MARKET LED EXTENSION MANAGEMENT : Focus on COVID-19

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM), JAIPUR, INDIA
17th-18th October 2020
Agriculture is the primary occupation of 66-86% of the population in SAARC countries, whereas, agricultural contribution to national GDP varies from 16.5 to 40%. Hence, agriculture is important from the point of equity and development for all the SAARC countries in particular and developing countries in general. Average income of SAARC citizen varies from 345 to 3277 US$ per year. Agriculture has the potential to contribute more to the income of the farmers at micro level and national GDP at macro level. National Bank for Agriculture and Rural Development (NABARD) reported during 2017 that average monthly gross income of Agriculture household is 8931 (US $ 128) in India and around 22.50% of the farmers are below official poverty line.

Despite country recorded high food production of 292.5 MT during 2019-20, agri-imports have been growing at 9.8 per cent CAGR in the last five years while exports growth stands at 1.1 per cent. Minimum Support Price (MSP) fixed by GOI, did not benefit significantly all category of farmers because of inadequate market infrastructure facilities at the grass root level and unorganized farmers to avail. Every year huge losses are seen due to excess production such as sugarcane, fruits, vegetables and other farm produce which runs to several Trillions. Migration is another important challenge bothering existence of agriculture profession. The migration of youth from agriculture to other sector are of grave cause of concern. The Centre for Study of Developing Societies (CSDS) found that given an option, 76% of the farmers in the country would prefer to take up some other vocation. The farmers share in consumer rupee is around one third signifying the importance of marketing. The problem is surplus not moving to appropriate markets to fulfil demand which will impact income of the farmers significantly. The real challenge for not providing profitable price in India and other developing countries in the world is due to inadequate data base information on how much to produce to meet the domestic requirement, opportunity for processing and value addition, export provision and import commitment, if any. Undertaking farm enterprises on agro-climatic zones and data base information basis, besides organizing farmers and providing infrastructure to all the grass root level stakeholders are the true solutions to sustainability in farming.

Rural Bio-Resource Project (RBRC) implemented by the University of Agricultural Sciences, Bangalore demonstrated tripling Farmers income in the project area besides ensuring farmers share in consumer rupee by 78% in Biofuels and 67% in Jackfruit through organized farmer’s groups. Attracting and Retaining of Youth in Agriculture (ARYA) project of Indian Council of Agriculture Research implemented through Krishi Vigyan Kendra across the country revealed that promoting profitable enterprises to attract farm youth, resulted in reversal migration. Every Agripreneur established under Agri-clinic Scheme provided jobs to six rural youth. There might be many such experiences both in India and abroad. The experience and success from these initiatives are ray of hopes for the future of farming.

Agricultural Extension in India since Independence focussed on Production Centric than Market Centric. Most of the production decisions are governed by changing consumer preferences, markets, industry and export opportunities. Hence, linking production to market is critical for enhancing the income of the farmers. This fact has also been emphasised by Committee constituted by GOI, New Delhi on Doubling farmers income. Hence, reforms in Market Led Extension and its management are vital for sustability of Agriculture. Market Led Extension Management broadly covers efficient and effective extension. Work on choosing appropriate enterprise, enhancing the productivity, minimising the post-harvest losses, improve Value Added and Process Products, profitable marketing and organizing farmers into meaningful group to derive sustainable profit. The conference also provides valuable input for Market Led Research, Training and Education for reaping the maximum benefit to farmers. In this endeavour, Market Led Extension Management brings management perspectives in reorienting Agricultural Extension into market oriented, supported with group led approaches, effective functional linkages empowered by Agripreneurship, ICT and Public Private Partnership besides empowering the farmers and all stakeholders at all stages to maximise their profit. COVID 19 has impacted both on production and more so on marketing. Conference will deliberate on choosing appropriate solution to the emerging problem. In view of this, International Society of Extension Education (INSEE) in collaboration with CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur, Indian Council of Agricultural Research (ICAR), New Delhi and Mahatma Phule Krishi Vidhyapeeth, Rahuri, Maharashtra are organizing International e-Conference on Market Led Extension Management with the following themes:

**CONFERENCE THEMES**

**Main Theme: Market Led Extension Management**

Sub theme areas:

I. **Emerging Marketing Strategies and policies**

1. Model Act on Agricultural Marketing, Minimum Support Price (MSP) and other programmes
2. Policy reforms for strengthening marketing channels, infrastructure and networks
3. WTO and its implications on Agricultural Marketing
4. Marketing Strategies for Doubling Farmers’ Income
5. Value chain in Agri-Marketing opportunities and challenges

II. **Market Led Extension**

1. Innovative market led extension initiatives and their impact
2. Good international market led extension including trade and quality
3. Market intelligence, market information, services, contract farming, processing and value addition, supply chain management, market development for organic products
4. Use of ICTs in improving farmer’s access to better marketing
5. Farmers based organisations to address end to end issues on marketing and management
ABOUT CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM), JAIPUR, INDIA

CCS National Institute of Agricultural Marketing (CCS NIAM) is an autonomous organization of Ministry of Agriculture and Farmers’ Welfare, Govt. of India located at Jaipur of Rajasthan State in India. Established in 1988 is mandated to strengthen Agricultural Marketing Systems in India and South East Asian countries. CCS NIAM carry out academic activities namely Training, Research, Consultancy, Education, Policy Advocacy and International Programmes.

ABOUT INTERNATIONAL SOCIETY OF EXTENSION EDUCATION (INSEE)

International Society of Extension Education (INSEE) is an International professional body established during 1994. INSEE is actively involved in Organizing Conferences, Seminars, Workshops and Training Programmes and Publishing the Research Journal. Last International conference conducted by INSEE was on “Doubling the Income of Farmers of SAARC Countries: Extension Strategies and Approaches” at Kathmandu, Nepal from September 20-23, 2018.

ABOUT MAHATMA PHULE KRISHI VIDYAPEETH (MPKV), RAHURI

The Mahatma Phule Krishi Vidyapeeth (MPKV), Rahuri is the premier Agricultural University in Maharashtra that renders services to the farmers through Education, Research and Extension Education. Mahatma Phule Krishi Vidyapeeth, Rahuri was established in 1969 for the western Maharashtra having jurisdiction spread over 10 districts viz. Jalgaon, Nandurbar, Dhule, Nashik, Ahmednagar, Pune, Solapur, Satara, Sangli and Kolhapur.
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**During 17-18 October 2020**

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