Training Methodology:

- Technical Session by Experts
- Discussion during sessions
- Case presentations

Target Audience

- Officials dealing with MGNREGS at District and Block level/DRDAs, ZPs, PRI Bodies & CBOs Officials dealing with DAY-NRLM at State /District/ cluster-CRPs/ level (SRLM / SMMU, DMMU)
- Officials of departments of Agriculture, Horticulture, Animal husbandry, Fisheries and allied sectors and rural development officials, BC & SC / ST corporation Officials

Venue: NIRDPR, Rajendranagar, Hyderabad-30

Registration: This is online training programme . Cisco-Webex Link will be shared with participants for online sessions. There is no Registration Fee.

Registration Link: https://forms.gle/DBCTfkDERLA3hGs57

Duration: The duration of training programme is Three Days i.e., November 9-11, 2020

Last Date for receiving Nominations: on or before 05-11-2020

Centre for Wage Employment and Livelihoods
National Institute of Rural Development and Panchayati Raj
Rajendranagar, Hyderabad-500030
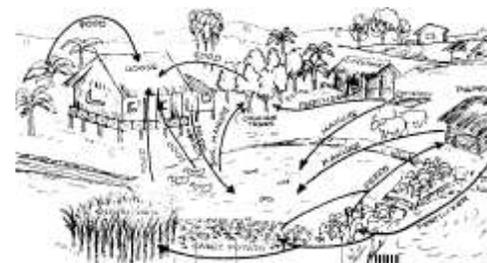Telephone number (landline): 040-24008463 (telefax) 040-24008519
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Online ToT on
Value Chains and Market Strategies for sustainable Rural Livelihoods

(November, 9-11, 2020)

Programme Team:
Dr. U. Hemantha Kumar
Dr. G.V. K. Lohidas
Dr. Jyothis Satyapalan

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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

1. Social Enterprises: Concept of sustainable rural livelihoods
2. Sustainable Rural Livelihoods Framework under NRLM
3. Value chain analysis – Concept & importance
4. Value Chain Analysis Approach
5. Sector Specific Value Chains: Farm Sector (Agriculture; Horticulture; Animal Husbandry)
6. Value Chains in NTFP
7. Value Chains in Fisheries
8. Sector Specific Value Chains: Non-farm sector
9. Market Strategies: Collective marketing, Linkages with higher order and remunerative markets, and Institutional linkages
10. Convergence & linkage promotion in upscaling value chains: Experience sharing