

Interface agricultural technologies organised a seven day training program **One Week Certificate Program in Agri-Knowledge for Non-Agri Personnel Working in Ag-Chem Industry** to the executives working in agri-input industry from 6-12th April at Hyderabad. This program was attended by 35 executives from various organisations. They are graduates in various disciplines other than agriculture.

The training has three components-**technical, commercial and self-development**. The faculty was drawn from **research institutes, ag-chem companies, and professional trainers**.

Technical sessions comprised of **Nature of Damage and Control of -Insects, Diseases and Weeds of Major Crops, Key Pesticides, Plant Nutrients, Crops Management, Bt Technology, Pesticides Formulations and Safe Use Of Pesticides**. The sessions provided technical knowledge to the participants.

Commercial sessions comprised of **Fundamentals of Marketing, Territory Management, Market Development of Agrochemicals and Finance Management**. The sessions imparted marketing skills to the participants.

Self-Development sessions comprised of **Motivation Skills, Communication Skills, Healthy Habits in Work life, Human Values & Work Ethics, How to Excel in Work and Life Style Management**. The sessions gave tips to the participants on self management.

As all the participants are non-agri graduates conducting **agri-inputs marketing**- one day visit to the **National Plant Protection Training Institute, Directorate of Rice Research and ANGRAU Laboratories** was organised during which they saw specimens and learnt about spraying technology, pest damage and management etc.

Dr Jalapathi Rao Registrar ANGRAU, who inaugurated the program, urged the participants to provide technical service to the farmers and gain their confidence. He appealed to the participants to put their service before the farmers and not their products. Mr M L Thimma Raju, President, Association of Pesticides Manufacturers Andhra Pradesh participated in the inaugural function as special invitee.

Mr. M Gopalakrishna IAS (retired) delivered valedictory address on **“Change Agents”**. He spoke about **Food Production, Farmer Service, Self Discipline, Motivation, Leadership and Team Work**. Mr Rama Rao, Vice President, Mr Asif Tanweer, General Manager of Bayer CropScience Ltd; Mr M N Rao, Marketing Manager, Dhanuka Agritech Ltd and H Hemanath Rao, Professor & Director for Centre for Agriculture, Administrative Staff college of India also witnessed the valedictory function and gave their message to the young executives.