



National Institute of Agricultural Marketing

(A Government of India Organization)

Kota Road, Bambala, Near Sanganer

JAIPUR – 302 033, Rajasthan

Office: 0141-2795121, Mobile: 09829210016; Fax: 0141-2771938

Email: niamtraining@gmail.com, director.niam@gmail.com

TRAINING PROGRAMMES ORGANISED DURING 2009-10

S. No.	1
Name of the Training Programme	Project Management and Marketing of Horticultural Produce
Date	8 th -11 th June, 2009
Venue	NIAM Campus, Jaipur
No. of Participants	14
Name of Course Director	Dr. S.R. Singh, Asst. Director
Objective	The Programme was designed to cater to officers of Department of Food Processing, Horticulture, Govt. of UP under NHM

S. No.	2
Name of the Training Programme	Project Management and Marketing of Horticultural Produce
Date	18 th -21 st June, 2009
Venue	NIAM Campus, Jaipur
Name of Course Director	Dr. S.R. Singh, Asst. Director
No. of Participants	17
Objective	The Programme was designed to cater to officers of Department of Food Processing, Horticulture, Govt. of UP under NHM

S. No.	3
Name of the Training Programme	Agricultural Marketing Management
Date	3 rd -7 th August, 2009
Venue	Guwahati, Assam
No. of Participants	20
Name of Course Director	Dr. Kamal Mathur, Director (Training)
Objective	After identifying the Training Needs of the State in the field of Agricultural Marketing, a Five Day Training Module on Marketing Reforms, Processing, Schematic Framework influencing Agri-Business in the State and allied issues has been formulated and it is proposed to train all Marketing officials in the State of Assam in a phased manner. Four Programmes are planned this Financial Year 09-10.

S. No.	4
Name of the Training Programme	Agricultural Marketing Reforms
Date	25 th -29 th August, 2009
Venue	Jamshedpur, Jharkhand
No. of Participants	32
Name of Course Director	Dr. M. S. Jairath, Director (Research)
Objective	The participants were growers of horticultural products of the State and were sensitized on issues like reforms, good marketing practices, post harvest management etc

S. No.	5
Name of the Training Programme	Post Harvest Management & Marketing Of Horticulture Produce
	9 th -15 th September, 2009
Venue	Maharana Pratap Agriculture & Technology University, Udaipur
Name of Course Director	Dr. Ramesh Mittal, Dy. Director
No. of Participants	10
Objective	The participants were Senior officers of horticultural Department of the Utrakhand State and were sensitized on issues like post harvest management and marketing etc.

S. No.	6
Name of the Training Programme	Food Safety and Quality Management during Post Harvest Operations
Name of Course Director	Dr. Neetu Bhagat
Dates/Duration	14th to 18th September, 2009
Venue	NIAM, Jaipur
No. of Participants	13
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Senior and Middle level officer of State Agricultural Marketing Boards of different States.
Objectives of the Training Programme	<ol style="list-style-type: none"> 1. To make the participants aware about basic Food Safety and Quality Issues in the light of the new market realities of post WTO regime. 2. To make the participants aware about the Post Harvest Management, Storage, Cool Chain Management, Packaging and Value Addition of Horticultural Produce

S. No.	7
Name of the Training Programme	Agricultural Marketing Reforms
Date	16 th -20 ^h September, 2009
Venue	Lohardaga, Jharkhand
No. of Participants	23
Name of Course Director	Dr. M. S. Jairath, Director (Research)
Objective	The participants were growers of horticultural products of the State and were sensitized on issues like reforms, good marketing practices, post harvest management etc.

S. No.	8
Name of the Training Programme	Geo Spatial Technology for Agri Business Management
Date	22 nd -24 th September, 2009
Venue	NIAM Campus, Jaipur
No. of Participants	18
Name of Course Director	Dr. Shuchi Mathur, R.O.
Objective	<p>Participants were from: Rajya Krishi Utpadan Mandi Parishad, UP, Chattisgarh State Agricultural Marketing Board, Tamilnadu State Agricultural Marketing Board, Agricultural Marketing Department, AP, Office of the Director of Agricultural Marketing Orissa</p> <p>The objective of the programme is to disseminate knowledge about application and scope of Geo Spatial technology for crop production forecasting, locational analysis of markets, National Atlas for agricultural marketing, project management etc. It is envisaged that the training will help the participants in better understanding of the technology and enable them to apply them in planning projects.</p>

S.No.	9
Name of the Training Programme	Geo Spatial Technology for Agri Business Management
Date	22 nd -24 th September, 2009
Venue	NIAM Campus, Jaipur
No. of Participants	8
Name of Course Director	Dr. K.C.G.
Objective	<p>The participants were Group of Engineers From: Utrakhand – Directorate, Utrakhand Krishi Utpadan Mandi Parishad, Udam Singh Nagar.</p> <p>Group of Engineers</p> <p>Topics covered in the training were as follows:</p> <ul style="list-style-type: none"> Ø GIS as planning tool, Ø Infrastructure Planning, Ø Godwans and storage Mapping, Ø Transport Network and Logistics.

S. No.	10
Name of the Training Programme	New Dimensions in Agricultural Marketing
Date	22 nd -26 th September, 2009
Venue	NIAM Campus, Jaipur
No. of Participants	15
Name of Course Director	Sh. Shalendra Singh, R.O.
Objective	The participants were Senior/Middle level officials of Directorate of Marketing and Foreign Trade, Govt. of UP. The programme addressed issues like Price Forecasting, Exports etc.

S. No.	11
Name of the Training Programme	Agricultural Marketing Management For Grower Societies of Assam
Date	20 th -24 th October, 2009
Venue	Guwahati, Assam
No. of Participants	35
Name of Course Director	Dr. Kamal Mathur, Director (Training)
Objective	NIAM is supporting a good initiative taken by the Assam State Agricultural Marketing Board of promoting Commodity based grower societies in the state of Assam. Training programme has been designed for Chairman/Secretaries of these Grower Societies with focus on issues like: Linking Societies to frontal marketing organizations, Standardization & Grading at farm level, micro finance, Procurement, Scientific storage, processing and value addition etc.

S. No.	12
Name of the Training Programme	Agricultural Marketing Reforms and Post Harvest Management
Date	27 th -31 st October, 2009
Venue	Ramgarh, Jharkand.
No. of Participants	30
Name of Course Director	Dr. M. S. Jairath, Director (Research)
Objective	The participants were growers of horticultural products of the State and were sensitized on issues like reforms, good marketing practices, post harvest management etc.

S. No.	13
Name of the Training Programme	Quality Management in Agri-Food sector
Date	9 th -12 th November, 2009
Venue	NIAM Campus
No. of Participants	12
Name of Course Director	Vijay Intodia, Assistant Director
Objective	The participants were company Executives from leading agri-business companies as well marketing officers from Govt. departments of Jammu and Kashmir, AP, Maharashtra, etc. The programme focused on issues like consumer perception of quality, certification process and good marketing practices.

S. No.	14
Name of the Training Programme	Agricultural Marketing Reforms and Post Harvest Management
Date	18 th -23 rd November
Venue	Durg, Chhatisgarh
No. of Participants	40
Name of Course Director	Dr. M. S. Jairath, Director (Research)
Objective	The participants were growers of horticultural products of the State and were sensitized on issues like reforms, good marketing practices, post harvest management etc.

S. No.	15
Name of the Training Programme	Training of Trainers Programme on Commodity Futures
Date	01-12-2009 to 02-12-2009
Venue	NIAM, JAIPUR
No. of Participants	24
Name of Course Director	Dr. Purushottam Sharma, Asstt. Director
Objective	The participants were officers from IIE, ACMART, NGOs etc. who were made aware about basics of commodity futures market etc.

S. No.	16
Name of the Training Programme	Marketing of Medicinal and Aromatic plants in North eastern Region
Date	7 th to 11 th Dec., 2009)
Venue	Imphal, Manipur.
No. of Participants	25
Name of Course Director	Dr. S.R. Singh
Objective	The participants were growers of medicinal and Aromatic plants, horticultural products of the area and were sensitized on issues like reforms, good marketing practices, post harvest management etc.

S. No.	17
Name of the Training Programme	"Risk Management in Agriculture Sector"
Date	7th to 11th December 2009
Venue	Imphal, Manipur.
No. of Participants	25
Name of Course Director	Dr. Purushottam Sharma
Objective	The participants were growers of horticultural products of the State and were sensitized on issues like Risk Management reforms, good marketing practices etc.

S. No.	18
Name of the Training Programme	Agricultural Marketing Issues and Challenges
Date	28th to 31st December 2009
Venue	NIAM, Jaipur.
No. of Participants	13
Name of Course Director	Dr. B. K. Paty.
Objective	The participants (13) were officers from Departments of Horticulture, Mandi Parishad and ATMA officers from the State of UP. And were sensitized on issues like reforms, good marketing practices, etc.

S. No.	19
Name of the Training Programme	Agricultural Marketing Extension
Date	4th to 7th January 2010
Venue	NIAM, Jaipur.
No. of Participants	18
Name of Course Director	Dr. B. K. Paty.
Objective	The participants (18) were officers from Departments of Horticulture, Mandi Parishad and ATMA officers from the State of UP. And were sensitized on issues like reforms, good marketing practices, etc.

S. No.	20
Name of the Training Programme	"Risk Management and Modern Marketing Practices.
Date	4th to 8th January 2010
Venue	NIAM, JAIPUR
No. of Participants	06
Name of Course Director	Dr. K.C.G.
Objective	The participants were Secretaries from Marketing Departments of of UP, Himachal Pradesh and Rajasthan, They were sensitized on issues like Risk, reforms, good marketing practices, etc.

S. No.	21
Name of the Training Programme	“Post Harvest Management, Value addition, Processing and Marketing of Fresh & Processed Horticultural produce
Date	14th to 22nd Jan, 2010
Venue	Jaipur
No. of Participants	15
Name of Course Director	Sh. N. S. Ranawat.
Objective	Participants: Farmers/ Market Secretaries/Others etc. Officials from Dept. of Horticulture and Food processing. Govt. of Utrakhand, Utrakhand Objectives of the Training Programme: To educate the participants as master trainers for educating farmers and junior officers to improve quality of Produce and minimize PH losses, impart value addition tech, food safety, Packaging knowledge etc

S. No.	22
Name of the Training Programme	Post-Harvest and Cool-Chain Management
Date	18-22 January 2010
Venue	NIAM, JAIPUR
No. of Participants	10
Name of Course Director	Dr. Shailender.
Objective	The participants were Secretaries from Marketing Departments of UP, Maharashtra, Karnataka and Rajasthan, They were sensitized on issues like Risk , reforms, good marketing practices, etc.

S. No.	23
Name of the Training Programme	Role of IT in Agricultural Marketing
Date	27th - 29th Jan. 2010
Venue	NIAM Campus, Jaipur
Name of Course Director	Dr. Shuchi Mathur
No. of Participants	09
Objective	Participants From: UP, HP, Rajasthan, Karnataka

S. No.	24
Name of the Training Programme	Contract Farming-A New way of Marketing.
Date	01-05 February 2010
Venue	NIAM Campus, Jaipur
No. of Participants	07
Name of Course Director	Dr. KCG
Objective	Participants From: UP, HP, Rajasthan, Karnataka

S. No.	25
Name of the Training Programme	“Post Harvest Management, Value addition, Processing and Marketing of Fresh & Processed Horticultural produce
Date	01-08 February 2010
Venue	JODHPUR
No. of Participants	16
Name of Course Director	Sh. N. S. Ranawat.
Objective	<p>Participants: Farmers/ Market Secretaries/Others etc. Officials from Dept. of Horticulture and Food processing .Govt. of Uttrakhand, Uttrakhand</p> <p>Objectives of the Training Programme:</p> <p>To educate the participants as master trainers for educating farmers and junior officers to improve quality of Produce and minimize PH losses, impart value addition tech, food safety, Packaging knowledge etc.</p>

S. No.	26
Name of the Training Programme	New Challenges in Agricultural Marketing
Date	03-05 February 2010
Venue	NIAM Campus, Jaipur
No. of Participants	12
Name of Course Director	Dr. Saswati Bose
Objective	Participants From Himachal (Market Secretaries and Market supervisors)

S. No.	27
Name of the Training Programme	Agricultural Marketing Management
Date	05-08 February 2010
Venue	Agartala, Tripura.
Name of Course Director	Dr. Kamal Mathur
No. of Participants	20
Objective	<p>There were 20 Participants, They were General Managers, Managers of different Cooperative Marketing Organisations of the State of Tripura.</p> <p>The training programme was designed for this target group with focus on issues like: Linking Societies to frontal marketing organizations, Standardization & Grading at farm level, micro finance, Procurement, Scientific storage, processing and value addition etc. Field visit to CWC and a modern processing unit was also organized.</p>

S. No.	28
Name of the Training Programme	New Dimensions in Agricultural Marketing.
Date	08-12 February 2010
Venue	NIAM Campus, Jaipur
No. of Participants	07
Name of Course Director	Dr. Shailender
Objective	Seven Participants From: UP, HP, Rajasthan, Karnataka

S. No.	29
Name of the Training Programme	New Dimensions in Agricultural Marketing in Hilly States.
Date	08-12 February 2010
Venue	NIAM Campus, Jaipur
No. of Participants	08
Name of Course Director	Dr. Shuchi Mathur
Objective	Seven Participants From: UP, HP, Rajasthan, Karnataka

S. No.	30
Name of the Training Programme	Geo Spatial Technology for Agri Business Management
Date	15-17 February 2010
Venue	NIAM Campus, Jaipur
No. of Participants	03
Name of Course Director	Dr. Shuchi Mathur
Objective	3 Participants 2 form HP, 1 form Karnataka.

S. No.	31
Name of the Training Programme	Cultivation Processing and Marketing of Medicinal and Aromatic Plants
Name of Course Director	Dr. P. Sharma
Name of Associate Course Director	Dr. S.R. Singh
Date	10 th to 12 th march, 10
Venue	Padumpukhari, Hojai, Nagaon, Assam
No. of Participants	28
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers and NGO workers
Objectives of the Training Programme	To enhance the knowledge of farmers and other stakeholders about marketing, value addition and processing of medicinal and aromatic plants.

FARMER AWARENESS PROGRAMMES

S.No	32
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. Purushottam Sharma, Asstt. Director
Dates/Duration	11.02.2010 (One Day)
Venue	Imphal
No. of Participants	35-40
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers, Officers of Agriculture, Horticulture, etc.
Objectives of the Training Programme	<ul style="list-style-type: none"> - To aware the participants regarding Agricultural Marketing Reforms - To aware the participants on Modern Methods of Agricultural Marketing - To train the participants on post-harvest management practices

S.No	33
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Shri. N.S Ranawat
Dates/Duration	22.02.10
Venue	Jaipur
No. of Participants	50
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers
Objectives of the Training Programme	To strengthen Agri, Marketing system

S. No.	34
Name of the Training Programme	Krishi Upaj Vipdan Par Krishak Jagrukta Karyakram (Farmer Awareness Programme on Marketing of Agricultural Produce)
Name of Course Director	Dr. Neetu Bhagat
Dates/Duration	25 th February, 2010
Venue	Village- Duzar Tehsil- Ladnu Distt- Nagur, Rajasthan
No. of Participants	38
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers
Objectives of the Training Programme	<ol style="list-style-type: none"> 1. To make the farmers aware of the need for market considerations while planning their production and other agricultural operations. 2. To develop a commercial & business oriented mindset towards the agricultural operations. 3. To empower the farmer to take decision based on market information

S. No.	35
Name of the Training Programme	Krishi Upaj Vipdan Par Krishak Jagrukta Karyakram (Farmer Awareness Programme on Marketing of Agricultural Produce)
Name of Course Director	Dr. Neetu Bhagat
Dates/Duration	26 th February, 2010
Venue	Village- Malasi, Tehsil- Ladnu Distt- Nagur, Rajasthan
No. of Participants	61

S. No.	36
Name of the Training Programme	Farmers Awareness Program on Agricultural Marketing
Name of Course Director	Dr. S.R. Singh
Name of the Associate Course Director	Dr. P. Sharma
Date	10 th March, 10
Venue	Padumpukhari, Hojai, Nagaon, Assam
No. of Participants	39
Type of Participants (Farmers/ Market Secretaries/Others etc.	All Farmers
Objectives of the Training Program	To create general awareness among farmers about agricultural marketing

S. No.	37
Name of the Training Programme	Farmers Awareness Programme
Name of Course Director	Dr. B,K Paty Dr. S. Bose
Date	10 .03.2010
Venue	K.V.K Bhadrak, Orissa
No. of Participants	27
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers
Objectives of the Training Programmme	

S. No.	38
Name of the Training Programme	Farmers Awareness Programme
Name of Course Director	Dr. B.K Paty Dr. S. Bose
Date	11 .03.2010
Venue	K.V.K Bhadrak, Orissa
No. of Participants	17
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers
Objectives of the Training Programme	<ol style="list-style-type: none"> 1. To make the farmers aware of the need for market considerations while planning their production and other agricultural operations. 2. To develop a commercial & business oriented mindset towards the agricultural operations. 3. To empower the farmer to take decision based on market information

S,No	39
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Shri. N.S Ranawat
Dates/Duration	12.03.10
Venue	Jaipur
No. of Participants	20
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers (Palwal)
Objectives of the Training Programme	To strengthen Agri, Marketing system

S, No	40
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Shri. N.S Ranawat
Dates/Duration	12.03.10
Venue	Jaipur
No. of Participants	50
Type of Participants (Farmers/ Market Secretaries/ Others etc.)	Farmers (Jalgaon)
Objectives of the Training Programme	To strengthen Agri, Marketing system

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S, No	41
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Shri. N.S Ranawat
Dates/Duration	16.03.10
Venue	Jaipur
No. of Participants	17
Type of Participants (Farmers/ Market Secretaries/ Others etc.)	Farmers (Kurashatra)
Objectives of the Training Programme	To strengthen Agri, Marketing system

S. No.	42
Name of the Training Programme	Krishi Upaj Vipdan Par Krishak Jagrukta Karyakram (Farmer Awareness Programme on Marketing of Agricultural Produce)
Name of Course Director	Dr. Ramesh Mittal
Dates/Duration	18 th March, 2010
Venue	Village- Maliha bad, Distt- Lucknow, U.P.
No. of Participants	35
Type of Participants (Farmers/ Market Secretaries/Others etc.	Farmers
Objectives of the Training Programme	<ol style="list-style-type: none"> 1. To make the farmers aware of the need for market considerations while planning their production and other agricultural operations. 2. To develop a commercial & business oriented mindset towards the agricultural operations. 3. To empower the farmer to take decision based on market information

S. No.	43
Name of the Training Programme	Krishi Upaj Vipdan Par Mahila Krishak Jagrukta Karyakram (Women Farmers Awareness Programme on Marketing of Agricultural Produce)
Name of Course Director	Dr. Neetu Bhagat
Dates/Duration	19 th March, 2010
Venue	Village- Hafizpur, Distt- Unnao, U.P.
No. of Participants	36
Type of Participants (Farmers/ Market Secretaries/Others etc.	Women Farmers
Objectives of the Training Programme	<ol style="list-style-type: none"> 1. To make the Women farmers aware of the need for market considerations while planning their production and other agricultural operations. 2. To develop a commercial & business oriented mindset towards the agricultural operations. 3. To empower the Women farmer to take decision based on market information

S.No	44
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Shri. N.S Ranawat
Dates/Duration	19.03.10
Venue	Jaipur
No. of Participants	50
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers (Jind)
Objectives of the Training Programme	To strengthen Agri, Marketing system

S.No	45
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. K.C. Gummagolmath
Dates/Duration	21/3/10
Venue	Belgaum, Karnataka
No. of Participants	30
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.

S.No	46
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. K.C. Gummagolmath
Dates/Duration	22/03/10
Venue	Bailhongal, Karnataka
No. of Participants	30
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.

S,No	47
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. S.R. Singh
Dates/Duration	26/03/10
Venue	Me dziphem, Dimapur, Nagaland
No. of Participants	46
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.

S,No	48
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. M.S. Jairath
Dates/Duration	27/03/10
Venue	Deoghar, Jharkand
No. of Participants	45
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.

S,No	49
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. Kamal Mathur
Dates/Duration	29/3/10
Venue	CIAE, Bhopal
No. of Participants	45
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.

S.No	50
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. Vijay Intodia
Dates/Duration	29/03/10
Venue	KVK, Mangal Bhanti, Vadodra
No. of Participants	45
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.

S.No	51
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. Kamal Mathur
Dates/Duration	30/03/10
Venue	KVK, Bhopal
No. of Participants	37
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.

S.No	52
Name of the Training Programme	Awareness Programme on Agricultural Marketing
Name of Course Director	Dr. Vijay Intodia
Dates/Duration	30/3/10
Venue	Daboi, Vadodra
No. of Participants	44
Type of Participants (Farmers/ Market Secretaries/Others etc.)	Farmers
Objectives of the Training Programme	To make farmers aware about policies and programmes of Govt. of India with reference to agricultural Marketing etc.