

Course Duration:

Eight days from 20 – 27, November, 2017. Outside participants are requested to reach latest by the evening of 19th November, 2017 and may plan for return journey after 6.00 pm on 27th November, 2017.

Eligibility:

The training course is open for the officers in the cadre of extension functionaries working at field level /involved in extension activities in the state agricultural department, KVKs / SAUs and ICAR institutes. Number of participants will be restricted to 20 only. There is no fee for participation in the training course.

Procedure to apply:

Scanned copy of application for participation may be sent to the Course Director in the prescribed format forwarded by the Competent Authority. An advance copy may be sent if there is delay in application through proper channel. However, final selection will be made after receiving the application through proper channel but not later than one week after the closing date. The closing date for receipt of application is 3rd November, 2017. The selected candidates will be intimated by 6th November, 2017 by email.

The selected candidates should immediately reply confirming their participation. Cancellation at last moment after acceptance for causal reasons may deprive other needy candidates.

Travelling Allowance (TA):

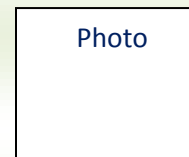
TA will be provided to only the officers of agriculture and line departments of States / UTs on actual basis and as per entitlement of the officials restricted to AC – II tier or State Transport Department Bus by shortest route on submission of original travel tickets. **Travel expenditures of the participations from other organizations may be borne by their respective organizations / institutes**

Boarding and Lodging:

Boarding and lodging will be provided free to all participants as per the norms of model training course. Accommodation to the participants will be provided on sharing basis.

Model Training Course**on****Developing Competency for Harnessing New Agribusiness Opportunities for Doubling Farmers' Income****Format for APPLICATION FORM**

1. Name :
 2. Designation:
 3. Present employer and address:
 4. Correspondence address:
- E-mail:
Mobile:
5. Date of Birth :
 6. Sex: Male / Female:
 7. Work experience: () Years
 8. Educational qualifications:
- Date:
Place:



Signature:

Recommendation of the Forwarding Authority

Date:

Signature:

Name & Designation

Contact Details

Dr. Seema
Course Director
Mob No: 8008076581
e-mail: sabmpjtsau@gmail.com

Dr. P. Radhika
Co – Course Director
Mob No: 8008472204

Address
School of Agribusiness Management
Professor Jayashankar Telangana State Agricultural University
Rajendranagar, Hyderabad – 5000 030

**Model Training Course
on****Developing Competency for Harnessing
New Agribusiness Opportunities for
Doubling Farmers' Income****(20 – 27, November, 2017)**

Sponsored by



**Directorate of Extension, Department of Agriculture,
Cooperation and Farmers Welfare,
Ministry of Agriculture and Farmers Welfare,
Government of India**

Organized by



**School of Agribusiness Management
College of Agriculture,
Professor Jayashankar Telangana State Agricultural University
Rajendranagar, Hyderabad**

About the University:

Professor Jayashankar Telangana State Agricultural University (PJTSAU) named in honour and memory of Professor Jayashankar, an eminent educationist and an ardent Telangana ideologue is the only Farm University of Telangana State which came into being in the event of bifurcation from Acharya N.G Ranga Agricultural University in the year 2014. **The University received eight rank among all State Agricultural Universities in country for the year 2016-17 in the ICAR ranking.**

The PJTSAU has seven constituent colleges with four of those devoted to faculty of Agriculture, one to faculty of Agricultural Engineering and Technology, one to faculty of Home Science and one to Food Technology. In addition, there are thirteen polytechnics (eleven in Agriculture, one each in Seed Science and Agricultural Engineering).

The research and extension activities of the university are carried through 16 Agricultural Research Stations, including three Regional Agricultural Research Stations, nine District Agricultural Advisory and Transfer of Technology Centres (DAATTCs), eight Krishi Vigyan Kendras (KVKs) and a Extension Education Institute (EEI), Agricultural Information and Communication Centre (AI & CC), Agricultural Technology Information Centre (ATIC), Electronic Media Wing and Farmers Call Centre which are spread across the state.

School of Agribusiness Management:

The School of Agribusiness Management, College of Agriculture, Rajendranagar, Hyderabad was started in the year 2000 with the objective to cater to the human resource needs of changing agribusiness sector. The School offers a two year MBA (Agribusiness Management) course to students of Agriculture and Allied Sciences. The School conducts seminars, workshops, training programmes (National & International) on regular basis. The School of Agribusiness Management has organized several training programmes both national and international in the areas of Agri Commodity Trading, Soft Skills & Personality Development, Agripreneurial Skills Development, Income, Price and Nutrition, Food Distribution Systems in India etc.

About Hyderabad:

Hyderabad was established in 1591 AD by Muhammad Quli Qutub Shah. It lies on the banks of the Musi River, in the Northern part of Deccan Plateau. It is the fourth most populous city and sixth most populous urban agglomeration in India. Greater Hyderabad is one of the largest metropolitan areas in India. Hyderabad is a world famous city due to the presence of Charminar, Salarjung Museum, Golconda Fort, Hitech City, Mecca Masjid, Chowmallah Palace, Falaknuma Palace, Ramoji Film City and Quli Qutub Shahi tombs and delicious Hyderabad Biryani and Hyderabad Haleem. The city has famous Hussain Sagar Lake built in 1562 AD near the centre of the city. It is historically known as the city of pearls as it is the pearl and diamond trading centre. It is an educational hub with many government, semi – government and private educational institutes. It is also called agricultural capital of India as it house many agricultural institutes like PJTSAU and ICAR institutions like IIOR, IIMR, NAARM, CRIDA, IIRR etc. It is an excellent place for stay with pleasant climate.

About the Course:

The fast changing economic and business environment is not only providing gate way for opportunities but also throwing challenges. In order to make the farmers realize and strengthen their skills, a proper hand holding and guidance has to be provided. The extension machinery is the apt medium who can visualize these opportunities and promote them among farmers and young agripreneurs. Further, Government of India is also providing ample opportunities for agribusiness sector through its various programs & policies. Therefore, this model training course for the middle level extension personnel and faculty / Scientists of SAUs / ICAR institutes will empower them to facilitate and guide the farmers to take up the agribusinesses and help them in augmenting their income.

Objectives of Training Course:

- To impart knowledge regarding the various viable agribusiness opportunities in the changing environment.
- To develop competencies to strengthen farmers linkages with markets, identification and assessment of market opportunities, building 4P's of marketing.

- To develop skills to assess the technical and economic feasibility of the agribusiness opportunities and for developing a bankable business plan.

Course Modules:

- Dimensions and scope of agribusiness in improving the farmers income
- New agribusiness opportunities in evolving business environment. (Agro processing, ecofriendly technologies, medicinal and aromatic plants, high value agriculture, animal husbandry and fisheries, primary processing, grading and sorting)
- Linking farmers with the markets for improved bargaining power and price stability (contract farming, FPCs, FPAs, Farmers Cooperatives, new initiatives by private & public sector)
- Branding, packaging, value addition, encashing on USP, GI and Product traceability, developing 4 Ps of marketing.
- Quality standards, certification, export opportunities
- Market research, intelligence and information systems for SMART agriculture
- Motivation and communication skill in enhancing entrepreneurial abilities of rural youth.
- Government initiatives and policies for encouraging and funding agribusinesses
- Technical and economic feasibility of agribusiness opportunities
- Evaluating success and failure cases of few agribusinesses and turn around stories
- Developing a bankable business plan and evolving risk mitigation strategies.