

Pedagogy: Various techniques and pedagogy are adopted in this course to help participants to feel the best touch of reality. The techniques like Management games, hands on experience, visit to institutions related to Value Chain and Supply Chain Management for Enhancing Profitability, finally with soft skills for efficient job performance.

Travel: Greater Hyderabad is well connected by Air, Rail and Road with all parts of the country. Participants travelling by train should alight at Secunderabad or Hyderabad railway station. City transport service is available to reach the EEI.

Buses from various places to Extension Education Institute

Secunderabad Railway Station : 7/94H, 7/94R,
7/95R, 5/92,

Hyderabad Railway Station, Nampally : 92R,
Kachiguda Railway Station : 2/94R,
Mahatma Gandhi Bus Station (Imlibun) : 94R, 94H, 95A,
(Reach Koti, Opp. Osmania Medical College gate by auto and catch bus) : 95P, 94/95R

Rajiv Gandhi International Airport, : Taxi/RTC Bus/
Shamshabad AeroExpress

Land marks:

Extension bus stop located on the Rajendranagar road which is at a distance of 15 km. from Koti, 25 km from Secunderabad, 15 km from Nampally, 18 km from Kachiguda and 10 km from Rajiv Gandhi International Airport. The participants may also hire private taxi or cab or auto directly from the Railway Station. Drop Location for Private cabs or Taxis: Extension Education Institute, Rajendranagar road.

Participants are advised to make their return journey reservations at their end before leaving to Hyderabad.

Further Information can be obtained from

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TRAINING PROGRAMME ON Value Chain and Supply Chain Management for Enhancing Profitability

7th – 11th January, 2019 (5 days)



Course Coordinator

Dr. M. PREETHI

Professor, EEI, Hyderabad



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(Southern Region)

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Back Ground

Growth and development of agricultural value chains for local and external markets can be considered as a powerful tool for poverty reduction and to fight against the challenge of food-security in developing countries like India. This particularly makes a strong case in India where farmers are able to produce agricultural products, such as fresh fruits and vegetables that have higher potential for value addition as compared to conventional crops, and if access is made available to processing, marketing and distribution, which would enhance the value of the final products.

Agriculture in South Asian countries and specifically in India have potential for market-based economic development that can create benefits through national or regional agricultural value chains. Supporting agriculture-based activities can foster economic prosperity in these countries where poverty is endemic. Further, it can address key socio-economic issues that affect day-to-day lives of farmers and traders.

The conceptual framework of agricultural value chains includes a sequence of value adding activities, from production to consumption, through processing and marketing. Each segment of a chain has one or more backward and forward linkages. A value chain in agriculture identifies the set of actors and activities that bring a basic agricultural product from production in the field to final consumption, where at each stage value is added to the product.

On Campus programmes at EEI Hyderabad are designed and offered to promote and foster sensitization on innovative concepts to middle level functionaries of all development departments in 6 states of Southern India and 3 Union Territories. The Programmes always strive to enhance the learning quotient of the trainees and help them to continuously update their learning curve all through their career path.

The starting sessions include ice breaking and warm up exercises. Ice breakers help participants to release the initial tensed atmosphere and break inhibitions while warm up exercises make them agile and provide readiness to participate in the programme. This is followed by need assessment of the programme where 10-20% of sessions can be included based on trainee preferences. The programme will include discussion and interactive sessions coupled with field visits.

Objectives of training:

1. To acquaint the trainees with an overview of agricultural value chains in India.
2. To introduce the concept of potential components of value and supply chains in agri and allied sectors.
3. To focus on the existing challenges in value chain management in agriculture and allied sectors.
4. To give an exposure to existing value and supply chains in agri and allied sectors through field visits.

5. To enhance the soft skills required for effective functioning at field level

Course contents:

Value chain and Supply chain management - An overview: Need and importance; Value chain models in agriculture; Value chain models in animal husbandry; Value chain management in fisheries; Value chain models in horticulture; Promotion of farmers and agri. co-operatives in value chain management; PPP & value chain management; Contract and corporate farming models in India; Innovations in value chain management; Soft skills; Gender mainstreaming and field/institutional visits.

Benefits :

1. The development of value chains at regional and national levels enable Indian farmers to produce safe and better quality food products with consumer preferences
2. Awareness on value and supply chain management enable the stake holders to cut down the costs, risks and losses that in turn enhances the value of the product at each level.
3. Value chains in agriculture and allied sectors provide stake holders with remunerative and diversified alternatives that promote higher incomes, employability and foreign exchange earnings.
4. Agriculture value chains in India would make production, collection, storage and delivery systems efficient which in turn can realize higher returns to small and marginal farmers.
5. Providing sensitization on such crucial aspects to middle level officers would go a long way in benefitting the farmers of client states and union territories.

Who can attend? Officials from departments of Agriculture, Horticulture, Animal husbandry, Fisheries, Soil conservation and Soil survey, Forestry, Industries, Sericulture and other allied sectors, all development professionals from client states of EEI, Assistant Professors / Scientists / KVK Professionals / DAATT centre Professionals, Personnel from Non Government Organisations and any others who want to build or enhance their skills related to Management Development Programme.

Duration: 7th-11th January 2019 (both days inclusive). Participants are expected to arrive at least by 8 am on the morning of 7th January 2019 and can leave after 1600 hrs on 11th January 2019.

Boarding and Lodging: The programme is fully residential. Participants will be accommodated in the Hostels at EEI campus and will be provided free boarding and lodging. With regards to travel expenses, for all the client department officials as per their eligibility shall be met by EEI, Hyderabad except for officials from NGOs.