



# **CCS National Institute of Agricultural Marketing**

(Ministry of Agriculture, Government of India)

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**Report of the Program Conducted at KVK, Vyara, NAU,  
Navsari, Gujarat**

**“Training Program on Agricultural Marketing  
for Farmers and other Stakeholders”**

**Date**

**10<sup>th</sup> August, 2023**

**At Krishi Vigyan Kendra, Vyara, NAU, Navsari,  
Gujarat**

**Submitted by**

**Course Coordinator**

**Dr. S.R. Singh, Dy. Director, CCS NIAM**

**REPORT ON TRAINING PROGRAM CONDUCTED AT KVK, VYARA, NAU,  
NAVSARI, GUJARAT**

**Program Coordinator:** Dr. S.R. Singh, Dy. Director, CCS NIAM, Jaipur

**Collaborative Partner:** Directorate of Extension Education, Navsari  
Agriculture University, Navsari, Gujarat.

**Date of the program:** 10<sup>th</sup> August, 2023.

**Venue:** KVK, Vyara, Navsari Agriculture University, Navsari, Gujarat.

**Number of Participants:** 50

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**Introduction:** This is with reference to the discussion with Authority of NAU, Navsari and letter dated 14.7.2023 received from Dr. N.M. Chauhan, Director Extension, NAU and approval granted by the Competent Authority of NIAM through E- File No. 130030, a training program on agricultural marketing was conducted successfully at Krishi Vigyan Kendra, Vyara, NAU, Gujarat on 10<sup>th</sup> August, 2023. The program was conducted for the benefit of the tribal women farmers and other stakeholders for creating awareness among the farming community about agricultural marketing activities and innovations going on in the field of agricultural marketing. This program was purely dedicated to tribal farmers, mostly women farmers of Tapi district, where the KVK situated. The program inaugurated by Hon'ble VC Dr. Zina Bhai Patel Head of KVK and Director Extension.

**Place of Program:** The program was conducted at the Krishi Vigyan Kendra, Directorate of Extension Education, NAU, Vyara, District Tapi, Gujarat on 10th August, 2023. This area comes under the jurisdiction of

NAU, Navsari. The program was arranged in the conference hall of KVK, Vyara, NAU, Navsari.

**Participants of the Program:** The program was attended by the tribal women farmers those are very keenly engaged in farming and other activities like mushroom cultivation, kukkut farming, honey collection from wild source, nature friendly artifacts preparations, sugarcane and rice cultivation and vegetable cultivation in the area. The women farmers were very progressive and wanted to add something new in their knowledge. Some women farmers were also the part of FPO working in the area. The farmers of the area were taking lot of knowledge of farming from KVK. Nearby farmers were invited for the training program, women farmers and FPO members also invited for the purpose from the nearby villages of Vyara and other villages. The program was attended by 50 number of farmers and other stakeholders those were from different nearby village/panchayat samittees of Vyara areas. Some innovative women farmers were doing the marketing of agricultural commodities through online mode and expand the base of marketing in the area. A number of young women farmers were also attended the program to know about the innovation going on in the field of agriculture and agricultural marketing. In the program, some innovative farmers were also attended for further knowledge enhancement. Category wise details of the participants are as under:

S. No.	Gender		Category of the participants				Total
	Male	Female	SC	ST	OBC	General	
1	16	34	-	50	-	-	50
<b>Total</b>	<b>16</b>	<b>34</b>	<b>-</b>	<b>50</b>	<b>-</b>	<b>-</b>	<b>50</b>

## Objectives of the Training Program:

1. To sensitize the farmers about the marketing activities.
2. To upgrade the knowledge of farmers of the area and appraise about modern changes occur in the field of agricultural marketing.
3. How the farmers enhance their efficiency in the field of agricultural marketing with agricultural/ marketing functionaries.
4. To disseminate knowledge on modern marketing methods among farmers.
5. To make them aware about marketing management.
6. To elaborate the need for marketing extension/ market led production planning to boost the marketing efficiency
7. How to use the knowledge of stakeholders involve in the agricultural marketing activities?

## List of Resource persons:

-Dr. S.R. Singh, Dy. Director and Course Coordinator, NIAM, Jaipur

-Dr. N.M. Chauhan, Director Extension, NAU, Navsari.

-Dr. C. D. Pandya, Head and PC, KVK, Vyara, NAU. Kota.

-Dr. A.J. Dhodia, Scientist, Agril Extension, KVK, Vyara, Tapi.

Course Content: The course content and schedule followed during the program is as under:

Topic (s)	Speaker (s)
Registration of Participants	NIAM and KVK, Vyara officials
Inauguration of the program	Dr. N.M. Chauhan, Director Extension and Dr. S. R. Singh, CCS NIAM, Jaipur.
Introduction about the program	Dr. S.R. Singh, Dy. Director and Program Coordinator, CCS NIAM, Jaipur.
Training Kit Distribution	Dr. N.M. Chauhan, Director

	Extension and Dr. S. R. Singh, CCS NIAM, Jaipur..
Tea break	
General aspects and introduction of agriculture marketing in India.	Dr. S.R. Singh, Dy. Director and Program Coordinator, CCS NIAM, Jaipur.
Role of e-NAM for boost up of agricultural marketing and realization of fair price.	Dr. S.R. Singh, Dy. Director and Program Coordinator, CCS NIAM, Jaipur.
Establishment of value chain of Millets and future prospects.	Dr. N.M. Chauhan, Director Extension and
Importance of value addition in agricultural marketing.	Dr. C. P. Pandya, Head, KVK, Vyara.
Role of social media in agricultural marketing	Dr. A. J. Dhodia. Scientist, Agricultural Extension.

**Number of Sessions Executed:** During the programs, 5 sessions were executed in the program as well as question answer sessions were also moderated and answered the queries of the farmers. Two sessions in a day were taken by the undersigned and the others were taken by the scientist/professors of University and KVK, Vyara.

**Teaching Methodology:** The lectures were delivered by the resource persons on different topics assigned to them and also shared their field experience with the participants. Power point presentation were made by the expert to make the session live and understandable. Group discussion was also moderated among the farmers and listen their problems and topics of interest. Question answer session was also executed during the program for one to one interaction with farmers. During the program farmers were also allowed to put up their queries before the scientist and got the instant solution from the scientist. Presentations were made through PPTs.

Major crops of the Area: Paddy, sugarcane, fruits and vegetables crops are the major crop of the district and surrounding areas. There is a great possibility for establishment of sugar industry in the area for processing of sugarcane. Primary processing of sugarcane is also being done by the farmers of the area for making gur.

**Problems faced by the growers of the area.**

1. Farmers are getting price of crops below then MSP and pest and disease control is the major problem of the area. It means that farmers are not getting the remunerative price of the produce.
2. Being a tribal region, farmers are facing the problems in marketing of agricultural produce due to lack of marketing channel. Also facing the problems of veterinary services in the area and getting low price of milk.
3. In case of poultry farming, farmers are facing problems of disease and pest in poultry birds and not getting the fare price of the produce. Stoare grain pest ais also a major problems of the area.
4. The farmers are also facing the problems of marketing of agricultural produce due to high marketing cost. Value addition of flowers are very much required by the growers. Due to lack of marketing channels, farmers are bound to sell the crops at a lower rate. There is a need to form the FPO at village level to enhance price realization in favor of farmers of the area.
5. Farmers of the area are also facing the problems of fruit borers and also not getting high price of the fruits and vegetables. Farmers are also in need of high yielding variety of crops.

6. Farmers are also rearing birds, but they are facing problems of high price of feed available in the market. At this stage there, it is suggested to set up the market linkage for selling produce.
7. Planting material cost is very high, high input cost, due to that farmers are facing problems and not in a position to get materials in time.

**Observations of Authorities of KVK, Vyara:** Overall organization of the program was excellent and participants were very much satisfied with the knowledge shared during presentations and enlightened on the new subject and course content and the way of presentation of faculties was appreciated by the officers and participants. The Director Extension, NAU, Navsari and Head and PC, KVK, Vyara were also present in the program and spelt out the day to day problems of the farmers facing in the marketing of agricultural produce. The program was also graced by the Hon'ble VC, NAU, Navsari and interacted by the participants. By experiencing the awe-inspiring response of the women farmers in the programs, KVK, Vyara demanded more such programs to percolate down the message to the farmers of other areas of the Vyara and Tapi regions.

**Observations of Course Coordinator:** The program was inaugurated by Hon'ble VC and Dr. N.M. Cahuhan, Director, Extension Education, NAU, Navsari and also interacted with the participants about the program contents. Overall, the participants of the program were very much satisfied regarding the course coverage, lecture delivery and the organization of the program. The participants were very interactive with the speakers and they had deep discussion about the new innovations going in the field of agricultural marketing. The program also covered by the print and electronic media of the area for publicity. The state like Gujarat, there is a



need to conduct such programs intensively to make farmers aware about the marketing activities happening in the country. The program was very well appreciated by the Authorities of NAU, Navsari. It is the opinion that such kind of more programs should be taken up by NIAM especially in the tribal regions of the state.

**Media coverage of the program:** To invite the farmer's participation from all over district in the program, news was circulated in the newspaper prior to the program. Program was well covered and given full attention by the print media and published in the Divya Bhaskar, Gujarati version dated 12th August, 2023 and also flashed through electronic media in the TV program. The clipping of Newspaper is attached for ready reference. The photographs showing the view of program and Banner from different angle are also attached herewith.



(Banner of the Program)





**(Welcome and Felicitation of Dr. S.R. Singh, Dy. Director)**



**(Inauguration of the program by Hon'ble VC and others)**





(Inauguration of the program by Hon'ble VC and others)







(Delivering sessions)





(Address by Hon'ble VC, NAU)



# વ્યારામાં ખેડૂતોને કૃષિ બજાર વિષય ઉપર તાલીમ અપાઈ

નેશનલ ઇન્સ્ટિટ્યૂટ ઓફ એગ્રિકલ્ચરલ માર્કેટિંગના ઉપક્રમે કાર્યક્રમ

ભાસ્કરવ્યૂહ | વ્યારા

ભારતીય કૃષિ અનુસંધાન પરિષદ, ન્યુ દિલ્હી દ્વારા પુસ્કૃત કૃષિ વિજ્ઞાન કેન્દ્ર વ્યારા ખાતે કાર્યરત છે. સદર કેન્દ્ર આજ રોજ કૃષિ વિજ્ઞાન કેન્દ્ર-વ્યારા અને નેશનલ ઇન્સ્ટિટ્યૂટ ઓફ એગ્રિકલ્ચરલ માર્કેટિંગ (NIAM), જયપુરના સંયુક્ત ઉપક્રમે કૃષિ બજાર વિષય ઉપર તાલીમ કાર્યક્રમ યોજાયો હતો. જેમાં તાપી જિલ્લાના કુલ 50 પ્રગતિશીલ ખેડૂત ભાઈઓ બહેનોએ ભાગ લીધો હતો.

નવસારી કૃષિ યુનિવર્સિટીના માન. કુલપતિ શ્રી ડૉ. એસ. પી. પટેલ દ્વારા કૃષિબજાર વ્યવસ્થાપનનો યોગ્ય અમલ કરી ખેતઉત્પાદનોનો યોગ્ય ભાવ મેળવતા થાય અને જૂની પદ્ધતિઓ જે વિસ્તાર આધારિત માર્કેટિંગમાં મહત્વ ધરાવે છે એ જાળવી રાખવા માટે ખેડૂતોને પ્રોત્સાહિત કર્યા હતા. વધુમાં તેમણે કૃષિલક્ષી પેદાશોના યોગ્ય વેચાણ માટે કૃષિ વિજ્ઞાન

કેન્દ્ર-તાપી અને વિસ્તરણ નિયામક કચેરીના કાર્યોને બિરદાવ્યા હતા. ડૉ. એન. એમ. ચૌહાણ, માન. વિસ્તરણ શિક્ષણ નિયામકશ્રી, ન. કૃ. યુ. નવસારી દ્વારા કૃષિ ઉત્પાદનોના બજાર વ્યવસ્થાપનની જરૂરીયાતો વિષે માર્ગદર્શન આપ્યું હતું. તેમજ હલકા ધાન્ય પાકોને ફરીથી તાપી જિલ્લામાં ખેડૂતો વાવણી કરતાં થાય એ માટે પ્રોત્સાહિત કર્યા હતા.

ડૉ. એસ. આર. સિંઘ, ડેપ્યુટી ડાયરેક્ટર (પિજી), NIAM, જયપુર દ્વારા e-નેશનલ એગ્રિકલ્ચર માર્કેટિંગની ભૂમિકા અને તેમાં આવતા વિવિધ પડકારો વિષે વિસ્તૃત માર્ગદર્શન આપ્યું હતું. ખેડૂતોએ e-NAM નો કેવી રીતે ઉપયોગ કરવો, ખેડૂતોને આ પ્લેટફોર્મના ફાયદાઓ વિષે સમજણ આપી હતી. વધુમાં કૃષિ બજાર વ્યવસ્થાપનમાં કૃષિ વિજ્ઞાન કેન્દ્રોની ભૂમિકા અને મહત્વ વિશે સમજણ આપી હતી. ડૉ. સી. ડી. પંડ્યા, વરિષ્ઠ વૈજ્ઞાનિક અને વડાએ

કાર્યક્રમનું મહત્વ સમજાવી કૃષિક્ષેત્રે નવીન ટેકનોલોજીનો ઉપયોગ કરી ખેત ઉત્પાદનો વધારવા ખેડૂતોને હાકલ કરી હતી. વધુમાં ડૉ. પંડ્યાએ પાકોના મૂલ્યવર્ધન થકી ખેત-ઉત્પાદનોનો વધુ ભાવ કેવી રીતે મેળવી શકાય એ વિશે માર્ગદર્શિત કર્યા હતા. ડૉ. અર્પિત જે. ઢોડિયા, વૈજ્ઞાનિક (વિસ્તરણ શિક્ષણ), દ્વારા કૃષિક્ષેત્રે સોશિયલ મીડિયાના ઉપયોગ કરી બજાર વ્યવસ્થાપન વિશે સમજણ આપવામાં આવી હતી. કાર્યક્રમમાં ઉપસ્થિત ખેડૂતો પ્રતિકભાઈ ચૌધરી અને જયશ્રીબેન ચૌધરી દ્વારા પ્રતિભાવો આપવામાં આવ્યા હતા. વિસ્તરણ વિભાગના વૈજ્ઞાનિક ડૉ. અર્પિત જે. ઢોડિયાએ કાર્યક્રમમાં ઉપસ્થિત મહાનુભાવો અને વૈજ્ઞાનિકોના માર્ગદર્શન બદલ કેવિકે તાપી વતી આભાર વ્યક્ત કર્યો હતો. પ્રો. કે. એન. રણા, વૈજ્ઞાનિક (પાક ઉત્પાદન) દ્વારા કાર્યક્રમનું સંચાલન કરવામાં આવ્યું હતું.

(Media Coverage)

Signed/-  
(Dr. S.R. Singh)  
Dy. Director &  
Program Coordinator  
Dated: 16<sup>th</sup> August, 2023