

Online training program for AARDO countries begins at IIM Jammu

Excelsior Correspondent

JAMMU, Apr 5: An international online-training programme titled "Innovative Marketing Models for Small holder's Agriculture", being organized by IIM Jammu, began today.

IIM Jammu is organizing this training in collaboration with African-Asian Rural Development Organization (AARDO), New Delhi for its member countries. The inauguration ceremony witnessed the presence of Dr Manoj Nardeo Singh, Secretary General, AARDO; Prof B S Sahay, Director IIM Jammu; Dr S M Ovais, Head, Capacity Building & Development projects, AARDO; Prof Jabir Ali and Prof Ateeque Shaikh, Programme Directors, IIM Jammu.

The training programme has received overwhelming response with 44 participants from 16 different countries of Asia and Africa. Its objective is to develop an understanding of the agricultural marketing systems for smallholder's agriculture, evaluate the process of integrating smallholder farmers into modern marketing systems and retail supply chains, and understand the role of technology, information system, and infrastructure in creating agricultural marketing systems for small holders. This programme will focus on capacity building of the Middle-Level Government

Officials from the AARDO member countries, who are endowed with the responsibility of strengthening marketing linkage for various agricultural produce for enhancing farmer's income.

Speaking on the occasion, Prof B S Sahay, Director, IIM Jammu emphasized the importance of international training programme which enables cross-cultural learning for policy design and programme implementation for small holders.

Dr Manoj Nardeosingh emphasized the importance of building partners with academic institutions like IIM Jammu to develop capacity building amongst the member countries of AARDO. "AARDO continues to focus in enabling member countries policy makers to ensure that the constraints that smallholders face are overcome through market linkage and access, efficient production and harvesting practices, creating farmers institutions and enabling credit access to the small holders," he added.

Dr S M Ovais, Head, Capacity Building and Building Projects, discussed the history of the formation of AARDO and the various activities AARDO takes in 33 member countries of African and Asia. Prof Ateeque Shaikh delivered the vote of thanks at the conclusion of the inauguration event.

अमरउजाला

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आईआईएम में कृषि विपणन प्रणाली का दिया गया प्रशिक्षण

जम्मू। आईआईएम जम्मू की ओर से अंतरराष्ट्रीय ऑनलाइन प्रशिक्षण कार्यक्रम इनोवेटिव मार्केटिंग मॉडल्स फॉर स्मॉलहोल्डर एग्रीकल्चर (एएआरडीओ) का आयोजन किया गया।

आईआईएम जम्मू ने अफ्रीकी-एशियाई ग्रामीण विकास संगठन नई दिल्ली के सहयोग से इस प्रशिक्षण का आयोजन किया है। प्रशिक्षण कार्यक्रम का उद्देश्य छोटे कृषि धारक के लिए कृषि विपणन प्रणालियों की समझ विकसित करना

है। इसके साथ छोटे विपणन किसानों को आधुनिक विपणन प्रणालियों और खुदरा आपूर्ति शृंखलाओं में एकीकृत करने की प्रक्रिया का मूल्यांकन करने के साथ छोटे शेयरधारकों के लिए कृषि विपणन प्रणाली बनाने में प्रौद्योगिकी, सूचना प्रणाली और बुनियादी ढांचे की भूमिका को समझना है। इस अवसर पर आईआईएम जम्मू के निदेशक प्रोफेसर बीएस सहाय ने कहा कि आईआईएम प्रशिक्षण कार्यक्रम जारी रखेगा। ब्यूरो



Inauguration of Five-Day International Online Training Program for AARDO Member countries at IIM Jammu

Jammu, April 05(Scoop News)-The inauguration ceremony of International online-training programme titled " Innovative Marketing Models for Smallholder's Agriculture" (AARDO) being organized by IIM Jammu, took place virtually on 5 April 2021. IIM Jammu is organizing this training in collaboration with African-Asian Rural Development Organization (AARDO), New Delhi for its member countries. The inauguration ceremony witnessed the presence of His excellency Dr. Manoj Nardeosingh, Secretary General, AARDO, Prof. B S Sahay, Director IIM Jammu and Dr. S M Ovais, Head, Capacity Building & Development projects, AARDO, Prof. Jabir Ali and Prof. Ateeque Shaikh, Programme Directors, IIM Jammu. The training programme has received overwhelming response with 44 participants from 16 different countries of Asia and Africa.

The training program's objective is to develop an understanding of the agricultural marketing systems for smallholder's agriculture, evaluate the process of integrating smallholder farmers into modern marketing systems and retail supply chains, and understand the role of technology, information system, and infrastructure in creating agricultural marketing systems for smallholders. This will enable the participants to develop the necessary understanding, skills, and attitudes for implementing innovative marketing models for smallholder's agriculture. This programme will focus on capacity building of the Middle-Level Government Officials from the AARDO member countries, who are endowed with the responsibility of strengthening marketing linkage for various agricultural produce for enhancing farmer's income. Prof. Jabir Ali, Programme Director, welcomed the participants from the AARDO member countries and introduced them to the fledgling IIM Jammu.

Speaking on the occasion, Prof. B S Sahay, Director, IIM Jammu emphasized that IIM Jammu will continue to organize international training programme for corporate executives as well as

policy makers. He also emphasized the importance of international training programme which enables cross-cultural learning for policy design and programme implementation for small holders.

Dr. Manoj Nardeosingh emphasized the importance of building partners with academic institutions like IIM Jammu to develop capacity building amongst the member countries of AARDO. AARDO as an institution has been continuously focusing on the Sustainable Development goals of United Nations. AARDO's continues to focus in enabling member countries policy makers to ensure that the constraints that smallholders face are overcome through market linkage and access, efficient production and harvesting practices, creating farmers institutions and enabling credit access to the small holders.

Dr. S M Ovais, Head, Capacity Building and Building Projects, discussed the history of the formation of AARDO and the various activities AARDO takes in 33 member countries of African and Asia. Prof. Ateeque Shaikh delivered the vote of thanks at the conclusion of the inauguration event.