

## CARD Introduction:

Established in the year 2000 under the societies act 1860, CARD is a national level non-governmental organization, which is addressing the environmental, social, policy and technical needs related to the development of agriculture and ecology. CARD focuses on organizing, mobilizing communities and local as well as external resources for social, educational, environmental, technological and developmental interventions. CARD undertakes training, capacity building and technology exposure by organizing business and technical seminars, workshops and technology fairs. CARD monitors trends in agriculture and environment sector and advises Central and State Governments and various bodies on appropriate policies and actions for the development of agriculture, environment and the rural economy.



## The Initiative

CARD as the premier organization facilitating agricultural developments in the country, takes one more pioneering lead to organize a domestic horticultural learning and exposure tour for the farmers through inter state visit program. From the study Tour, farmers will get an exposure to the latest horticulture management practices, advanced forms of cultivation, technology employment, market chain, value addition activities etc., which they could explore applying in their farms for better resource management, productivity and quality, crops diversification, marketing and value addition. The proposed study tour includes visits to various sites of horticulture advancements, including farms, institutions, markets, research and agro processing centres.

## Package Prices

Sl. No.	Rs. 1500 per farmer+10.30% Service Tax	Rs. 1200 per farmer+10.30% Service Tax	Rs. 1000 per farmer+10.30% Service Tax
1.	Train journey by 3rd AC for farmers and Officers with personal arrangement of escorting	Train journey by sleeper class in any train for the farmers and 3rd AC for the officers with personal limited escorting	Train journey by sleeper class in any train for the farmers as well as for the officers
2.	Non -Veg. breakfast, dinner and lunch ( all days )	Non Veg. lunch / dinner only two days	Vegetarian lunch / dinner on all days
3.	Accommodation on twin sharing basis and executive rooms for officers	Accommodation in dormitory and normal rooms for officers	Accommodation in dormitory
4.	Push back 2X2 coach bus facility	Ordinary bus facility	General Arrangement

## Common Package Services:

- Training in the morning session and exposure visit in evening session
- Relevant training material, training module and kit will be provided to each farmer
- Daily Breakfast, lunches and Dinners
- Services of guide, local transport, technical literature
- Training program, experts interaction
- Sightseeing and Technical visits as mentioned in the itinerary

## Payment Terms:

100% payment to be made by DD in favor of Centre for Agriculture and Rural Development (CARD) payable at New Delhi.

For further details, please contact:

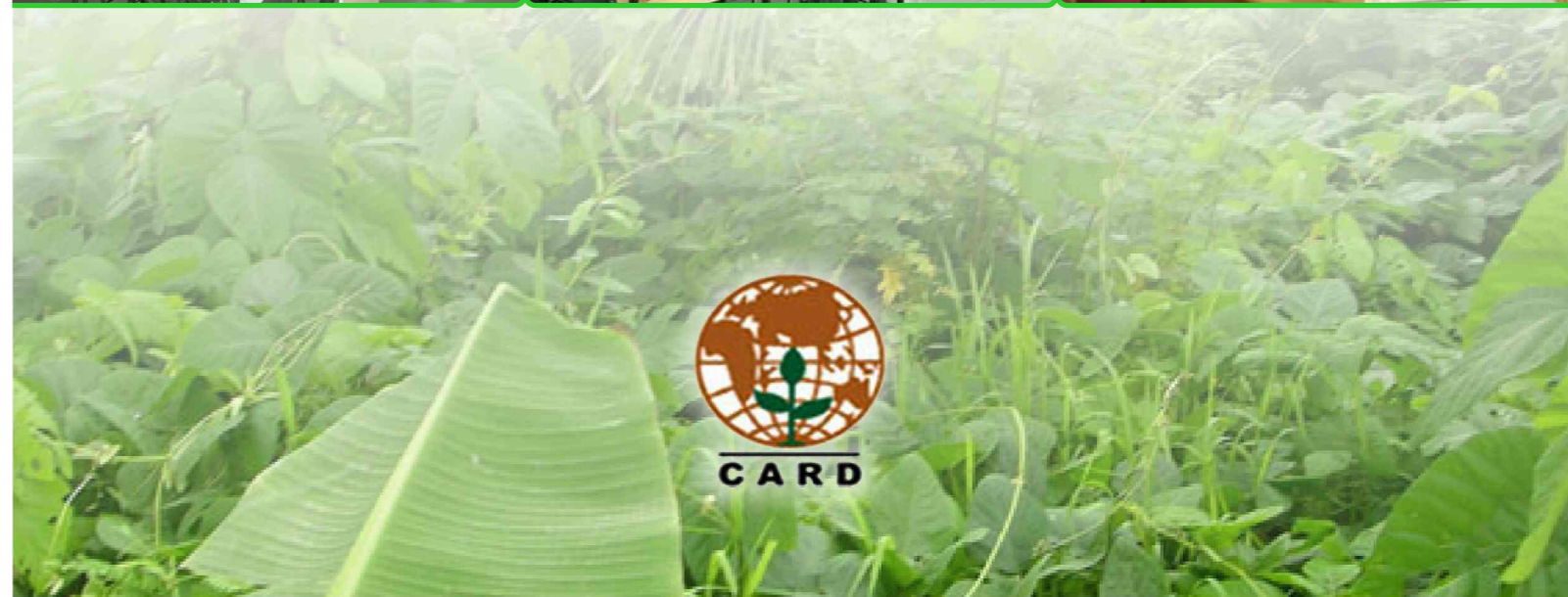


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# ADVANCED TRAINING ON AGRICULTURE & HORTICULTURE PRACTICES

**Institute of Agribusiness Management, Noida**



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### ➤ "Wheresoever you go, go with all your heart "

The post era of globalization and liberalization has led market linked growth in agriculture and food sector in India, which in turn has created unprecedented demand for qualified agribusiness professionals for managing the business operations in dynamic situations and driving the growth story.

Responding to the market opportunities, Institute of Agribusiness Management (IABM, Noida), Noida, started a two years full time Post Graduate Program in Agribusiness Management, equivalent to MBA program. At IABM, Noida, students are nurtured by exposing them to the best of the management practices in agribusiness and rural marketing along with extensive interaction with the industry and regular market visits in order to synergize practical knowledge with the conceptual development. The students are also trained with the emerging areas in agriculture like retailing, supply chain and logistics, ICT, business research, agri services, commodity trading, apart from the traditional areas of management like rural marketing, agri-inputs, rural finance and agribusinesses. The institute is backed by industry with top agri companies as its patrons.

In a short span of 3 years, IABM, Noida has emerged as a Centre of Excellence in education, training, extension and concepts development in agriculture and agribusiness. The institute is now geared up to extend its expertise in agribusiness management to the farmers, extension workers, agriculture officials and professionals through its various training modules on advanced agriculture, horticulture, livestock and agribusiness. IABM, Noida is looking forward to have a long term constructive and fruitful collaboration with partners in its constant efforts to nurture and develop capable professionals to serve the agriculture sector at large.



**M J Khan**

Director,  
Institute of Agribusiness Management, Noida



## ABOUT IABM



*"Strong lives are motivated by dynamic purposes"*

The Institute of Agribusiness Management, NOIDA is the first agribusiness institute in NCR region started in the year 2007. It has been developed to architect agribusiness professionals with the knowledge of systematic observation and analytical skills needed to take effective charge of the new agricultural economy. It offers a full time two years diploma in agribusiness, industry collaborative short term courses, Government sponsored agribusiness entrepreneurship programs and training under various modules on agriculture, horticulture and allied sectors. The training methodology is by case studies with subsequent lectures, seminars and group work and field projects, all of which emphasize the application of theoretical training to understanding the practical problems and complexities of the field of agriculture and agribusiness faced today and what is likely to be faced in the future. The program shall stress upon the management skills like communication, decision-making, leadership, discipline and teamwork.

The program provides a field based experience for the prospective trainees to under the supervision of qualified personnel from both the institute, corporate and agriculture system. The training programs are more participatory with a practical approach to problem solving. The program courses are designed with an objective of developing deeper understanding of advanced practices and systems to transcend the functional barriers in the execution of these projects. The institute focuses on developing the innovative programs and will keep on updating it to enhance the cross-cultural experience by imparting the learning of cutting edge advances to achieve excellence in today's global economy.

### Infrastructure-

**Class- rooms** - The air- conditioned class rooms, which are well equipped with state of art audio- video aids, which make the teaching as well as learning effective.

**Library**- Library is fully equipped with national and international books, journals, and magazines related to management, agriculture and agribusiness. There is strong focus on digital way of learning and the library has strong collection of CDs and on-line access.

**Internet Cafeteria**- At IABM, computers have been installed with internet facility to access high speed data. Various agribusiness sites have been subscribed to enable Trainees to access primary data and information on agriculture and agribusiness.

**Seminar Room**- Seminar room for a combined sitting with a capacity of 125 trainees for interaction with top brasses from corporate and government sector from field of management and agriculture.

**Accommodation and hostel facility**- IABM provides food and accommodation facilities to all the trainees on sharing basis.

### Extra curricular activities-

Apart from the above, IABM, NOIDA provides foreign study tour to top scoring students. IABM, NOIDA conducts various academic and cultural activities like Management Quiz, Debate Competitions, Annual Functions, Sports Day, etc. from time to time.

"Management is a motivation"



# Institute of Agribusiness Management, Noida

## VISION

To make IABM a dynamic, vibrant, value based learning organization comprising exceptionally skilled, highly motivated & committed professionals who facilitate seamless transformation of our trainees towards performing in a space of excellence. It is also to provide an academically and physically challenging, high quality education and training within a caring, safe and stimulating environment where all members of our community are committed towards a shared value system and a common cause.

## MISSION

To groom, nurture and develop young talent into competent, confident and professional managers by bridging the knowledge, skills and attitudinal gaps by providing Executive Coaching and Training of exceptional quality through trainers who are constantly evolving to achieve their highest potential and are empowering others to do the same. And thus to mould the energetic lot a self started, self motivated, risk taking professionals, who will be pioneer in new managerial practices, business ethics and generate new Ideas so as to be able to perform greater managerial roles in dynamic business and economic situations.

## OBJECTIVE

- To provide high class education with training facility to the students, trainees and people from corporate so as to equip them make big careers in agribusiness and rural marketing areas.
- To help acquire and promote knowledge through market oriented and location specific research work in the relevant fields and to disseminate such knowledge through publications, training, seminars and counseling.
- To help enhance the decision making skills and the management competence of the stake-holders in agriculture and agribusiness professionals through training programs.

# Training on Post Harvest Management and Value Addition in Farm

## Institute of Agribusiness Management, Noida

India is the second largest producer of food next to China and has a very large diversified production system. However post harvest losses continue to be on a very high side and the producers continue to sell their produce in raw form without any value addition. The need of the hour is therefore to encourage introduction of post-harvest technologies to save huge losses during harvest, transportation, storage and distribution of farm produce, besides taking up farm level value added activities for better market price.

Post-harvest management and value addition in farm sector includes primary, secondary, and tertiary processing and operations performed on farm produce. It is to provide longer shelf life, maintain/ improve quality, and enhance form, space and time utility of the produce for food, feed, fibre, fuel and industrial purposes, aimed at reducing losses and fetching better prices to the producer.

The Institute of Agribusiness Management, Noida has been developed with the noble objective to provide holistic solutions to food and agribusiness problems through research, studies, training and human resource development. IABM also provides advanced training to extension functionaries, agriculture officials, agribusiness professionals and progressive farmers on the modern agriculture technologies, post harvest management and value addition in agriculture.

### Highlights of the Training Program

1. To learn modern agriculture technologies.
2. To identify scope for value addition and agribusiness
3. To learn the distribution and value chain
4. To learn about post harvest losses and technology & management solutions
5. To learn about proper marketing channels and market information systems

### Technical Study Tour visits

1. Visits to Indo-Israel project at IARI, New Delhi.
2. Visit to various IARI divisions and farms
3. Visit to National Agriculture Marketing Federation
4. Visit to Sahibabad and Ghaziabad Agri Produce Mandi
5. Visit to Ghazipur Fruits & Vegetables and Poultry market

### Expected outcomes of the event

1. Adoption of advanced practices and use of modern post harvest technologies.
2. Awareness about value addition and its management at farm level Adoption of improved methods and techniques in production and marketing.

### Day 1: State to Noida, New Delhi

- Travel from state capital to New Delhi.
- Overnight in Noida, New Delhi.

### Day 2: IABM, Noida

- Imparting knowledge on value addition areas suitable for agribusiness sector
- Training on understanding modern value addition and income supplementing farming like organic farming, livestock, fisheries, bee keeping and sericulture for small and marginal farmers.
- Overnight in Noida.

### Day 3: IABM, Noida

- Training on different aspects of agribusiness industries.
- Imparting knowledge to the trainees on farm level basic processing
- Training on Value Added Agriculture and farm level agribusiness
- Overnight in Noida.

### Day 4: IABM, Noida

- Training on different areas of post harvest losses during harvest, transport, storage and marketing.
- Training on technologies and management tools for reducing losses
- Overnight in Noida.

### Day 5: IABM, Noida

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.
- Overnight in Noida.

### Day 6: IARI, New Delhi

- Visit to Agri Produce Mandi Sahibabad Ghaziabad
- Visit to Fruits & Vegetable Mandi of Delhi Government at Ghazipur
- Visit Poultry and Meat Mandi of Delhi Government at Ghazipur
- Overnight in Noida.

### Day 7: Back Journey.

- Back journey to respective destination of trainees.

# Training Management of Extension System

## Institute of Agribusiness Management, Noida

Transforming subsistence agriculture into profitable agriculture is a great challenge before the extension functionaries in India. It is a well known fact that farmers' need for the latest knowledge has risen as the focus shifted from subsistence to profitable agriculture, where as, the knowledge of the public extension functionaries has not enhanced adequately due to their engagement in multifarious activities and lack of opportunities for knowledge and skill up gradation. As a result, the knowledge gap between the challenges ahead and existing capabilities among extension functionaries has been widened. In recent times there has been considerable increase in agricultural extension services provided by private sector in the country. However, its services have been limited to selected regions, crops and enterprises with profitability as a motive. The small and marginal farmers in the less endowed regions with rain fed crops and enterprises are left unattended by these private players, as it does not make a profitable business. It is in this context, the public extension has to continue to cover the wet and dry geographies, all the crops and enterprises promoting sustainable agriculture technologies. Given the scenario, the public extension system continues to play a pivotal role for agricultural growth.

The Institute of Agribusiness Management (registered under the Centre for Agriculture and Rural Development Society) has been developed with the noble objective to architect agribusiness professionals to fulfill the demand for the national and global businesses by reorienting management education to keep pace with the changing needs of the agribusiness world. IABM is also planning to provide training to extension functionaries, junior level agriculture officials and some progressive farmers on the modern agriculture technologies like Export Potential in Horticulture.

### Highlights of the training visit:

1. To learn modern agriculture technologies.
2. To identify need for understanding management of extension system for developing agribusiness sector.
3. To learn how to maximize production and income from agriculture sector through proper marketing channels and information.

### Technical Study Tour visits:

1. Institute of Agribusiness Management, IABM, Noida. .
2. Visits to Indo-Israel project at IARI, New Delhi.
3. Visit to various IARI divisions and farms

### Expected outcomes of the event:

1. Adoption of advanced practices and use of modern agriculture technologies.
2. Awareness about role of Management in Extension system for agri/horti sector and its future prospectus.
3. Adoption of improved methods, techniques and practices in production, extension and marketing
4. To increase sustainable productivity under intensive agriculture system.

### Day 1: State to Noida, New Delhi

- Travel from state capital to New Delhi.
- Overnight in Noida, New Delhi.

### Day 2: IABM, Noida.

- Introductory lecture on management of extension system and its long term benefits.
- Training on natural resource management and optimum use for sustainable crop production.
- Overnight in Noida.

### Day 3: IABM, Noida:

- Imparting knowledge to trainees on role of extension in developing marketing channels, information systems, integration, cost price spread in major agriculture crops.

- Training on pre and post- harvest operations, assembling, grading, storage, transportation and distribution standards for agri/horti produce.

### Overnight in Noida.

### Day 4: IABM, Noida

- Training on different aspects of agribusiness industries.
- Imparting knowledge to the trainees on major challenges and future thrust areas.

### Overnight in Noida

### Day 5: IABM, Noida:

- Training on different areas of agriculture for developing agribusiness industry.
- Imparting knowledge to the trainees on developing agribusiness sector through exploring extension system in rural areas for upliftment of agriculture sector in India.

### Overnight in Noida.

### Day 6: IARI, New Delhi:

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.

### Overnight in Noida.

### Day 7: Back Journey.

- Back journey to respective destination of trainees.

# Training on High Value Cropping and Diversification of Agriculture

## Institute of Agribusiness Management, Noida

Indian agriculture has been undergoing spectacular changes in recent period. These changes are manifestations of large-scale commercialization and diversification taking place in the agricultural sector. They broadly include cultivation of new crops and varieties, increase in the share of area under cash crops, large scale spread of livestock activities and fisheries, pursuance of hi-tech agriculture in the areas of aquaculture, bio-technology, horticulture, processing, etc. The latest changes are basically responses of our agriculture to new economic environment ushered in by the process of liberalization.

Diversification of agriculture, outside the crop sector by way of subsidiary enterprises in animal husbandry, poultry, fisheries, sericulture, etc., has been an important development that accompanied commercialization. There has been acceleration in the commercialization, growth and diversification of agriculture since 1980s, especially during 1990s. The positive feature of this phase of commercialization is the coverage of even small and marginal farmers and backward regions. In making decisions about diversification farmers need to consider whether income generated by new farm enterprises will be greater than the existing activities, with similar or less risk. While growing new crops or raising animals may be technically possible, these may not be suitable for many farmers in terms of their land, labour and capital resources. Moreover, markets for the products may be lacking. Thus, a proper understanding the modalities involved in of utmost importance.

The Institute of Agribusiness Management (registered under the Centre for Agriculture and Rural Development Society) has been developed with the noble objective to architect agribusiness professionals to fulfill the demand for the national and global businesses by reorienting management education to keep pace with the changing needs of the agribusiness world. IABM is also planning to provide training to extension functionaries, junior level agriculture officials, agribusiness professionals and some progressive farmers on the modern agriculture technologies like diversification in agriculture.

### Highlights of the training visit:

1. To learn modern agriculture technologies.
2. To identify need for diversification in agriculture.
3. To identify various sectors of agriculture which can be diversified for enhancing ` farmer's income level.

### Technical Study Tour visits:

1. Institute of Agri Business Management, IABM, Noida. .
2. Visits to Indo-Israel project at IARI, New Delhi.
3. Visit to various IARI divisions and farms

### Expected outcomes of the event:

1. Adoption of advanced practices and use of modern agriculture technologies.
2. Awareness about diversification in agriculture and its future prospectus.
3. Adoption of improved methods, techniques and practices in production, extension and marketing
4. To increase sustainable productivity under intensive agriculture system.

### Day 1: State to Noida, New Delhi

- Travel from state capital to New Delhi.
- Overnight in Noida, New Delhi.

### Day 2: IABM, Noida.

- Introductory lecture on diversification in agriculture and its long term benefits.
- Training on natural resource management and optimum use for sustainable crop production.
- Overnight in Noida.

### Day 3: IABM, Noida:

- Imparting knowledge to trainees on diversification

models for agriculture and horticulture crops.

- Training on understanding diversification as a basic tool for small and marginal farmers living in rural areas.

### Overnight in Noida.

### Day 4: IABM, Noida

- Training on different aspects of agribusiness industries.
- Imparting knowledge to the trainees on major challenges and future thrust areas.

### Overnight in Noida

### Day 5: IABM, Noida:

- Training on diversification in animal husbandry like poultry, dairy, goatry etc.
- Imparting knowledge to the trainees on fisheries, sericulture, bee keeping as tools for diversification in agriculture.

### Overnight in Noida.

### Day 6: IARI, New Delhi:

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.

### Overnight in Noida.

### Day 7: Back Journey.

- Back journey to respective destination of trainees.

# Training on Agriculture and Horticulture Marketing

## Institute of Agribusiness Management, Noida

In making decisions about diversification farmers need to consider whether income generated by new farm enterprises will be greater than the existing activities, with similar or less risk. While growing new agricultural or horticultural crops may be technically possible, these may not be suitable for many farmers in terms of their land, labour and capital resources. Moreover, markets for the products may be lacking. The agricultural marketing system is a link between the farm and the non-farm sectors. In India Agriculture was practiced formerly on a subsistence basis; the villages were self-sufficient, people exchanged their goods, and services within the village on a barter basis. With the development of means of transport and storage facilities, agriculture has become commercial in character; the farmer grows those crops that fetch a better price. Marketing of agricultural produce is considered as an integral part of agriculture, since an agriculturist is encouraged to make more investment and to increase production. Thus there is an increasing awareness that it is not enough to produce a crop or animal product; it must be marketed as well. The marketing function is especially critical in allowing new farmers into the main stream, for their success and sustainability will be determined more by their equitable participation in markets rather than by their increasing competence in production. There should therefore be no doubt that the creation of a prosperous and equitable agricultural sector depends on the agricultural marketing environment. The fact that most of these products are basic foodstuffs, whose price and distribution are considered strategic by governments, also leads to the establishment of statutory institutions within the agricultural marketing sector. The structure and role of these statutory institutions have been cause for many debates by all over the world and thus needs a clear understanding.

The Institute of Agribusiness Management (registered under the Centre for Agriculture and Rural Development Society) has been developed with the noble objective to architect agribusiness professionals to fulfill the demand for the national and global businesses by reorienting management education to keep pace with the changing needs of the agribusiness world. IABM is also planning to provide training to extension functionaries, junior level agriculture officials and some progressive farmers on the modern agriculture technologies like role of Agriculture Marketing in modern agriculture.

### Highlights of the training visit:

1. To learn modern agriculture technologies.
2. To identify need for value addition in agribusiness sector.
3. To learn how to maximize production and income from agriculture sector through proper marketing channels and information.

### Technical Study Tour visits:

1. Institute of Agribusiness Management, IABM, Noida.
2. Visits to Indo-Israel project at IARI, New Delhi.
3. Visit to various IARI divisions and farms

### Expected outcomes of the event:

1. Adoption of advanced practices and use of modern agriculture technologies.
2. Awareness about role of agriculture marketing in agri/horti sector and its future prospectus.
3. Adoption of improved methods, techniques and practices in production, extension and marketing
4. To increase sustainable productivity under intensive agriculture system.

### Day 1: State to Noida, New Delhi

- Travel from state capital to New Delhi.
- Overnight in Noida, New Delhi.

### Day 2: IABM, Noida.

- Introductory lecture on role of agriculture marketing in modern agriculture and its long term benefits.
- Training on natural resource management and optimum use for sustainable crop production.
- Overnight in Noida.

### Day 3: IABM, Noida:

- Imparting knowledge to trainees on marketing channels, information systems, Integration, cost price spread as a tool for rural agriculture development.
- Training on pre and post- harvest operations, assembling, grading, storage, transportation and distribution for marginal farmers.
- Overnight in Noida.

### Day 4: IABM, Noida

1. Training on different aspects of agribusiness industries.
2. Imparting knowledge to the trainees on major challenges and future thrust areas.
3. Overnight in Noida

### Day 5: IABM, Noida:

- Training on different areas of agriculture for developing agribusiness industry.
- Imparting knowledge to the trainees on developing agribusiness sector through good marketing channels in rural areas for upliftment of agriculture sector in India.
- Overnight in Noida.

### Day 6: IARI, New Delhi:

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.
- Overnight in Noida.

### Day 7: Back Journey.

- Back journey to respective destination of trainees.

# Training on Climate Change and Agriculture Management

## Institute of Agribusiness Management, Noida

Vulnerability to climate change varies across regions, sectors, and social groups. Understanding the regional and local dimensions of vulnerability is essential to develop appropriate and targeted adaptation efforts. At the same time, such efforts must recognize that climate change impacts will not be felt in isolation, but in the context of multiple stresses. In particular, the dramatic economic and social changes associated with globalization themselves present new risks as well as opportunities. Climate change and globalization are two main processes of global change, and it is assumed that both have major impacts on Indian agriculture. Studies are now conducted by different organization on the effect of climate change and global warming on modern agriculture in India.

The Institute of Agribusiness Management (registered under the Centre for Agriculture and Rural Development Society) has been developed with the noble objective to architect agribusiness professionals to fulfill the demand for the national and global businesses by reorienting management education to keep pace with the changing needs of the agribusiness world. IABM is also planning to provide training to extension functionaries, junior level agriculture officials, agribusiness professionals and some progressive farmers on the modern agriculture technologies like value addition in modern agriculture.

### Highlights of the training visit:

1. To learn modern agriculture technologies.
2. To identify need for understanding Climate change and Agriculture in Indian sector.
3. To learn how to maximize production and income from agriculture sector through proper knowledge.

cropping system which can be adopted according to climate changes in near future.

- Training on understanding Global warming and how it is affecting different sectors of agribusiness like fruit production, sericulture and fisheries.
- Overnight in Noida.

### Technical Study Tour visits:

1. Institute of Agribusiness Management, IABM, Noida.
2. Visits to Indo-Israel project at IARI, New Delhi.
3. Visit to various IARI divisions and farms

### Day 4: IABM, Noida

- Training on different aspects of agribusiness industries.
- Imparting knowledge to the trainees on major challenges and future thrust areas.
- Overnight in Noida

### Expected outcomes of the event:

1. Adoption of advanced practices and use of modern agriculture technologies.
2. Awareness about Climate change Agriculture in India and its future prospectus.
3. Adoption of improved methods, techniques and practices in production, extension and marketing
4. To increase sustainable productivity under intensive agriculture system.

### Day 5: IABM, Noida:

- Training on different areas of agriculture for developing agribusiness industry according to changing climate.
- Imparting knowledge to the trainees on developing agribusiness sector in rural areas for upliftment of agriculture sector in India.
- Overnight in Noida.

### Day 1: State to Noida, New Delhi

- Travel from state capital to New Delhi.
- Overnight in Noida, New Delhi.

### Day 6: IARI, New Delhi:

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.
- Overnight in Noida.

### Day 2: IABM, Noida.

- Introductory lecture on Climate change and its effects on modern Indian Agriculture.
- Training on natural resource management and optimum use for sustainable crop production.
- Overnight in Noida.

### Day 7: Back Journey.

- Back journey to respective destination of trainees.

### Day 3: IABM, Noida:

- Imparting knowledge to trainees on different

# Training on Information and Communication Technology in Agriculture

## Institute of Agribusiness Management, Noida

Since the Green Revolution, Indian agriculture has been progressing steadily in terms of productivity and growth despite various challenges before it. Modern farming practices and inclusive technologies have been implemented in many parts of rural India to foster rural growth. Wireless communication networks and GIS-based agro-software technology are reaching rural India giving them access to vital and updated information on weather, farming technologies, latest know-how, commodity prices, market trends, international trade, etc. The application of Information and Communication Technology (ICT) in agriculture is increasingly important. E-Agriculture is an emerging field focusing on the enhancement of agricultural and rural development through improved information and communication processes. More specifically, e-Agriculture involves the conceptualization, design, development, evaluation and application of innovative ways to use information and communication technologies (ICT) in the rural domain, with a primary focus on agriculture. E-Agriculture is one of the action lines identified in the declaration and plan of action of the World Summit on the Information Society (WSIS). The Indian agricultural sector is leveraging the Information and Communication Technologies (ICT) to disseminate the right information at the right time. The cost factor in face-to-face information dissemination and the difficulties in reaching the target audiences have necessitated the introduction of ICT in agriculture. As ICT helps in information dissemination in less time with effective ways of communication, its implications cannot be ignored. There is a great scope to implement ICT in order to communicate and integrate the complete agri-food supply chain, as the e-choupals are doing in Madhya Pradesh to procure soyabean.

At present, the ratio of the farmers to the extension worker is 1000:1, which is really very less. Although the appointed Village Local Workers (VLWs) disseminate the information, they hardly accept any accountability. These two issues have created the urgency to help and guide the poor farmers properly. The cost factor in face-to-face information dissemination at the right time, and the difficulties in reaching the target audiences, has also created the urgency to introduce ICT. It is only by the introduction of ICT that information can also be upgraded at the least cost. There are several models of ICTs in Indian agriculture, which have made a significant difference.

The Institute of Agribusiness Management (registered under the Centre for Agriculture and Rural Development Society) has been developed with the noble objective to architect agribusiness professionals to fulfill the demand for the national and global businesses by reorienting management education to keep pace with the changing needs of the agribusiness world. IABM is also planning to provide training to extension functionaries, junior level agriculture officials and some progressive farmers on the modern agriculture technologies like ICT in modern agriculture.

### Highlights of the training visit:

1. To learn modern agriculture technologies.
2. To identify need for role of ICT in agribusiness sector.
3. To learn how to maximize production and income from agriculture sector through proper information system.

### Technical Study Tour visits:

1. Institute of Agribusiness Management, IABM, Noida.
2. Visits to Indo-Israel project at IARI, New Delhi.
3. Visit to various IARI divisions and farms

### Expected outcomes of the event:

1. Adoption of advanced practices and use of modern agriculture technologies.
2. Awareness about ICT in agri/horti sector and its future prospectus.
3. Adoption of improved methods, techniques and practices in production, extension and marketing
4. To increase sustainable productivity under intensive agriculture system.

### Day 1: State to Noida, New Delhi

- Travel from state capital to New Delhi.
- Overnight in Noida, New Delhi.

### Day 2: IABM, Noida.

- Introductory lecture on integrated Communication Technology in modern agriculture and its long-term benefits.
- Training on natural resource management and optimum use for sustainable crop production.

- Overnight in Noida.

### Day 3: IABM, Noida:

- Imparting knowledge to trainees on present ICT systems currently in operation in India.
- Training on understanding e-agriculture tools for small and marginal farmers.
- Overnight in Noida.

### Day 4: IABM, Noida

- Training on different aspects of agribusiness industries.
- Imparting knowledge to the trainees on major challenges and future thrust areas.
- Overnight in Noida

### Day 5: IABM, Noida:

- Training on different areas of agriculture for developing agribusiness industry.
- Imparting knowledge to the trainees on developing ICT systems in rural areas for upliftment of agriculture sector in India.
- Overnight in Noida.

### Day 6: IARI, New Delhi:

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.
- Overnight in Noida.

### Day 7: Back Journey.

- Back journey to respective destination of trainees.

# Training on Codex in Agriculture

## Institute of Agribusiness Management, Noida

Codex, which is short for "Codex Alimentarius", the Latin term for "food code" is an international food standards code developed by the Codex Alimentarius Commission (CAC), with its secretariat at Rome.

India has made significant strides over the past several decades in food production and in the export and health sectors. India is number one in the production of milk, sugarcane, cashew and spices and the second largest producer of rice, wheat, pulses, fruits (after Brazil) and vegetables (after China). But the share of the global export basket is less than three per cent. There are several key issues that require attention. These include the lack of institutional coordination, a shortage of technical skills and equipment, the lack of updated standards, an absence of a responsive monitoring system, the lack of awareness of safety and quality control issues on the part of the food handlers in the organized and unorganized sectors of this industry, an increasing incidence of food-borne diseases, the emergence of newer vibrant pathogens, the entry of Genetically Modified (GM) food and an increased import of food products following the setting up of the WTO.

The Institute of Agribusiness Management (registered under the Centre for Agriculture and Rural Development Society) has been developed with the noble objective to architect agribusiness professionals to fulfill the demand for the national and global businesses by reorienting management education to keep pace with the changing needs of the agribusiness world. IABM is also planning to provide training to extension functionaries, junior level agriculture officials and some progressive farmers on the modern agriculture technologies like Codex as a Food Safety Standard in modern agriculture.

### Highlights of the exposure visit:

1. To learn modern agriculture technologies.
2. To identify need for Codex as food and safety standards in agribusiness sector.
3. To learn how to maximize production and income from agriculture sector through proper food and safety standards.

### Technical Study Tour visits:

1. Institute of Agribusiness Management, IABM, Noida
2. Visits to Indo-Israel project at IARI, New Delhi.
3. Visit to various IARI divisions and farms

### Expected outcomes of the event:

1. Adoption of advanced practices and use of modern agriculture technologies.
2. Awareness about role of Codex in agri/horti sector and its future prospectus.
3. Adoption of improved methods, techniques and practices in production, extension and marketing
4. To increase sustainable productivity under intensive agriculture system.

### Tentative Itinerary:

#### Day 1 & 2: State to Noida, New Delhi

- Travel from state capital to New Delhi.
- Overnight in Noida, New Delhi.

#### Day 2: IABM, Noida.

- Introductory lecture on Codex and food safety standards in modern agriculture and its long term benefits.
- Training on natural resource management and

optimum use for sustainable crop production.

#### Day 3: IABM, Noida:

- Imparting knowledge to trainees on food and safety standards as described by Codex Alimentarius Commission, Rome.
- Training on understanding food standards like organic production, pesticides residues, fat contents, protein contents etc.

#### Day 4: IABM, Noida

- Training on different aspects of agribusiness industries.
- Imparting knowledge to the trainees on major challenges and future thrust areas.

#### Day 5: IABM, Noida:

- Training on different areas of agriculture for developing agribusiness industry.
- Imparting knowledge to the trainees on developing food and safety standards for small agribusiness industries for agriculture and rural development.

#### Day 6: IARI, New Delhi:

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.

#### Day 7: Back Journey.

- Back journey to respective destination of trainees.

# Training on Value Addition and Agribusiness

## Institute of Agribusiness Management, Noida

The small holders, mostly poor in rural areas, have been dependent on natural resources for their livelihoods. It has been observed that due to overexploitation of natural resources available and accessible to them, the primary production activities (agriculture and animal husbandry) carried out by them are under increasing threats of sustainability. To a great extent, some of these problems can also be attributed, to the increasing costs of external inputs, lack of marketable surpluses from their existing cropping patterns and some of the so-called modern agricultural technologies and practices such as small range of short duration crops, excessive use of chemicals and mechanization of farm operations. Poor productivity and low incomes have deprived them from making any investments either on their land for productivity improvements or for any other value addition activities.

The Institute of Agribusiness Management (registered under the Centre for Agriculture and Rural Development Society) has been developed with the noble objective to architect agribusiness professionals to fulfill the demand for the national and global businesses by reorienting management education to keep pace with the changing needs of the agribusiness world. IABM is also planning to provide training to extension functionaries, junior level agriculture officials and some progressive farmers on the modern agriculture technologies like value addition in modern agriculture.

### Highlights of the exposure visit:

1. To learn modern agriculture technologies.
2. To identify need for value addition in agribusiness sector.
3. To learn how to maximize production and income from agriculture sector through proper value addition

### Technical Study Tour visits:

1. Institute of Agribusiness Management, IABM, Noida
2. Visits to Indo-Israel project at IARI, New Delhi.
3. Visit to various IARI divisions and farms

### Expected outcomes of the event:

1. Adoption of advanced practices and use of modern agriculture technologies.
2. Awareness about value addition in agri/horti sector and its future prospectus.
3. Adoption of improved methods, techniques and practices in production, extension and marketing
4. To increase sustainable productivity under intensive agriculture system.

### Tentative Itinerary:

- Day 1 & 2: State to Noida, New Delhi
- Travel from state capital to New Delhi.
  - Overnight in Noida, New Delhi.

### Day 2: IABM, Noida.

- Introductory lecture on value addition in modern agriculture and its long term benefits.
- Training on natural resource management and optimum use for sustainable crop production.
- Overnight in Noida.

### Day 3: IABM, Noida:

- Imparting knowledge to trainees on value addition areas suitable for agribusiness sector for rural areas.
- Training on understanding modern value addition tools like organic farming, livestock, fisheries, bee keeping and sericulture for small and marginal farmers.
- Overnight in Noida.

### Day 4: IABM, Noida

- Training on different aspects of agribusiness industries.
- Imparting knowledge to the trainees on major challenges and future thrust areas.
- Overnight in Noida

### Day 5: IABM, Noida:

- Training on different areas of agriculture for developing agribusiness industry.
- Imparting knowledge to the trainees on developing agribusiness sector in rural areas for upliftment of agriculture sector in India.
- Overnight in Noida.

### Day 6: IARI, New Delhi:

- Visit to various departments of IARI for practical exposure.
- Visit to Indo-Israel farm at IARI for exposing trainees on modern agriculture.
- Understand the factors influencing production, marketing and trade.
- Overnight in Noida

### Day 7: Back Journey.

- Back journey to respective destination of trainees.

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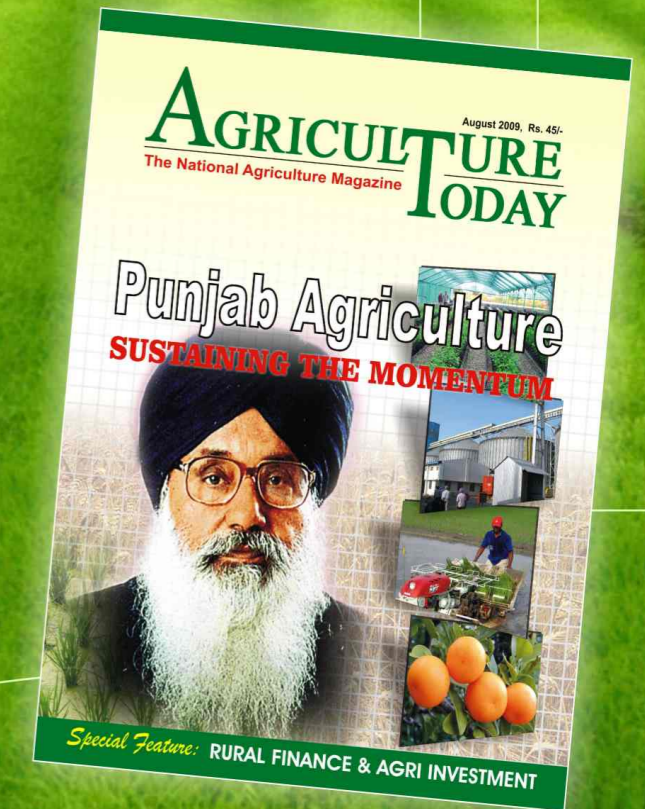


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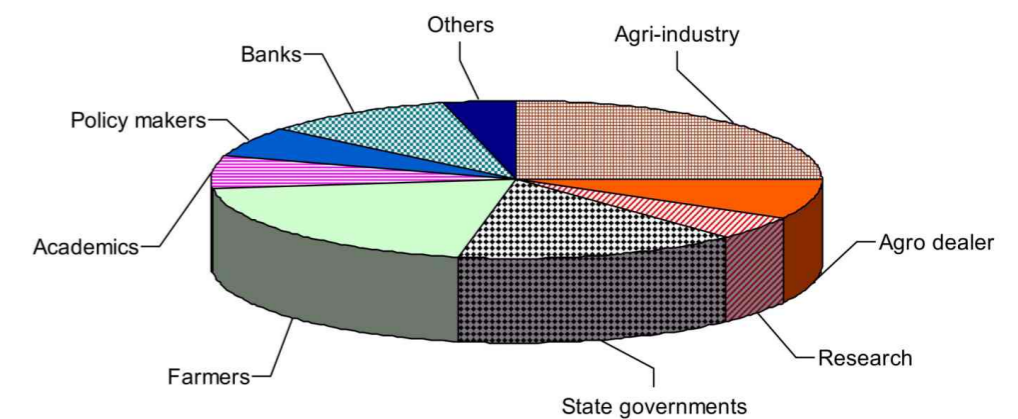
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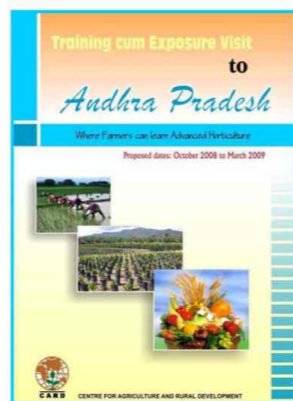
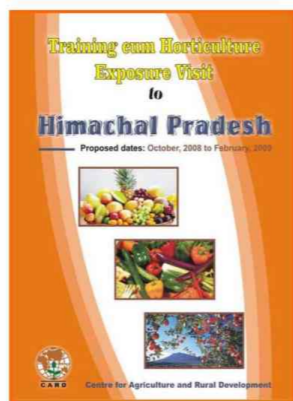
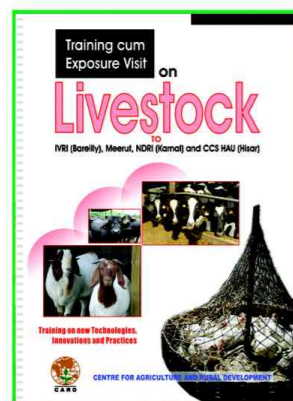
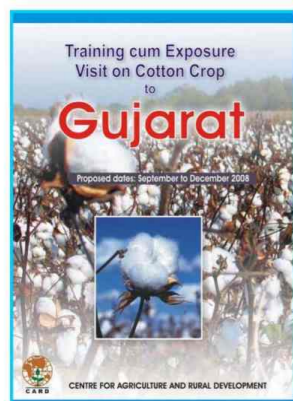


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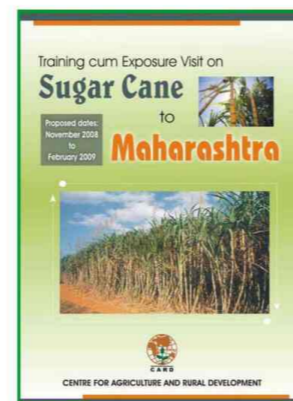
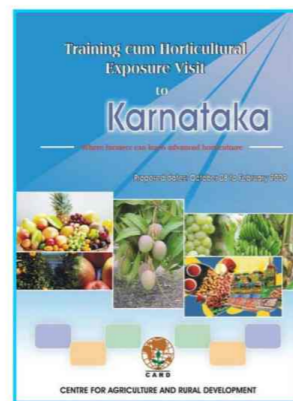
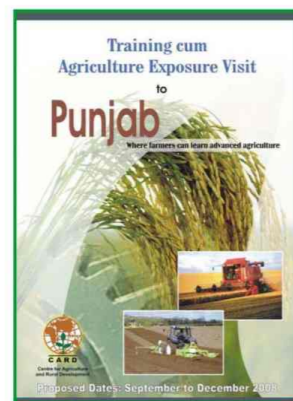
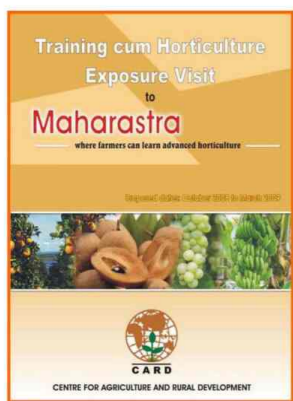
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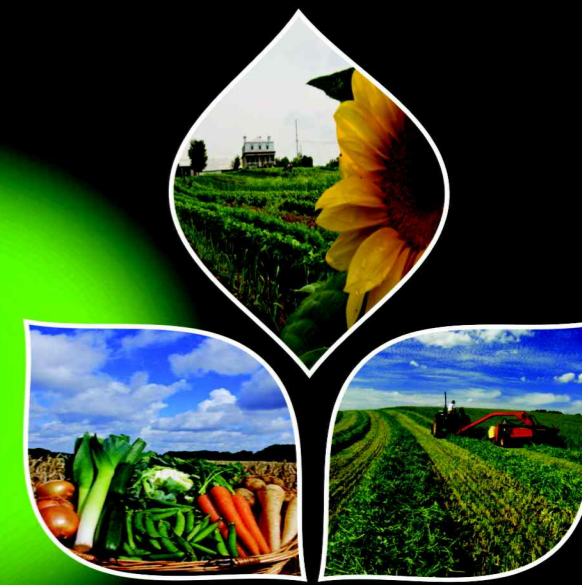
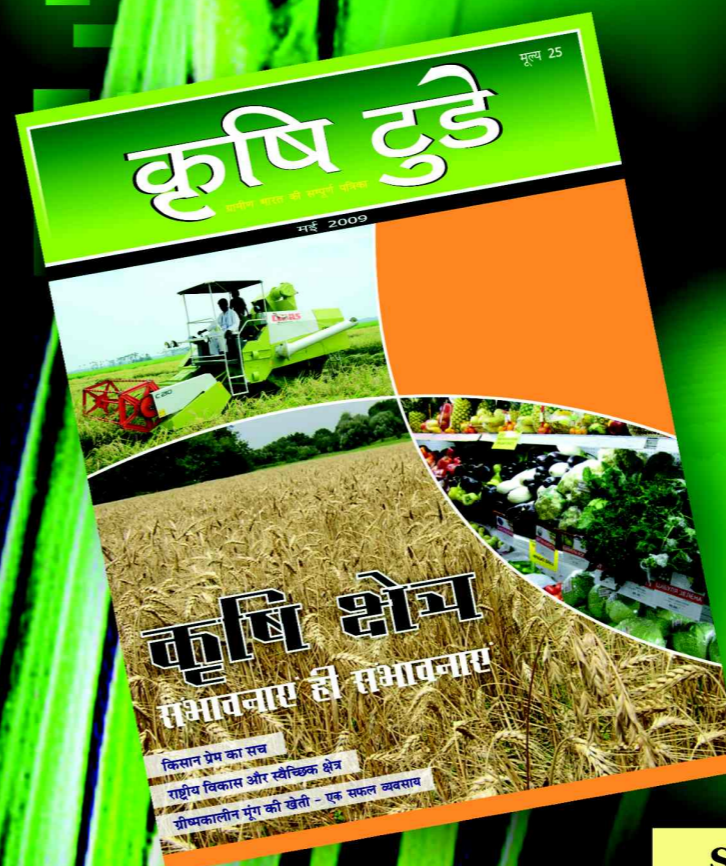


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