



INDIAN COUNCIL OF AGRICULTURAL RESEARCH

Certified that

Shantanu Kumar Dubey

(Lead Developer)

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U.S. Gautam, Rajarshi Roy Burman

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of

**ICAR-ATARI, Zone III, Kanpur (UP) and ICAR-IARI
New Delhi**

has developed the technology

**Strategic mapping: A methodological framework
for assessing market dynamics within value chains of
off-season vegetable-capsicum**

16th July, 2024
New Delhi

(Rajarshi Roy Burman)
Assistant Director General (AE)

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Deputy Director General (AE)