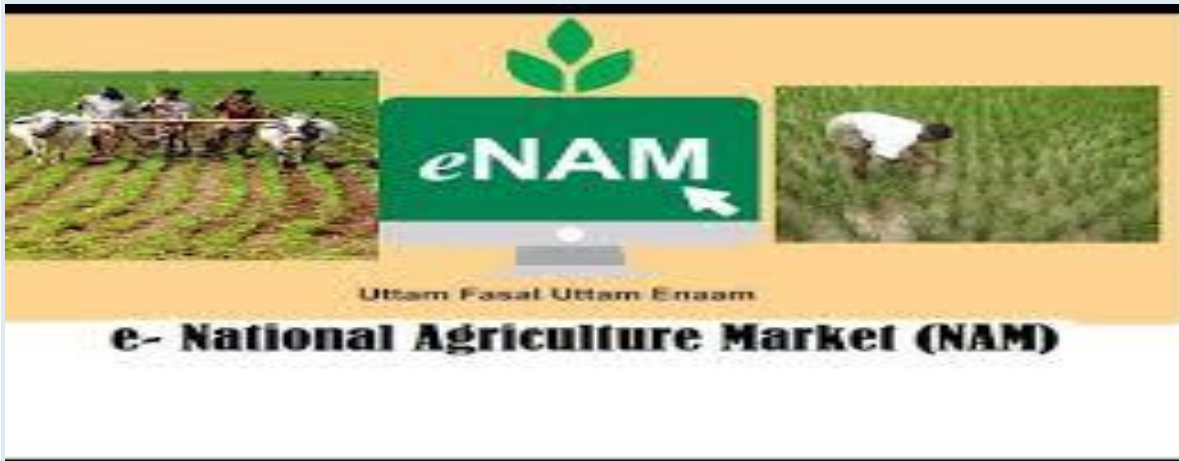




**REPORT  
OF  
JOINT COMMITTEE OF NIAM & DMI  
ON  
TRAINING PROGRAMMES**



**GOVERNMENT OF INDIA**  
**MINISTRY OF AGRICULTURE & FARMERS' WELFARE**  
**DEPARTMENT OF AGRICULTURE, COOPERATION & FARMERS WELFARE**

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# Chapter-I

## Introduction

### 1.0 Background

Training to those performing various functions and services in agricultural marketing is crucial, as efficient and effective markets equipped with skilled human resource with professional approach together with cost effective services can generate net positive returns to the producer. Government's policy shift from mere food security to price security and identifying the marketing an important area of attention to achieve the goal of doubling the farmers' income by 2022, as envisioned by our Hon'ble Prime Minister has put agricultural marketing in the centre of the focus. Thus, to achieve the goal, country needs well functioning, competitive and transparent markets to drive inclusive growth, employment and economic prosperity in rural areas of the country.

1.2 Government is working on integrated multipronged measures like promotion of farmers' friendly next generation market reforms, barrier free agricultural trade, conducive trade policy, marketing credit and pledge financing , role of futures trading for farmers, new food processing policy and facilitative contract farming law. The new generation reforms promotes business model for Private wholesale markets, direct integration of farmers with processors/bulk buyers/bulk retailers with retail chains. It also provides for declaring of whole state as one market, declaring warehouses/silos/cold storages as market yard, rationalization of market fee and commission charges, deregulation of marketing of fruits and vegetables, integration of farmers with processing industries through contract farming , marketing credit and pledge financing . As part of the new generation reform agenda, Government has launched reform linked central sector scheme of "Promotion of National Agricultural Market (e-NAM) through Agritech Infrastructure Fund (ATIF), which is popularly called e-NAM.

1.3 To translate the measures into real success and to reap the benefit as envisaged will largely depend on the skill of stakeholders and their professional approach. Now, apart from imparting need based training to the in-service marketing personnel as per the changing marketing scenario, this is high time to include all marketing functionaries, promoters of new innovative marketing channels and farmers also in the training basket. Therefore, ongoing training programmes be

reviewed and training module is developed *de novo* to develop a robust skilled human resource in the dynamically changing marketing ecology both in public and private sectors.

1.4 The training in agricultural marketing being undertaken in the country, although not to the level of satisfaction, may broadly be grouped into, “off-service training” and “in-service or on job training”. On job training with varied training courses and stakeholders is being conducted by various organizations including Directorate of Marketing and Inspection (DMI), CCS National Institute of Agricultural Marketing (CSS NIAM), Jaipur, State Agricultural Marketing Boards, etc.

## Chapter-II

### Training Programmes in DMI and CCS NIAM

#### 2.0 Training Programmes in DMI

##### 2.1 Background of Training Programmes in DMI :

The Marketing Sub-Committee of the Policy Committee on Agriculture, Forestry and Fishery headed by Sh. T. Raghavacharya in its Report (1945), underlining the need for training of marketing personnel, recommended that all grades of staff employed in agricultural marketing should be well trained. The Report guided that the sub-ordinate staff should be trained by the Provincial Marketing Department and the technical class-I gazetted staff by the Central Agricultural Marketing Department (now DMI).

2.1.2 The State Marketing Officers' Conference in 1953 and the Regional Marketing Officers' Conference in 1955 and 1956 reiterated these recommendations and strongly emphasized the need for organising in-service training programme on various aspect of agriculture marketing. As a result, a training course leading to one year "Diploma in Agriculture Marketing" course was started by DMI in 1956. Similarly, at the same time, another course for duration of six months in Livestock Marketing was started. A year later in 1957, a four months training programme for Market Secretaries commenced. With the passing of time, a need based training programmes started such as "Grading Supervisors' Course", "Cotton Lint and Kapas Grading Course", "Senior Level Training Programme" etc. Apart from above, some short-term training programmes were also taken up on specific demand of the State Agricultural Marketing Boards/ Departments/Directorates, Cooperatives etc. Various types of such training programmes were being organised by DMI office of Lucknow, Hyderabad, Nagpur, Sura, Abhojar, Khandava, Raichur and Tirupur.

##### 2.2 Ongoing Training Programmes in DMI :

DMI, as an Apex institution through its offices at Nagpur, Lucknow and Hyderabad, has now been running various training courses to cater the need of trained manpower in agricultural marketing in the country. Brief of the training courses run by DMI are as under:-

**2.2.1 Diploma Course in Agricultural Marketing:** A comprehensive training course of six months duration for senior and middle level officers with intake capacity of 15 trainees is organized at Nagpur with focus on agricultural marketing, its organizational management and legal framework. The syllabus, *inter alia*, covers organisational set up in key agricultural marketing organizations, market information, marketing extension, survey and research in agricultural marketing, EXIM of agricultural commodities. Apart from this, required practical and field visits/study tours are also organised. In last, trainees are assigned the work of preparing the report.

**2.2.2 Grading Supervisors Training Course:** This is 15 days duration course with intake capacity of 10 trainees for Grading Supervisors of Market Committees. The training course emphasizes on agricultural marketing with special focus on grading & standardization, grading related Acts and food safety standards. Practical aspects relating to grading and analysis are the special focal points in the course.

**2.2.3 Market Intelligence and News Service:** This two weeks long course with intake capacity of 12 trainees is organized at Nagpur. Under the course, due emphasis is given on scientific management of agricultural marketing through data collection, presentation, analysis, interpretation and developing information, which help in decision making. The course also deals with maintenance of market intelligence data, cost and margin studies, dissemination of market information, supervision of the reporting agencies and its timely dissemination.

**2.2.4 Market Extension Service Course:** This two weeks duration course with intake capacity of 12 trainees is also organized at Nagpur with the objectives to develop specialized man power through enhancement of knowledge of stakeholders and also to integrate the farming community with marketing mechanism. The curricula, among other things, include role and importance of extension service, administration of market extension service, inter-personnel communication and transfer of farm technology, communication channels in market extension, mass communication in agriculture, innovation in decision process, opinion leadership & flow of information, determination of the rate of adoption of improved marketing practices and role of different organizations in market extension etc.

**2.2.5 Market Secretaries Training Course:** This three months duration training course is run by DMI, RO, Hyderabad in English medium & by DMI, RO, Lucknow

in Hindi medium for in-service marketing personnel of State Agricultural Marketing Departments/ Boards, Cooperatives etc.

## **2a. Training Programmes in CCS NIAM**

### **2a.1 Background of Training Programmes in CCS NIAM:**

CCS NIAM, an autonomous body, previously known as Centre for Agriculture Marketing, is a premier National level Institute set up in August, 1988 by Government of India under the Rajasthan Registration of Society Act-1958. The Institute mandated to offer specialized training, research, education and consultancy in the field of agricultural marketing. NIAM is engaged in organizing training programmes in the field of agricultural marketing and allied areas for senior and middle level officers from various line departments of State Governments, Cooperatives, Marketing Boards and Agribusiness Entrepreneurs. The institute is also playing an active role in orienting agricultural extension personnel towards agricultural marketing.

### **2a.2 Ongoing Training Programmes in CCS NIAM**

The brief of the ongoing training programmes of CCS NIAM is as under:-

**2a.2.1 Farmers Awareness Programme:** Farmers are the first link in the supply chain often getting lower share in consumers' rupee. The scientific price discovery is still not in place for the farmers. Realizing these aspects, the Institute has introduced awareness programmes to provide farmers exposure on various aspects of agricultural marketing.

**2a.2.2 Focus on Women in Agriculture:** The training programmes have also been designed to cover gender issues in agricultural marketing. The programmes are being organized for Self Help Groups and Cooperative sector for enhancing the capability and skills of women in marketing. Through such programmes, the Institute aims to build capacity of the women farmers on various schemes of the Government of India so that they can avail the benefits of these schemes and may participate in the decision making process.

**2a.2.3 Focus on North-East Region:** The agriculture and agricultural marketing system in North-East region is suffering from several shortcomings leading to poor growth in agriculture as compared to the growth of agriculture in rest of the country. The Green Revolution was largely limited to the North- Western parts of the country and, for a variety of reasons, has not found expression in the Eastern and North

Eastern States. However, enormous potential exists in the region for development of agriculture, horticulture, animal husbandry and fisheries due to its diverse agro-climatic settings. Keeping this in view, the Institute has identified NER as a focus area for organizing training programmes for different stakeholders and officers.

**2a.2.4. Market Led Extension:** There are various agencies engaged in extension with focus on dissemination of production technology. Much of the progress has been attained on production front due to considerable expansion in the training facilities in agricultural production technology. However, the training facilities in the area of agribusiness and agricultural marketing management are limited. Keeping this in view, the institute has made efforts to conduct training programme for personnel engaged in agricultural extension of the various agencies such as SAMETI (State Agricultural Management and Extension Training Institute), ATMA (Agriculture technology management agency), KVK, etc.

**2a.2.5 International Training Programmes:** NIAM has been involved in international training programmes. The Institute has organized a series of programme under “feed the future programmes” of USAID for participants from Kenya, Malawi and Liberia. NIAM is now targeting SAARC Nationals for such programmes.

**2a.2.6 Buyer-Seller Meet:** The Institute has experimented with conducting buyer-seller meet to provide platform for both buyer and seller so as to facilitate business deals in an appropriate way. The meet also aims at creating awareness about requirement of the buyer with respect to quality, labelling, packaging, etc. Buyer and seller meets have been successful in creating business linkages in important products such as Mango, Apple, Organic products etc.

**2a.2.7 Proposed training programmes in NIAM:** The Institute has aligned its activities including training programmes with the “**Krishi Vikas Vriksha**” of the Ministry of Agriculture and Farmers’ Welfare. In order to align with the focus and schemes of the Ministry, the Institute has identified following areas for training during 2017-18-

**2a.2.7.1 Kisan Business School:** Understanding the need of farmers for education and knowledge on wide range of aspects of trade and marketing, the concept of “Kisan Business School” has been introduced by NIAM with aim to build capacity of



farmers in entrepreneurial and management skills. The learning process under Kisan Business School is based on 'learn-by-doing' and through sharing their knowledge and experiences. The Institute under the concept of "Krishak Pathshala" is working with farmers to strengthen their knowledge and skills to make framing a profitable venture.

**2a.2.7.2 Farmers Producers Organizations** – In order to integrate small and marginal farmers with the main stream, Institute has designed programs for members and office bearers of FPOs to develop their capacity in areas like insurance and developing business plans. The Institute has developed certificate course for management of Farmer Producer Organizations (FPOs) to help them implement their business plans and bring sustainability to their operations.

**2a.2.7.3 Skill development** – CCS NIAM is in the process of introducing three 200 hours skill development programs on the job roles of warehouse workers, pack-house workers and supply chain field assistant.

**2a.2.7.4 International programs for SAARC Nations** –NIAM is proposed to be the Nodal Resource Center for conducting trainings, workshop/conferences and consultancy for SAARC nations, FTF (Feed The Future) programme of USAID and members of Agriculture and Food Marketing Association for Asia Pacific (AFMA).

**2a.2.7.5 e-NAM** -CCS NIAM has taken the responsibilities of sensitizing different stakeholders on benefits of participating on e-NAM platform. In order to create conducive environment by educating relevant stakeholders, the Institute has organized state level conferences in states namely Rajasthan, Gujarat, Odisha and Jharkhand. Accordingly, CCS NIAM has developed modules of training program for different stakeholders by organizing a one-day workshop at CCS NIAM.

**2a.2.7.6 Education program for agriculture marketing practitioner** – CCS NIAM is introducing one year diploma course on agricultural market and marketing management for practitioners from state government and private organizations.

**2a.2.7.7 Value Chain** – The Institute has developed training programmes to educate practitioners on following value chain approach in implementation of different programmes so as to help farmers integrate with high value agri-commodity chains.

**2a.2.7.8 Swachh Bharat Abhiyan** - CCS NIAM has developed a training module on "Practicing Principles in Agricultural Markets" to introduce the concept of cleanliness hygiene and food safety in agriculture wholesale.

## Chapter –III

### Constitution of Joint Committee of DMI and NIAM Officers and its Meetings

#### 3.0 Constitution and Composition of Joint Committee of DMI and NIAM

**Officers:** In order to make the ongoing programmes in both the organizations, need & demand based, Ministry constituted a Joint Committee of DMI & NIAM officers to study the ongoing training programmes in these two organizations & suggest measures to improve and align it to suit the present day agricultural marketing requirements. The composition of the Joint Committee is as under-

- i. Shri M Thangaraj, Jt. AMA (Officiating), DMI.....Member
- ii. Shri Ramesh Mittal, Dy. Director, NIAM .....Member
- iii. Dr. Shalendra Kumar, Asstt. Director, NIAM.....Member
- iv. Shri C.R. Jena, Dy. AMA, DMI, BHO, Nagpur.....Member
- v. Dr. S.K. Singh, Dy. AMA, DMI.....Convener

#### 3.1 Terms of Reference of the Joint Committee:

- a. To study the ongoing training programmes in both the organisations and also identify overlapping programmes, if any;
- b. To devise the area of training based on the present marketing requirements;
- c. To allocate the training programmes to both the organisations based on their competency and existence of training infrastructure and human resources as well;
- d. To work out modalities of engaging/deputing suitable resource persons along with requirements of training thereto; and
- e. To work out course content along with duration thereof based on their realistic needs;
- f. Any other issue(s) related to training.

#### 3.2 Meetings of Joint Committee:

Two meetings of the Joint Committee were held on 1<sup>st</sup> June, 2017 at DMI, Head Office Faridabad and on 21<sup>st</sup> June, 2017 at CCS NIAM, Jaipur respectively.

### **3.2.1 First Meeting of the Committee:**

The first meeting of the Joint Committee of NIAM & DMI was held at DMI Head Office, Faridabad on 01.06.2017. The Committee as per the items of Terms of Reference of its constitution deliberated the issues at length. In the meeting, Committee focused on identification of important stakeholders to be covered under the awareness/ training programme of DMI & NIAM to make it more meaningful with the changing market ecology and its dynamics. In addition, Committee also reviewed the ongoing training programmes of DMI & NIAM with the objectives to re-align them with the changing need of the stakeholders and agricultural marketing as well. The minutes of the 1<sup>st</sup> meeting containing the decisions taken therein is at **Annexure-I.**

### **3.2.2 Second Meeting of the Committee:**

The second meeting of the Joint Committee of NIAM & DMI was held at CCS NIAM, Jaipur on 21.06.2017. The Committee as per the items of Terms of Reference of its constitution and also as decided in its 1<sup>st</sup> meeting deliberated the issues at length. The Committee, in addition to review the ongoing training programmes of DMI & NIAM with the objectives to re-align them with the changing need of the stakeholders and agricultural marketing as well, also reviewed the course contents. The minutes of the 2<sup>nd</sup> meeting containing the decisions taken therein is at **Annexure-II.**

## Chapter-IV

### Evaluation of Training Programme

#### 4.0 Evaluation of Ongoing Training Programmes in DMI and NIAM

The Committee by holding two meetings on 1<sup>st</sup> June, 2017 at DMI, Head Office Faridabad and on 21<sup>st</sup> June, 2017 at CCS NIAM, Jaipur respectively studied and evaluated the ongoing training programmes in both the organisations with reference to-

**4.1 inclusion and exclusion of stakeholders to be covered in the kitty of training programmes-** The existing market structure and regulatory framework do not support free flow of agricultural produce; and direct interface of farmers with the processors /exporters/ bulk buyers / end users, and in sequel has let in large number of intermediaries who may or may not be adding any value along the value chain. This is neither advantageous to the farmers nor serves well the interests of the consumers. Further, the restrictive and monopoly-centric agricultural market structure as exists in the country today is not capable of permitting the producers to harvest the economic advantages of place, time and form value of their agricultural commodity. Therefore, Government is promoting existence of multiple & competitive marketing channels including on-line trading channel, reorientation of roles of market participants, transparency in trading, accurate and real time market information and intelligence and freedom of farmers to sell their produce to the buyers and in the markets of their choice offering the better value of their farm produce. Keeping above policy changes in mind, existing training modules in NIAM and DMI warrant considerable modifications. To illustrate, promoters of alternative marketing channels, various market functionaries, elected members of the Market Committee/State Agricultural Marketing Board and farmers are to be made indispensable part of training programme.

**4.2 review of existing course contents/area of trainings and their duration-** Committee observed that the course contents of the existing training programmes of both the organizations are more of theoretical nature and further course contents are not in sync with duties and functions of the stakeholders' identified for particular training. Furthermore, agricultural marketing is dynamically changing specially after Government's policy shift towards ensuring price security to the

farmers. Launch of e-NAM, release of new Model APLM Act,2017, formulation of holistic and facilitative legal framework for contract farming, strengthening of warehouses and integration thereof to market, actualization of marketing credit and of pledge financing , role of futures markets, etc. are a few illustrative measures taken by the Government to achieve the goal. Considering above realistic facts, training contents and modules need to be relooked and accordingly redesigned to make it more meaningful. The duration of course should be realistic and as per actual requirements only.

**4.3 identify the overlapping programmes, if any-** Committee did not find any overlapping in the medium and long term training courses being run by NIAM and DMI, however, Committee was in agreement to have regular and periodical interface between both organizations so as to not allow any overlapping.

**4.4 allocating the training programmes to both the organisations based on their competency and existence of training infrastructure and human resources as well-** Availability of good training infrastructure and experienced resource person have direct bearing on the quality of training and generation of skilled human resource ,leading to potential increase in efficiency; and agricultural marketing is not different to this fact . Training infrastructures and competency of CCS NIAM is better than DMI but it does not mean that CCS NIAM is not required to make further improvements in its competency so as to keep pace with the changing agricultural marketing scenario. The training infrastructures in DMI need to be considerably improved. It was observed that **officers having the academic attitude with inclination to devote fully in such activities may only be posted in training centres of DMI.** Further, on identifying such officers and getting them once posted with further proven record should be allowed to stay longer in such stations of DMI. Apart from above, Committee kept in mind all these issues while deciding what type of training which organization of two will run.

**4.5 engaging/deputing suitable resource persons for training:** Committee while evaluating this issue was of the firm opinion that only those guest faculties should be invited who have sufficient exposure and practical experiences in the field and there should not be any other considerations, as sometimes government retirees with no link and exposure to the latest changes in agricultural marketing are frequently invited for guest lectures. Government may consider to provide monitory honorarium commensurate to quality of guest speakers.

## Chapter-V

### Recommendations

#### 5. Recommendations of the Joint Committee of NIAM and DMI Officers

Recommendations of the Joint Committee of NIAM and DMI Officers are as under -

##### A. Relating to Trainee Stakeholders :

**5.1 Farmers-** Considering the importance of farmers being informed about the existing marketing functions and services to draw advantage in terms of getting the better monetary value of their produce and adopting the better post-harvest management, Committee felt that farmers should be made part of the awareness/training strategy. Hence, it is recommended that there should be awareness/ training strategy for farmers as under –

(i) DMI & NIAM both should actively participate in the on-going extension activities being undertaken by various Central / State Departments, Institutions and Organisations, etc. Both the organizations while formulating the annual work plan tentatively identify the organisations to be approached and same be shared to each other.

(ii) DMI offices for their jurisdiction should formulate a work plan to undertake farmers' awareness programme in potential mandis in collaboration with concerned APMCs. Respective field office of DMI in consultation with DMI, Head office, Faridabad will develop the brief and relevant course content for awareness programme in regional languages. DMI may arrange the necessary fund from its existing budget or may submit a proposal for budget to the Ministry.

**5.2 Market Functionaries** - In the changing marketing scenario specially after the launch of e-NAM and focus of the Govt. on the farmers friendly marketing reforms, it was realised that market functionaries need to play defined and specific role to make the agricultural marketing efficient and reduce post-harvest losses in the food value chain. Hence, Committee recommends under mentioned awareness/ training strategy for market functionaries

(iii) Single day awareness/training programme in collaboration with respective State/ UT Agricultural Marketing Department/ Directorate/ Board be organized for traders and commission agents at strategic locations in the State/ UT by DMI and NIAM in the manner to cover the entire country without any duplicity. In bigger States, there may be 3-4 locations in a State. Respective field office of DMI in consultation with DMI, Head office, Faridabad should develop the brief and relevant course content for awareness programme in regional languages. DMI may arrange the necessary fund from its existing budget or may submit a proposal for budget to the Ministry.

(iv) Committee, at this point of time, finds no any need of awareness/training programme for other market functionaries like weighmen, hammal, etc.

### **5.3 Elected Members of the Market Committee -**

(v) Realising the importance of elected members of the Market Committee in taking the policy decision at ground level, it is high time that such representatives should also be sensitised so as to make them more professional in discharging their duties and performing their functions. Since CCS NIAM has sufficient infrastructure for sensitising them, therefore, Committee decides that NIAM should prepare a plan and course material with DMI to sensitise them.

(vi) Committee also recommends that an awareness programme at zonal/regional level in a State in the consultation with the respective States may be organised by NIAM. NIAM may also involve DMI.

### **5.4 State Government Officers –**

(vii) Officers dealing with agricultural marketing are the cardinal link between policy making and implementation of agricultural marketing related issues at ground level, therefore, Committee recommends that NIAM should include a day long sensitization programme for officers of Additional Chief Secretary/ Principal Secretaries / Secretaries, State Agricultural Marketing Department /Directorate and Boards dealing with the subject in its Annual Work Plan (AWP). Such programme may be held preferably in States'

capitals. In case of smaller States/UTs, two or three or more may conveniently be clubbed. NIAM should organize these programmes in collaboration with respective States with active involvement of DMI.

#### **5.5 Mandi Officials -**

(viii) In addition to refresher course for 6 days and other long duration course to be undertaken by NIAM & DMI, Committee recommends for holding single day sensitization programme at State level wherein Market Secretaries and other important marketing officials in the Mandi may be invited. In bigger States, 2-3 strategic location may be identified in consultation with respective SAMBs. DMI, field offices should prepare course contents in consultation with DMI, H.O, Faridabad.

#### **5.6 Licencees of alternative marketing channels, their representatives and management Committee, if any -**

(ix) In view of the better infrastructure and competence, it is recommended that CCS NIAM should prepare training/ awareness module for licencees of alternative marketing channels, their representatives, management committees, if any, and other such market functionaries operating in private market; and work out conducting of such programmes in or off campus as per the feasibility. It is recommended that DMI will co-ordinate with NIAM in getting the details of such prospective trainees from States and DMI will also help NIAM in preparing the training modules.

### **B. Relating to Existing Training Programme/ Course Contents:**

#### **5.7 Market Secretary Training Course conducted by DMI,R.O., Lucknow and Hyderabad –**

(x) Considering the need of such training and its course contents vis-a-vis changing market dynamics, possibilities of sparing of prospective secretaries by SAMBs, it is recommended that the existing period of 3 months for the said course be reduced to 1 month and 15 days only including 15 days of field visit. Keeping the functional and managerial requirements of mandi secretaries, it is also recommended that apart from this 1 month and 15 days course, there should be multiple six days long “Refresher Course on Agricultural Marketing for Mandi Secretaries” including



2 days of field visit. This course will imbibe skills in the market secretaries about new development in agricultural marketing and they will also gain practical experience to enable them to efficiently discharge their duties. DMI, Lucknow and Hyderabad should prepare the course materials for above two programmes in consultation with DMI Head Office and share with NIAM also.

#### **5.8 Diploma Course in Agricultural Marketing run by B.H.O., Nagpur –**

(xi) It is recommend that the Diploma Course in Agricultural Marketing run by DMI, BHO, Nagpur is to remain unchanged, while In-charge of DMI, BHO, Nagpur should prepare and finalize course materials with the help of its Head Office within time period of 3 months to make it more meaningful and need based. The document may be shared with CCS NIAM also.

#### **5.9 Grading Supervisor Course –**

(xii) Committee also decided that DMI will run the Grading Supervisor Course of 15 days duration with complete modification in its course content. DMI , BHO, Nagpur should prepare and finalize course materials with the help of its Head Office within time period of 3 months to make it more meaningful and need based. The document may be shared with CCS NIAM also.

#### **5.10 Course in Marketing Extension Service -**

(xii) This two week long training course run by BHO, Nagpur reportedly covers various aspects of agricultural marketing; and under this programme, Secretaries/ Asstt. Secretaries/ Supervisors of Mandis or any other sponsored in- service personnel participate. It is recommended that this training programme of DMI needs to be subsumed with another important training course titled as “Market Intelligence & News Service”.

#### **5.11 Market Intelligence & News Service –**

(xiv) This is two week long course run by DMI, BHO, Nagpur. In the present day agricultural marketing scenario, market intelligence is gaining importance. Therefore, Committee felt that this course may be renamed as “Market Extension, Intelligence and Price Forecast”, which needs to be *de novo* redesigned in the way to meet the changing agriculture marketing ecology. Committee was in consensus that this renamed and redesigned

course be run by DMI offices of Nagpur, Lucknow & Hyderabad and also by NIAM, Jaipur. It is recommended that, to start with, CCS NIAM with 2-3 select officers of DMI, H.O. Faridabad should first undergo training and adequate exposure of this course with excellent faculty, then, CCS NIAM, will transfer the technology and skill to the DMI Officers. DMI will implement it as a scheme at the ground level.

**5.12** It was decided that CCS NIAM may go ahead with its the proposed course titled as “Post-Graduate Diploma in Agricultural Marketing Management” programme, but CCS NIAM needs not only to suitably modify the course content to meet the requirements of proposed stakeholders in discharging their duties and performing their functions more efficiently and professionally but also align with the changing dynamics of agricultural marketing. While finalising the course materials, CCS NIAM may share the documents with DMI.

### **C. Miscellaneous**

**5.13** Keeping the policy shift from mere enhancing production and productivity to ensuring price security, it is recommended that market led extension programmes be linked to on-going production linked extension programmes. Hence, CCS NIAM should co-ordinate with ATMA and other such organisations/ institutions to sensitize the officials engaged in such production linked extension programmes about various aspects relating to agricultural marketing, including e-NAM, Agmarknet, cleanliness in mandis under SBM, good marketing practices, etc.

**5.14** Committee recommends that DMI should extend its fullest support to CCS NIAM while conducting its training/ awareness programme at the field levels in the States, as DMI has its offices almost in all the States. DMI should also allow its training centres at Nagpur, Lucknow and Hyderabad to be utilised by CCS NIAM. If necessary, DMI may obtain the approval from the AMA in this regard.

**5.15** It is recommended that CCS NIAM’s on-going theme based, short duration (2-3 days long) programmes may be continued as such and for other programmes CCS NIAM should align its course materials to be need based within 6 months and get approved by the DAC&FW.

**5.16** It is recommended that the training infrastructures in DMI need to be considerably improved as per the changing requirement.

**5.17** It is suggested that officers having the academic acumen with inclination to devote fully in such activities are only posted in training centres of DMI. Further, on identifying such officers and getting them once posted with further proven record should be allowed to stay longer in such stations of DMI.

**5.18** It is also suggested that only those guest faculty should be invited who have sufficient exposure and practical experiences in the field. Government may consider to provide monetary honorarium commensurate to quality of guest speakers.

**5.19** Committee recommends that before finalizing the annual work- plan for awareness/ sensitization programmes and training and courses materials therefore, there should be one day long interface of CCSNIAM and DMI at CCS NIAM, Jaipur to deliberate upon and come out with refreshed and need based solutions.

**5.20** The courses for current financial/ calendar year in DMI and CCS NIAM may remain unchanged and the changes /modifications as per the recommendations of this Joint Committee of NIAM and DMI may be effected from next financial/ calendar year.

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The minutes of the 1<sup>st</sup> meeting containing the decisions taken therein held on  
01.06.2017 at DMI, Head Office, Faridabad

**A. Identification of Stakeholders**

- **Farmers** - Considering them as base of the supply chain and present Government's focal shift from mere enhancing production and productivity to ensuring with better price security, Committee felt that farmers should certainly be part of the awareness/ training strategy on various components of agricultural market structure, marketing activities and its functions. Hence, awareness/ training strategy for farmers was decided to be –
  - i) that market led extension programme be linked with on-going production based extension programme. Hence, DMI & NIAM both should actively participate with the on-going extension activities being undertaken by various Central / State Departments, Institutions and Organisations, etc. It was further decided that DMI & NIAM while formulating the annual work plan tentatively identify the organisations to be approached and may also share between them.
  - ii) that farmers converge at marketing platform in the mandis for auctioning of their produce at certain period of time. The platform may prove a cheaper and best to make them aware about the good marketing practices including those of bringing produce in the marketable form, cleanliness of mandis and market related information etc. Therefore, it was decided that DMI offices for their jurisdiction may formulate a work plan to undertake such awareness programme in potential mandis in collaboration with concerned APMCs. Respective field office of DMI in consultation with DMI, Head office, Faridabad will develop the brief and relevant course content for awareness programme in regional languages. DMI may arrange the necessary fund from its existing budget or may submit a proposal for budget to the Ministry.
- **Market Functionaries** - In the changing marketing scenario specially after the launch of e-NAM and focus of the Govt. on the farmers friendly marketing reforms, it was realised that market functionaries need to play defined and specific role to make the agricultural marketing efficient and reduce post-harvest losses in the food value chain. Hence, awareness/ training strategy for market functionaries was decided to be –

iii) that a single day awareness/training programme in collaboration with respective State/ UT Agricultural Marketing Department/ Directorate/ Board be organized for traders and commission agents at strategic locations in the State/ UT by DMI and NIAM in the manner to cover the entire country without any duplicity . In bigger States, there may be 3-4 locations in a State . DMI may arrange the necessary fund from its existing budget or may submit a proposal for budget to the Ministry.

iv) that at this point of time, there is no any need of awareness/training programme for other market functionaries like weighmen, hammal, etc.

- **Elected Members of the Market Committee** : Realising the importance of elected members of the committee in taking the policy decision at ground level, it was decided –

v) that an awareness programme at zonal level in a State in the consultation with the States may be organised by NIAM. NIAM needs to work out the course contents for the awareness programme and share with DMI. NIAM may also involve DMI.

- **State Government Officers** – Officers dealing with agricultural marketing are the cardinal link between policy making and implementation of agricultural marketing related issues at ground level, therefore, Committee decided –

vi) that NIAM may include a day long sensitization programme of officers of Ministry, State Agricultural Marketing Department /Directorate and Boards in its Annual Work Plan (AWP) dealing with the subject. Such programme may be held preferably in State capital. In case of smaller States/UTs, two or three or more may conveniently be clubbed. NIAM should organize these programmes in collaboration with respective States with active involvement of DMI.

- **Mandi Officials** - In addition to refresher course for 6 days and other long duration course to be undertaken by NIAM & DMI, it was felt -

vii) that there is a need for single day sensitization programme at State level wherein market Secretaries and other important market officials in the Mandi may be invited. In bigger States, 2-3 strategic location may be identified in consultation with respective SAMBs. DMI, field offices will prepare course contents in consultation with DMI, H.O, Faridabad.

- **Licencees of alternative channels, their representatives and management Committee**, if any. It was decided –

viii) that NIAM may prepare training/ awareness module for aforesaid licencees of alternative channels, their representatives and management committee and work out conducting of such programmes in or off campus as per the feasibility. NIAM should involve DMI in its awareness/ training programme.

## **B. Review of the existing Training Programme/ Course –**

1. **Market Secretary Training Course conducted by DMI,R.O., Lucknow and Hyderabad** – Committee while deliberating the issue correlated the existing period of 3 months for the said course vis-a-vis requirement, need based course content as per the changing market dynamics, sparing of prospective secretaries by SAMBs. It was found that training course is too long. Therefore, Committee suggested –

ix) that this course should be of 1 month and 15 days only including 15 days of field visit.

x) that there should be multiple six days long “Refresher Course on Agricultural Marketing for Mandi Secretaries” including 2 days of field visit. This course should imbibe skills in the market secretaries about new development in agricultural marketing and gain practical experience to enable them to efficiently discharge their duties.

xi) that DMI, Lucknow and Hyderabad should prepare the course materials for above two programmes in consultation with DMI Head Office and share with NIAM also.

2. **Diploma Course in Agricultural Marketing run by B.H.O., Nagpur:** Committee deliberated this six month long course with respect to its utility, clientele, existing course content and legitimacy of christening it as diploma with 6 month long course. There was discussion in favour of naming the course as certificate course. However, Committee deferred its decision for next meeting to be held on 21<sup>st</sup> of June at NIAM Jaipur. The Committee will take the decision in the matter after justification to be made by DMI, BHO, Nagpur.

3. **Grading Supervisor Course, Grading Training Course:** These two courses of 15 days and 30 days periods respectively are being run by DMI, BHO, Nagpur. Committee found no relevance of these two courses in the present form and with existing course contents.

Committee with consensus decided that these two courses be merged together to make one course of 15 days duration including 5 days as field visits. Course contents *de novo* be designed covering the practical aspects only. DMI, BHO, Nagpur should work out the course content in consultation with DMI Head Office, which may be shared with NIAM also.

4. **Training Module for Grading Service at State Level:** This is 20 days long course. Committee could not come to the conclusion of continuing this course. Hence, it was decided that B.H.O., Nagpur will explain DMI's role in its implementation with justification for its continuance.
5. **Course in Marketing Extension Service:** This two week long training course run by BHO, Nagpur reportedly covers various aspects of agricultural marketing and under this programme, Secretaries/ Asstt. Secretaries/ Supervisors of Mandis or any other sponsored in service personnel participate. This is the training programme which needs to be subsumed with another important training course titled as "Market Intelligence & News Service".
6. **Market Intelligence & News Service:** This is two week long course run by DMI, BHO, Nagpur. In the present day agricultural marketing scenario, market intelligence is gaining importance. Therefore, Committee felt that this course may be renamed as "Market Extension, Intelligence and Price Forecast", which needs to be *de novo* redesigned in the way to meet the changing agriculture marketing ecology. It was further decided with the consensus that this renamed and redesigned course be run by DMI offices of Nagpur, Lucknow & Hyderabad and also by NIAM, Jaipur. To start with, NIAM, Jaipur convene a 2-3 days long workshop with excellent faculty to adequately train DMI Officers so as to enable them to further impart such training and skill to State Govt. marketing personnel and other DMI Officers.
7. From over view of the awareness/ training programme being conducted by NIAM, Jaipur, it appears that they are already covering farmers, market functionaries, officers and staff of the agricultural marketing, NGOs and elected members of the markets. As far as the clientele of DMI and NIAM for awareness/ training programme is concerned, their appears *prima-facie* duplicity. Therefore, it was decided that DMI & NIAM officials sit together to examine whether or not there is specific duplicity in the course contents also. If it is so, it needs to be removed and awareness/ training programme of same type of clientele should be divided geographically between the DMI & NIAM.

The minutes of the 2<sup>nd</sup> meeting containing the decisions taken therein  
held on 21.06.2017 at CCS NIAM, Jaipur

Representatives from NIAM narrated about the requirements, methodology, course duration, clientele to be covered in the proposed course titled as “Post-Graduate Diploma in Agricultural Marketing Management” programme, which may likely be started by NIAM from next year. Being it one year diploma course to be undertaken through distant learning mode, Committee decided that NIAM may go ahead with the course but NIAM needs not only to suitably modify the course content to meet the requirements of proposed stakeholders in discharging their duties and performing their functions more efficiently and professionally and also align with the changing dynamics of agricultural marketing. While finalising the course material, NIAM may seek DMI’s help also to provide necessary inputs therefore.

2.2 While deliberation, NIAM sought the support of DMI in conducting their training/ awareness programme at the field level in the States, as DMI has its offices almost in all the States. DMI assured to extend its full support and its training centres at Nagpur, Lucknow and Hyderabad may be utilised by NIAM and DMI will obtain the necessary approvals from the AMA.

2.3 In view of the policy shift from mere enhancing production and productivity to ensuring price security, Committee was of the view that market led extension programmes be linked to on-going production linked extension programmes. Hence, it was decided that NIAM co-ordinate with ATMA and other such organisations/ institutions to sensitize the officials engaged in such production linked extension programmes about various aspects relating to agricultural marketing, including e-NAM, Agmarknet, cleanliness in mandis under SBM, good marketing practices, etc.

2.4 In the changed ecology of agricultural marketing and greater role of elected representatives of Market Committee/ Marketing Board, particularly when new model APLM Act, 2017 is adopted by the States, it was felt that such representatives should also be sensitised so as to make them more professionals in discharging their duties and performing their functions. Since NIAM has sufficient infrastructure



for sensitising them, therefore, it was decided that NIAM should prepare a plan to sensitise them. DMI will help NIAM in preparing the course material for such sensitisation programme. It was also decided in the 1<sup>st</sup> meeting that NIAM should run such sensitisation programme.

2.5 As decided in the 1<sup>st</sup> meeting of the Committee, it was reiterated that NIAM should develop training module for licensees of private market and its management committee, if any, direct marketing, farmer-consumer market and other such market functionaries operating in private markets. DMI will co-ordinate with NIAM in getting the details of such prospective trainees from States and DMI will also help NIAM in preparing the training modules.

2.6 NIAM's ongoing theme based, short duration (2-3 days long) programmes may be continued as such and for other programmes NIAM should align its course materials to be need based within 6 months and get approved by the DAC&FW.

2.7 DMI will prepare and finalize course materials with the help of its Head Office for the courses as decided in the 1<sup>st</sup> meeting of the Committee to make it more meaningful and need based. The process is to be completed within time period of 3 months. The courses for current financial/ calendar will remain unchanged.

2.8 Committee after deliberation on Diploma Course in Agricultural Marketing run by DMI, BHO, Nagpur decided to remain unchanged while In-charge of DMI, Nagpur will revise the course content as mentioned at Para 2.7 above. Committee also decided that DMI will run the Grading Supervisor Course of 15 days duration with complete modification in its course content as per requirement, as mentioned at Para 2.7 above.

2.9 Issue of introducing a new course on Market Intelligence and Price forecast was discussed at length in view of its growing needs. It was decided that NIAM may first undergo training for this course, then transfer the skill to the DMI and DMI will implement it as a scheme.

