

SCHEDULE

Date & Time	Lecture Theme	Resource Person
24-11-2023		
4:00-5:00 PM	Registration & Inaugural Session	Dr. Nisha Devi Assistant Professor Deptt. of Social Sciences
5:00-6:00 PM	Introduction of Agricultural Marketing Management	Dr. Subhash Sharma Associate Professor Deptt. of Social Sciences
25-11-2023		
4:00-5:00 PM	Agricultural Marketing Functions and Functionaries	Dr. Chandresh Guleria Assistant Professor Deptt. of Social Sciences
5:00-6:00 PM	Agricultural Price Policy	Dr. Samriti Assistant Professor Deptt. of Social Sciences
28-11-2023		
4:00-5:00 PM	Constraints in Marketing of Agricultural Produce and Their Solution	Dr. Nisha Devi Assistant Professor Deptt. of Social Sciences
5:00-6:00 PM	Role of Finance in Agriculture Marketing	Mr Sandeep Sehroy Bank Manager, UCO Bank, Nauni
29-11-2023		
4:00-5:00 PM	Cooperative and Contract Farming; Social Entrepreneurship	Dr. Subhash Sharma Associate Professor Deptt. of Social Sciences
5:00-6:00 PM	Role of FPC's, Cooperatives in Agriculture Marketing	Mr Rohit Vashisht Ph.D Scholar, Deptt. Social Sciences
30-11-2023		
4:00-5:00 PM	Government Interventions in Agriculture Marketing in Himachal Pradesh	Mr Anil Chauhan SMO, SAMB Shimla, HP
5:00-6:00 PM	Importance of effective Marketing in Welfare of Farmers.	Dr KK Raina Librarian-cum-Principal Investigator, IDP-NAHEP Dr YSP UHF, Nauni
01-12-2023		
4:00-5:00 PM	Credit and its Aspects in Agriculture Marketing	Dr. RS Prasher Retired Dean, College of Horticulture and Forestry, Neri
5:00-6:00 PM	Use of Information Technology in Agriculture Marketing	Dr. Nisha Devi Assistant Professor Deptt. of Social Sciences
02-12-2023		
4:00-5:00 PM	Farmer Experience on Vegetables Marketing in Solan, Himachal Pradesh	Mr Shailender Sharma Progressive Farmer Vill - Dyarg Bukhar, Jaunaji
5:00-6:00 PM	Valedictory Session	Dr. Nisha Devi Assistant Professor Deptt. of Social Sciences

PATRON

Prof. Rajeshwar Singh Chandel
Vice Chancellor
Dr YS Parmar University of Horticulture & Forestry, Nauni, Solan, HP

ADVISORY COMMITTEE

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TRAINING CONVENER

Dr KK Raina
Librarian-cum-Principal Investigator, IDP-NAHEP
Dr YSP UHF, Nauni, Solan, HP

Dr Subhash Sharma
Head, Department of Social Sciences,
Dr YSP UHF, Nauni, Solan, HP

TRAINING COORDINATOR

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Dr YSP UHF, Nauni, Solan, HP

TRAINING CO-COORDINATOR

Dr Chandresh Guleria
Assistant Professor, Department of Social Sciences,
Dr YSP UHF, Nauni, Solan, HP

Dr Samriti
Assistant Professor, Department of Social Sciences,
Dr YSP UHF, Nauni, Solan, HP



Training on Agricultural Marketing Management

Under

(IDP-NAHEP)

24 November, 2023 - 02 December, 2023



Organized by

Department of Social Sciences
College of Forestry

Dr YS Parmar University of Horticulture & Forestry
Nauni 173 230, Solan, Himachal Pradesh

ABOUT THE TRAINING

Agricultural marketing management involves planning, executing and controlling activities related to the buying and selling of agricultural products. It includes market analysis, pricing, promotion and distribution strategies to ensure efficient product flow from farm to consumers. Indian agricultural sector is dominated by small and marginal farmers. With small amount of produce and a consequent lower marketable surplus, the returns to small farmers would be low unless their marketing costs are minimum. Marketing in agriculture, therefore, occupies an important role as the farmers' motivation to produce more and earn higher income needs to be kept high. The concern now is how to aggregate these smallholders and bring in economies of scale. It is equally important to link these increasing smallholders to the markets (input and output). Various institutional interventions, formal or informal, have tried to link smallholders to the input and/or output markets. These interventions were started either by government, or by private corporate and civil society organizations. These include agricultural cooperatives, self-help groups, commodity interest groups, contract farming, direct marketing, farmer producer organizations, farmer producer companies, etc. In Himachal Pradesh there are 10 APMCs, one in each district except Kinnaur and LahaulSpiti. At present, total 71 market yards are operational which are providing marketing facilities to the growers.

In India, agricultural marketing management faces unique challenges due to diverse crops, varied climates and a vast rural landscape. The sector involves both traditional and modern marketing practices. Government initiatives, like e-NAM (National Agricultural Market), aim to create a unified market platform, but issues like infrastructure gaps and market

access persist. Balancing traditional methods with technological advancements is crucial for sustainable agricultural marketing in India.

Agricultural marketing management training will cultivate a deep understanding of market trends, consumer preferences and distribution channels, enabling participants to make informed decisions. This knowledge empowers future professionals to contribute to a more sustainable and efficient agricultural industry, benefiting both farmers and consumers.

Providing students with agricultural marketing management training can equip them with essential skills for the industry. It helps students understand market dynamics, consumer behaviour and effective strategies, ensuring a more resilient and profitable agricultural sector.

OBJECTIVES OF THE TRAINING

1. To equip students with in-depth knowledge of agricultural markets, including planning, budgeting, trends, demand-supply dynamics and pricing mechanisms.
2. To develop skills in devising effective marketing strategies for agricultural products.
3. To integrate training on utilizing modern technologies for market analysis and digital marketing.
4. To familiarize students with relevant agricultural policies and regulations affecting marketing, ensuring compliance and informed decision-making.
5. To maintain an entrepreneurial mindset of participants, encouraging students to identify opportunities and innovation within the agricultural marketing landscape.

OUTCOMES

- ☆ Using market knowledge, can help participants to decide how to sell farm inputs and outputs.
- ☆ Different marketing methods, tools and techniques can boost competitiveness and value, such as branding, packaging, labeling, advertising, quality certification, etc.
- ☆ The training will be helpful to study marketing issues and opportunities to create and execute effective marketing plans and programs that match desired goals and objectives.
- ☆ This will help in understanding the current challenges and opportunities, agricultural trade policies, regulations, etc.
- ☆ It will also improve the entrepreneurial and managerial skills and inspire to create and diversify agricultural products and services.
- ☆ Participants will be aware of the agricultural sector and the challenges and opportunities being faced by agricultural marketers.

PEDAGOGY

- ☆ Lectures from academicians, Progressive Farmer and Officials from State Agricultural Marketing Board and Bank.
- ☆ Question & Answer Session.

PARTICIPANTS

Under Graduate Students of Horticulture and Forestry, Main Campus, Dr Y S Parmar University of Horticulture and Forestry, Nauni, Solan, Himachal Pradesh.