

05 April 2021

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

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.