



# **CCS National Institute of Agricultural Marketing**

(Ministry of Agriculture, Government of India)

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**Report of the Program Conducted at AU, Kota**

## **“Training Program for Stakeholders on Agricultural Marketing”**

**Date**

**3<sup>rd</sup> July, 2023**

**At Krishi Vigyan Kendra, Agriculture  
University, Kota, Rajasthan**

**Submitted by**

**Course Coordinator**

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

## REPORT ON TRAINING PROGRAM CONDUCTED AT AU, KOTA, RAJASTHAN

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

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

**Date of the program:** 3<sup>rd</sup> July, 2023.

**Venue:** Directorate of Extension Education, Agriculture University, Kota, Rajasthan.

**Number of Participants:** 56

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**Introduction:** This is with reference to the discussion with Authority of University, Kota and letter dated 4.5.2023 and E File Approval No. 127233 of the Competent Authority, NIAM, a training program on agricultural marketing was conducted successfully at Krishi Vigyan Kendra, Kota, Rajasthan on 3<sup>rd</sup> July, 2023. The program was conducted for the benefit of the farmers and other stakeholders for creating awareness among the farming community about marketing activities and innovations going on in the country. The program inaugurated by Dr. S.K. Jain, Director, Extension Education, AU, Kota.

**Place of Program:** The program was conducted at the Krishi Vigyan Kendra, Directorate of Extension Education, Agriculture University, Kota on 3<sup>rd</sup> July, 2023. This area comes under the jurisdiction of AU, Kota. The program was arranged in the conference hall of KVK, Kota in the University Campus.

**Participants of the Program:** The program was attended by the farmers and progressive growers, cooperatives, women farmers and scientist of KVK, FPO members invited for the purpose from the nearby villages of Panchayat Samittees and nearby area. The program was attended by 56 number of farmers and other stakeholders those were from different nearby village/panchayat samittee of Kota district engaged in cultivation of mushroom, vegetables, orange, coriander, potato, papaya, garlic, guava, wheat, soybean, ashwagandha and safed musali and other crops. Some innovative farmers were doing the

marketing of agricultural commodities through online mode and expand the base of marketing in the area. A number of young 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
	Males	Female	SC	ST	OBC	General	
1	49	7	9	7	23	17	56
<b>Total</b>	<b>49</b>	<b>7</b>	<b>9</b>	<b>7</b>	<b>23</b>	<b>17</b>	<b>56</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. Mahendra Singh, PC and Head, KVK, Kota
- Dr. Roop Singh, Assistant Professor, KVK, Kota.
- Dr. Rakesh Kumar, Bairva, Associate Professor, KVK, Kota.

-Dr. B.L. Nagar, Associate Professor, KVK, Kota.

-Mr. Gaurav Kumar, Area Sales Manager, Dhanuka

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

<b>Topic (s)</b>	<b>Speaker (s)</b>
Registration of Participants	NIAM and KVK officials
Inauguration of the program	Dr. S. K. Jain, 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. Mahender Singh, PC and Head, KVK, Kota and Dr. S. R. Singh, Dy. Director, 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 agricultural marketing to boost up farmers income by realization of fair price.	Dr. S.R. Singh, Dy. Director and Program Coordinator, CCS NIAM, Jaipur.
Efforts made by the KVK, Kota for enhancing marketing activities in the area.	Dr. Roop Singh, Assistant Professor, KVK, Kota.
Role of fruit preservation in agricultural marketing.	Dr. Rakesh Kumar, Bairva, Associate Professor, KVK, Kota.
Role of FPO in agricultural marketing	Dr. S.R. Singh, Dy. Director and Program Coordinator, CCS NIAM, Jaipur.
Consumer friendly marketing initiatives in agriculture and use of fertilizers for better crops.	Mr. Gaurav Kumar, Area Sales Manager, Dhanuka
Question Answers sessions	Dr. S.R. Singh, Dy. Director and Program Coordinator, CCS NIAM, Jaipur and KVK Faculty.

**Number of Sessions Executed:** During the programs, only 6 sessions were executed in the program as well as question answer sessions were also moderated and answered the queries of the farmers. Three sessions in a day were taken by the undersigned and the others were taken by the scientist/ professors of KVK, Kota.

**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. 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:** Orange, onion, paddy, sugarcane, coriander crops are the major crop of the district and surrounding areas. There is a great possibility for mini processing industry for citrus fruits, coriander, garlic and crops. In addition to that coriander (green and seed), garlic, chili, okra, cabbage, cauliflowers, soybean, maize, wheat, black gram, papaya is the major crops of the district.

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

1. Production of garlic and coriander are prominent in the region but farmers are not in a position to fetches remunerative price of the produce. There is an urgent need to set up processing industry and enhance the storage capacity for the commodity so that marketing can be boost up in the area.
2. In case of orange, farmers are bound to sell the crops on the basis of pre-harvest contract with traders. In this mechanism of selling farmers are bound to distress sell. There is a need to form the FPO at village level to enhance price realization in favor of farmers of the area. Presently, only two grading and packing units are in operation and run by the NGO and private players.
3. In case of other commodities like wheat, soybean, coriander, gram there is an urgent need to enhance the storage capacity in the district so that farmers can avoid the glut situation of produce in the market especially in the harvesting season.

4. Some farmers are growing organic coriander, garlic, pulses and wheat and they are selling the produce by their own without the intervention of Government. At this stage there is an urgent need to set up the market linkage for selling produce.
5. Introduction of mechanization in horticulture is very important to boost up the knowledge and income of the farmers by producing of quality product for export purpose. In this area there is also a need for set up of cool chain management for increasing the self-life of horticultural commodities.
6. Mechanical grading, packaging, warehouse facility and primary processing units are urgently required in this region for handholding to the farmers growing garlic, coriander and onion crops. For linking farmers to the national and international market of agricultural produce, training on export possibilities are required.

**Observations of Authorities of KVK, Kota:** 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, AU, Kota, PC, KVK Kpta were also present in the program and spelt out the day to day problems of the farmers facing in the marketing of agricultural produce. By experiencing the awe-inspiring response of the farmers in the programs, KVK, Kota demanded more such programs to bring down the message to the farmers of other areas of the Kota. It was also opined by the Dr. Mahendra Singh, Project Coordinator and Head, KVK, Kota to explore other areas to conduct this kind of programs in Kota on mass scale to sensitize the farmers of remote areas of the district and also need the continuous support from NIAM, Jaipur.

**Observations of Course Coordinator:** The program was inaugurated by Dr. S.K. Jain, Director Extension Education, AU, Kota 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 media of the area for publicity. The state like Rajasthan, 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 AU, Kota and KVK, Kota. It is the opinion that such kind of more programs should be taken up by NIAM especially in 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. Programs was well covered and given full attention by the print media and published in the Dainik Navjyoti newspapers dated 4<sup>th</sup> July, 2023 with full details. 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)





**(Training Kit Distribution)**





(Addressing participants)





(Handling Sessions)



## कृषि विज्ञान केन्द्र में कार्यशाला आयोजित

### कृषि प्रोडैक्ट के उत्पादन व गुणवत्ता के विपणन पर ध्यान देना जरूरी

नवज्योति/कोटा। कृषि विज्ञान केन्द्र कोटा में सोमवार को कार्यशाला का आयोजन किया गया। यह कार्यक्रम चौधरी चरण सिंह राष्ट्रीय कृषि विपणन संस्थान, जयपुर एवं कृषि विश्वविद्यालय कोटा के संयुक्त तत्वावधान में आयोजित हुआ। जिसमें 5 दर्जन स्टोक होल्डर्स, कृषि उद्यमी, एफपीओ, प्रगतिशील कृषकों ने भाग लिया। कार्यशाला को संबोधित करते हुए कृषि विश्वविद्यालय के प्रसार शिक्षा निदेशक डॉ. एसके जैन ने कहा, हमें कृषि उत्पादों के उत्पादन व गुणवत्ता के विपणन पर भी ध्यान देना होगा। किसानों की आय में वृद्धि के लिए कृषि उत्पादों का प्रसंस्करण, भण्डारण एवं उचित मूल्य पर विपणन आवश्यक है। इधर, चौधरी चरण सिंह राष्ट्रीय कृषि विपणन संस्थान के उपनिदेशक डॉ. एसआर सिंह ने देश में कृषि विपणन की स्थिति एवं सम्भावनाएं, कृषक उत्पादक संगठन की भूमिका के बारे में बताया। साथ ही कृषि विपणन के लिए भारत सरकार द्वारा संचालित विभिन्न ऐप के माध्यम से उत्पादन विपणन की प्रक्रिया समझाई। केन्द्र के वरिष्ठ वैज्ञानिक डॉ. महेन्द्र सिंह ने बताया कि केन्द्र द्वारा स्टोक होल्डर्स में उद्यमिता विकास कर उन्हें मार्केट से जोड़कर



उद्यमी बनाने का कार्य किया जा रहा है। जिससे सैंकड़ों युवा, महिलाएं स्वरोजगार प्राप्त कर रही हैं। कार्यशाला प्रभारी, डॉ. रूपसिंह ने विपणन के विभिन्न प्लेटफार्म, डॉ. राकेश कुमार बैरवा ने उच्च गुणवत्ता के कृषि उत्पादों के

उत्पादन, डॉ. बीएल नागर ने फल सब्जी, उत्पादन एवं प्रसंस्करण, गुंजन सनाढ्य ने खाद्य प्रसंस्करण एवं सरिता बेनीवाल ने खाद्य पदार्थों के संरक्षण की जानकारी दी।

### लायंस क्लब कोटा शक्ति ने किया सीए व डॉक्टरों का सम्मान

नवज्योति/कोटा। लायंस क्लब कोटा शक्ति की ओर से सीए व डॉक्टरों का सम्मान किया गया। क्लब सचिव सुबाश्री जैन सर्राफ ने बताया कि कार्यक्रम में डॉ. रेनु वर्मा, डॉ. बीआर मीना, सीए अंकित गुप्ता, सीए प्रतीक बाबेल, सीए कल्पेश जैन व सीए कृतिक जैन को सम्मानित किया गया। क्लब अध्यक्ष अल्का जैन ने प्रशस्ति पत्र देकर सम्मानित किया।



(Media Coverage)

Signed/-  
(Dr. S.R. Singh)  
Dy. Director &  
Program Coordinator  
Dated: 4<sup>th</sup> July, 2023