

# Training Course

on

## Value Chain Management of Economically Important Horticultural Crops in Bangladesh

### Course Guidelines

Duration: 02 December - 06 December 2018



**National Agriculture Training Academy (NATA)**

**Ministry of Agriculture**

**Gazipur-1701**

**[www.nata.gov.bd](http://www.nata.gov.bd)**

## Course Management Team

- Course Advisor** : Dr. Md. Abu Sayeed Miah  
Director General (In charge)  
NATA, Gazipur
- Course Director** : Dr. Md. A. Salam  
Director (Admin)  
NATA, Gazipur
- Course Co-ordinator** : Md. Mahmud Hassan  
Deputy Director (Horticulture)  
Cell: 01817-066613
- Asst. Course Co-ordinator** :  
1. Md. Eskandar Hossain  
Senior Assistant Director (Vegetables & Spices)  
NATA, Gazipur  
Cell: 01938-615225  
2. Most. Nurnahar  
Senior Assistant Director (Flower & Fruit)  
NATA, Gazipur  
Cell: 01721-672804

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# **Introduction to National Agriculture Training Academy (NATA)**

## **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 for 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
- Auditorum-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 1<sup>st</sup> 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**

Every day 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 01.05pm respectively. Participants are advised to attend in the class in time without fail for avoiding any kinds of disciplinary action.

#### **Daily Schedule**

<b>Activities</b>	<b>Duration</b>
Recap	09.00-09.30
1 <sup>st</sup> Session	09:30-10:30
Tea Break	10:30-11:00
2 <sup>nd</sup> Session	11:00-12:00
3 <sup>rd</sup> Session	12:05-01:05
Prayer & Lunch	01:05-02:30
4 <sup>th</sup> Session	02:30-03:30
5 <sup>th</sup> Session	03:30-04:30
Tea Break	04:30-05:00

### **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 10:00pm at night.

## Course at a glance

### Objectives:

After completion of the course, the participants will be able to understand the concepts of Value Chain Management & challenges of fresh horticultural crops in Bangladesh so that the participants can take measures to combat challenges. The participants are also aware about standard practices of harvesting, sorting, grading and washing for horticultural crops so that they can conceptualize it and promote standard practices of harvesting, sorting, grading and washing for horticultural crops in their real job situation. Value Chain Management practices will also help in Bangladesh for raising awareness and building technical capacity to apply improved postharvest practices efficiently.

**Target population:** Officer of 9<sup>th</sup> & above grade under the 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; and
- Cell phone must be kept in silent mode.

## Course Contents

SL No.	Title of the contents
1	Export potential of horticultural crops in Bangladesh
2	International market entry requirements for horticultural crops
3	Standard practices of harvesting, sorting, grading and washing for horticultural produce
4	Challenges of fresh horticultural crops in Bangladesh
5	Concept of supply chain
6	Supply chain Management
7	Comprehensive value chain analysis of fruit for domestic market (Banana)
8	Comprehensive value chain analysis of vegetable for export market (Country Bean)
9	Comprehensive value chain analysis (Group work & presentation)
10	Concept of value chain
11	Value chain management
12	Value chain mapping
13	Value chain mapping (Group work & presentation)
14	Necessity for value added agro-products development for export market and product diversification
15	Differentiate the stakeholders in value chain
16	Analyze the main operational risks in value chain
17	Packaging and transportation of fresh fruits and vegetables
18	Intervention of postharvest technologies in improving fruit value chain in Bangladesh
19	Evaluate main techniques to promote the development of innovation in value chain
20	Evaluate the main sources of competitive advantages in value chain
21	Present Status of agro-processing in Bangladesh
22	Quality assurance system of horticultural crops
23	Global Value Chain (GVC)
24	Comperative features of Global value chain and Bangladesh value chain
25	Critically assess the effect of globalization on value chain



## List of Resource Persons

SL No.	Name, Designation and Address	Mobile/ e-mail
1	Dr. Md. Saleh Ahmed	Mobile: 01712740107 e-mail: saleh4s@yahoo.com
2	Md. Mahmud Hassan Deputy Director (Horticulture) NATA, Gazipur	Mobile:01817066613
3	Md. Bazlur Rahman, Affiliated Expert, Hortex Foundation	Mobile: 01716373115
4	Dr. Md. Anisur Rahman Affiliated Expert, Hortex Foundation	Mobile: 01720010936
5	Prof. Dr. Fakhrul Islam, Affiliated Expert, Hortex Foundation	Mobile: 01715132408
6	Md. Ahshanul Hoque Chaudhury ADD(Fruits & Flower); Hort Wing; DAE	Mobile: 01688-330330
7	Dr. Atiqur Rahman Post harvest Management Expert, NATP-2, Hortex	Mobile: 01743-134584
8	Dr. Mohammad Mainuddin Molla, Senior Scientific Officer Post Harvest Technology, BARI	Mobile: 01199-825632
9	Md. Hafizul Haque Khan, PSO, BARI	Mobile: 01715-063263
10	Professor Dr. Jahangir, Dept. of Agribusiness & Marketing, BAU, Mymensingh	

## Faculty Members of NATA

Photo	Name & Designation	Phone/Cell/ E-mail
	<b>Dr. Md. Abu Sayeed Miah</b> <b>Director General ( incharge)</b>	01712-024623 dgnata14@gmail.com 02-49263298
	<b>Dr. Md. Abu Sayeed Miah</b> <b>Director (Training )</b>	01712-024623 sayeedplp@gmail.com
	<b>Dr. Md. A. Salam</b> <b>Director (Admin)</b>	01711-459458 masalam1250@gmail.com
	<b>Md. Jakir Hossain</b> <b>Deputy Director</b> <b>(Genetics &amp; Plant Breeding)</b>	01715-797920 hzakir104@gmail.com
	<b>Dr. Md. Shariful Islam</b> <b>Deputy Director</b> <b>(Agronomy)</b>	01743-051115 mshariful60@yahoo.com
	<b>Dr. Md. Delwar Hossain Mazumder</b> <b>Deputy Director</b> <b>(Agril. Ext. &amp; Rural Economy)</b>	01552-426576 01815-597304 dhossain1960@yahoo.com
	<b>Ranjit Kumar Pal</b> <b>Deputy Director (Agril. Machinery &amp; Water Management)</b>	01818-600706 ranjitrkpb@gmail.com
	<b>Md. Mahmud Hasan</b> <b>Deputy Director (Horticulture)</b>	01817-066613 mahamudhassandae@gmail.com
	<b>Md. Jamal Uddin</b> <b>Deputy Director (Entomology)</b>	01718-214607 jamaluddin6257@yahoo.com
	<b>Anowara Akhter</b> <b>Deputy Director</b> <b>(Environment &amp; Agroforestry)</b>	01918-023360 anowaraakhter@yahoo.com
	<b>Mahmudul Hasan</b> <b>Project Director</b>	01715-101818 hasandae@yahoo.com

	<b>Dr. Md. Aklas Uddin</b> <b>Deputy Director</b> <b>(Planning and Publication)</b>	01716-257354 akhlas.uddin@yahoo.com
	<b>Dr. Md. Mayen Uddin</b> <b>Deputy Director</b> <b>(Food Technology)</b>	01711-969688 mayen.dae85@yahoo.com
	<b>Dr. Md. Sayedur Rahman</b> <b>Deputy Director</b> <b>(Admin &amp; Support Service)</b>	02-49261075 01552-495564 sayedur.63@gmail.com
	<b>Dr. Md. Abdul Mazed</b> <b>Deputy Director (LR)</b>	01814-849190 mazed13th.dae@gmail.com
	<b>Dr. Md. Golam Mostafa</b> <b>Senior Assistant Director</b> <b>(Environment &amp; Agroforestry)</b>	01712-803348 kbdmostafa@gmail.com
	<b>Khabirunnahar</b> <b>Senior Assistant Director</b> <b>(Pulse &amp; Oil Crops)</b>	01733-995286 naharkhabirun@yahoo.com
	<b>Mst. Mushfiqua Hasneen Chowdhury</b> <b>Senior Assistant Director</b> <b>(Soil Physics)</b>	01716-972977 mushfiqua21@yahoo.com
	<b>Abul Kalam Azad</b> <b>Senior Assistant Director (Farm</b> <b>Machinery and Water Management)</b>	01940-652412 azadipm@gmail.com
	<b>Jharna Begum</b> <b>Senior Assistant Director</b> <b>(Field Crop Pest)</b>	01716-227489 jharna.kahaloo@gmail.com
	<b>Md. Eskandar Hossain</b> <b>Senior Assistant Director</b> <b>(Vegetables &amp; Spices)</b>	01938-615225 eskandarhossain@yahoo.com
	<b>Nilufa Aktar</b> <b>Senior Assistant Director</b> <b>(Food Processing Technology)</b>	01719-174775 nilufaa@yahoo.com
	<b>Mist. Sharmin Akhter</b> <b>Senior Assistant Director</b> <b>(Horticulture Crop Pest)</b>	01711-736571 slaboni1980@gmail.com

	<b>Md. Saiful Islam</b> <b>Senior Assistant Director</b> <b>(Horticultural Crop Disease)</b>	01710-511175 saiful.dae@gmail.com
	<b>Tahazul Islam</b> <b>Senior Assistant Director</b> <b>(Cereal &amp; Cash Crop)</b>	01717-287940 tahazul@yahoo.com
	<b>Sharmin Jui</b> <b>Senior Assistant Director</b> <b>(Biotechnology)</b>	01670-709313 shrmn_jui@yahoo.com
	<b>Mst. Irin Parvin</b> <b>Senior Assistant Director</b> <b>(Field Crop Disease)</b>	01727-249448 irin.dae28@gmail.com
	<b>Hafsha Khatun</b> <b>Senior Assistant Director</b> <b>(Genetics &amp; Plant Breeding)</b>	01721-670789 hafshahappy@yahoo.com
	<b>Most. Nurnahar</b> <b>Senior Assistant Director</b> <b>(Flower &amp; Fruit)</b>	01712-672804 nrstdae2011@gmail.com
	<b>Md. Anwarul Islam Juwel</b> <b>Senior Assistant Director</b> <b>(Agriculture Extension)</b>	01710-586075 juwelbau@gmail.com
	<b>Lilatul Rokhsana Lima</b> <b>Senior Assistant Director</b> <b>(Soil Chemistry &amp; Microbiology)</b>	01714-612029 lima1.gcb@gmail.com
	<b>Sumaya Sharmin</b> <b>Publication Officer</b>	01738-135204 sumayabau@gmail.com

## Training Schedule

Date	Topics	Session	Resource persons
02-12-18	Export potential of horticultural crops in Bangladesh	03	Dr. Md. Saleh Ahmed Mobile: 01712740107 e-mail: saleh4s@yahoo.com
	International market entry requirements for horticultural crops		
	Standard practices of harvesting, sorting, grading and washing for horticultural produce		
	Challenges of fresh horticultural crops in Bangladesh	01	Md. Mahmud Hassan Deputy Director (Horticulture) NATA, Gazipur Mobile:01817066613
03-12-18	Concept of supply chain	05	Md. Bazlur Rahman, Affiliated Expert, Hortex Foundation Mobile: 01716373115
	Supply chain Management		
	Comprehensive value chain analysis of fruit for domestic market (Banana)		
	Comprehensive value chain analysis of vegetable for export market (Country Bean)		
	Comprehensive value chain analysis ( Group work & presentation)		
04-12-18	Concept of value chain	04	Dr. Md. Anisur Rahman Affiliated Expert, Hortex Foundation Mobile: 01720010936
	Value chain management		
	Value chain mapping		
	Value chain mapping (Group work & presentation)		
	Necessity for value added agro-products development for export market and product diversification	01	Prof. Dr. Fakhru Islam, Affiliated Expert, Hortex Foundation Mobile: 01715132408

## Training Schedule

Date	Topics	Session	Resource persons
05-12-18	Differentiate the stakeholders in value chain	02	Md. Ahshanul Hoque Chaudhury ADD(Fruits & Flower); Hort Wing; DAE
	Analyze the main operational risks in value chain		
	Packaging and transportation of fresh fruits and vegetables	02	Dr. Atiqur Rahman Post harvest Management Expert, NATP-2, Hortex
	Intervention of postharvest technologies in improving fruit value chain in Bangladesh		
	Evaluate main techniques to promote the development of innovation in value chain	02	Md. Ahshanul Hoque Chaudhury ADD(Fruits & Flower); Hort Wing; DAE
	Evaluate the main sources of competitive advantages in value chain		
06-12-18	Present Status of agro-processing in Bangladesh	01	Dr. Mohammad Mainuddin Molla, Senior Scientific Officer Post Harvest Technology, BARI
	Quality assurance system of horticultural crops	01	Md. Hafizul Haque Khan, PSO, BARI
	Global Value Chain (GVC)	03	Professor Dr. Jahangir, Dept. of Agribusiness & Marketing, BAU, Mymensingh
	Comperative features of Global value chain and Bangladesh value chain		
	Critically assess the effect of globalization on value chain		

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Training Course on: **Value Chain Management of Economically Important Horticultural Crops in Bangladesh**

**Duration: 02 December to 06 December 2018**

**Day: 01, Sunday**

**Date: 02-12-2018**

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
9.00-9.30	Registration	Sadiqun Nahar, Laboratory Demonstrator, NATA
9.30-10.00	Inaugural session	DG/Faculties/CC
10.00-11.00	Export potential of horticultural crops in Bangladesh	Dr. Md. Saleh Ahmed Mobile: 01712740107 e-mail: saleh4s@yahoo.com
<b>11.00-11.15</b>	<b>Tea break</b>	<b>Cafe boy</b>
11.15-12.15	International market entry requirements for horticultural crops	Dr. Md. Saleh Ahmed Mobile: 01712740107 e-mail: saleh4s@yahoo.com
12.15-1.15	Standard practices of harvesting, sorting, grading and washing for horticultural produce	Dr. Md. Saleh Ahmed Mobile: 01712740107 e-mail: saleh4s@yahoo.com
<b>1.15-2.15</b>	<b>Prayer &amp; lunch</b>	
2.15-3.15	Challenges of fresh horticultural crops in Bangladesh	Md. Mahmud Hassan Deputy Director (Horticulture) NATA, Gazipur Mobile:01817066613
3.15-4.15	<b>Extention Class</b>	



Training Course on: **Value Chain Management of Economically Important Horticultural Crops in Bangladesh**

**Day: 02, Monday**

**Date: 03-12-2018**

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
09.00-10.00	Concept of supply chain	Md. Bazlur Rahman, Affiliated Expert, Hortex Foundation Mobile: 01716373115
10.00-11.00	Supply chain Management	Md. Bazlur Rahman, Affiliated Expert, Hortex Foundation Mobile: 01716373115
<b>11.00-11.15</b>	<b>Tea break</b>	<b>Cafe boy</b>
11.15-12.15	Comprehensive value chain analysis of fruit for domestic market (Banana)	Md. Bazlur Rahman, Affiliated Expert, Hortex Foundation Mobile: 01716373115
12.15-1.15	Comprehensive value chain analysis of vegetable for export market (Country Bean)	Md. Bazlur Rahman, Affiliated Expert, Hortex Foundation Mobile: 01716373115
<b>1.15-2.15</b>	<b>Lunch &amp; Prayer</b>	<b>Cafe boy</b>
2.15-3.15	Comprehensive value chain analysis ( Group work & presentation)	Md. Bazlur Rahman, Affiliated Expert, Hortex Foundation Mobile: 01716373115
3.15-4.15	<b>Extension Class</b>	





Training Course on: **Value Chain Management of Economically Important Horticultural Crops in Bangladesh**

**Day: 03, Tuesday**

**Date: 04-12-2018**

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
09.00-10.00	Concept of value chain	Dr. Md. Anisur Rahman Affiliated Expert, Hortex Foundation Mobile: 01720010936
10.00-11.00	Value chain management	Dr. Md. Anisur Rahman Affiliated Expert, Hortex Foundation Mobile: 01720010936
<b>11.00-11.15</b>	<b>Tea break</b>	<b>Cafe boy</b>
11.15-12.15	Value chain mapping	Dr. Md. Anisur Rahman Affiliated Expert, Hortex Foundation Mobile: 01720010936
12.15-1.15	Value chain mapping (Group work & presentation)	Dr. Md. Anisur Rahman Affiliated Expert, Hortex Foundation Mobile: 01720010936
<b>1.15-2.15</b>	<b>Prayer &amp; Lunch</b>	<b>Cafe boy</b>
2.15-3.15	Necessity for value added agro- products development for export market and product diversification	Prof. Dr. Fakhrul Islam, Affiliated Expert, Hortex Foundation Mobile: 01715132408
3.15-4.15	<b>Extension Class</b>	



Training Course on: **Value Chain Management of Economically Important Horticultural Crops in Bangladesh**

**Day: 04, Wednesday**

**Date: 05-12-2018**

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
09.00-10.00	Differentiate the stakeholders in value chain	Md. Ahshanul Hoque Chaudhury ADD(Fruits & Flower); Hort Wing; DAE
10.00-11.00	Analyze the main operational risks in value chain	Md. Ahshanul Hoque Chaudhury ADD(Fruits & Flower); Hort Wing; DAE
<b>11.00-11.15</b>	<b>Tea Break</b>	<b>Cafe boy</b>
11.15-12.15	Packaging and transportation of fresh fruits and vegetables	Dr. Atiqur Rahman Post harvest Management Expert, NATP-2, Hortex
<b>12.15-1.15</b>	<b>Lunch &amp; Prayer</b>	<b>Cafe boy</b>
1.15-2.15	Intervention of postharvest technologies in improving fruit value chain in Bangladesh	Dr. Atiqur Rahman Post harvest Management Expert, NATP-2, Hortex
2.15-3.15	Evaluate main techniques to promote the development of innovation in value chain	Md. Ahshanul Hoque Chaudhury ADD(Fruits & Flower); Hort Wing; DAE
3.15-4.15	Evaluate the main sources of competitive advantages in value chain	Md. Ahshanul Hoque Chaudhury ADD(Fruits & Flower); Hort Wing; DAE



Training Course on: **Value Chain Management of Economically Important Horticultural Crops in Bangladesh**

**Day: 05, Thursday**

**Date: 06-12-2018**

<b>Time</b>	<b>Topic</b>	<b>Speaker</b>
09.00-10.00	Present Status of agro-processing in Bangladesh	Dr. Mohammad Mainuddin Molla, Senior Scientific Officer Post Harvest Technology, BARI
10.00-11.00	Quality assurance system of horticultural crops	Md. Hafizul Haque Khan, PSO, BARI
<b>11.00-11.15</b>	<b>Tea break</b>	<b>Cafe boy</b>
11.15-12.15	Global Value Chain (GVC)	Professor Dr. Jahangir, Dept. of Agribusiness & Marketing, BAU, Mymensingh
12.15-1.15	Comperative features of Global value chain and Bangladesh value chain	Professor Dr. Jahangir Dept. of Agribusiness & Marketing, BAU, Mymensingh
<b>1.15-2.00</b>	<b>Prayer &amp; Lunch</b>	
2.00-3.00	Critically assess the effect of globalization on value chain	Professor Dr. Jahangir Dept. of Agribusiness & Marketing, BAU, Mymensingh
3.00-3.30	Post evaluation	CC
3.30-4.00	Closing	DG; NATA