

INTERNATIONAL TRAINING PROGRAM ON AGRI-PRODUCE MARKETING MODELS AND PLAN FOR FARMER PRODUCER ORGANIZATIONS IN POST COVID CONTEXT

ONLINE TRAINING
24TH TO 31ST MARCH, 2021



Institute of Livelihood
Research and Training

Institute of Livelihood Research and Training



Investing in rural people

**International Fund for
Agriculture Development**



Value-chain Capacity Building Network

**Value Chain Capacity
Building – Network**

INTRODUCTION



The outbreak of the Covid pandemic has affected the lives and livelihoods across the world. Agriculture is one of the sectors which has been affected the most by the lockdown induced and thereby disruption of the supply chains and market system. The consumers have been facing a shortage of food and other consumable items and therefore forced to pay high costs for these items on the one hand and farmers have been struggling to sell their produce at a fair price due to disruption of the existing market system and lack of an alternative channel of reaching the consumers or bigger markets. This situation has affected the primary producers as well as the consumers severely and therefore warrants for development of suitable agri-produce marketing models and plan for farmers especially the FPOs so that their resilience towards supply chain disruption and market risk can be a built-in post-Covid scenario. It is in this context that a training program is proposed to build the perspective and capacities of the development professionals engaged in agri-value chain development to think and design more resilient agri-produce marketing models for FPOs and the farmers.

About ILRT

Institute of Livelihood Research and Training (ILRT) is an academic institution promoted by BASIX Social Enterprise Group which is a conglomerate of livelihood promotion institutions in India. The mandate of ILRT is to build and disseminate knowledge on livelihood and related issues in India and outside. ILRT is Centre of Excellence (CoE) under VCB-N which is promoted by IFAD to provide advisory services and capacity building support to IFAD projects on Pro-poor Value Chain and Market System Development (VC&MSD) in Asia & Pacific regions.

About the Course

The curriculum on Agri-produce Marketing Models and Plan for FPOs is designed by ILRT based on a rigorous process of training need assessment and long experience of capacity building of professionals on marketing planning and management for rural produce especially Agri-Horti produces of FPOs. In addition to this, practical experience ILRT and BASIX group of knowledge building, knowledge dissemination, and practical interventions on the value chain and market system development have also been incorporated into the course.



OBJECTIVES OF THE TRAINING



THE BROAD OBJECTIVE OF THE TRAINING PROGRAM IS TO BUILDING CAPACITIES OF STAFF MEMBERS OF IFAD PROJECTS ON AGRI-PRODUCE MARKETING ESPECIALLY DESIGNING MARKETING MODELS IN THE CONTEXT OF COVID 19.

The specific objectives areas:

- To acquire and deepen knowledge and understand of the concept, approaches, and models of agri-produce marketing
- To acquire orientation and understanding of the issues that emerged in agri-produce marketing as a result of the Covid pandemic and their impacts on the livelihood of primary producers
- To equip with resilient approaches and models of agri-produce marketing to ensure smooth access to better market systems.
- To develop skills in agri-produce marketing model design and planning processes in post Covid scenario.



WHO SHOULD ATTEND THE COURSE?

The training course is designed with a focus on capacity building of project staff members/professionals who are engaged in planning and facilitating marketing activities under Agri-Horti, agri-allied sectors, and other value-added products in IFAD-funded projects in the Asia Pacific region. In addition to this, professionals involved in similar activities of projects of other Donor Organizations, CSR foundations, Civil Society Organizations (CSOs), and others can also attend the program.

PEDAGOGY & MEDIUM

The training program will be organized online using the Zoom platform and shall use multiple methodologies of learning such as including interactive lectures, case discussions, group work, experience sharing & cross-learning, audio-visual presentations, short session value chain experts & practitioners. The medium of instruction will be English.



RESOURCE TEAM

The Resource team and facilitators are highly experienced professionals who are having experience in academics and practice on livelihood promotion including value chain and market system analysis and development.

DURATION AND TIMING

The overall course duration will be 6 days which is two weeks. The training will be conducted online on a video-conferencing platform for 3 hours daily. In addition to this offline support will be extended to participants for analysis and design of pro-poor value chain and market systems.



MAJOR CONTENTS

1st Week

(24th to 27th March 2021)

4 DAYS

- Concept and approaches of Agri-produce marketing
- Framework and models of Agri-produce marketing
- Emerging models of Agri-produce marketing
- Design of Agri-produce marketing models
- Tools and techniques of Agri-produce marketing plan

2nd Week

(30th to 31st March 2021)

2 DAYS

- Exercise on Agri-produce marketing model development
- Exercise and presentation of Agri-produce marketing plan
- Action planning

TRAINING FEES

The course will be offered free to the participants who will be nominated by IFAD Projects in Asia Pacific Region. All other participants need to pay USD 150 per participant for attending the training program. The Indian participants need to pay Rs.10,000/- per participant including GST.

The details for the fee payment are available on ILRT website - <https://ilrtindia.org/>



Course Coordinator

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