

Market-led Extension Practices for Better Income Generation of Farmers

SCTP Courses [Sponsored by : DoPT-GOI]

Date : 10/11/2020 – 12/11/2020

Mode: Online

Target Participants: Extension officials from Agriculture, Horticulture & FPI, ARD, Fishery SHG & SE etc

The program was successfully completed with continuous & spontaneous participation of almost all the participants. It was altogether an interactive training with sharing of individual's experiences, creating of effective market linkages for various enterprises, established practices & resolving various facets of new mode of extension practices for the extension officials.

Faculty :

- 1) Dr. K. Sarvanan Raj – Director; National Institute of Agricultural Extension Management (MANAGE); Hyderabad; Telengana
- 2) Mr. Sohit Sutiwali –Associate Director (Agro); PEPSICO India
- 3) Dr. D P Patra –Regional Executive – Fertilizer Association of India (FAI) & Ex-Sr GM - IFFCO
- 4) Dr. A.K. Pani – (Ex) Gen. Manager-Agricultural Finance Corporation, Ex-consultant: World Bank, Prof. in Army Management Institute
- 5) Dr. Manas Ghosh; Principal ATC- Narendrapur & Director SAMETI – WB
- 6) Resource Persons from Agriculture Marketing Department: Shri Ashoke Kumkar Das, Joint Secretary & Shri Gautam Mukherjee, Joint Director

Course Content :

- Market-led Extension – Challenges & Opportunities
- Public- Private Partnership & market-led extension
- Linking Farm producers to Global Markets through contract farming
- Market Information system (MIS) & Market intelligence (MI)
- Processing & Value addition to Farm produce towards increase of farmer's income
- Govt. Schemes & programs on Marketing of Farm produce – Success stories
- Importance of Commodity Interest Groups in Market led extension

Attended by 41 participants from Agriculture, Horticulture & FPI, ARD, Fishery, SHG & SE Departments

Dr. Subhrajyoti Ray acted as Course Director & Faculty.