

**International e-Conference  
on “Market Led Extension Management: Focus on COVID-19”  
17<sup>th</sup> & 18<sup>th</sup> October, 2020**

**RECOMMENDATIONS**

Important recommendations emerged from the deliberations and discussions in the International Conference on Market Led Extension Management: Focus on COVID-19 held during 17<sup>th</sup>-18<sup>th</sup> October, 2020 at NIAM, Jaipur are listed below. The conference was organized with the joint efforts of International Society of Extension Education (INSEE), Nagpur and CCS-National Institute of Agricultural Marketing (CCS-NIAM), Jaipur, India.

The recommendations emerged from six technical sessions conducted during International e-Conference are as follows:

1. Database on Agriculture and Allied sectors needs to be generated annually on country's domestic requirements, opportunity for processing, storage and special focus on export including the demands for future needs. Data can be generated using locally existing gross root level institutions such as Milk Producers Cooperative Societies (MPCS) and other such institutions with ICT tools. This approach will be helpful to provide assured and profitable price to farmers besides increasing huge foreign exchange earnings.
2. Empowering farmers and promoting appropriate farm enterprises to be taken up in all 127 agro-climatic zones of the country to realize maximum production potential and high quality produce including export quality, reduction of post harvest losses besides efficient use of natural resources. Introduction of incentives and disincentives to take up advocated desired enterprises across all the Agro-Climatic Zones is essential to regulate size under advocated enterprises. This initiative becomes basis for regulating the production area besides better management of pests and diseases.
3. Essential to promote appropriate integrated farming models to every farmer since the number of small and marginal farmers contribute more than 90%, to minimize risks and uncertainties against drought, flood, earth quake and other natural calamities besides assured income and employment round the year.
4. Need based value addition and processing in all the farm produces of the country to be promoted for increasing the income of farmers for creating more

employment opportunities in the rural areas to minimize wastages, improve export opportunities and enhance GDP contribution from agriculture and allied sectors to the national economy. Comprehensive support system is the need of the hour to take up VAP in large scale across the country. This is the major opportunity to double the income of farmers.

5. Strong Extension Education system integrating public and private institutions (all development departments, KVKs, SAUs, Financial Institutions and input agencies) linkages from production to market and income orientation, value chain development and effective marketing linkages needs to be strengthened. Also there is need to reduce the research-extension gap at farmers field and to effectively promote IPM, INM, IPNM and other new technologies among farmers. They should also take up promotion and sustenance of all farmers' based organizations such as FPO's for profitable production, efficient marketing and realization of maximum income to farmers besides effective use of ICTs to speed up the process of TOTs. These farmers organizations need to be supported for their sustained functioning.
6. Need for organizing nationwide e-literacy campaign programmes by involving specific demonstrations on use of e-tools/ICTs to make it easy for the farmers to increase the usage both for production and marketing. It is essential to make the farmers more e-literate so that they can use the modern e- tools like apps, portals etc., to access the information at a faster rate.
7. Market Led Extension Management need to take up empowerment of value chain in marketing addressing end to end issues besides post harvest losses. Majority of small and marginal farmers prefer to sell their marketable surplus in villages itself to minimize the cost involved in packaging and transportation. The MPCS and Panchayat and other grass root level facility existing in country side should be utilized for procurement by creating minimum infrastructure facilities. The techniques for good marketing practices like grading, sorting, packaging, labeling, branding etc. to be inculcated among small and marginal farmers. All MSP declared farm produces to be procured at Panchayat level to avoid middle men, transparency in waightment and payment incorporating management strategies. Also need to strengthen agricultural market network in North Eastern States of India by promoting organic agriculture to get remunerative price to organic produces. Absolute need for establishing multipurpose threshing yards at each

panchayat level to avoid threshing on roads, minimize wastages and ensure quality grains and other farm produces to consumers.

8. Transportation, storage and cold storage facilities need to be strengthened at the production hubs to handle the marketing activity effectively. Also need to provide effective and real time information to the growers to take right decision. Focus to create farmers producers groups to establish the good market linkages with the processors and other businesses and increase the bargaining power of farmers by creating awareness about market activities besides minimizing overhead costs.
9. Contract farming should be promoted where India has great advantage for exports particularly for spices and other farm enterprises in different regions of the country where best export quality can be realised with strong backward and forward linkages support.
10. There is steep increase in cost of production as well as on value addition and processing of farm produces due to 18 percent GST. Therefore GST to be kept at 2 percent and the annual budget for the Agriculture and allied sectors to be increased to minimum of 20% of the total budget both by state and the centre to make Farming attractive vocation.

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