

Online Training on Market Driven Extension Approaches for enhancing Farmers' Income concluded at ICAR RCER, Patna

A four-days online collaborative Training programme on “Market driven extension approaches for enhancing farmers income” was organized by the ICAR-Research Complex for Eastern Region, Patna from 23th to 26th August, 2022. The programme was sponsored by National Institute of Agricultural Extension Management (MANAGE), Hyderabad. A total of 40 participants attended this online training which included Subject Matter Specialists from KVKs, Scientists from SAUs and ICAR Institutes, agricultural entrepreneurs and post graduate students from the different states of India.

Chief Guest, Dr Anjani Kumar, Director, Agricultural Technology Application Research Institute, Patna inaugurated the training programme on 23rd August, 2022. In his address, he stressed on entrepreneurship development in agricultural sector. He also deliberated about the agri start-ups



which has emerged in the agriculture field and directly or indirectly influenced farmers' income. Dr Ujjwal Kumar, Head DSEE, ICAR-RCER, Patna interacted with participants and called for more utilization of digital marketing tools in agriculture. Earlier, Dr Dhiraj Kumar Singh, Sr. Scientist, DSEE welcomed all the dignitaries and briefed them about the training content, methodology etc. He also briefed the outline of training programme.

During this training a total of 16 technical session were organized in which resource persons from different organizations delivered presentation on different aspects of market driven extension systems and models related to Farmer Producer Organizations or Company, Market



Intelligence, Entrepreneurship Development, IT based marketing information, social networking and Value chain analysis etc. All the lectures were delivered online and followed by discussion with resource persons. Queries and clarifications were answered by the experts of relevant field.

During Valedictory session, Chief Guest, Dr Ashutosh Upadhyaya, Director, ICAR RCER, Patna highlighted five points for enhancing farmers income which included use of technologies, availability and accessibility to market, provision of credit to farmers, access to agricultural information and infrastructure development.



He also motivated trainees to use learnings from this training at their field and help farmers enhance their income. Dr RN Padaria, Professor and Head, Division of Agricultural Extension, IARI, New Delhi was Guest of Honour on this occasion. He stressed upon need for more dynamism and responsiveness in extension system with changing spectrum of agricultural technologies. He also called for capacity building of extension professionals in new technologies. The training was successfully organized with the help of Course Coordinators Dr Tanmay Kumar Koley, Dr Anirban Mukherjee and Mr. Sarfaraz Ahmad and other staff of the Institute.

