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ICAR Winter School
on
Advanced Analytics in Developing Agricultural Market Intelligence

Nov. 14 - Dec. 04, 2017

Sponsored by
Indian Council of Agricultural Research, New Delhi

Programme Directors
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Background

Indian agriculture has potential to not only meet all its food and fibre requirements but also to increase its exports owing to its vast arable land and diverse agro-climatic conditions. However, the risk in agriculture has increased enormously threatening the sustainability of the system over years. The major risks in farming emanate from weather and price fronts and in present times, the risk associated with price fluctuations far outweigh that of other factors.

Market information and intelligence are crucial to farmers and other stakeholders in agriculture. It helps them in taking calculated risk about which crop to sow, what to grow, when to grow, how long to store, to which markets produce need to be sold and when to sell. Recent advances in ICT made it possible to provide customized advisories to the farmers. However, the benefit of ICT can be used only if market intelligence system is developed using advanced analytical tools which provides accurate forecasts or predictions. There is an urgent need for developing the marketing intelligence cells to provide useful advisories on a continuous basis to reduce the risks in farming and also to increase farmers' income. However, the market intelligence is performed using naïve methods which need to be replaced with sophisticated techniques and to provide plausible predictions.

This programme is designed keeping in mind the young professional, scientists, assistant professors and other who are involved in marketing intelligence to learn research methodology used in market studies such as data collection, sampling, survey instrument designing, data validation and basic statistical analysis. This course also covers advanced methods used in price analysis, risk analysis, forecasting, demand and supply analysis, integration of markets and market efficiencies.

Objectives

- To acquaint the participants with advancements in the field of market intelligence
- To impart skills in designing survey instruments and conducting surveys
- To make the participants having practical exercises in handling and analysing the data using advanced statistical software, and
- To equip the trainees with advanced statistical methods used in marketing intelligence

Core content

- Advances in data collection
- Price forecasting
- Modelling volatility
- Big Data Analytics
- Demand and supply dynamics
- Marketing information system
- Determinants of prices
- Social marketing tools
- Marketing integration
- Price discovery and determination
- ICT in agricultural marketing

Pedagogy

The programme aims at researchers and extension workers who are interested to work in the area of market intelligence and strongly encouraged to bring practical issues confronting them in their research work. The participants are encouraged to work in groups on assignments and discussions and thus, enabling cross-learning among them. The course delivery strategy will have a mix of lectures, practical or hands-on practice, discussions, case studies, presentations by participants and exposure visits. The course is heavily loaded with hands-on exercises like learning software and having hands-on exercises for each module covered in the programme. The learnings will be evaluated through oral feedback at the beginning of each day and online test at the end of the programme.

Duration and venue

This course of 21-days duration is offered during Nov. 14- Dec. 04, 2017. The participants are expected to arrive latest by the evening of Nov.13, 2017 and can leave after 1700 hrs on the last day of the programme. The programme will be held at ICAR-NAARM, Rajendranagar, Hyderabad – 500 030. The programme is completely residential.

Eligibility

- The programme is mainly targeted at the entry and middle level NARES professionals including that of KVKs who are interested in market intelligence
- Working not below the rank of assistant professor and equivalent in Agricultural University / ICAR institute

Participants selection

Maximum intake for the programme is 25 participants. As per the eligibility criteria, participant's selection would be based on first-cum-first basis. Selection of candidates is a matter of discretion of the competent authority of ICAR-NAARM. Participant's nomination from the respective heads of organizations does not entail confirmed participation in the programme. A formal confirmation letter indicating the selection of candidates will be sent by ICAR-NAARM a week after the last date for receipt of nominations. Selected participants are expected to bring their present assignments pertaining to pattern communicating and managerial skills in technology management

Nominations

The last date of receipt of nominations is October 30, 2017. The selected candidates will be intimated during the 3rd week of October 2017 by email. Nominations need to be submitted electronically through ICAR-CBP portal http://cbp.icar.gov.in/. Participants are advised to depart to Hyderabad only after the receipt of participation confirmation letter from course director.

Registration

There is no course fee, however, a non-refundable registration fee of Rs. 50/- (Rupees fifty only) is to be paid by way of a postal order (drawn in favour of ICAR unit, NAARM payable at Hyderabad).

TA and DA

Participants will be paid to and fro fare for journey performed by the shortest route by rail or bus or other means of transport. The payment will be made as per their entitlement but **restricted to the maximum of AC II tier train fare**. If any participant chooses to travel by Air, he/she may do so, but their claim shall be restricted to AC II tier train fare, provided they travel by Air India and booked the tickets directly from airline website. Participants are required to produce a photo-copy of the rail / bus / air tickets (only by public transport) and original onward boarding pass for reimbursing the travel expenditure.

Boarding and Lodging

Participants will be provided rent-free accommodation, wholesome meals and refreshments. Local participants will be provided lunch and inter-sessions tea only.

Travel

Hyderabad is well connected by air, rail and road from all parts of the country. One can reach NAARM located in Professor Jayashankar Telangana State Agricultural University by city bus route No 95A from Koti to Agricultural college bus stop, or 94H or 94R to Rajendranagar bus stop which are 1.5 kms from the Academy or by 95R which plies limited trips from Koti to Rajendranagar via NAARM Campus or by taxi / auto. Participants are advised to make their return reservations well in advance at their end.

Officer In-charge, Training Cell

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