

**ITEC Training Programme on  
Agricultural Value Chains  
March 31, 2026 to April 13, 2026**

**Introduction:** Agricultural development is increasingly influenced by the efficiency of value chains that link producers to markets. The concept of the value chain encompasses the complete spectrum of activities involved in producing goods or services as they progress through various stages, ultimately reaching the end consumers. The value chain approach, grounded in fundamental principles, examines the role of each participant within the chain and the interdependent relationships that link them, moving step by step from production of raw material to the final consumer. An essential aspect of value chain analysis involves assessing how benefits are distributed among these participants. This involves scrutinizing profit margins to discern who has gained from participating in the chain and identifying potential beneficiaries who could further enhance their position through better organization and support.

Farmer Producer Organizations (FPOs) serve as a critical mechanism for integrating smallholder farmers into agricultural value chains by facilitating collective action and business-led aggregation. FPOs are essential for overcoming the challenges of fragmented markets and "lopsided profit distributions," where primary producers typically receive the smallest share of the consumer rupee. By adopting a "farm-to-fork" perspective, FPOs empower farmers to move beyond traditional production and engage in vital value-addition activities—such as sorting, grading, and secondary processing—which transform agriculture from a subsistence activity into a sustainable business venture. Furthermore, the framework emphasizes the convergence of FPOs with Self-Help Groups (SHGs) and the use of digital tools for traceability to strengthen market linkages, ensuring that rural communities can capture a higher value of their produce while achieving long-term economic resilience.

Anticipated outcomes of cultivating improved relationships within the value chain and enhancing its overall performance include quantifiable enhancements in economic outcomes, and in certain scenarios, even a reduction in poverty. By streamlining costs associated with each conceivable chain activity, efficiency can be boosted. In the context of globalization, changing consumer preferences, and increasing quality and sustainability requirements, agricultural value chains are becoming more complex and

knowledge-intensive. This underscores the need for capacity building of agricultural professionals to design and implement inclusive and sustainable value chain–based interventions, which form the core focus of this training programme.

**Rationale behind the training programme:**

Individual farmers, particularly smallholders, often struggle to compete due to fragmented markets and lack of information. The transition from "agriculture as a way of life" to "agriculture as a business" requires a deep understanding of value addition and market linkages.

Many developing nations face challenges such as huge post-harvest losses, lack of processing infrastructure, and lopsided profit distributions where the producer receives the smallest share. This training programme is essential to equip middle-level officers and stakeholders with the knowledge to identify bottlenecks in the chain, reduce inefficiencies, and ensure that value addition translates into higher income for the primary producers. By fostering a "farm-to-fork" perspective, the programme addresses food security, economic resilience, and rural development.

**Justification for conducting the training programme at MANAGE, Hyderabad:**

Conducting the proposed training programme at MANAGE, Hyderabad is strategically aligned with the institute's mandate and long-standing expertise in agricultural extension, agribusiness management, and value chain development. As the MANAGE has been at the forefront of capacity building for agricultural professionals, policy makers, and development practitioners, with a strong focus on market-led extension and institutional innovations such as FPOs, Agri-enterprises, and Agri-financing models.

MANAGE possesses a rich pool of interdisciplinary faculty and resource persons with practical experience in agricultural value chains, agribusiness management, post-harvest systems, Agri-marketing reforms, and rural institutions. The institute's close linkages with national and international organizations, agribusiness firms, financial institutions, and farmer organizations provide an enabling ecosystem for experiential learning and exposure.

### Objectives of the training programme:

1. To build advanced knowledge of agricultural value chain concepts, governance structures, and market systems.
2. To acquire hands-on skills for value chain mapping, cost–margin analysis, and strategic decision-making.
3. To learn to design inclusive and income-enhancing value chain interventions aligned with sustainability goals.
4. To gain exposure to successful value chain models and best practices from India and international contexts.

### Tentative Programme Schedule

Duration	Day – 1 (March 31, 2026 Tuesday)
10.00 am	Registration
11.15 am-12.00 pm	Icebreaking and Leader Identification– Interactive Session
12.00 pm- 01.00 pm	ITEC Programme Objectives, Course Structure and Participant's Expectations
2.00 pm - 03.30 pm	Overview of the Indian Agricultural Extension system
03.45 pm-05.15 pm	MANAGE Campus Visit
	Day – 2 (April 01, 2026 Wednesday)
09:30 am-11:15 am	Formal Inauguration of the Programme
11.30 am- 01.00 pm	Evolution of Agricultural Value Chain Concepts and Frameworks: Comparative Perspectives from Developed and Developing Countries
02.00 pm-03.30 pm	Value Chain Mapping and Stakeholder Analysis: Tools, Techniques, and Actor Linkages
03.45 pm-05:15 pm	Visit to IIMR, Rajendra Nagar
	Day – 3 (April 02, 2026 Thursday)
09:30 am-11.00 am	Role of FPOs/FPCs in Value Chain Integration; Business Models for Farmer Aggregation; Case Studies from India
11.30 am-01.00 pm	Post-Harvest Losses and Mitigation Strategies; Storage, Processing, and Logistics Infrastructure
02.00 pm-05:30 pm	Visit to <b>Raaga Mayuri Mega Food Park, Yousufguda</b>
	Day – 4 (April 03, 2026 Friday)
09:30 am-11.00 am	<b>Triple Security through Agricultural Value Chains - Food/Nutritional Security, Energy Security, and Income</b>

	<b>Security</b>
11.30 am-01.00 pm	Value Addition Techniques: Primary and Secondary Processing for Higher Revenue.
02.00 pm-03.30 pm	Visit to Heritage Food Processing, <b>Jubilee Hills</b>
03.45 pm-05:15 pm	
	<b>Day – 5 (April 04, 2026 Saturday)</b>
09:30 am- 11.00 am	Branding and Product Positioning: Creating Competitive Advantage for Agri-Produce.
11.30 am-01.00 pm	Domestic and Export Market Linkages; Public–Private Partnerships; Branding, Quality Standards, and Certification
02.00 pm- 03.30 pm	<b>Visit to Vellanki Foods</b>
03.45 pm - 05:15 pm	
	<b>Day – 6 (April 05, 2026 Sunday)</b>
	Study tour-Historical places of Hyderabad
	<b>Day – 7 (April 06, 2026 Monday)</b>
09:30 am - 01.00 pm	<b>Visit to</b> Cold Care Group, <b>Vanasthalipuram</b>
02.00 pm- 03.30 pm	Value Chain Financing Models; Role of Banks, MFIs, Development Finance, Credit Institutions
03.45 pm - 05:15 pm	Risk Management and Climate Resilience in Agricultural Value Chains: Production, Market, and Financial Strategies
	<b>Day – 8 (April 07, 2026, Tuesday)</b>
09:30 am- 11.00 am	Role of Agri-Infrastructure and Cold Chain Systems ( <b>Flagship schemes of GOI</b> )
11.30 am- 01.00 pm	High-Value Agriculture and Perishable Commodity Value Chains
02.30 pm- 05.00 PM	Visit to T-hub, <b>Hi-Tech City</b>
	<b>Day – 9 (April 08, 2026, Wednesday)</b>
09:30 am- 11.00 am	Visit to ICAR-National Meat Research Institute, <b>Chengicherla, Hyderabad</b>
11.30 am- 01.00 pm	
02.00 pm- 03.30 pm	ICTs, Digital Platforms, and Market Information Systems; Traceability and E-commerce in Agriculture; Emerging Innovations
03.45 pm- 05:15 pm	<b>Sustainable rural livelihoods and local Economic Development through Agri Value Chains</b>
	<b>Day – 10 (April 09, 2026,Thursday)</b>
09.30 am- 01.00 pm	Bowenpally Agri. Market (E-NAM)

2:30 pm- 3:30 pm	Inclusion of Gender and Youth in Agricultural Value Chains
03.45 pm- 05:15 pm	Environmental Sustainability and SDG Alignment through Agri value Chains
	<b>Day – 11 (April 10, 2026, Friday)</b>
09:30 am- 11.00 am	<b>Addressing Food Loss and Waste through efficient agri-value chains</b>
11.30 am- 01.00 pm	<b>Convergence of SHGs, FPOs and Cooperatives for Value Addition in Agriculture</b>
03.30 pm- 05:00 pm	Visit to Sahaja Aharam Producer Company, <b>Secunderabad</b>
	<b>Day – 12 (April 11, 2026, Saturday)</b>
09:30 am- 11.00 am	Overview of Back At Work Plan
11.30 am- 01.00 pm	Preparation time for Back At Work Plan
02.00 pm- 03.30 pm	Back At Work Plan Presentations
6.00 pm	<b>Cultural evening</b>
	<b>Day – 13 (April 12, 2026, Sunday)</b>
09.00 am	RAMOJI Film City Visit
	<b>Day – 14 (April 13, 2026, Monday)</b>
09:30 am- 10.00 am	Online Post-Training Test
10.00 am-12:00 pm	Valedictory Programme and distribution of certificates

### **Expected learning outcomes from the course:**

1. Comprehensive Value Chain Insight: Understand the evolution, governance, and global perspectives of agricultural value chains and their role in enhancing farm-to-fork efficiency.
2. Diagnostic Skills: Apply mapping tools, stakeholder analysis, and actor linkage assessment to identify bottlenecks and opportunities for value addition.
3. Marketing, Finance & Risk Management: Evaluate market linkages, value addition strategies, financing models, and risk mitigation mechanisms including insurance and climate resilience.
4. Sustainability & Inclusion: Design inclusive and sustainable value chain interventions addressing gender, youth participation, environmental sustainability, in line with the SDG.
5. Strategic Planning & Innovation: Formulate actionable value chain strategies using ICT, digital platforms, and innovative technologies for improved competitiveness and productivity.

**Eligibility Conditions of the participants**

1. Candidates should possess a substantive track record within the public, private, or civil society sectors, with specific experience related to the training's core themes in agriculture and allied sectors.
2. Applicants must be physically and mentally prepared to engage fully in the rigorous requirements of the training programme.
3. Fluency in English is essential to ensure a comprehensive understanding of the technical content.

**Additional details for uploading on ITEC portal:**

Educational qualifications of candidates	Graduates and Post graduates in agriculture & allied sectors including Agricultural Economics, Agri Business Management etc.
Work experience (required) if any	Experience in the field of agriculture and rural development for minimum 5 years is desired
Minimum age	30 years
Maximum age	50 years
Target Group (level of participants, target ministries or dept. etc.)	Officers involved in agriculture and allied sectors representing Ministry of Agriculture, Horticulture, Fisheries and Forestry of ITEC member nations
Number of days of local trips	5 (Tentative)
Number of days for outstation trips	03
Number of nights for outstation trips	0
Places to be visited	Hyderabad, Ramoji, Statue of Equality
Mode of transport	AC Bus
Transportation charges (approx.)	INR 50,000/- per batch
Accommodation charges, if hotel is required to be hired	NA
Entry ticket charges	INR 4500 per candidate

### **Course Director Details**

#### **Dr. M. Srikanth**

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