

## **TRAINING PROGRAMME IN MARKET EXTENSION**

**11-01-2010 TO 22-01-2010**

### **PRELUDE:**

In the context of fast changing Marketing scenario emerging due to globalization of markets and implementation of WTO provisions, knowledge on agricultural marketing has become inevitable to all engaged agricultural produce marketing in the country. Keeping in view the afore mentioned situation, the Directorate of Marketing and Inspection, with the help of subject matter experts, has been imparting training in agricultural marketing through various programmes like Diploma in Agricultural Marketing, Market Intelligence and News Service, Market Extension, Grading Supervisor Course.

### **COURSE CONTENT:**

Importance of extension services, challenging role of market extension in global agri-trade, role of leadership in market extension, improving the communication skill of the extension personnel, role of effective communication, role of IT and newspaper and radio talks, art of speaking, marketing information service, role of information, publicity and propaganda, advantage of direct marketing, pledge finance, forward marketing, role of private sector in extension.

### **VENUE:**

Directorate of Marketing and Inspection, N.S. Building, Civil Lines,  
Nagpur-440001  
Phone No.0712-2562272 Fax: 0712-2561453

### **COURSE FEE:**

No training fee is charged. However, the sponsoring authority has to bear the cost towards travelling and Food. Sponsored candidate should make their own arrangement for traveling and food during the training period.

### **ELIGIBILITY:**

Graduates with sufficient knowledge of English, sponsored by concerned department. Private candidates may also be admitted, provided they are suitably qualified and willing to incur the expenditure towards Travelling and Food.

**INTAKE CAPACITY:** 12 (Twelve)

**FACULTY:** Eminent speakers having vast experience in the related field.

**HOSTEL FACILITIES:** Residential facility is provided free of cost at DMI hostel.

### **LAST DATE OF**

**SUBMISSION OF NOMINATION:** 31-12-2009 (Nomination form appended on page 2)

**Nomination form for admission into Market Extension Training Course**

**(11.01.2010 to 22.01.2010)**

1. Name of the sponsored candidate (Block letter)
2. Office address with designation (Phone/fax no.)
- 3 Residential Address
- 4 Age in completed years
- 5 Educational Qualifications (Give last two years qualifications)

Examination	Year of passing	Subject studies	University/Board

6.

Name of the organization	Name of the employer	Nature of job/duties	No. of years of service	Scale of pay

7. Training Programmes, if any attended during the last two years by the candidate

Name of the programme	Duration		Title of the course/programme	Place
	From	To		

**Declaration by the Sponsored Authority**

Shri \_\_\_\_\_ has been officially nominated for undergoing the training in Market Extension Training Course from 11.01.2010 to 22.01.2010.

Station \_\_\_\_\_ (Signature of Sponsoring Authority with Seal)

Date:

1. Use separate form each individual.
2. Xerox/Typed copy may be used, if needed.
3. Duly filled form should be sent to Dy. Agril. Marketing Adviser, Directorate of Marketing and Inspection, BHO, New Secretariat Building, Nagpur-440001. Fax: 0712-2561453