

APPLICATION FOR THE PROGRAMME

Scientists desirous of participating in the course and fulfilling the eligibility conditions should apply through proper channel in the given proforma. The participants should submit their application online using CBP portal (<http://iasri.res.in/cbp/> or under the link Capacity Building Program at <http://icar.org.in>). For this, after filling the online application, take a printout of the application and get it approved by the competent authority of the organization. Upload the scanned copy of application through CBP portal. However, an advance hard copy of the application may be sent to the Course Director.

The last date for receipt of application in the Division is **10/08/2014**. Hard copy of the said application along with a Demand Draft for **Rs.50/-** in favour of "Junagadh Agricultural University Fund Account" payable at Junagadh may be sent to the following address:

For further information please contact:

Dr. K. A. Khunt

Principal & Dean

Post Graduate Institute of Agri-Business Management, Junagadh Agricultural University, Junagadh – 362 001, Gujarat, India.

Phone & Fax : (Office) +91-285-2670803

Mob: 9879012963

E-mail : pri.pgiabm@jau.in

Course Coordinator: Dr. M. G. Dhandhalya

E-mail: mgdhandhalya@yahoo.co.in

Course Coordinator: Kalpesh Kumar

E-mail: kalpeshkumar@jau.in

SUMMER/ WINTER SCHOOLS (21 DAYS) TRAINING IN AGRICULTURAL ECONOMICS/AGRI-BUSINESS MANAGEMENT

Training Programme

On

AGRI-BUSINESS AND MARKETING- OPPORTUNITIES AND CHALLENGES

1st – 21st September 2014

(21 Days)

Last Date for Application

10th Aug, 2014



Post Graduate Institute of Agri-Business
Management
Junagadh Agricultural University,
Junagadh, Gujarat - 362001

GENERAL INFORMATION

Agriculture plays a dominant role in the economy of a nation. Today, agriculture field has achieved commercial importance and has tremendous potential of being one of the powerful sectors contributing to nation's GDP. Due to the impact of globalization, production and marketing have become the buzz words in agriculture. Biotechnology, precision farming; and various hi-tech and mechanized techniques have resulted in paradigm shift in agriculture. Hence, the growing need for professional manpower to execute various functions in the agricultural sector has evoked the importance of agribusiness development and management courses. Agri-business encompasses complex system of input sector, production sector, processing and manufacturing sector and transport and marketing sector. Commercialization in agriculture, animal husbandry, dairying, fisheries and allied sectors are taking place at a faster pace in the country. Agri-business is the latest growing sub-sector of India having business potential over Rs.11,43,000 crores. Still Indian agriculture faces numerous challenges like, stability in productivity, huge post-harvest losses and marginal share in world trade. Today world is rapidly changing with business environment and management technology due to globalization. As a result, Agri-Business is transforming structurally into a complex and well-disciplined business. In this competitive and rapidly changing world, every resource, enterprise, organization and every project must be managed professionally in order to survive and to prosper. These challenges will place unparalleled demands for the capabilities tomorrow's academicians, researchers and managers. This course will sensitize the participants about various quantitative techniques useful for price analysis, price forecasting and spot and future trading. These will also improve theoretical and practical knowledge about various agribusiness opportunities and challenges their too. It aims to achieve the following objectives.

TRAINING OBJECTIVES:

- To improve the understanding of the basic concepts of marketing and agribusiness management and analytical procedures to increase the managerial ability.
- To expose the participants to various econometric models use for market intelligence and agri-business management.

COURSE CONTAINS:

- Price analysis, multi market modeling frame work, Time series analysis, Forecasting through ARIMA model

- MIS in agri-business, Information and Communication Technology (ICT), use of E-views, SAS and SPSS in Agril. Marketing.

Green marketing, spot and future marketing, motivation, leadership and communication, Emotional intelligence in business, Small scale industries, Agro tourism, business opportunities, Agri-forensic, Agri-clinic, ornamental fish, medicinal plants, organic farming, natural pearl production, food retailing, agril waste management etc

APPROACH AND METHODOLOGY

The training program will include lectures from specialists, exposure visits and computer-oriented problem-solving sessions. The participants are encouraged to bring information on technology developed by their institute for case studies.

PARTICIPANTS & THEIR ELIGIBILITY

Participants should possess atleast a Master's Degree in Agricultural Economics, Agricultural Extension, Agribusiness Management, Agricultural Statistics, Dairy Economics or other Social Sciences with atleast three years of teaching/ research experience and should be working in not below the rank of Scientist/Assistant Professor in ICAR/SAUs/ Other Public Academic Institutions. About 25 participants will be selected. Selected participants will be provided food, accommodation and to & fro TA limited to AC 2 Tier from place of duty to Junagadh on production of tickets/PNR.

