

Model Training Course on Market Led Extension Organized

(Patna, 11th October, 2017)

An Eight-day **Model Training Course (MTC)** on “**Market Led Agricultural Extension-Concept and Practices**” was organised during **4-11 October, 2017** at **ICAR Research Complex for Eastern Region, Patna**. The training course was sponsored by Directorate of Extension, Ministry of Agriculture and Farmers Welfare, Govt. of India. This MTC was designed for the extension functionaries and officials working for field level for improving their knowledge, skills and understanding of production of quality agricultural produce for effective marketing as well as dissemination of market related information to different stakeholders for better price realization of agricultural produce, and thus increase the income of farmers.



During inaugural session of the Model Training Course (MTC), as Chief Guest, **Dr Rameshwar Singh, Vice-chancellor**, Bihar Animal Sciences University, Patna emphasized that the course is very relevant in the present perspective for better price realization of the produce and increasing farmers' income. He advocated for sensitization of extension personnel to capture the market through proper supply chain management. Hon'ble VC elaborated some success cases related to market linkages in the field of aromatic and medicinal plant produce, baby corn, fish seed etc.

Mr. Sudhir Kumar, IAS, Principal Secretary, Deptt. of Agriculture, Government of Bihar graced as chief guest during valedictory session of the training. Mr Kumar opined that in training, busy schedule is essential to understand the hardship faced by farmers. He suggested several extension linkages which finally increases the income of farmers. It may be through providing market intelligence or creating price stabilization mechanism by through revamping existing market structure. In this regard, he emphasized on the formation of federation-union-cooperative model for perishable commodity such as milk, vegetables, fruits and flowers. Formation of federation at state level, union at district level and cooperative at village level can solve the marketing problems. Finally he pointed out that doubling of farmers' income can be achieved through price stabilization, adopting IFS and latest technologies developed by research organization.

Earlier, Dr Ujjwal Kumar, Course Director of the training programme welcomed the dignitaries and participants and briefed about the objective of the programme. He emphasized that the model training course was designed with blending of different dimensions of agricultural marketing; starting from concept and practices of market led extension, paradigm shift from

production led to market led, public private partnership. It is based on agricultural marketing information system and finally to market intelligence and formulation of farmers producer company. He also presented the training report and feedback.

Twenty one officials from different development departments (Agriculture, Horticulture, Animal Husbandry, Fisheries, Bhumi Sudhar Nigam, ATMA) of Bihar, Karnataka, Madhya Pradesh, Odisha and Uttar Pradesh participated in the MTC. Field visits and interactive session with Farmers Producer Company and Milk Cooperative Union (Sudha Dairy) were also organized during the training programme. Resource persons from different ICAR institutes, SAUs, Kaushalya Foundation, Farms n farmers, High-tech dairy shared their experiences and gave interactive lecture during the programme.

Dr Dhiraj Kumar Singh, Course Coordinator proposed vote of the thanks for the training programme.

(Source: ICAR-RCER, Patna)

