

Course Guideline

Training on Commercial Farm Management

Duration: 10 – 14 March 2019



National Agriculture Training Academy (NATA)
Gazipur-1701
www.nata.gov.bd

Course Management Team

- Course Advisor** : **Dr. Md. Abdus Salam**
Director General (In-charge)
NATA, Gazipur.
- Course Director** : **Dr. Md. Abu Sayeed Miah**
Director (Training)
NATA, Gazipur.
- Course Coordinator** : **Dr. Mohammad Shariful Islam**
DD (Agronomy) & Course Coordinator
NATA, Gazipur.
- Asst. Course Coordinator:** **1. Md. Anowarul Islam Jewel**
Senior Assistant Director
(Agriculture Extension)
NATA, Gazipur.
- 2. Md. Shahinul Islam**
Senior Assistant Director
(Field Crop Pest)
NATA, Gazipur.

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Introduction to National Agriculture Training Academy

1.1 The Academy

National Agriculture Training Academy (NATA) is the apex training institute for human resource development of officers (grade-9 and above) under the Ministry of Agriculture (MoA) for providing training on diversified fields of professional interest in agriculture sector. The Academy organizes various training programs related to modern agricultural technologies and office management issues throughout the year. The academy is established in Gazipur as Central Extension Resources Development Institute (CERDI) on 14 March 1975 with the financial assistance of Japan International Cooperation Agency (JICA). Afterwards, on 27 June 1984, CERDI was undertaken to the Training Wing of Department of Agricultural Extension (DAE). On 03 April 2013, Government of the People's Republic of Bangladesh abolished CERDI and established NATA as an independent organization of MoA and on 07 June 2014, NATA has been started its journey as a training academy.

After emergence as NATA, the Academy began its training functions with only 10 faculty members. Though Government approved strength is 184, at present NATA has 84 staff members including 30 faculty members.

1.2 Vision

National Agriculture Training Academy becomes a center of excellence for developing competent human resources in agriculture sector.

1.3 Mission

We are pledged to achieve the shared vision through:

- i. Development of skilled human resources of all organizations under MoA by imparting quality training, research and development and publications;
- ii. Enhancement of linkage between education, research and extension to endow agriculture service delivery system;
- iii. Building a network with reputed institutions of home and abroad for organizational capacity development; and
- iv. Fostering a culture of continuous learning for development of knowledge-intensive agriculture service.

1.4 Functions

The NATA has been entrusted to perform the following functions:

- i. Develop skilled human resources of the government, semi-government, autonomous organizations under MoA through imparting training program on modern and sustainable agriculture technology and office management topics;
- ii. Transfer modern and sustainable agriculture technology developed by the research organizations obtaining higher yield of crops of the farmers;
- iii. Conduct demonstration, adaptive research and research of proven technologies;
- iv. Impart all sorts of in-service training with special emphasis on induction, foundation and senior staff course;
- v. Exchange publications, participants and resource persons in seminars, workshops, conferences and training among the stakeholders;
- vi. Advice government and other organizations on training, achieving food and nutrition security, ICT, transfer of agriculture technology, agro-based industries and conservation environments etc.;
- vii. Help government and policy makers in framing and analyzing agricultural policies;

- viii. Conduct different training activities of academy in consonance with provision of the public administration training policy, 2003; and
- ix. Perform all kinds of duties directed by the government.

1.5 Location of the Academy

The Academy is about 25 km away from the capital city Dhaka and 3 km away from Joydevpur Chandana Chowrasta towards Gazipur district head quarter. It is located adjacent to Bangladesh Rice Research Institute (BRRI) and occupied 49 acres of land. The academy provides the trainees an ample scope to get free access to the adjacent institutions like Bangladesh Agriculture Research Institute (BARI), Bangladesh Rice Research Institute (BRRI), Seed Certification Agency (SCA), Bangabondhu Sheikh Mujibur Rahman Agricultural University (BSMRAU), Telecommunication College, and other government offices in Gazipur.

1.6 Facilities

1.6.1 Physical Facilities

The Academy is well equipped with some physical facilities to run the training programs successful though it began its voyage recently. Existing facilities of the academy are as follows.

- Office building-2
- Class room- 3
- Laboratory (Subject wise technical)
- Plant protection museum- 1
- Conference room- 1
- Auditorium-1
- Dormitory- 4
- Cafeteria- 1
- Greenhouse- 3
- Workshop-1
- Mosque-1

1.6.2. Digital Computer cum Language Lab. and IT facilities

There is one Digital Computer cum Language Lab in the Academy. It is located on the 1st floor of the Administrative building. IT facilities available include LAN and Wi-Fi and the whole campus under Wi-Fi coverage. To expedite foreign language learning, NATA set up a Digital Computer cum Language Lab. as part of the Academy's drive for capacity building of government officials. Participants can avail the opportunity of learning the foreign language while they stay in NATA.

1.6.3 Recreational Facilities

The Academy has a recreation room with color T.V in the dormitory. The daily newspapers are also available in recreation room for the participants.

1.6.4 Linkage with other Training Organizations

NATA maintains good relations with other training Academies in the country including BPATC, RPATC, BCS Administration Academy, BIAM, FIMA and so on. NATA has a plan to collaborate with international training institutes for improvement its human resources. NATA also collaborate with national research organizations for research in agriculture sector.

1.7 Evaluation

Course coordinator and asst. course coordinators are given the responsibility to evaluate the participants. The course is evaluated during pre and post training situation. Furthermore, the participants are given the chance to evaluate the resource speakers by using a prescribed format.

1.8 Sessions

Everyday the session is started at 9.00 am in the morning and ends at 5:00 pm in the afternoon. There are two health breaks started at 10.30 am for snacks and 03.30 pm for tea as well as lunch with prayer break at 01.05 pm respectively. Participants are advised to attend the class in time without fail for avoiding any kinds of disciplinary action.

1.9 Norms to be followed during the training

- No casual leave is allowed during training period;
- Participants living in the dormitory are advised to follow the norms of the dormitory;
- The campus area is a “Non Smoking Zone”. Participants are advised to refrain from smoking inside the Academy; and
- Participants are not allowed to enter the dormitory after 10:00 pm at night.

Course at a glance

Introduction

Dramatic changes are taking place in farming worldwide due to globalisation, liberalisation and rapid urbanization. As a result of this change, the small holder farm structure is rapidly transforming into a commercial farm. Such farm is being the integral part of industrial economy of Bangladesh which is controlled by the entrepreneurs instead of subsidy-dependent subsistent farmers. Therefore, appropriate management of a commercial farm is necessary for the farm owner/entrepreneurs to exploit maximum output through proper utilization of land and natural resources.

Farm management is the science and art of optimizing the use of resources in the farm component of farm-households. As technical know-how of the farmers is not enough, commercial farm management know-how and skills is recognised as important for farmers to effectively respond to present day farming challenges. Agricultural officers, researchers and farm managers are also called upon to provide services for efficient and effective farm management. Keeping this in mind and to enhance quality of better services of the agricultural officers/researchers in general, this knowledge sharing training course on Commercial Farm Management has been designed to enable them to work at the strategic level of management and leadership in the commercial environment of modern farming and agribusiness.

Objectives

At the end of this training, participants will be able to –

- a) develop and manage efficiently a commercial farm;
- b) exercise farm operations for assuring farm productivity and profitability;
- c) analyse economically of agro-based commercial enterprise;
- d) manage properly post-harvest and value addition activities for quality agro-products
- e) enhance market orientation of farm products; and
- f) contribute effectively to agri-entrepreneurship development in farming community.

Target population

Officers (9th Grade and above) of different organizations under ministry of Agriculture.

Duration of each session: 60 minutes.

Prerequisites of the course

- To attend in the training class in time;
- To be present at least 99% of the classes otherwise certificate may not be awarded;
- Maintain the norms in dormitory and cafeteria;
- Absent from any session is not allowed without prior permission from the course coordinator even in case of emergency
- Enthusiastic to learn and share ideas in training session.

Course content

Sl. No.	Content
1.	Module - 1: Farm development and management
2.	Lesson 1: Agricultural transformation – the changing scenario of agricultural landscape
3.	Lesson 2: Farm development: Requirements, management principles and crop selection
4.	Lesson 3: Farm planning, budgeting and personnel management in farm (with exercise/case study)
5.	Lesson 4: Mechanization and profitable use of different agricultural implements of a farm
6.	Module - 2: Economic management of important crops
7.	Lesson 1: Economic management of important commercially grown vegetables (tomato, brinjal, cucurbits, country bean, cauliflower, broccoli, carrot, capsicum, etc.)
8.	Lesson 2: Economic management of important commercially grown fruits (mango, guava, papaya, jujube, lemon, pineapple, etc.)
9.	Lesson 3: Economic management of important commercially grown exotic fruits (Dragon fruit, straw-berry, avocado, rambutan, date palm, etc.) and ornamental flowers (gladiolus, gerbera, tube rose, etc.)
10.	Lesson 4: Economic management of important commercially grown field crops and seed production business
11.	Lesson 5: Post-harvest technology and profitable management of agro-products
12.	Lesson 6: Profitability analysis in roof top agriculture
13.	Module - 3: Economic management of live stock and fishery
14.	Lesson 1: Commercial dairy farm development and management practices
15.	Lesson 2: Commercial poultry farm development and management practices
16.	Lesson 3: Commercial fish culture development and management practices
17.	Module - 4: Economic analysis in agriculture
18.	Lesson 1: Introduction to economic terms, data collection and data processing
19.	Lesson 2: Economic analysis of some agro-based commercial enterprises
20.	Lesson 3: Economics of production and marketing cost of major crops (with exercise)
21.	Module - 5: Supply & value chain management and marketing
22.	Lesson 1: Concept & importance of Good Agricultural Practices (GAP), structure of Bangladesh GAP and global GAP
23.	Lesson 2: Supply and value chain management of different agro-products
24.	Lesson 3: Export potential and criteria & procedure for export of horticultural crops
25.	Lesson 4: Marketing system of farm products: Principles, constrains and opportunities
26.	Module - 6: Entrepreneurship development
27.	Lesson 1: Concept on development and scope of entrepreneurship in agriculture
28.	Lesson 2: Agricultural project preparation and financial management for entrepreneurship development (with exercise)
29.	Action plan/Assignment: Designing and budgeting of an integrated commercial farm
30.	Field visit (Crop and livestock farm)
	1) Field visit to a commercial fruit farm
	2) Field visit to a commercial dairy and poultry farm.

List of resource speaker/personnel

Sl. No.	Name & Designation	Address	Mobile No.
1	Dr. Mohammad Math hurul Haque, Former DG	National Agriculture Training academy (NATA), Gazipur	01714688233
2	Dr. Azizul Hoque, Professor	Dept. of Horticulture, BSMRAU, Gazipur	01711488619
3	Dr. A. F. M. Jamal Uddin, Professor	Dept. of Horticulture, SAU, Dhaka	01731840979
4	Dr. A.K.M. Ruhul Amin, Professor	Dept. of Agronomy, SAU, Dhaka	01711137132
5	Dr. Babul Chandra Sarker, Principal Scientific Officer	Pomology Division, BARI, Gazipur	01716009319
6	Dr. Md. Monayem Miah, Principal Scientific Officer	Agriculture Economics Division, BARI, Gazipur	01757739542
7	Dr. Ilias Hossain, Principal Scientific Officer (Agronomy)	Regional Wheat Research Centre, BARI, Rajshahi	01712632167
8	Dr. Mohammad Shariful Islam, Deputy Director (Agronomy)	NATA, Gazipur	01743051115
9	Dr. Md. Muklesur Rahman, Veterinary Surgeon	District Veterinary Hospital, Gazipur	01711189895
10	Jannatun Shahin, Sr. Upazila Fisheries Officer	Upazila Fisheries Office, Gazipur Sadar	01741203239
11	Dr. Md. Saleh Ahmed, Post-harvest Technology Management Specialist	SHPPTT Project, Khamarbari, DAE, Dhaka	01712740107
12	Dr. Md. Anisur Rahman, Value Chain Dev. Specialist	NATP-2, Dept. of Livestock, Dhaka	01720010936
13	Mr. Mustafizur Rahman, Deputy General Manager (Ret.)	SCITI, BSCIC and National Trainer, SME Foundation, Dhaka	01799456127
14	Md. Nazrul Islam, Proprietor	Saudi Date Palm Tree, vill. - Pirujali, Gazipur Sadar, Gazipur	01988668899

List of Faculty Members

Photo	Name & Designation	Phone/Cell/ E-mail
	Dr. Md. Abdus Salam Director General (In-charge) NATA, Gazipur	02-49263298 01711459458 masalam1250@gmail.com
	Dr. Md. Abu Sayeed Miah Director (Training)	01712-024623 sayeedplp@gmail.com
	Md. Jakir Hossain Deputy Director (Genetics & Plant Breeding)	01715-797920 hzakir104@gmail.com
	Dr. Mohammad Shariful Islam Deputy Director (Agronomy)	01743-051115 mshariful60@yahoo.com
	Dr. Md. Delwar Hossain Mazumder Deputy Director (Agril. Ext. & Rural Economy)	01552-426576 dhossain1960@yahoo.com
	Ranjit Kumar Pal Deputy Director (Agriculture Machinery & Water Management)	01818-600706 ranjitrkpbd@gmail.com
	Md. Mahmud Hasan Deputy Director (Horticulture)	01817-066613 mahamudhassandae@gmail.com
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	Sumaya Sharmin Publication Officer	01738135204 sumayabau@gmail.com

Training Course on “Commercial Farm Management”

Training Schedule

Date: 10/03/2019 (Day-1)

Day: Sunday

Time	Topic/Session	Speaker/Facilitator
09:00-09:15	Registration	Mrs. Sadekunnahar, Demonstrator
09:15 - 09:35	Pre-evaluation test, training expectation and norms	Md. Shahinul Islam, Sr.AD & Md. Anwarul Islam, Sr.AD, NATA
09:35 - 09:55	Inaugural ceremony	DG/Director/Faculty members
10:00 - 11:00	Agricultural transformation – the changing scenario of agricultural landscape	Dr. Mohammad Math hurul Haque, Former DG, NATA, Gazipur
11:00 - 11:20	Tea Break	
11:20 - 12:20	Farm development: Requirements, management principles and crop selection	Prof. Dr. A.K.M. Ruhul Amin, Dept. of Agronomy, SAU, Dhaka
12:25 - 01:25	Farm planning, budgeting and personnel management in farm (with exercise)	Do
01:25 - 02:25	Prayer & Lunch	
02:25 - 03:25	Economic management of important commercially grown fruits	Dr. Babul Chandra Sarker, PSO, Pomology Div., BARI, Gazipur
03:30 - 04:30	Economic management of important commercially grown exotic fruits and ornamental flowers	Do
04:30 - 05:00	Brief on assignment	Course Coordinator

Date: 11/03/2019 (Day-2)

Day: Monday

Time	Topic/Session	Speaker/Facilitator
09:15 - 09:30	Review of previous day	Dr. Md. Shariful Islam, DD, NATA
09:30 - 10:30	Mechanization and profitable use of different agricultural implements of a farm	Dr. Ilias Hossain, PSO (Agronomy) RWRC, BARI, Rajshahi
10:30 - 10:55	Tea Break	
10:55 - 11:55	Economic management of important commercially grown vegetables	Prof. Dr. Azizul Hoque, Dept. of Horticulture, BSMRAU, Gazipur
12:05 - 01:05	Profitability analysis in roof top agriculture	Prof. Dr. A.F.M. Jamal Uddin Dept. of Horticulture, SAU, Dhaka
01:05 - 02:15	Prayer & Lunch	
02:15 - 03:15	Commercial dairy farm development and management practices	Dr. Md. Muklesur Rahman, VS, Dist. Veterinary Hospital, Gazipur
03:25 - 04:25	Commercial poultry farm development and management practices	Do
04:25 - 05:00	Preparation for group assignment	Asst. Course Coordinator

Date: 12/03/2019 (Day-3)

Day: Tuesday

Time	Topic/Session	Speaker/Facilitator
09:15 - 09:30	Review of previous day	Md. Anwarul Islam, Sr.AD, NATA
09:30 - 10:30	Commercial fish culture development and management	Jannatun Shahin, Sr. Upazila Fisheries Officer, Sadar Gazipur
10:30 - 10:55	Tea Break	
10:55 - 11:55	Supply and value chain management of different agro-products	Dr. Md. Anisur Rahman, Value Chain Dev. Specialist, NATP-2, DLS, Dhaka
12:05 - 01:05	Marketing system of farm products: Principles, constraints and opportunities	Do

01:05 - 02:15	Prayer & Lunch	
02:15 - 03:15	Introduction to economic terms, data collection and data processing	Dr. Md. Monayem Miah, PSO, Agil. Economics Div., BARI, Gazipur
03:25 - 04:25	Economic analysis of some agro-based commercial enterprises	Do
04:25 - 05:25	Economics of production and marketing cost of major crops (with exercise)	Do

Date: 13/03/2019 (Day-4)

Day: Wednesday

Time	Topic/Session	Speaker/Facilitator
09:00 - 09:15	Review of previous day	Md. Shahinul Islam, Sr.AD, NATA
09:15 - 10:15	Field visit to BARI and integrated farm (Agriculture & livestock)	Course Coordinator, Asst. Course Coordinator and Farmers
10:15 - 10:30	Tea Break	
10:30 - 01:15	Field visit to private farm	Farm's representative
01:15 - 02:15	Prayer & Lunch	
02:15 - 03:15	Concept on development and scope of entrepreneurship in agriculture	Mr. Mustafizur Rahman, DGM (Ret.), SCITI, BSCIC and National Trainer, SME Foundation, Dhaka
03:25 - 04:25	Agricultural project analysis and financial management for entrepreneurship development	Do
04:30 - 05:00	SDG strategies for sustainable development in agriculture of Bangladesh	Dr. Md. Delower Hossain Mazumder, DD (Agril. Extension), NATA

Date: 14/03/2019 (Day-5)

Day: Thursday

Time	Topic/Session	Speaker/Facilitator
08:45-09:00	Review of previous day	Md. Shahinul Islam, Sr.AD, NATA
09:00-10:00	Economic management of important commercially grown field crops and seed production business	Dr. Md. Shariful Islam DD (Agronomy), NATA, Gazipur
10:05-11:05	Post-harvest technology and profitable management of agro-products	Dr. Md. Saleh Ahmed, Pos-harvest Technology Management Specialist, SHPPTT Project, DAE, Dhaka
11:05-11:20	Tea Break	
11:20-12:20	Concept & importance of Good Agricultural Practices (GAP), structure of Bangladesh GAP and global GAP	Do
12:25-01:25	Export potential and criteria & procedure for export of horticultural crops	Do
01:25-02:25	Prayer & Lunch	
02:25-03:55	Presentation on group assignment	DG/Directors, NATA
03:55-04:25	Post-evaluation test and course evaluation	Course Coordinator and Asst. Course Coordinator
04:25-05:00	Awarding certificate and closing	DG/Directors/Faculty Members

* This schedule and speaker are subject to change.

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