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International Conference

MARKET LED EXTENSION MANAGEMENT

CCS NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (CCS NIAM), JAIPUR, INDIA

23rd to 27th September 2020



Organized By



CCS National Institute of Agricultural Marketing
(An Autonomous Organization of Ministry of Agriculture & Farmers' Welfare,
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www.ccsniam.gov.in

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International Conference on Market Led Extension Management

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. However, constrained by poor knowledge, low adoption of technology, poor reach of programmes, fragmentation of land holdings, poor mechanisation and Infrastructure, less accessible to Credit, insurance, poor support system for value addition processing and unorganised Market besides vagaries of nature are impacting profitability in farming. Climate change is expected to make the situation worse.

National Bank for Agriculture & Rural Development (NABARD) reported 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. In addition, cost of cultivation is increasing, magnitude of post harvest and food losses are alarming. In India, despite record-high food production of 285 MT, agri imports have been growing at 9.8 per cent CAGR in the last five years while exports growth has been muted at 1.1 percent. 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. 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 unorganised farmers to avail. Every year huge losses are seen due to excess production such as sugar, fruits, vegetables and other farm produces which runs to several thrillions. The farmers share in consumer rupee is around one third signifying the importance of marketing for making agriculture commercially viable. Under taking farm enterprises on agro-climatic zones and data base information besides organising farmers and providing infrastructure at the grass root level are the true solutions for sustainability in farming. Migration is another important challenge bothering very existence of agriculture profession. National Census 2011 indicates that every day more than 2400 farmers are quitting Agriculture. 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 work.

The migration of youth from agriculture to other sectors, rural to urban areas are of great cause of concern. Rural Bio-Resource Project (RBRC) implemented by the University of Agricultural Sciences, Bangalore demonstrated tripling Farmer's income in the project area besides ensuring farmers share in consumer rupee by 78 % in Biofuels and 67% in Jackfruit through organised 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 even reversal of 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. Hence, enhancing the income through Agripreneurship, value chain and market interventions are expected to attract and retain the farmers specially rural youth in Agriculture.

With the emergence of Agriculture as industry, farming can no longer function in isolation. 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 marketing in terms of systems, processes, policies and strengthening of Market Led Extension and its management are vital for sustainability of Agriculture. Market Led Extension Management broadly covers efficient and effective extension, Cost effective and integrated farming extension, agriculture value chain in extension and extension for sustainability. This initiative also covers value addition and processing opportunities, social mobilisation of farmers and linking them to markets, resource use efficiency and saving in cost of production, increasing cropping intensity, diversification towards high value crops, improvement in real prices received by farmers and shift from farm to non farm agriculture besides evolving market led policies and models. The conference also provides valuable input for Market led Research Training and Education for reaping the maximum benefit to farmers from sustainable Agriculture. 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. The prime moto of Market Led Extension Management concerns with empowering the farmers and all stake holders at all stages to maximise their profit from sustainable Agriculture. In view of this, International Society of Extension Education (INSEE) in collaboration with CCS National Institute of Agricultural Marketing (CCS NIAM), Jaipur, and Indian Council of Agricultural Research (ICAR) New Delhi is organizing International 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

III Management perspectives in Market Led Extension

1. Role of data base information on efficient and profitable marketing
2. Effective functional linkages in market led extension management
3. Training of extension personnel and other stakeholders
4. Agripreneurship and skill development
5. Research on market led extension management
6. Research out comes, application and needed research and extension in market led extension management

Agriculture marketing being the more complex and a dynamic activity, the participants particularly from abroad may come out with newer initiatives and experiences which has relevancy to fellow countries.

PARTICIPATION DETAILS

You can participate in the INSEE-CCS NIAM International Conference by contributing Working papers, Research papers, Review papers, Policy papers, Concept Papers, Case studies, Success stories related to conference themes in A4 size paper. Paper abstract containing not more than 300 words may be sent to organizers on or before **30th April, 2020** by email (INSEE.NIAMconference@gmail.com).

The selected full length papers not exceeding 10 pages /2500 words may be sent on or before **30th June, 2020** by the same email. The title of the abstract / paper should be in bold letters with title case in 14 font size followed by authors name and address. The running text should be in Times New Roman, 12 font sizes justified, single space.

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***Registration form enclosed. The registration covers study kit and working lunch.**

Mode of payment : All payment may be made to following account

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VENUE : 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.



REGISTRATION FORM



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CCS National Institute of Agricultural Marketing, (CCS NIAM) Jaipur, India
12-15, March 2020

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