



Online Training Programme on

Strategies to Strengthen Agricultural Supply Chains and Markets



Last Day for Registration
20 April 2026

Training Fee
Rs. 2400/-

Register Now



Background

Agriculture is undergoing changes. The policies of the government suggest a comprehensive approach for the development of agriculture with focus on different aspects like effective post-harvest management, value addition, income enhancement, risk management, access to credit, application of technology, participation of private sector and market linkages. A better understanding of the concepts of agricultural supply chains is crucial for transforming agriculture by encouraging market-driven production, income-focused enterprise and appropriate market linkage for farmers. Accordingly, MANAGE is organising a four-days ONLINE Training Programme on “Strategies to Strengthen Agricultural Supply Chains and Markets” to build the capacity of participants on various aspects of agricultural supply chain management.

Course Benefits

The programme will help participants understand agricultural supply chains and effective marketing linkage strategies for farmers. It will expose the participants to various aspects like market analysis, value addition, post-harvest management, quality standards, branding and distribution and latest development in agricultural marketing. Participants will also learn about financing, risk management and digital tools for marketing. This knowledge will help improve efficiency and skills of professionals working in the field of supply chain management. **All the participants will receive a certificate of participation from MANAGE upon successful completion of the program.**

Objectives

The programme aims to exposing the participants to different aspects of agricultural supply chains and marketing strategies, covering the basic concepts and components, challenges faced, available supply chain management tools and techniques and the role played by the concept in improving market access, particularly for smallholder farmers.

Program is suitable for

Extension personnel, value chain/ supply chain managers, agribusiness owners and entrepreneurs, officials from FPOs and agribusiness students with aspiration to explore carrier and business opportunities in agriculture.

Program Details

Duration	:	27 – 30 April 2026 (4 Days). There will be three sessions on each day during 10:00 AM – 01.00 PM (in total 12 Sessions @ 3 sessions per day)
Mode	:	ONLINE through WebEx/ Suitable Platform Link for online interaction will be shared with the registered candidates through Mobile (WhatsApp) or email by 24th April 2026 LAST DATE FOR REGISTRATION – 20TH APRIL 2026

Training methodology

The content will be delivered through lectures, interactive sessions, success stories and discussions facilitated by MANAGE faculty and experts from the field.

Coverage (Tentative list of topics) - (Day 1-4)

- Introduction to agriculture supply chains: concepts, importance and opportunities and challenges
- Identifying the gaps in supply chains and strategies to address the same
- Risk management and resilience in agricultural supply chains
- Role of FPOs in Supply Chain Management and market linkage
- Post-harvest losses – challenges and strategy (with focus on issues related to standards, grading and food safety in agri supply chains)
- Case of Sahyadri - a truly integrated supply chain
- Integrated supply chains for perishables commodities - linking farmers directly with market
- Livestock and dairy supply chains – Potential and challenges
- Domestic Market Opportunities for Agricultural Supply Chain management
- Value addition and branding in allied sectors for better market reach
- Agricultural Value Chain Finance: Concepts, Strategies and Practices
- Digital Platforms and Market Linkages in Agricultural Supply chain

Training Fee

Rs. 2400/- per person (Including taxes). The training fee includes only the online interaction with the experts and certificates.

Bank Details

Name of Account	MANAGE	Branch code	20074
Bank	State Bank of India	MICR code	500002348
A/c No.	52032275803	SWIFT code	SBININBBH06
IFSC code	SBIN0020074	Branch	Rajendranagar-500030

How to Apply

- Please register for the program by making the payment and sharing your complete personal details as well as fee payment information through the GoogleForm (accessible through the QR Code).
- In order to authenticate the trail of communication and QR Code, same code can also be accessed through MANAGE Website www.manage.gov.in (picture scroll available at home page)



- Complete details covering basic information of the candidate like name, email ID, WhatsApp phone number and transaction details covering amount, bank name, transaction ID and date of payment are required to be shared along with Registration Form (as given in the brochure) through email aim-edp@manage.gov.in with copy to came.trng@gmail.com.
- In case of any query, please write at aim-edp@manage.gov.in/came.trng@gmail.com. While writing emails, please mention in subject, "Application for Training Program on SCM" in all correspondence.

Contact Details

Coordinator

Dr. Shalendra

Director (Agril. Marketing)
7731999925

Associate Coordinator

Ms. N. Kaveri

Consultant
9652431236

Email Id

aim-edp@manage.gov.in
came.trng@gmail.com

National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization under the Ministry of Agriculture and Farmers Welfare, Govt. of India)
Hyderabad India 500 030