



**National Institute of Agricultural Extension Management
(MANAGE), Hyderabad**

&

**Regional Agrl Research Station (Central Zone)
Pattambi, Kerala Agricultural University**

Collaborative Online Training on

**Sensitization Program for Extension Functionaries on
Entrepreneurship Development through Geographical
Indication in Agriculture**

03-06 October, 2023

Course Coordinator

Dr.Saravanan Raj,

Director (Agrl. Extension)

MANAGE, Rajendranagar,

Hyderabad

saravanan.raj@manage.gov.in

Local Coordinator

Dr.B.Shanmugasundaram,

Professor (Agrl Extension)

Division of Social Science,

RARS, Pattambi,KAU

bs.sundaram@kau.in

Venue

**Regional Agricultural Research Station
Pattambi, KAU - 679306**

**Training on Sensitization Program for Extension Functionaries on
Entrepreneurship Development through Geographical Indication in Agriculture
(03-06,October 2023)**

Regional Agricultural Research Station (RARS-Central Zone) of Kerala Agricultural University, Pattambi is proud to organize a collaborative online training programme sponsored by MANAGE, Hyderabad. Registration of Geographical Indication in Agriculture has brought tremendous value and recognition for the product in the Farming Community. Hence, to promote entrepreneurship among rural youth, the Extension functionaries need to be sensitized on the procedures and value of the GI tag and how to market these products for increasing the income of the farmers.

Objective

- To sensitize Extension officials on Geographical Indications in Agriculture
- To Promote Entrepreneurship on Geographical Indications in Agriculture and Allied sectors

Eligible Participants Extension officials, Scientist of SAUs and ICAR, KVKs faculty, NGOs/FPOs Research Scholars and Agripreneurs

Duration: 03-06, October 2023 (Four Days)

Proposed online platform: MANAGE Cisco Webex

Content

- Understanding GI concept and Registration process
- Role of GI in Agriculture for Sustainable and Economic development
- Case studies of GI in Agriculture
- Funding opportunities for GI promotion
- Demand of GI products in Global Market and its Value addition
- Entrepreneurship skill needed for Extension professionals
- Business plan preparation

How to Apply: There is no registration fee for the programme. The participants can apply online with the help of MANAGE website link /link given below:

<https://www.manage.gov.in/trgModule/emailRegn.asp?tpno=FJL&tpyear=FDFG>

The selection of participants and detailed guidelines of training program will be intimated through email. Upon selection they should immediately confirm their participation.

Last Date of Application online: 28th September 2023

Selection of Candidates: Selected candidates will be intimated on 29st September 2023 by email.

Online examination: An online examination will be conducted on 06.10.23, by 4.30 – 5.00pm

Criteria for certification: Full time attendance and minimum 50% score in online exam

Course Coordinator

Dr.Saravanan Raj,
Director (Agrl. Extension)
MANAGE, Rajendranagar,
Hyderabad
saravanan.raj@manage.gov.in

Contact

Local Coordinator

Dr.B.Shanmugasundaram,
Professor (Agrl Extension)
Regional Agricultural Research
Station(RARS),
Pattambi, KAU
bs.sundaram@kau.in, **9446239318**