

Office of the Principal,  
Training Institute (Marketing)  
Hyderabad.

Memo No.PTI(M)11/2006,

Dated. 02.2006.

Sub:- Mktg.Dept; - Dist; level awareness programmes to Farmers on Agricultural Marketing Infrastructure, Grading and standardization and Rural godowns scheme and good agricultural practices – One day awareness programme to the Farmers at Market level – schedule of programme communicating Reg.

Ref:- Proc.No.Marknet/11/2003, Dated.22.12.2005.

The attention of all the Assistant Directors of Marketing addressed below is invited to the subject cited and they are informed that the Govt. of India (D.M.I.) under central sector of Market Research and Information Network during the 10<sup>th</sup> plan period have sanctioned certain amount as a grant and directed to conduct district level awareness programme to farmers on Agricultural Marketing Infrastructure, Grading and Standardization, Rural Godown schemes and good agricultural practices.

Accordingly the Department of Marketing in consultation with Directorate of Marketing and Inspection (Govt. of India) have formulated programme for one day Farmers awareness programme on market information network. It is also decided to appoint the Asst. Director of Marketing of the District as a nodal officer for conducting awareness programme as per schedule and duties given (Enclosed).

The programme commences from 09-30 A.M. and will be completed by 05-00 P.M. In this programme resource persons from Directorate of Marketing and Inspection, National Informatic Centre, District Agriculture/Horticulture Officer and one Officer from Marketing Department/Training Institute(Marketing) Hyderabad will attend and deliver their guest lectures as per schedule (Enclosed).

It is further informed that to conduct one day Farmers awareness programme by inviting 50 Nos; of progressive Farmers duly contacting Farmers representatives or Rythu Sanghams or authorized Rythu representatives by providing transport facilities, working Lunch etc.,

It is also decided to book the expenditure on the following items and the entire expenditure will be met by the Training Institute of Marketing Department.

- 1) Honorarium for Guest Lecturers @ Rs.300/- each
- 2) **Transport**
  - a. For participants To and Fro @ Rs.20/-
  - b. Resource person
- 3) Lunch and Tea for 50 participants @ Rs.80/- each
- 4) Xerox and reading materials support
- 5) Other miscellaneous and unforeseen expenditure

The necessary reading material will be supplied to the farmers by the Training Institute(Marketing) Hyderabad.

The Assistant Directors of Marketing are requested to obtain the vouchers for the expenditure booked on the day of programme from the concerned and hand it over to the Officer represented by the training Institute (Marketing) Hyderabad on the same day.

Hence all the Asst.Directors of Marketing in the State are requested to contact Farmers representatives, Rythu Sanghams or authorized Rythu representatives and select 50 Rythusto participate in the one day Farmers awareness programme as per schedule in the District. They are further requested to contact District Agriculture Officer / Horticulture Officer and fix their appointment for delivery of guest lectures on the day of programme as per schedule. They are further requested to conduct programme at District Head Quarters in consultation with Agricultural Market Committee authorities by utilizing facilities available at Head Quarter Market Committee premises.

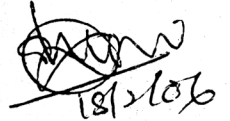
The Asst.Directors of Marketing are also requested to provide vehicles and lodging arrangements to the Officers who are participating in the programme coming from D.M.I. and Training Institute(Marketing), Hyderabad.

The Secretaries of Agrl.Market Committees concerned are requested to do all the needful and make this one day programme a great success.

A copy of the programme schedule and the tour programme is enclosed herewith for taking necessary action.

To  
The Assistant Director of Marketing

K. Susila  
Principal 18/2/2016

  
18/2/16

Copy to the Asst.Marketing Advisor, Directorate of Marketing & Inspection, Govt. of India, with a request to advise NICNET authorities along with D.M.I. Officers to associate in the programme.

Copy to the Director NICNET, A.P, Hyderabad for taking necessary action and to instruct to the NICNET Officers to participate in the programme.

Copy to the Commissioner of Agriculture, Hyderabad for kind information.

Copy to the Commissioner of Horticulture, Hyderabad for kind information.

Copy to all Jt.Directors of Marketing for information and necessary action.

Copy to all Dy.Directors of Marketing for information and necessary action.

Copy to the Secretary, Agrl.Market Committee, Dist; Head Quarters for necessary action and they are requested to contact the Asst.Director of Marketing and make necessary arrangement.

**ONE DAY AWARENESS PROGRAMME TO THE FARMERS AT MARKET LEVEL**

S.No.	Date	District	Accompanying persons
1	23-02-2006	E.Godavary	Sri. Ch. Satyanarayana, Faculty Expert
2	24-02-2006	Visakapatnam	-do-
3	25-02-2006	Srikakulam & Vizianagaram	-do-
	26-02-2006	Sunday	-do-
4	27-02-2006	W.Godavary	-do-
5	28-02-2006	Vijayawada	-do-
6	01-03-2006	Guntur	-do-
7	02-03-2006	Prakasam	-do-
8	03-03-2006	Nellore	-do-
9	06-03-2006	Adilabad	Sri. Ch. Satyanarayana, Faculty Expert
10	07-03-2006	Nizamabad	Sri. C. -do-
11	08-03-2006	Medak Visakapatnam	-do-
12	09-03-2006	Karimnagar Srikakulam	-do-
13	10-03-2006	Warangal	-do-
14	13-03-2006	Khammam	Sri. P. Perraju, D.O.M/c
15	14-03-2006	Nalgonda	-do-
16	20-03-2006	Mahabubnagar	Sri. P. Perraju, D.O.M/c
17	21-03-2006	Kurnool	-do-
18	22-03-2006	Ananthapur	-do-
19	23-03-2006	Cuddapah	-do-

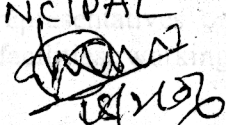


**PROGRAMME SCHEDULE OF ONE DAY FARMERS AWARENESS PROGRAMME  
ON MARKET INFORMATION NETWORK.**

Venue Agricultural Market Committee, \_\_\_\_\_

Date \_\_\_\_\_, District \_\_\_\_\_

Time	Session	Resource person
09-30 to 10-00 A.M	Registration and Inauguration	
10-00 to 11-00 A.M.	Session-I: Operational Guidelines of Agricultural Marketing Information Network (AGMARKNET)	Directorate of Marketing & Inspection – Officer
11-00 to 11-15 AM	<b>Tea Break</b>	
11-15 to 12-15 PM	Session-II: AGMARKNET portal Demonstration	N.IC - Officer
12-15 to 13-15 PM	Session-III: Good Agricultural Practices	Dist.Agriculture/Horticulture Officer
13-15 to 14-00 PM	<b>Lunch Break</b>	
14-00 to 15-30 PM	Session-IV: Importance of Scientific Storage – Pledge finance, Rural Godown, Marketing Infrastructure grading & Standardisation Schemes	Directorate of Marketing & Inspection – Officer
15-30 to 15-45 PM	<b>Tea Break</b>	
15-45 to 17-00	Session-V: Role of Regulated Markets in Marketing of farm produces	State Marketing Dept Officer
17-00 PM	Session-VI Concluding session	

ZK. Susila  
18/2/2006  
PRINCIPAL  
  
18/2/06