

**Short Term Executive Programme on  
Management of Farmer Producer Company**

**13<sup>th</sup> December to 16<sup>th</sup> December 2022 at IIPM Campus**

**Sponsored by**

**ARIAS Society, Government of Assam**

*For Block Technology Managers (BTMs) under*

*District Agricultural Technology Management Agency (ATMA), Assam*

**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





*All about inauguration*





## The Sessions







## Certificate for active participation





**Felicitations for the  
best group exercise**

