



Model Training Course

On

**Efficient Supply Chain Management
and Marketing of Horticulture Produce
in Dry Region**

1-8 September, 2014

Sponsored by

Directorate of Extension

Government of India

Krishi Vistar Bhavan

Pusa Campus, New Delhi-110012

Organized by

**Division of Transfer of Technology,
Training and Production Economics
Central Arid Zone Research Institute,
Jodhpur-342003**

2014

Website- www.cazri.res.in



Central Arid Zone Research Institute (CAZRI) owes its origin to the Desert Afforestation Research Station, which was established in 1952 at Jodhpur and was upgraded to the Desert afforestation and Soil Conservation Station in 1957. The institute conducts multi-disciplinary research to seek solution to the problems in arid zone of the country, covering about 32 million ha area in hot arid zone and about 7 million ha in the cold. The institute is mandated to carry out following activities: To undertake basic and applied research for sustainable farming systems in the arid eco-system; act as repository of information on the state of natural resources and desertification processes and its control; develop livestock –based farming systems and range management practices for the chronically drought affected areas depending on livestock species; act as a centre of learning for arid land management technologies etc. CAZRI has five regional research stations at Bikaner, Jaisalmer and Pali in Rajasthan, and at Kukma, Bhuj in Gujrat and Leh in cold arid region.

Introduction

Since independence, India has achieved significant milestones in the field of agriculture, helping her to transform from begging bowl to self sufficient country in food production due to green revolution which started in 1960s. The gain in production was sustained through the combined efforts of successive governments at the centre and states along with the participation of other

stakeholders. However, the nature of problems affecting Indian agriculture and farmers has changed over a period of time. The focus of agriculture policy was to increase production and productivity of crops and enterprises during the green revolution period. However, the challenges such as transport, storage, processing, value addition and marketing have come to the fore. The wastage of food grains in India is about 15 per cent in cereals, and it is up to 35-40 % in fruits and vegetables. Only two percent of the agricultural produce in India is being processed. Hence, these post-production operations have gained more importance. There is a lot of scope for supply chain management and processing of food crops in the country which would not only reduce the wastage but also provide employment opportunity for rural youth. Importance of horticulture in arid regions as “Alternate land use” has been a policy shift since the last decade to promote processing and value addition in the country. With this backdrop, the model training course has been slated down to enable the participants to understand the developments and new horizons of supply chain of different horticultural produce of arid region.

Course content

The course will cover scope and importance of supply chain management in horticultural crops with special reference to arid region, constraints in production storage, processing, value addition and marketing of crops. Schemes and programmes of the government to

promote value addition and processing would be covered. The training approach would be completely participatory with emphasis on both theory and practical involving field visits.

How to apply: Interested candidate may apply in the enclosed proforma. The duly filled in application should reach the Course Director on or before **25th July, 2014**.

Important dates to remember

Last date for receipt of nomination: **25 July, 2014**

Intimation to selected participants: **30 July, 2014**

Eligibility

Applicant should be a post graduate in any discipline of agriculture or allied science from State Development Departments. In case the participants from ICAR institutes/ SAUs/ KVVKs/ others are required to attend the MTCs, their TA/DA may be borne by their sponsoring organization/ Institute. Selection is based on short listing of applications (first come first serve) and preference will be given to those who have not undertaken similar training elsewhere. Decision of Course Director shall be final.

Number of seats: 20

Boarding and Lodging: All the participants are entitled to avail the lodging and boarding within campus. Reimbursement of to & fro travelling expenses shall be restricted to second class AC fare. However persons travelling from Andaman & Nicobar and Lakshdeep may be allowed limited air fare as per GOI norms.

About Jodhpur

Jodhpur, the gateway of Indian Thar desert is known as the "Sun City" due to its bright and sunny weather throughout the year. Named after Rao Jodha, who established it in 1459 it rose to be the second largest city of Rajasthan. Jodhpur is a very popular tourist destination. The city has many beautiful palaces and forts such as Mehrangarh Fort, Umaid Bhavan Palace and Rai Ka Bag Palace. Other charms of Jodhpur include Jaswant Thada, Government Museum and its beautiful Umed and Mandore Gardens. It is also popular for delicious Marwadi food.

Weather

In the month of September, weather is generally hot with the mean maximum temperature 39-42°C and mean minimum temperature of 20-28°C.

How to reach CAZRI

Jodhpur is well connected through Rail and Bus transport and has links with all the major cities of India. Distance from major terminals of the city is:

From Railway Station: 5km

From State Roadways Bus Stand: 8km

Address for Correspondence

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Division of Transfer of Technology

Central Arid Zone Research Institute (CAZRI)

Jodhpur- 342003, Rajasthan, India

Application Proforma

MODEL TRAINING COURSE: Efficient Supply Chain Management and Marketing of Horticulture Produce in Dry Region

September 1 –8, 2014

Central Arid Zone Research Institute, Jodhpur

1. Full Name (in capital letters):
2. Designation: ...Basic pay... Grade pay..
3. Employer address:
4. Postal address (Email and mobile no) ...
5. Sex (male/female):
6. Professional experience:
7. Marital status (married/unmarried):
8. Whether accommodation is required (Y/N):
9. Mention, if you have participated in training, during previous years on similar theme:
10. Reason for which training is required ...

Date..... Signature of the applicant
Place.....

Recommendations of forwarding Institute
Certificate

It is certified that the information furnished above has been verified and found to be correct

Date.....

Signature

Institute seal Director/Head of the organization