

fro, restricted to AC-II-tier train fare or bus. TA will be paid from the place of duty to the short course training location (AAU) and back by the shortest route. Actual TA will be paid on production of the tickets. Participants are requested not to bring their spouse or any family member as there is no scope for their accommodation. If you still want to bring them then you yourself need to arrange their accommodation at your own cost. Facilities for boarding and lodging will be made available for the participants free of cost at AAU Guest House. Local participants are not eligible for boarding and lodging, however, local hospitality i.e. working lunch, tea, etc. will be provided.

Weather

Weather in Jorhat during July remains pleasant. The average temperature lies in the range of 24°C to 32°C. Participants are requested to bring umbrella to protect yourself from rain and the sun.

How to reach AAU

AAU is located in Jorhat which is one of the hubs of tea industry of Assam. Jorhat is well connected by road, air and rail networks. The university is at a distance of 5 km from Inter-State Bus Terminus (ISBT), Jorhat; 6 km from Jorhat Town Railway Station and 4 km from Jorhat Airport. Jorhat is connected through direct trains and flight service from different parts of the country. The regular bus, train and flight services are available from Guwahati, 300 km away from Jorhat.



Map showing location of AAU, Jorhat

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10 days short course on

**ROLE OF AGRI BUSINESS SECTOR
AND MARKET INTELLIGENCE IN
ENHANCING FARMER'S INCOME**

10th July to 19th July, 2018



Course Director
Dr. Chandan Hazarika

Course Coordinator
Mr. Dipanjan Kashyap

Organized by:
Department of Agril.
Economics
Assam Agricultural University
Jorhat-785013, Assam

Sponsored by:
Indian Council of
Agricultural Research
(ICAR)
New Delhi-110012

About the Short Course

Agri business is defined as the total output arising from farm production and product processing at both pre-and post-farm gate levels. In developing countries like India, the agribusiness sector encompasses four distinct sub-sectors, viz. agricultural inputs; agricultural production; agro-processing; and marketing and trade. All these add value or utility to the goods. Agri business is emerging as a specialized branch of knowledge in the field of management science. In this context, agri business can be defined as science and practice of activities, with backward and forward linkages, related to production, processing, marketing, trade and distribution of raw and processed food, feed and fibre, including supply of inputs and services or these activities.

The aim of this short course is to discuss the role of agri business and market intelligence in improving farmer's income, which in turn will improve their standard of living. The importance of this course lies in the fact that India being a sovereign, socialist, democratic, republic, it is imperative on the policies of the government to ensure equitable growth of all sections of the economy. It is essential for any economy to aim at inclusive growth involving each citizen in the economic development progression. Against the backdrop of long-term under investment and neglect of agriculture, insecurity of livelihoods and job precocity remain the unfortunate norm for the majority of rural workers in the country. Fashioning a sustainable agricultural development strategy will therefore require a concerted effort to ally the drivers of economic growth with a spirit of social care.

Objectives

- To analyze the past performance and future prospects of Indian agri business
- To develop mechanisms for up scaling and out scaling of successful models in order to attain a

higher, sustainable and inclusive growth in agri business

- To analyze the issues, opportunities, challenges, and constraints in achieving the farmer's growth through agri business
- To discuss appropriate policies, institutional arrangements and technological needs for future

Subject areas will cover

- Concepts, scopes, and prospects of agri business in enhancing farmer's income
- Market intelligence
- Business opportunities in agri-horti-flori products
- Agri business opportunities in bio-pesticides
- Prospects of agro-tourism
- Business opportunities in animal husbandry, fishery, bakery and tea industry
- Bee keeping as an agri business venture
- Role of processing and value addition in improving farmer's standard of living
- Certification, quality maintenance and marketing
- Financial and risk management
- Livelihood security, economics and policy issue

AAU at a Glance

The Assam Agricultural University has been set up in the year 1969. It is the first institution of its kind in the whole of North-Eastern region. The main goal of this institution is to produce globally competitive human resources in farm sector and to carry out research in both conventional and frontier areas for production optimization as well as disseminate the generated technologies as public good for benefitting the food growers/producers and traders involved in the sector while emphasizing on sustainability, equity and overall food security at regional and national level. The university is the recipient of country's prestigious "Sardar Patel Outstanding Institution Award 2014" conferred by Indian Council of Agricultural Research (ICAR) for performing excellence in the field of teaching, research and extension activities.



Eligibility

Master's Degree in Agriculture and allied disciplines and working in the rank of Assistant Professor or equivalent and above in ICAR Institutes, SAUs, CAU, Agricultural Faculty of AMU, BHU, Viswa Bharti and Nagaland University.

How to Apply

Interested candidates are requested to visit ICAR CBP portal through <http://cbp.icar.org.in> for filling online application. Hardcopy of successfully submitted online form may be approved by the competent authority and again upload in the CBP portal latest by 30th May 2018. The hard copy o duly forwarded application along with a demand Draft of Rs. 50/- (non-refundable) drawn in favour of "Comptroller, AAU" payable at SBI, Jorhat, Assam should be sent to the Course Director.

A maximum of 25 participants will be selected for the course by the screening committee as per the ICAR guidelines. The list of the selected participants will be displayed on AAU website www.aau.ac.in and will be conveyed to the applicants through email. In case of any query, please contact Course Director or Course Coordinator.

Important dates

- Last date of receipt of duly forwarded application (hard copy): 07.06.2018
- Intimation of selection: 10.06.2018
- Confirmation of participation by candidates: 20.06.2018

Travel, boarding and lodging

The participants will be paid for the journey, to and