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**Training Guidelines for organizing Off-campus Training Programmes  
from Grants-in-aid**

**1.0 Introduction**

CCS National Institute of Agricultural Marketing is engaged in organizing training programs in the field of agricultural marketing and allied areas for senior and middle level officers from line departments of State Governments, Co-operatives, Marketing Boards and Agribusiness entrepreneurs. The Institute is catering to the needs of wide range of stakeholders like officers from APMCs, market functionaries, farmers, members of co-operatives and others. A comprehensive pedagogy is followed to serve the need of different kinds of participants like capacity building programs, Farmer Awareness Programs (FAP) and to facilitate trade in agri-commodities.

Training would mean continuing professional and skill development, re-skilling that does not lead to award of a degree/diploma. The infrastructure and knowledge pool of CCSNIAM can be shared for the purpose of training and human resource development engaged in the field of agricultural marketing. At the same time CCS NIAM is also open to collaboration with institutions with required infrastructure and knowledge to impart trainings, particularly in regional languages.

**2.0 Guidelines for the off-campus Training Programmes with Partner Organization**

The off-campus training programmes will be organized from Grants-in-aid. These off-campus training programmes will be delivered by collaborating with Government/Universities/Institutions/Marketing Boards and other relevant Institutions.

In order to cater to diverse needs of wide clientele and stakeholders of agricultural marketing pan India, NIAM will invite proposals for organizing collaborative capacity building programs on different aspects of agricultural marketing.

**A. Partner Organizations**

Agricultural Universities and their associate colleges, ICAR Research Institutes and their KVKs, research institutes, boards, national and regional institutes and others working in the field of agricultural marketing and agri-business may participate for these collaborative programs.

## **B. Submission of Proposal**

The training partners are required to submit their proposal as per following norms. The budget of the training program will be in accordance with the responsibility shared by the networking Institute. The budget of the training program may vary according to the location, specific, title of the program, duration of the program and number of participants. The partner organizations will undertake the following responsibilities :-

- I. Preparation of Proposal
- II. Training need assessment
- III. Content development as per training need
- IV. Development of reading material in English (to be translated in local language later), if required – The NIAM will provide guidelines and outlines for reading material as per the training need assessment performed by the Networking Institute. Networking Institute will develop customized reading material in consultation with NIAM with focus on regional issues/cases. The source of information and data should be acknowledged. Good printing quality of the reading material is to be distributed during the programme. The reading material is to be distributed in the local language if need be.
- V. Selection of participants for nomination in the program following an appropriate approach
- VI. Identification of resource persons - Different topics during training should be delivered by resource persons of eminence and experts. Resource persons can be invited from relevant management institute, universities and other organizations. The honorarium to the resource persons to be paid as per norms defined.
- VII. Boarding and lodging and logistic support during the program
- VIII. Providing physical and IT support during the programme
- IX. Networking Institute will distribute items for the trainees after getting it vetted from NIAM like content of reading material and other resources.
- X. Providing training completion report consisting of expenditure details, utilization certificate, attendance, details of resources used, photographs, content, five copies of reading material and presentations used along with observations of the programme coordinator and feedback of participants
- XI. Undertaking to use standards defined by NIAM for different items like logo of Institute, cover of reading material, certificate, etc.
- XII. Documentation - NIAM expects the partner Institute to maintain and share information like content, attendance, photographs, utilization certificate, reading material, presentation used by resource person

**C. Programme Coordinator** – The Programme Coordinator of CCSNIAM is responsible for selection of training partner. The Programme Coordinator and partner institute will submit the detailed report of the training program after completion of the program including utilization certificate, training reports along with photographs, expenditure details, list of course content, five copies of reading material, presentation, certificate and list of resource person. The networking institution is also required to submit the budget

details of the program along with the proposal of the training programme. The Programme Coordinator will be required to visit the training location to provide technical and management support to the programme within 15 days of completion of the training.

The proposal of the program will be prepared in accordance with the following table of responsibility. The budget will be allocated according to the responsibility under taken by the partner Institute. The course coordinator of program is responsible to manage the program in terms of all requirements.

S. No.	Activity	Activity undertaken by		Tentative Budget	No. of Participants	Remarks
		NIAM	Partner Institution			
1.	Training need assessment of the organization			On actual basis		
2.	Title of the training program					
3.	Objectives of the training programs					
4.	Content of the training program					
5.	Pre training test of the program			Rs.2500		
6.	Preparation of banners as per requirement			Maximum Rs.5000		Minimum 3 banners with NIAM Logo
7.	(a) Preparation of training material (Manual) hard copy/soft copy			Rs.15000		
	(b) Translation of reading material in local language			Rs.100-200 Maximum Rs.10000/-		
	(c) Photo copies of reading material as per requirement			As per requirement		
	(d) Preparation of training kit (pen, pad, bag with NIAM Logo)			Maximum up to Rs.1000/- per kit		
8.	Duration of the training program					
9.	Pedagogy and Session Plan of the training program					
10.	Target trainees					
11.	Training facilities available with the networking institute					
12.	Suitability of the networking institute					
13.	Invitation and mobilizing of trainees by sending mails and leaf lets			Rs.5000		
14.	Identification and Invitation to the resource person			Rs.3000		
15.	Inaugural arrangements (high tea, bouquet, memento)			Maximum Rs.6000		
16.	Boarding, lodging of participants			Rs.1200 per participants		
17.	Boarding lodging of resource person			Rs.1500 per head		
18.	Honorarium to the resource person			Rs.2000 per session		
19.	Arrangement of local transport for participants			Rs.12000/- per programme		
20.	Arrangement of local transports for resource person			Rs.5000/-		
21.	Printing of certificates and folders			Rs.5000/-		

22.	Training hall charges			Rs.1500/- per day		
23.	Hall, Audio visual charges (LCD projector, sound system, video, camera), if hired from outside by the Institution			Rs.3000/- maximum		
24.	Arrangement of field visit with local transport			Rs.15000/-		
25.	Post training test			Rs.5000/-		
26.	Feed-back of the participants					
27.	Valedictory of the program			Rs.6000/-		

**Note:** *The cost of the programme may vary on the basis of number of participants and geographical conditions.*

### **3.0 Release of Payment**

- After evaluation of the final proposal received from the partner Institute, 60% of the budget will be released.
- Balance 40% of the payment will be released on receiving training report, reading material in spiral bind with index, paging and duly verified by the Training Coordinator along with statement of expenditure and utilization certificate.

**4.0 Outcome and impact assessment:** The outcome of the training programme should be the impact assessment and suggestions for way forward.