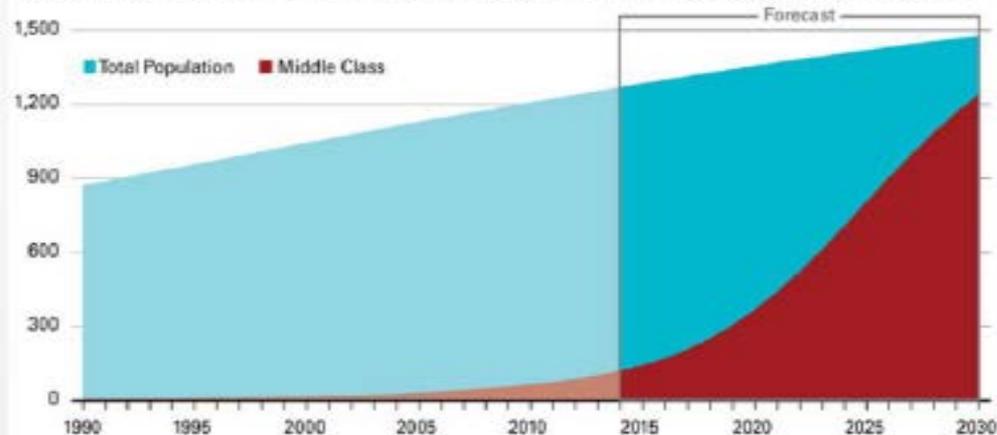


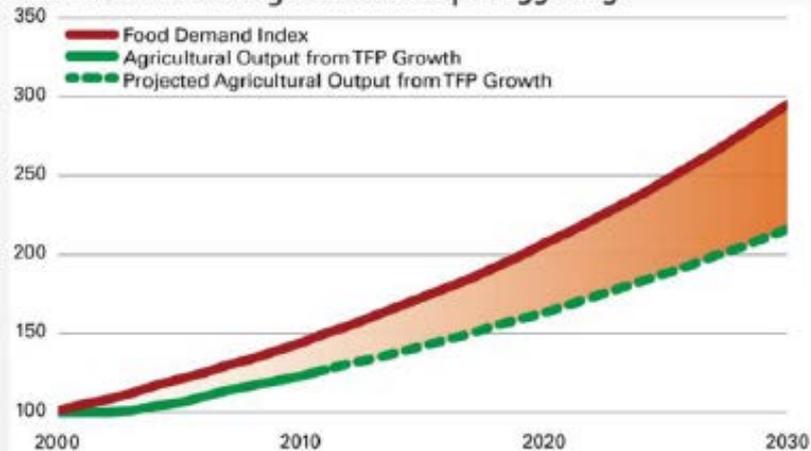
Market-led extension

Total population and middle class growth in India 1990-2030



*Middle class is defined as those households with daily expenditures between \$10 and \$100 per person in purchasing power parity terms.
Source: Homi Kharas, Brookings Institution, 2014

Food demand and agricultural output 1990-2030



Source: Food Demand Index is from Global Harvest Initiative (GHI 2014);
Agricultural Output from TFP Growth is from Economic Research Service (2014)

Poor price realization by Indian Farmers demands growth and consistency in quality and quantity of Agricultural outputs

Price Realization by Farmers / Farm Practitioners

Farmers in Developed Countries



Indian farmer



Reason: Poor value realization of farm produce due to

- Inconsistency in yield
- Inconsistency in product quality
- Inconsistency in forward supply chain usage.

Result: Low bargaining power of farmers, making farming practice/business unattractive.

Social Impact:

Exodus to cities
Poor Amenities
Underprivileged
Exploited/Suicide



With globalization of the market, farmers need to transform themselves from mere **producers-sellers** in the domestic market to **producers cum sellers in a wider market** sense to best realize the returns on their investments, risks and efforts

The issues in marketing of agricultural produce include

- Adequate, quality, timely and cost effective delivery
- supply of inputs is still a dream
- Sale of marketable surplus is not remunerative
- Plenty of distress sales among farmers

Need

- Conversion of P-L-E into M-L-E
- Orientation of extension system with knowledge and skills related to the market
- Minimization of production cost
- Introduction of export oriented product
- Modernization of wholesale markets or new markets with new Agricultural policy

Objective

1. Conversion of agricultural sector into profit oriented business
2. Strengthening R-E-F linkages – between various department at various levels
3. Strengthening market linkages to farmers – IT application in Agricultural marketing.
4. Wider use of electronic mass media for Agricultural Extension

Required information to extension system and farmers

- Present scenario and land use pattern
- Suitability of land to crops / enterprises
- Crops in demand in near future
- Market prices of crops
- Availability of inputs
- Usage of inputs
- Credit facilities
- Price differences in various markets
- Network of storage and warehouse facilities
- Transport facilities
- Regular update of market intelligence
- Production technologies viz., improved varieties, organic farming, bio-fertilizers and bio-pesticides, IPM, INM, methods of harvesting etc.
- Post-harvest management like processing, grading, value addition, packaging, storage, certification, etc.
- Contract farming
- Private modern terminal markets
- Food retail chains
- Food safety and quality standard
- Certification
- WTO regulations

Roles of Agricultural Extension in Light of Market Led Extension

- SWOT analysis of the market
- Organization of Farmers' Interest Groups (FIGs)
- Capacity building of local groups
- Enhancing communication skills of the farmers
- Establishing marketing and agro-processing linkages between farmers' groups, markets and private processors
- Advice on product planning
- Direct marketing
- Regular usage of internet facility

Problems

1. Production related

- ✓ Seasonality of production
- ✓ Perishability of produce
- ✓ Bulkiness of production

2. Market related

- ✓ Non – availability of Market Intelligence
- ✓ Existence of many middleman
- ✓ Inferior quality of produce

3. Extension related

- ✓ Lack of communication skills
- ✓ Lack of credibility
- ✓ Insufficient information related with market and many more....

Paradigm Shift from Production-led Extension to Market Led Extension

Aspects	Production-led extension	Market-led extension
Purpose/objective	Transfer of technologies	Optimum returns
Expected end results	Adoption of package of practices	High returns
Farmers seen as	Progressive farmers	Entrepreneur: “Agripreneur”
Focus	“Seed to seed”	”Rupee to Rupee”
Technology	Fixed package for an agro-climatic zone	Baskets of package of practices to different farming systems

Aspects	Production-led extension	Market-led extension
Extensionists' interactions	Training \ Motivation	Joint analysis of the problems
Linkages/ liaison	Research-Extension-Farmer	Research-Extension-Market-Farmer
Extensionists' role	Delivery mode and feedback to research system	Establishment of marketing and agro processing linkages
Maintenance of Records	Not much important	Very important to understand the CB ratio
I T support	Emphasis on production technologies	MI – price trends, demand position, current prices, market practices

www.eNAM.gov.in/NAAM/home/index.html

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Small Farmers' Agribusiness Consortium
Department of Agriculture, Cooperation & Farmers' Welfare
Ministry of Agriculture and Farmers' Welfare, Government of India

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All India Level Price Rise (in %/m) on 30-Aug-2018

www.trifed.in/trifed/55c3agmwr53y1f2fvgngjgqva4h0/default.aspx

TRIFED Tribal Co-operative Marketing Development Federation of India Limited
Ministry of Tribal Affairs, Govt. of India

TRIFED

TRIFED TRIP DEVELOPMENT PRIMUMS SUPPORT PRICE TRAINING PP FPO RETAIL MARKETING LMSO CARE ERM

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Govt. of India has taken a number of initiatives for socio-economic development of tribals and recognizing the critical importance.

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OFFERING BY TYPE: Sell | COMMODITY NAME: Neem seeds | STATE: Tamil Nadu | QUANTITY: 10,000 kg

Tribes of India Trainings

seednet.gov.in

Seednet India Portal
National Initiative for information on quality Seeds
Sitting for prosperity of farmers

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Seed Dealers Report

IMSCS - Relaxation For Reevaluation Of Certified Seed

Seed Sector in India

Crop Diseases

Extension Services

Quality Control -

Seed Multiplication Ratio-norms

Seed Replacement Rate

ESM Committee Minutes

Minutes of the meeting 01 cotton

KPI'S

SEEDED AADHAR: 13116 MOBILE: 13116 BANK ACCOUNT: 854

TOTAL SUBSIDY: ₹ 1320972.32

IN CASH: ₹ 263563.08 IN KIND: ₹ 1067409.23

More details

SEED DEALER DEALERS: 143318

More details

SEED VARIETY NO TYPED: 6884

NOH NOTIFIED: 5891

More details

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No. of Farmers 4, 24, 03, 821

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About mKisan Dashboard Registration for SMS

Unleashing the power of mobile in the hands of farmers to get information/advisories as per his or her preferences in the form of text voice messages and getting access to numerous databases even without internet!

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LIVE MESSAGES

MLE – Challenges

1. Rapid changes in the information tech and need for collection of relevant information
2. Generation of data on Market intelligence – interlinking of marketing and Agricultural line departments
3. Reorganization of extension system
4. Strong communication skills with credibility

Conclusion

The focus of the extension functionaries need to be extended beyond production. Farmers sensitization on various aspects on quality, consumer's preference, market intelligence, processing and value addition and other marketing information.