/ 9857051220 Email: agrahariganesh018@gmail.com</p>		Private
26	<p>Mr. Chand Ganesh Bahadur Managing Director Udayadev Multipurpose Cooperative LTD Bhimdatt Nagarpalika -18, Mahendranagar, Kanchanpur, Nepal Mob: 9858721395,+97799524194 Email: ganeshchand98@gmail.com</p>		Civil Society
27	<p>Mr. Basanta Baral General Manager Development Voyage Pvt Ltd House No. 123, Laxmi Tole, Pokham - 15, Kaski, Nepal Tele/Mobile: 977 61 430853/977 9856033853 , Email :brlbasanta@gmail.com, poudelparu279@gmail.com, info@developmentvoyage.com</p>		Private
28	<p>Mr. Pradip Paudel Program Development Manager Shreenagar Agricenters 1357, Thirbam Sadak, Tangal, Kathmandu, Nepal-3672 Mob: +977-9741007853, 9841263036 Email: pradip2000@gmail.com, adhkaru@gmail.com</p>		Private
Uganda			

29	<p>Ms. Nalweyiso Amina Agricultural Engineer, Kalangala District Local Government District Production and Marketing, P.O.Box.2, Kalangala, Uganda Tel: +256 781630863, +256 704531969 Email: aminasemakula@gmail.com, Supervisor: +256 772319018, muwangakugumikiriza@yahoo.com,</p>		Public
30	<p>Mr. Owani Simon Olok Lead Aquaculture Expert Owan Mwan Aquaculture Limited (OMAL) Plot No.71, Lewza Sabbugabo, Makindy Town Council, P.O.Box.27573, Kampala, Uganda Tel: +256 772697629, +256 392902996 Email: simoolok@yahoo.com, omalaquafish@yahoo.com, Supervisor: +256 701594923, wwmwanja@yahoo.com</p>		Civil Society

ANNEXURE-II

BACK TO WORK PLAN

Name of the participant	Problem identified in your service AREA/PROVINCE/REGION	Description of the problem	Indian experience learned from the training that offer solution to your identified problem (Back at work Plan)	What do you expect with your interventions/solution?	What is the scope of duration to work on the problem identified
Abiral Pant	Lack of value chain innovations	Due to lack of value chain innovations there is a dearth of entrepreneurs in agriculture. Owing to this, there is low value addition and processing. Which translates to high post harvest losses. All of these problems need to be addressed to increase the farmers share in the consumers dollar.	<ul style="list-style-type: none"> • Back to Village: Mobile trucks for vegetable retailing • NCCD: Cold Chain Management (Reefer Truck) • Apna Godown • Raitha Mitra- Chia Seed Producing FPO+- 	At least two businesses will be signed with KISAN II to implement technologies shared during FTF ITT by March 2019. Efficiency of KISAN II commodities enhanced.Increased income of value chain actors.	6-12 Months
Albert Mwangi	Poor fish Marketing organization	Fragmented and individualized fish trade and Marketing	Farmer producer organization and eNAM	Two fish marketing groups in the major fish markets	6-12 Months
Aung Zaw Hein	Lack of techniques	selling their products to only one market	Increasing farmers' incomes by linking to multiple markets	Increasing farmers' incomes by linking to multiple markets	6-12 Months
Basanta Baral	*Lack of know-how of market led agriculture practices. *Lack of aggregate production and marketing system among the smallholders. *Lack of quick extension services to smallholders.	The current practice of vegetable sub sector is conventional one. Production is not market driven so distress selling is prevailing. High degree of uncertainty in production pattern is barrier	* Formation of homogeneous SHG is crucial for adoption of change. * Market and production information is crucial to play vital role in value	1. Two agriculture cooperative will be ready to implement piloting. 2. Two Agri-entrepreneurs would be serving at least one homogeneous group each to provide extension and	6-12 Months

	<p>*No institutional data regarding Agricultural practices.</p> <p>*Lack of efficient market linkage.</p> <p>*Minimal usage of ICT in agricultural practices.</p>	<p>for collective production and marketing (scale of economy). Right information in right time is not happening.</p>	<p>chain.</p> <p>* Market led production will increase the income of smallholders.</p> <p>* Integration of ICT in vegetable sector can improve the value chain thereby giving more benefit to farmers.</p>	<p>marketing services . 3. After the completion of 1 vegetable production cycle, the cooperatives will be ready to expand this service to multiple Farmers Groups.</p>	
Benjamin Chege Ndegwa	<p>Low banana prices offered to banana producers due to poor marketing structures which lead to low market access</p>	<p>Low banana prices offered at the local market</p>	<p>1) Organized marketing structure -APMC (Mnadis) 2)Contract farming, Direct marketing,Future markets. 3)The electronic Agricultural marketing platform. e-NAM</p>	<p>Improved banana producer prices</p>	<p>6-12 Months</p>

Bishal k.c.	<p>Nepal is a one of the God gifted country in the world by Nature. We have big resource of water, good climate, Productive Lands etc. I am from Midwestern part of Nepal, which is called #Karnali province. In my service area more than 70%, households are depended in agriculture sector. The lack of knowledge and information technologies, our farmers are always using old technology's and information system for farming, So that the cause of less productivity and less income from agriculture sector every 3 people out of 10 have escaping from agriculture jobs and they wants to go aboard like neighbor country India and middle east for hard labor works. So the remittance is became a main income sources of poor and marginal families who are in rural areas. In present time more than 50-60% of villages which are in hilly areas they are depend on imported foods (Rice, wheat, vegetable, Fruits etc..) from other district's for their livelihoods. In these activities they have only expense money, so many loaded trucks are go to their village but they are returning back empty. Because there is no any productions, so they are always poor and marginalized, They have a productive land but they are not using their land to produce food and vegetable's for income generating purpose it is a big problem and big challenges in my service area.</p>	Farmer's have a Lack of knowledge to grow super food.	<p>In the context of Agriculture, sector development's The Indian Governments done so many wonderful works for Doubling Farmers income. New innovation on Super food, How to increase food production, How to manage Demand and Supply chain, Post-harvest technology, Organic and semi-organic production, Strong cool chain management and transport system, Innovative Agriculture marketing concepts, E-NAM, FPO model, ITC model (E-Chaupal), and so many experiences which I learn from this training,</p>	it's solution to make easy development in agriculture sector.	<6 Months
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EXECELO NEMONE ZIDANA	Many farmers practice subsistence agriculture. They complain about poor markets The youth are moving to town searching for jobs	The people continue to practice subsistence agriculture despite efforts by frontline agriculture staff persuading them to change attitude	Doubling farmers' income/profits. I have come to realize that it is possible to double income as present by Ashok Dalwai Farmers are making head way in India with knowledge on small innovations (agri-entrepreneurship by Ms Aparajita). What is required is exposure and massive sensitization. Farmers in India do not complain about poor markets because they have knowledge about linking markets to demand as per the presentation by Dr Hema Yadav.	Farmers (youth) starting agribusiness to increase, Local Mandis to increase with the increased agribusiness farmers, People's livelihoods to improve especially in rural areas	<6 Months
Ganesh Bahadur chand	Lack of linkage to market. 2.predominance of intermediaries.3 lack of technical knowledge.4.lack of organized market.	Nepal is a hilly country so that lack of efficient transportation facilities through out the country so it is difficult to transport agricultural product and inputs from one place to another place.	1.farmer and produce aggression 2.strenght in number of people 3.collective market	Technical training in high value vegetable production 2.EStablishment of marketing center	<6 Months
Ganesh Gupta	Farmers reluctance to plant medium-fine or fine paddy.	Farmers are reluctant to plant medium fine and fine paddy. Even though there is a demand in the market for medium fine rice due to increased income of the consumers. This is resulting in rice mills running at below capacity and making a loss.	Importance of backward integration Importance of technical knowledge Building strong relationship with farmers	Increase in production and sourcing of in demand medium-fine and fine paddy. Strong relationship with farmers. Price and market security for farmers. Increase in Income of MNAIPL and Farmers Sustainable model for development	6-12 Months

Hagai Ongecha Oyaro	The problem identified in my service area / County is low involvement of youths in agri-entrepreneurship.	The majority of youth sees agri-entrepreneurship as a career of last resort, one of hard work, indecent employment, low monetary benefits and low wealth creation. High number of youth have migrated urban center for white collar jobs, which has led to a distress in the agribusiness sector resulting to a mismatch between food consumption and food production.	Back to Village approach where youth have decided to move back to the village to facilitate the production of various produce and linking them to market. The youth has established one shop agricultural centers which facilitate production, processing and linkage with buyers.	Changed perception of youth towards agri-entrepreneurship.	6-12 Months
Hein Htet Zaw	Most of the farmers could not use the credit services due to the risk of their business nature and unmet requirement of the banks	Farmers has low level of assessment to finance	Self Help Group Banking Model. Banks will borrow to the self help group that are supported by self-help promotion institutions.	farmer could get lower interest rate and make more profits	<6 Months
Htun Htun	Having the difficulty in implementing market inkage due to individually production.	Knowledge and technique	After learning the farmers producer organization from India training, we are willing to found Farmers organization.	Coffee growers and consumers to increase consumption.	6-12 Months
Ivirai Khanymkhan Khurmaan	Bornuur soun Centerl aimag of Mongolia	Low income of livestock centers	Doybling thefarmer income through valuechain integration	-Farmers trained iat the NAEC training center 200 livestock farmers, - Established milk cooling center, -Increased farmers income 30-50percent	6-12 Months
Jedidah Atieno Ouma	Linking Advanced Tilapia Fingerling Nurseries to Farmers	Prolonged grow out period, low survival and low income	Doubling Farmers income principal	Two harvests instead of the traditional one per year, better profit margin and improved survival for farmers	6-12 Months
Kungu James Kuria	Endebess sub county, Trans Nzoia county, Kenya	Nzoia Grains Produce and Marketing Cooperative was issued maize milling plant of 28MT capacity in 2015. So far, the machine has only been used for 8 months (May-Dec 2017). The machine has	The knowledge obtained on supply chain, value chain, doubling farmers income and entrepreneurship will be used in providing consultancy services to revive the maize milling	Increased income for the Nzoia Grains Cooperative	<6 Months

		been lying idle as the group members and leaders lack the requisite skills to do the maize milling business.	business for Nzoia Grains cooperative		
Kyaw Linn Oo	Farmers are not cooperative as a group to produce quality product the market require. The farmers cannot negotiate the market by individual. Therefore, they have low income.	Farmers are not cooperative as a group to produce quality product the market require. The farmers cannot negotiate the market by individual. Therefore, they have low income.	FPO, Value addition, Market linkage	increase income	6-12 Months
Mercy Mkhupela	<p>1. High unemployment among young people leading to high poverty levels.</p> <p>2. Insufficient access to Agri - preneurship knowledge and information</p> <p>3. Lack of motivation</p>	Malawi specifically chiwambasa is faced with high unemployment levels particularly amongst the youth population which stands at 23%. The youth profile in Malawi indicates that out of a population of 17 million people, more than 40% are between 10 to 35 years old. It is estimated that 52% of the youth population is below the age of 18 years with only 9% having formal education beyond secondary school level. Although the youth constitute a significant proportion of the population, they lack basic opportunities that would enable them develop to their full potential. This has been compounded by the presence of a range of adverse conditions that impinge on the youth, the most perverse being poverty. The overwhelming majority of youth (90%) have no	Value chain integration of farmers- Reference (Back to Village Business model. B2V (establishment of Incubation centers) with a core impact of Improved economic situation of marginalized farmers leading towards poverty eradication at household level	increased monthly income of primary beneficiaries... At least they should be able to live above poverty line	6-12 Months

		vocational or professional skills training and therefore have limited chances of fully participating in the labor market.			
MUANGULA NARCISO GABRIEL GUSTAVO	ü AGRICULTURAL MARKETING CHAIN HORTICULTURAL. 1.1. Adding Value; 1.2. Market Access; MOZAMBIQUE - MAPUTO CITY	SMALL PRODUCERS HAVE A LITTLE INITIATIVES TO ADD VALUES TO LOW COST PRODUCES AND A LITTLE POSSIBILITIES TO GO BACK TO THE MARKET	1. Small System of Agribusiness; 1. Washing the Product with Running Watter; 3. Small Packages.	1. Greater adherence of buyers;2. Marketing opening; 3. Market oriented production	<6 Months
MUNKHTUVSHIN	Mongolia in insufficiency of procurement extension to collect milk from herders/farmers trough out year	collective system to collect milk in the country is owned only by a few dairy product factories	Good procurement to collect milk twice a day, good dairy processing, and export links to the foreign countries becoming No1 in milk production	Greate sufficient milk supply and cooperation between dairy factories and individual farmers to secure sufficiency of dairy product within the country and minimize export of dairy products	> 2 Years
MUNKHTUVSHIN	Lack of infrastructure and procurement management in collection of milk from the farmers daily	Milk collection is taken by individual companies and do not have one systematic procurement because of bad infrastructure	Organize collective corporation and develop infrastructure and enable market	Creat a team to lead the action plan to complete to goals	> 2 Years
Nalweyiso Amina	Limited access to agro machinery Absence of agro machinery shops Limited awareness about available technologies Availability of counterfeits Machinery service providers not willing to demonstrate Free machinery from Ministry of Agriculture, Animal Industry and Fisheries	Kalangala District is remotely located and the farmers do not have access to labour saving and post harvest handling technologies. Additionally the farmers have little information about the available opportunities nad technolgies for value addition	Strategies for Agricultural Innovation & marketing (Dr Shirur) Doubling farmers' income (Dr Dalwai) Entrepreneurship in Agriculture (Ms Aparajita) Value chains Vs Supply chain (Dr Hema)	Database that can easily be updated developed e.g Crop/ feed stock Value chain Relevant machinery (manual, automatic, motorised, engine driven, motor driven etc) Machine shop & workshop Cost Payment plan At least 3 machines purchased by farmers or farmer group.	<6 Months

Owani Simon Olok	Farmers are poor in record keeping, small holder farmers can't find good market prices for their produce, buyers of fish take advantage of ignorance of small holders farmer on limited market information to pay them less than the ongoing market prices.	because small holder farmers can only produce small quantities of fish in a cycle, bulk buyers are not attracted to buy from them as they can't offset the logistical related expenses easily due to limited quantity sold	Formation and support to FPOs and market linkage and attraction of youth to agribusiness and back to village model	at least 3 FPOs formed within 3 villages in Wakiso district, small holder farmers linked to more than one reliable traders buyers and ultimately improvement in farmers income	6-12 Months
Patrick Mphatso Uka	Weak farmer organizations and low participation of youth and women in agribusiness ventures	Over 90% of small holder farmers are subsistence oriented. Most FPOs in Malawi are commercially unsustainable; Most interventions targeting small holder farmers are short term; Cooperative models are struggling to operate as fully fledged commercial entities; Private Sector involvement in the small holder sub-segment is very low	Raithamitra Farmers Producer Co. Ltd of Chia/Omega 3 product Back to Village (B2V) inspiration from young entrepreneur Agribusiness start up incubation as an iterative process	Establishment of at least 1 Youth Farmer Producer Company Ltd	<6 Months
Phyo Thu Win	Poor quality and quantity of produce from farmers according to factory's specification.	Poor quality and quantity of produce from farmers according to factory's specification.	Farmer producer organization that I learned in India training which could help me to solve problem.	In return, such organization in Myanmar could support the income of farmers and stable market.	6-12 Months
Pradip Paudel	The import of maize was 0.23 million mt during 2014/15 and is increasing sharply with increase in domestic market. The import grew 16% annually in terms of quantity between 2010 to 2015; the annual domestic production growth was 3% Shreenagar (the company I work with) alone requires around 3,650 mt /year as raw material for its feed plant lack of post-harvest knowledge among farmers has made the	lack of post-harvest knowledge among farmers has made the produce with poor quality fetching low price in market	Organize small holder farmers into farmers producers groups/org. (FPOs) Conduct training on improved production and post-harvest management Maintaining quality standards Collective marketing	Increased skills and knowledge in improved maize production (1,000 farmers) Increased productivity and reduction on post harvest loss (20% and 10%) Collective marketing	1-2 Years

	produce with poor quality fetching low price in market				
Sai Sia Wan	<p>Farmers are lack of awareness to diversify new crops and innovation (stick with the old traditional crops)</p> <p>Facing unstable market and fluctuation</p>	Unstable Agri-business	<p>Facilitating farmers with new integrated farming</p> <p>Providing innovative way of market linkage and information (eg.E-nam and barefoot collage)</p> <p>Value Chain, Innovative and Cool Supply Chain.</p>	communication	6-12 Months
Thant Zaw	<p>Farmer need how to do for doubling farmers' incomes for more profit in agriculture.High cost of inputs such as labor,seeds,machines,fertilizer and poor development of local credit market. Poor coping mechanisms of problems such as local flooding.droughts and untimely rains.Low price of rice that reduces earnings. Poor linkage between farmers and markets.</p>	<p>Farmer need how to do for doubling farmers' incomes for more profit in agriculture.High cost of inputs such as labor,seeds,machines,fertilizer and poor development of local credit market. Poor coping mechanisms of problems such as local flooding.droughts and untimely rains.Low price of rice that reduces earnings. Poor linkage between farmers and markets.</p>	<p>Veterinary Services on Doubling Farmers' Incomes(Paddy Fish Integrated Farming System)</p>	By promoting integrated farming and linking to market.	6-12 Months
Tikondane Mackenzie	Low household Income levels due to inadequate access to market and poor prices	Farmers produce a time high yeild that affect supply and demand balance	Farmer Producer Organizations can easily enhance bargaining power for prices and policy change, value addition triggers demand	Sustainable farmers income level and life transformation	<6 Months
Win Zaw Aye	Farmer are facing the chaos the decrease demand in black gram and green gram.Hence they need to diversity to crop like Soybean whish has demand.	unstable market and lack of technology	Forming a small farmer group in the whole Myanmar and dissemination agricultural technology to farmer groups .	Farmer will be able to perform as a groups and produce quality products.	6-12 Months

ANNEXURE-III

List of Faculties handled Sessions during International Training Programme 1-15 October 2018

<p>Dr. Ravi Nandi Program Manager, (PMU) Feed The Future India Triangular Training (FTF ITT) Program National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad - 500 030, Telangana State, India. Email: ravi.nandi@manage.gov.in Tel: 040 - 24016702 - 708 (Extn. 569) (O) Mobile: 08499000028</p>	<p>Dr. Mahantesh Shirur Dy. Director (Agricultural Extension) National Institute of Agricultural Extension Management (MANAGE) Rajendranagar, Hyderabad- 500 030, INDIA mail: pmu.manage@manage.gov.in Mobile No.: +91-9916220767, 9916220767 Phone No.: +91-40-24594533 URL: www.manage.gov.in</p>
<p>Shri Ashok Dalwai, IAS CEO, NRAA Department of Agriculture and Cooperation Krishi Bhawan New Delhi. Ph. 011-23070257/ 23383744 Email : ashok.dalwai@gov.in</p>	<p>Dr. H.S. Vijayakumar Registrar Parul University P.O.Limda, Ta.Waghodia – 391760 Dist. Vadodara, Gujarat(India) Email : registrar@paruluniversity.ac.in, info@paruluniversity.ac.in Phone : +91-2668-260300 Mob. : 09099008866</p>
<p>Mr. Chintan Bakshi COO – Startup Oasis 8003098402 Email : chintan@startupoasis.in</p>	<p>Ms. Aparajita Tripathi Associate Director Infrastructure and Government Service (IGS) KPMG Advisory Services Private Limited, DLF Cyber City, Gurgaon Mobile: +91 9870228226 Email : aparajitat@Kpmg.Com</p>
<p>Shri Vinit Sharma Assistant Vice President National Commodity & Derivatives Exchange Limited Prestige Tower, 2nd Floor, Office No 1A, Amrapali Circle, Vaishali Nagar, Jaipur, 302021. +91 7568477772, +91 22 14291100 vinit.sharma@ncdex.com/ askus@ncdex.com</p>	<p>Mrs. V. Usha Rani, IAS Director General National Institute of Agricultural Extension Management (MANAGE) Extension Management (MANAGE) Rajendra Nagar, Hyderabad-500 030 Ph. 040-24015253, 040-24015388 (Fax) Email: dgmanage@manage.gov.in</p>
<p>Mr. Mukesh Gupta Executive Director Morarka Organic Foods Limited Vatika Road, Off Tonk Road, Jaipur-302022, Rajasthan Ph : 0141-2176520</p>	<p>Mr. Vamsidhar Reddy, Development Assistance Specialist (Agriculture) Food Security Office-USAID</p>
<p>Dr. Mustapha El Hamzaoui Director, Food Security Office, USAID</p>	<p>Ms. Deepa Prakash Food Scientist Mysuru Email : deepa474@gmail.com</p>

<p>Dr. Raka Saxena Principal Scientist ICAR National Institute of Agricultural Economics and Policy Research DPS Marg, Library Avenue, Pusa New Delhi-110012 Email : rakasaxena@gmail.com</p>	<p>Mr. Soumik Kundu Kibo Foods Pvt. Ltd. Flat No.302, H2/134A, Bengali Colony, Mahavir Enclave Part I, Near Sulabh International, New Delhi-110045 Email : soumikk@yahoo.com Mob.9999052114</p>
<p>Dr. V. G. Dhanakumar Director Indian Institute of Plantation Management Bangalore Jnana Bharathi Campus, Malathalli Post Bangalore 560 056 Ph: +91-80-23212773 (Dir); 23211716 (EPABX) E-mail: directoripm@vsnl.net, director@iipmb.edu.in</p>	<p>Shri Manish Kumar Co-founder, Back to Village (B2V) Mobile: +91-9973678929 Office: +91-7682930645 Email : manish.b2v@gmail.com</p>
<p>Shri Pawanexh Kohli (Chief Advisor & CEO, NCCD) National Centre for Cold-chain Development II-Floor, B-Wing, Janpath Bhawan, New Delhi- 110001 Tel : +91-11-23329586 Email : pawanexh.kohli@gmail.com, advisor-nccd@gov.in</p>	<p>Dr. P. Chandra Shekara Director General, NIAM, Jaipur E-mail: dgccsniam@gmail.com Mobile: 9848308111</p>
<p>Dr. Hema Yadav, Director NIAM, Jaipur Email : hyadav.niam@gov.in Mob. 9829210019</p>	<p>Dr. Ramesh Mittal, Director NIAM, Jaipur Email : rmittal.niam@gov.in Mob.9829210015</p>
<p>Dr. S.R. Singh, Dy. Director (Admin) NIAM, Jaipur Email : sattramsingh@gmail.com Mob.8094777748</p>	<p>Dr. Shuchi Mathur, Asstt. Director (PGDABM) NIAM, Jaipur Email : smathur.niam@gov.in Mob.8619431632</p>
<p>Dr. Vikram Singh, Dean, PGDABM NIAM, Jaipur E-mail: deanpgdabm.niam@gmail.com Tel : 0141 – 2795135</p>	<p>Dr. Sathendra AD NIAM, Jaipur Email : sathyendra.prakrit@gmail.com Mob.9482080308</p>
<p>Dr. Mansi Mathur NIAM, Jaipur Email : mathurmansi16@gmail.com Mob.9829210788</p>	<p>Shri Satish Chandra Pant NIAM, Jaipur Mobile: 8791422294, 9588267356 Email: satishchpant@gmail.com</p>

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