



Five days Online Training Program on

Promotion of Public-Private Partnership in Agriculture and Allied Sectors

27th September to 01st October, 2021

Patrons

Dr. K. B. Kathiria
Vice Chancellor
Anand Agricultural University
Anand

Dr. R. C. Agarwal
DDG (Education)
National Director (NAHEP)
ICAR, New Delhi

Dr. P. Chandra Shekara
Director General
MANAGE, Rajendranagar
Hyderabad

Chief Guest & Key note Speaker

Dr. Ashok Dalwai
Chief Executive Officer
NRAA, GOI

Programme Advisors

Dr. Prabhat Kumar
National Coordinator
NAHEP-CAAST
ICAR, New Delhi

Dr. M. K. Jhala
Director of Research
& Dean PG Studies
AAU, Anand

Convener

Dr. R. S. Pundir
Principal & Dean, IABMI and
PI, NAHEP-CAAST
AAU, Anand

Co-convener

Dr. J. B. Patel
Professor and Head
Dept. Agril. Extension &
Communication
BACA, AAU, Anand

Organizing Secretary

Dr. Vinaya Kumar H.M
Assistant Professor &
CO-PI, NAHEP-CAAST
BACA, AAU, Anand

Dr. Mahantesh Shirur
Dy. Director
(Agricultural Extension)
MANAGE, Rajendranagar
Hyderabad

Joint Organizing Secretary

Dr. Y.A. Lad
Associate Professor &
CCPI, NAHEP-CAAST
IABMI, AAU

Registration link :

<https://forms.gle/6JksZ88L4sjFUvnM7>

Organized by

**Centre for Agricultural Market Intelligence under NAHEP – CAAST
International Agri-Business Management Institute
Anand Agricultural University, Anand**

In Collaboration with

National Institute of Agricultural Extension Management (MANAGE), Hyderabad

Background:

Anand Agricultural University has been awarded an ICAR- World bank funded project to establish Centre for Agricultural Market Intelligence. The project is comprehensive in nature and encompasses all important issues including demand-supply predictions and price forecasting apart from using satellite imageries for model building, farmer producer organizations for realizing better prices, continuous studying and monitoring of e-NAM linked APMCs, and private sector involvements with focus on PPP mode. Rigorous analysis of trade related aspects and prompt dissemination of the distilled information to the stakeholders is a vital segment of the projects to understand the linkages between national and international markets, export potential and changing policy environment.

About NAHEP- CAAST:

Centre for Advanced Agricultural Science and Technology (CAAST) is a student centric subcomponent of the World Bank sponsored National Agricultural Higher Education Project (NAHEP) granted to AAU, Anand to provide a platform for strengthening educational and research activities of post graduate and doctoral students.

About the training:

The Indian farmers are facing severe challenges of climate change, pest and diseases, irrigation, water, credit, etc. The total cultivable land is shrinking; the grain area per person in India has shrunk steadily for several decades; in 1950, it was 0.22 hectares. It is projected that in 2050 the figure will be as less as 0.06 hectares per person. Problems in the agricultural sector cannot be solved by a single actor alone but requires system innovation. Production, processing, and marketing in agriculture are dynamic due to continuous changes in consumer demand and expectations. An innovative approach is essential to meet the current challenges of agriculture. Nowadays, Public-Private Partnerships (PPP) in agriculture provide opportunities for conducting advanced research, developing new technologies, and deploying new products for the benefit of small-scale, resource-poor farmers and other marginalized social groups in developing countries. By allowing the private sector to contribute its knowledge, techniques and funding, PPPs enable the public sector to reach goals it would not be able to meet on its own. As they require more stringent policy conditions than other projects to interest private financiers, they also constitute an incentive for improving the quality of the legal and regulatory framework. Therefore, extension professionals must understand PPPs and how they can develop agriculture infrastructure and information dissemination.

Objectives of the training:

- **To orient the extension professionals about the concept of PPP**
- **To discuss the various issues and aspects influencing the PPP in changing scenario of agriculture development**
- **To discuss the linkage mechanisms for the promotion of PPP**
- **To develop the workable models of PPP in agriculture and allied sectors**

: Programme Schedule :

Sr.No	Time	Topic	Resource Person
Day-1		27th September 2021	
			Coordinator by Dr. Vinaya Kumar H.M & Dr. Mahantesh Shirur
1	10:00 to 12:00	Inaugural function and Keynote speaker address	Dr. Ashok Dalwai Chief Executive Officer NRAA, GOI
2	14.30 to 16.00	Role of NGO's in PPP in sustainable agriculture development	Dr. G. V. Ramanjaneyulu Executive Director Center for Sustainable Agril Secunderabad
Day-2		28th September 2021	
			Coordinator by Dr. M. R. Prajapati
3	10:00 to 11:30	Case study of PPP in agriculture marketing	Dr. Venkata Reddy Ret. Professor Agricultural Economics, UAS, Bangalore
4	11.45 to 13.15	Agricultural market intelligence through PPP	Dr. R. S. Pundir Principal & Dean, IABMI & PI, NAHEP- CAAST, AAU Anand
5	15.00 to 16.30	Role of Farmer Producer Organizations (FPOs) in agriculture development	Dr. Shashikala SG Monitoring & Evaluation Officer Hassan Potato Center, Karnataka
Day-3		29th September 2021	
			Coordinator by Dr. Chetan R. Dudhagara
6	10.00 to 11.30	Potential & way forward for PPPs in the livestock sector	Dr Mahesh Chander Head, Division of Extension Education ICAR-IVRI, Izatnagar-Bareilly, UP
7	11.45 to 13.15	Scope of public-private partnership (PPP) model for food processing in India	Dr. Samit Dutta Associate Professor & Head Dept. of Food Busi. Mgt, AAU, Anand
8	15.00 to 16.30	Public-private partnership to enhance standards and trade development in fishery sector	Mahidhar Bolem Founder & MD Marsco Nutaceuticals Private Limited & Marsco Aqua clinics Pvt Ltd, Hyderabad
Day-4		30th September 2021	
			Coordinator by Vishita Khanna
9	10:00 to 11:30	Digitalization of agriculture and public-private partnership: A case Study	Prof. Athula Ginige Professor Western Sydney University, Australia
10	11.45 to 13.15	Role of PPP in agriculture mechanization and post-harvest technology	Dr. Ravindra Naik Principal Scientist ICAR- CIAE, Coimbatore
11	15.00 to 16.30	Strengthening PPP through agri-preneurs and agri-input dealers	Dr. Mahantesh Shirur Dy. Director (Agricultural Extension) MANAGE, Rajendranagar, Hyderabad
Day-5		01st October 2021	
			Coordinator by Dr. Y. A. Lad
12	10:00 to 11:30	Mechanism of strengthening institutional linkage for effective public-private partnership in horticulture	Dr. Balakrishna B. Principal Scientist IIHR, Bangalore
13	11.45 to 13.15	PPP and entrepreneurship development : A success story	Mr. Dipenkumar M. Shah Director Pushpam Foods, Anand
14	15.00 to 16.30	Feedback and plenary session	Dr. Vinaya Kumar H.M CO-PI, NAHEP-CAAST BACA, AAU, Anand

Organizing Committee

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Dr. K. B. Kathiria, Hon'ble Vice Chancellor, AAU, Anand
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Dr. Y. A. Lad, Associate Professor, IABMI, AAU, Anand

Organizing Committee Members

Dr. G. Naveen Kumar, Consultant, MANAGE, Hyderabad
Dr. M. R. Prajapati, Assistant Professor, IABMI, AAU, Anand
Dr. Chetan Dudhagara, Assistant Professor, IABMI, AAU, Anand
Dr. Vishita khanna, Assistant Professor, IABMI, AAU, Anand

Programme Coordinators

Mr. Bhavik Patel, Research Associate, NAHEP - CAAST, AAU, Anand
Mr. Apurva Bhoi, Project Assistant, NAHEP - CAAST, AAU, Anand
Ms. Shraddha Shah, Project Assistant, NAHEP - CAAST, AAU, Anand
Mr. Smit Bhavsar, Project Assistant, NAHEP - CAAST, AAU, Anand