

ICAR Approved

3 Days

HRD Training Programme
on

Commercial Agriculture
Concepts, Practices and Value Chain Orientation



Tobacco | Chilli | Turmeric | Castor | Ashwagandha

Course Dates
7 – 9
December 2026

Venue
ICAR-NIRCA,
Rajahmundry,
Andhra Pradesh – 533 105

Course Director
Dr. M. Sheshu Madhav

Co-course Directors

Dr. B. Hema	Dr. K. Suman Kalyani	Dr. J. Poorna Bindu
Scientist	Principal Scientist	Senior Scientist

Organised by
ICAR- National Institute for Research on Commercial Agriculture
(ICAR-NIRCA)
Rajahmundry, Andhra Pradesh – 533 105

About ICAR-NIRCA

ICAR-National Institute for Research on Commercial Agriculture (ICAR-NIRCA), formerly ICAR-Central Tobacco Research Institute, has expanded its research mandate to include high-value commercial crops such as chilli, turmeric, castor and ashwagandha along with tobacco. The institute operates six research stations across Andhra Pradesh, Tamil Nadu, Karnataka and West Bengal, coordinates the All-India Network Project on Tobacco (AINPT), and manages two Krishi Vigyan Kendras (KVKs) in Andhra Pradesh.

ICAR-NIRCA focuses on commercial agriculture, agro-processing, value addition, quality improvement, cost efficiency and strengthening agricultural value chains to enhance farmers' income. The institute strives to enhance the global competitiveness of Indian commercial agriculture through sustainable innovations, increased export orientation and improved farmer profitability, contributing to the vision of Viksit Bharat – 2047.

Course Background

Commercial agriculture plays a vital role in enhancing farmers' income, generating employment, promoting agribusiness enterprises and strengthening domestic and international trade. With enhancing demand for quality agricultural commodities, market-oriented production, efficient post-harvest management, value addition and effective marketing strategies have become essential for improving the profitability and competitiveness of commercial crops. The programme aims to provide participants with an overview of crop improvement, production management, post-harvest handling, processing, market linkages, supply chain management, quality standards, export opportunities and value chain development.

Objectives

1. To familiarize participants with the fundamental concepts, principles and practices of commercial agriculture and market-oriented crop production.
2. To develop knowledge of value chain management, post-harvest handling, processing, quality assurance and agribusiness opportunities for enhancing farmers' income.

Major Thematic Areas

- Crop Improvement & Production Management
- Post-harvest Management & Processing
- Value Addition
- Market Linkages & Supply Chain Management
- Quality Standards, Export Opportunities & Agribusiness Development

Eligibility and How to Apply

The participants should be working as scientists, technical staff, faculty in the areas of agriculture and allied sectors. Maximum intake of participants will be limited to 25 on first come first serve basis. Applicants are advised to fill the registration form. A scanned copy of the same (completed & duly signed) may be sent through email to the course director latest by **15.11.2026** to **hrd.nirca@gmail.com.**

Important Dates

Duration of course	Last date of registration	Intimation of selection	Confirmation by selected participants
3 days (7 – 9 December 2026)	15 November 2026	20 November 2026	23 November 2026

Registration Fee (includes 18% GST)

FEW SEATS LEFT!

No fees for ICAR employees.
Rs. 2,360/- per participant for faculty, technical staff of SAUs and **private institutions/Organisations.**

Certificates will be issued to the participants after the course completion.

Programme fee may be paid through online transfer

Name of the Beneficiary	:	**ICAR NIRCA**
Account Number	:	**10487702171**
Name of the Bank	:	**State Bank of India**
Branch	:	**AP Paper Mill**
IFSC Code No.	:	**SBIN0001980**
UPI	:	**9848089094@sbi**

Travel & Accommodation



Travel expenses shall be borne by the participants, Accommodation will be provided on a paid basis.

Contact Details

Course Director
ICAR-NIRCA, Rajahmundry – 533 105, Andhra Pradesh
Phone: 8106398333 | Email: **hrd.nirca@gmail.com**

Co-course Directors

Dr. B. Hema	Dr. K. Suman Kalyani	Dr. J. Poorna Bindu
Scientist	Principal Scientist	Senior Scientist
Phone: 8106398333	Phone: 9440999035	Phone: 8500141782
Email: hrd.nirca@gmail.com	Email: sumankalyani@yahoo.co.in	Email: jpoornabindu@gmail.com

भाकृअनुप-राष्ट्रीय वाणिज्यिक कृषि अनुसंधान संस्थान

ICAR-NATIONAL INSTITUTE FOR RESEARCH ON COMMERCIAL AGRICULTURE

(Formerly ICAR-CTRI)

(An ISO 9001 : 2015 Certified Institute)

Bhaskar Nagar, RAJAHMUNDRY - 533 105, ANDHRA PRADESH, INDIA

APPLICATION FORM

HRD Training Programme on

Commercial Agriculture: Concepts, practices and value chain orientation

Name:.....

Designation:.....

Present employee address: .....

.....

Address for correspondence: .....

.....

Telephone: Mob:.....Office:.....Home: .....

Fax: ..... Email:.....

Date of birth : ..... Gender: .....

Education (Highest Degree): .....Field of Specialization: .....

Amount paid.....Transaction ID.....

It is certified that all the information furnished by me is true to the best of my knowledge.

Date: Signature of applicant

Recommendation of forwarding authority with seal: