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**INSTITUTE OF COOPERATIVE MANAGEMENT MADURAI – 22.**  
**COURSE MODULE**

1.	Name of the Programme	Programme on “Agri Business Management and E-Commerce
2.	Duration	21.08.2023 to 23.08.2023 (3 days)
3.	Capacity	30 Nos.
4.	Target Group	Secretaries of Agricultural Producers Cooperative Marketing Societies
5.	Objectives	<ul style="list-style-type: none"> <li>a) To make Participants understand the concept of value chain</li> <li>b) To enable them to understand strategies of Value addition and online marketing of Agricultural produce</li> <li>c) E- commerce trade- Procedures and methods</li> </ul>
6.	Methodology	<ul style="list-style-type: none"> <li>a) Lecture cum Discussion</li> <li>b) Sharing the best practices-Case study</li> </ul>
7.	Content	<ul style="list-style-type: none"> <li>1. Agri-value chain</li> <li>2. Forward integration, backward integration of agricultural produce</li> <li>3. Food processing</li> <li>4. Value addition of agricultural produce</li> <li>5. Online Marketing of Agricultural produce–E-commerce</li> </ul>
8.	Course fee	Lodging, working lunch, training materials, material kit, Stationery etc. will be provided by the institute as a part of the training. <b>Breakfast and dinner cost shall be borne by the participants.</b>
9.	Location of the Institute	The Institute is located at Chinnaudaippu which is 13 kms from Periyar Bus Stand, Madurai. There is a bus service bearing the number 10M at 09.00 A.M. from Periyar Bus Stand to the Institute Campus. In case the participants miss this bus, they can board the city bus from Periyar Bus stand bus nos. 10F, 37, 39, 56, 72 and 76 and get down at Chinnaudaippu bus stop. The campus is situated one kilometer from the Chinnaudaippu bus stop.
10.	For further details	Dr. S.Dharmaraj/ Director i/c/Course Coordinator Phone Nos. 0452-2690056 E-mail : <a href="mailto:icmmadurai@gmail.com">icmmadurai@gmail.com</a> , <a href="mailto:info@icmmadurai.in">info@icmmadurai.in</a>

