

PROGRAMME TEAM

Dr. U. Hemantha Kumar, Associate Professor
Dr G. V. K. Lohidas, Assistant Professor
Prof. Jyothis Sathyapalan, Prof.& Head, CWEL

PARTICIPANTS

- Officials dealing with MGNREGS at District and Block level/DRDAs, ZPs, PRI Bodies & CBOs
- Officials from SRLM / SMMU, DMMU,
- Faculty from SIRDs & ETCs
- Officials of departments of Agriculture, Horticulture, Animal husbandry, Fisheries and allied sectors and rural development officials

DURATION & VENUE

The programme is scheduled in the Month of 27-29 September, 2021 at NIRDPR, Hyderabad, **(Online)**

Link is : <https://forms.gle/8C4hkrMzUoSki9kG8>

The last date for receiving nominations is 24 September, 2021

Send your nominations to:

Dr. U. Hemantha Kumar

Associate Professor, Centre for Wage Employment and Livelihoods

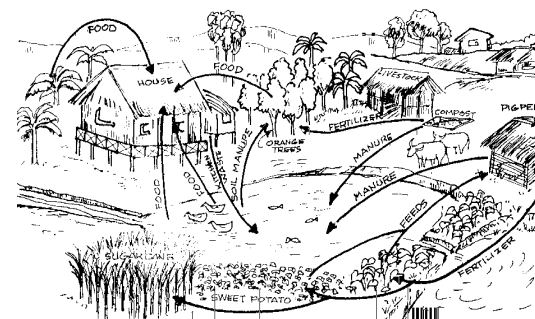
National Institute of Rural Development and Panchayati Raj

Rajendranagar, Hyderabad-500030

Email: hemanthakumar2010@gmail.com

Mobile: 9618949433

Online Programme on (virtual meeting) Improving the Efficiency, Effectiveness and Governability of Agriculture Value Chains and Marketing Strategies for Sustainable Rural Livelihoods: Role of MGNREGS (27-29 September, 2021)



Venue:

**National Institute of Rural Development and Panchayati Raj,
Rajendranagar, Hyderabad-30**



**Centre for Wage Employment and Livelihoods
NATIONAL INSTITUTE OF RURAL DEVELOPMENT &
PANCHAYATI RAJ
Rajendranagar, Hyderabad - 500 030**

NEED

A value chain can be defined as all the firms that buy and sell from each other in order to supply a particular set of products and services to final consumers. Value chains encompass the full range of activities and services required to bring a product or service from its conception to sale in its final markets—whether local, national, regional or global. Value chain includes input suppliers, producers, processors and buyers. They are supported by a range of technical, business and financial service providers. The value chain consists of all the functions that occur from raw material producer to the final consumer of a finished product.

The functions involved in value chain are: production, collection, processing, storage, transport, marketing, and sale. The relative importance of each of these differs from product to product, they may not occur sequentially and some may even be repeated or omitted for particular products. Some chains, particularly for locally traded products, are very short and simple. The producer is responsible for cultivation and/or harvesting. Depending on the product, storage, processing and transport (in no definite order) must then take place. These steps may be more or less complex depending on where the product is produced, the nature of the product, the degree of processing, and the consumer requirements. For some products, such as fresh fruit, perishability is a serious concern, requiring careful storage and handling and rapid transport to market, or some level of primary processing close to the point of origin. The value chain contains several stages where particular production, local value addition and marketing processes take place. Value chain development is the process, which analyses every stage of the product or services i.e. from production to the end consumer and endeavours to build the competitiveness across the chain.

Value chain analysis involves identifying product movement, number of channel partners involved and roles performed by them, value received by each of the channel partners and constraints faced by each player in the chain. Value chain analysis helps to identify opportunities for value addition at every stage of the product from production to its marketing, prices at every stage and corresponding value addition possibilities, assessing infrastructure requirement and capacity building needs of producers to achieve higher value in the chain. Hence the curriculum has been conceived and designed for addressing the above mentioned strategies and processes in value chain analysis.

Programme Objectives

- To enhance the ability of participants to understand and visualize agricultural value chains and markets
- To develop an understanding of consumer & customer needs, tastes and preferences
- To explain the proper method(s) of processing and value addition for a specific commodity grown in their area.
- To build basic skills in sales planning & management

COURSE CONTENT

Module 1: Social Enterprises: Concept of sustainable rural livelihoods Sustainable Rural Livelihoods Framework under NRLM

Module 2: Value chain analysis – Concept & importance Value Chain Analysis Approach

Module 3: Sector Specific Value Chains: Farm Sector (Agriculture; Horticulture; Animal Husbandry);

Module 4: Market Strategies: Collective marketing, Linkages with higher order and remunerative markets, and Institutional linkages

Module 5: Convergence & linkage promotion in upscaling value chains: Experience sharing

METHODOLOGY

Programme will have lecture cum discussion sessions besides, opportunity will be provided for group task and exposure to practical exercises.

PROGRAMME FACULTY

In addition to the faculty of the Institute, a number of experts/field practitioners having experience will also be invited to share their knowledge, experiences and views with participants.

Session Plan

Online Programme on

Improving the efficiency, effectiveness and governability of Agriculture Value Chains and Marketing Strategies for Sustainable Rural Livelihoods: Role of MGNREGS (27-29 September, 2021)

Session	Contents	Objective of Session	Training Method	Duration	Outcome
<p>Session I</p> <p>- Strategies and Approaches to Livelihoods and</p> <p>-Value chain analysis – Concept & importance</p>	<ul style="list-style-type: none"> Entitlements and Assets-UNDP Transforming structures and Processes-DFID Capabilities, Assets and Economic Activities –CARE, Basix, Ox-farm Nine Square Mandala or Rural Livelihood System (RLS) framework-ISPWDK Value chain Analysis 	Familiarise the participants on various strategies and approaches to livelihoods	<ul style="list-style-type: none"> Lecture cum Discussion through PPT mode Group Discussion Question & Answers 	Two Session	At the end of the session, participants will be able to understand the output of the current configuration of factors within the livelihood framework
<p>Session II</p> <p>-Rural Livelihoods: Skill, & Entrepreneurship</p> <p>-Value Chain (VC) Processes-</p>	<ul style="list-style-type: none"> Organization (systems, procedures, practices and support structures), Knowledge (know-how and skills), Product (design, specification), and Techniques (machines and equipment), VC Process-Steps and Action taken Points 	To impart knowledge and skills on various rural livelihoods and VCs	<ul style="list-style-type: none"> Video Film based discussions Lecture cum Discussion through PPT mode Group Discussion Question & Answers 	Two Sessions	Participants will be able to capture innovative opportunities for entrepreneurship

<p>Session III -Sector Specific Value Chains:</p> <p>Agricultural, Allied and Non-agricultural Micro-enterprises for Livelihood Opportunities -Value Chains in NTFP - Value Chains in Fisheries /Small Ruminants</p>	<ul style="list-style-type: none"> • Livelihood Opportunities • Technological Options and adoptability • Agriculture and Micro-enterprise promotion under DAY-NRLM-MKSP; DDU-GKY programmes • Micro-enterprise Promotion: Backward and Forward Linkages and Partnerships • Sector-wise analysis of VCs 	<p>To sensitise the participants on various agriculture and non-agriculture based micro enterprises for sustainable livelihoods</p>	<ul style="list-style-type: none"> • Lecture cum Discussion through PPT mode • Video Films 	<p>Two Sessions</p>	<p>Participants will be able to identify and prioritise the needs of the community in enhancing their livelihood</p>
<p>Module 4</p> <p>Promotion of Agri-Entrepreneurship and Agri-Innovations -Micro-enterprises, Markets and Technology</p>	<ul style="list-style-type: none"> • Technology • Markets • Vulnerability • Value Addition <p>Technological Change:</p> <ul style="list-style-type: none"> • Generating easier access to Information; Higher Productivity; Lower inputs costs; less wastage and better environment 	<ul style="list-style-type: none"> • To impart the knowledge on micro-enterprises, markets and technology • To orient the participants on different phases of value chain development 	<ul style="list-style-type: none"> • Panel Discussion 	<p>Two Sessions</p>	<p>By the end of the session, participants will be able to learn and understand the different phases of value chain development, interventions design and implementation, apprehend the techniques for market systems and direct delivery facilitation</p>

	<p>Market Structure</p> <ul style="list-style-type: none"> • Supply chains through production channels; influence of completion and main stream commercial markets • Interrelationships: link allied enterprise activities and behavior of other actors in economic networks 				
<p>Module 5 Best Practices (TSRIGP) Value Chain Models- various Sectors</p>	<ul style="list-style-type: none"> • Farmer Producer Groups- Vegetable Pandals, Collection Centre • MART: Providing Market Platform to SHG Products • one stop Service Centre • MAX: Mahila Bank • Alternative Livelihoods: Livestock , Small Ruminants and Backyard Poultry 	<p>To expose the participants on various interventions of farmer producer groups, Krushi MART, alternative Livelihood models</p>	<ul style="list-style-type: none"> • Lecture • Face to Face interaction • Video • Handouts 	<p>Two Sessions</p>	<p>Participants will be able to assess the interventions/activities and its implementation and management</p>