

# TRAINING PROGRAMME



## SEED PRODUCTION MARKETING

Date: **2nd - 6th December, 2013**

Venue: **Dr. DEVENDRA KUMAR CAMPUS, DATTAPUR, WARDHA, Maharashtra, P: 07152-243801**

### About CSA:

CSA (Centre for Sustainable Agriculture) is a professional resource organization engaged in establishing models of sustainable agriculture working in partnership with NGOs and Community Based Organizations by scaling up the successes and challenging the establishment for a policy change. CSA major work falls in six domains viz., Policy Advocacy, Sustainable Production, Farmers institutions, Marketing, Human Resource Development and Media. **NAISARGIK SHETI BEEJ PRODUCER COMPANY LIMITED:** It is the farmers' led and farmers' managed seed company. It has a seed processing unit situated at Wardha. It exclusively undertakes organic seed production of OPVs and cotton hybrid, process in accordance to seed act, and marketing.

**Seed** is the soul of Agriculture. After introduction of Green revolution, seed became Commercial Proprietary Resource'. Now, farmers depend on seeds on two sources, i.e., informal seed sector and formal seed sector. The latter one consists seed production; seed processing and marketing where as informal seed sector constitutes individuals, custodian farmers, NGOs conserving, propagating and exchanging seeds. The two systems are inevitable to cater the seed requirements, but as we witnessed most of the seed companies interested in seed business rather than cater to the farmers' needs. In this context, it is imperative to develop a system which is a blend of both seed system which conserve agro-diversity, ensure timely availability of good quality seed in required quantities at affordable price. In this context, CSA and Naisargik Sheti Beej Producer Company Ltd., jointly organizing a Training Programme on Seed Production & Marketing theory and practices.

### The course broadly covers:

- ❖ Importance of seed in Sustainable Agriculture.
- ❖ Institutions - Community Seed banks and Producer Company
- ❖ Planning for seed production (Assessing demand, procurement, selection of seed farmers, etc)
- ❖ Seed Production Practices in Self Pollinated Crops, Cross often Pollinated crops and Cross pollinated crops.
- ❖ Hybrid Seed Production in Cotton and Maize. (Parental lines and F1)
- ❖ Setting up of Seed processing Units.
- ❖ Seed Marketing- strategy.
- ❖ Regulatory requirements for formal seed system.
- ❖ Open Source Seed System
- ❖ Participatory Approaches of seed management
- ❖ Documentation on Value for Cultivation and Use.

### Note:

- ❖ Participants are requested to bring their own blankets.
- ❖ Participants are requested to book their tickets to Wardha / Sewagram.
- ❖ People, who are arriving the previous night / previous day, please inform to **Vijay Kumar**, CSA, Ph 040-27017735/27014302 and **Aarti Pankhraj** Program Officer Ph: 09422460587, and **Vikram**, Program Officer Ph: 09766266611 CSA, Wardha, Maharashtra in advance so that local accommodation could be arranged.

### Seats/No of Participants: 30

**Medium:** The entire course would be in English.

**Participant:** The course is designed for development professionals working to promote ecological farming/organic farming/sustainable agriculture. Persons that need technical exposure in the organizations working in agriculture field can apply.

**Course fee: Rs. 10,000** per participants (Food, Accommodation, resource material and Local conveyance to seed production plots and seed processing units)

SEND YOUR NOMINATIONS TO

Course Director : **Dr. G.V. RAMANJANEYULU**

Email: ramoo@csa-india.org, csa@csa-india.org

Course Co-Ordinator : **Dr. G. RAJA SHEKAR**

Ph: 040 - 27014302 / 7735, Email: training@csa-india.org