


CCS HAU  
EXTENSION EDUCATION INSTITUTE  
NILOKHERI (KARNAL)

**Approved day-to-day Programme for training on  
"Marketing and Value Chain Management in Agriculture & Rural Development"**

**(18.11.2025 to 21.11.2025)**

<b>18.11.2025 (Tuesday)</b>		
Time	Session Topic	Resource Person
9:30am - 10:30 am	Registration of Participants	Training Assistant
10:30am - 11:30 am	Inauguration of Training/ Course Content & Training Schedule, Need Assessment	RD/Course Director/ Participants
11:30 am - 01:00 pm	Changing dynamics of agricultural marketing and value chain in India	Dr. Ravindar Shekhawat SR. Scientist, IHWBR
02:30 - 04:30 pm	Healthy Lifestyle for Personal and Professional Success of marketing personnel	Dr. Sanjay Kumar RD, EEI, Nilokheri
<b>19. 11.2025 (Wednesday)</b>		
9:00 am - 09:30 am	Recall Session	Participants and Course Director
09:30am - 11:00 am	Role of visuals in the marketing	Dr. Anil Rohilla Faculty, EEI, Nilokheri
11:00 am - 1:00 pm	Methods of Communication for agricultural marketing	Dr. Jasvinder Kaur Faculty EEI, Nilokheri
2:00pm - 05:00 pm	Visit of Centre of Excellence on Beekeeping, Rampur, Kurukshetra	Participants and course director/Training Assistant
	Visit of Sikri farms Shahabad-Markanda, Kurukshetra	
<b>20. 11.2025 (Thursday)</b>		
9:00 am - 09:30 am	Recall Session	Participants and Course Director
09:30am - 11:00 am	Time Management skills for extension professionals	Dr. Satykaam Malik Faculty, EEI, Nilokheri
11:00 am - 1:00 pm	Social media utilization for the marketing of agricultural products	Dr. Ajay Kumar Faculty EEI, Nilokheri
2:00pm - 05:00 pm	Bajwa Mushroom farm, Kurukshetra and IVDP block, KKDE.	Participants and course director/Training Assistant
<b>21. 11.2025 (Friday)</b>		
9:00 am - 09:30 am	Recall Session	Participants and Course Director
09:30am - 11:00am	Market-Led Extension Approaches	Dr. Bharat Singh Assoc. Prof., CoA, Hisar
11:00am - 12:30pm	Emerging alternative marketing channels: Direct Marketing, Contract Farming and Organized Retail	Dr. S.R. Verma Faculty EEI, Nilokheri
1:30pm - 03:00 pm	Presentation by participants	Participants/Course Director
03:00 pm - 05:00 pm	Post test, evaluation, feedback the participants, Valedictory function, certificate distributor	RD/Course Director/ Participants

  
Dr. S.R. Verma, (Course Director)