Short Term Executive Programme on

Marketing of Agricultural Commodities

7th to 10th February 2023 Sponsored by

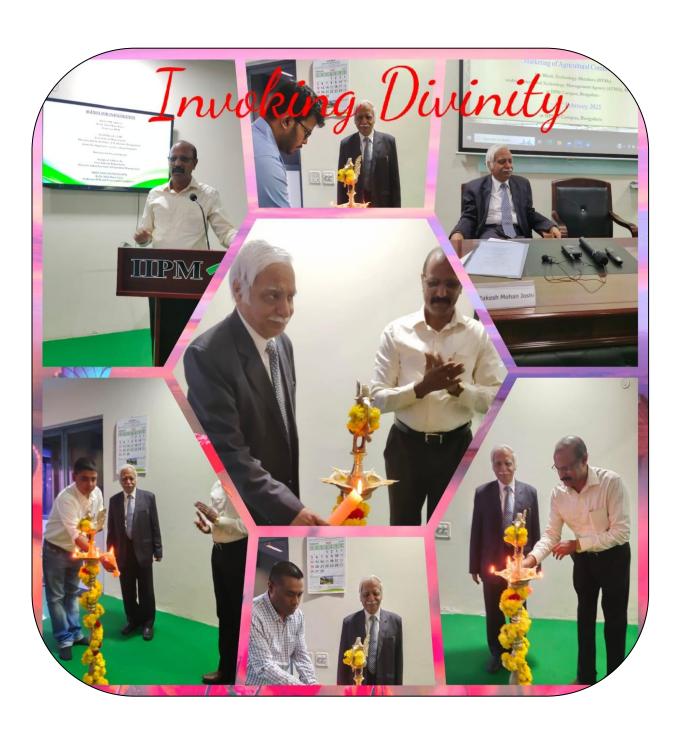
ARIAS Society, Government of Assam

For District Agricultural Marketing Coordinators

Program Learning Outcome:

Following are the major learning outcome:

- > Understand the importance of giving priority to market, understand the market and carry out market led extension services.
- Acquire nuances in marketing concepts that can be disseminated to farmers to connect them with the market.
- > Create the backward and market linkages required for domestic and foreign markets
- ➤ Acquire the knowledge to interact with farmer collectives and beneficiaries on market opportunities































Certificate for active participation



Glimpses of Field visit















भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

Indian Institute of Plantation Management Bengaluru

(An Autonomous Organization of the Ministry of Commerce & Industry, Govt. of India)

Short Term Executive Programme on

Marketing of Agricultural Commodities

held between 7th and 10th February 2023 at IIPM Campus



Seating First Row (L-R): Dr. Anjan Chakravarty; Apurba Mazumdar; Dr. Rakesh Mohan Joshi, Director, IIPMB; Dr. S. John Mano Raj, Programme Coordinator, IIPMB; Sibasish Sarma; Biman Handique.

Standing First Row (L-R): Sasanka Sinha; Dibyajyoti Borah; Dibakar Mohodi; Mobinul Hussain: Ankur Narayan Goswami; Saurabh Kumar Srivastava: Abdul Sukur; Satyen Talukdar;

Dipak Kumar Biswas; Sudarsan Pratim Saikia; Anuj Pratim Gogoi.

Standing Second Row (L-R): Nikhil Gogoi; Jiaul Ahmed; Aravind Kumar M, IIPMB.

Felicitations for the best group exercise

