



CCS National Institute of Agricultural Marketing

(Ministry of Agriculture, Government of India)

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**Report of the Programs Conducted at Khetla and Aizawl in
Mizoram**

**“Training Program on Marketing of Organic
Produce**

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**Training Program on Marketing of Fruits and
Vegetables and Organic Produce**

Date

30th October to 1st November, 2023

At Khetla and Aizawl, Mizoram

Submitted by

Course Coordinator

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

**REPORT ON TRAINING PROGRAMS CONDUCTED AT KHETLA AND
AIZAWL, MIZORAM**

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

Collaborative Partner: Sandhya Education and Welfare Society, Bhopal.

Date of the programs: 30th October to 1st November, 2023

Venue: VTR Training Center, Khetla, Aizawl, Mizoram.

Number of Participants: 60 (30 in each program)

Introduction: This is with reference to the discussion with the Sandhya Education and Welfare Society, Bhopal and approval granted by the Competent Authority of NIAM through E- File No. 130030, two training programs on agricultural marketing with a focus on organic produce conducted successfully at Khetla and Aizawl, Mizoram on 30th October to 1st November, 2023. The programs were conducted for the benefit of the tribal women farmers and other stakeholders for creating awareness among the farming community about agricultural marketing. This programs were conducted for the benefit of tribal farmers, mostly women farmers of different parts of Aizawl district and Khetla region were participated in the programs.

Place of Program: The programs were conducted at the VTR Training center Khetla and Aizawl. The programs were arranged in the conference hall of VTR Training center, Aizawl.

Major Crops of the Region: Fruit crops such as oranges, banana, pineapple, passion fruit, etc. which have been growing satisfactorily in the State despite poor management practices have been given topmost priority. In fact, few crops already have attained commercial importance in the State and these are yielding some economic benefit to the growers. The fruit crops like mandarin orange, banana, passion fruit, pineapple etc. are highly popular and have good economic bearing. Since banana is performing very well in the state, better quality varieties like Grand Naine and Tall Cavendish introduced for commercial cultivation and Grand Naine being introduced for export purpose. Passion fruit has short gestation period but gives good economic bearing. Therefore, many farmers prefer this crop. Agro-climatic condition of the state is suitable for production of Papaya. An export oriented variety of papaya i.e. Hawaiian Solo is being commercially cultivated. Major thrust on off-season vegetables has been given to reap better economic benefit besides catering the needs of the State. Major spices are capsicum, bird's eye chilies, black pepper and turmeric. The mild climate of the hills in the district has the unique advantage of growing almost all types of flowers round the year. Flowers like rose, anthurium and marketing of cut flowers, there may not be much hurdles in its disposal as the state is well connected by air with Kolkata and Guwahati. However, improved packaging and quality of flowers will be an important factor. It may be mentioned here that to compete with export market, the plants shall have to be raised under controlled condition so as to maintain the desired quality of the products. Anthurium, world class varieties of this

flower was introduced in the state with a view to export it. The major fruit crops are, Orange, Pineapple, passion Fruit, Banana, Mango, Papaya, Guava, jack fruit, Grapes, Pear, Litchi and Apple.

Participants of the Program: The programs were attended by the tribal women farmers those are engaged in farming and other activities like stitching and nature friendly artifacts preparations, sugarcane, fibreless ginger, mandarin, passion fruits and rice cultivation and vegetable cultivation in the area. The women farmers were very progressive and wanted to add something new in their knowledge. Most of the participants were of young age and very interested to carry out the agricultural activities in the area. The farmers of the area were taking lot of knowledge of farming from Horticulture Department of the Mizoram Government. Category wise details of the participants are as under:

S. No.	Gender		Category of the participants				Total
	Male	Female	SC	ST	OBC	General	
1	6	24	0	30	0	0	30
2	7	23	0	30	0	0	30
Total	13	47	0	60	0	0	60

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, CCS NIAM, Jaipur
- Officers from Horticulture Department of Mizoram.
- Coordinator from VTR Training Center.

Number of Sessions Executed: During both the programs, 20 sessions were executed as well as question answer sessions were also moderated and answered the queries of the farmers. Two sessions were taken by undersigned on agricultural marketing aspects while others were taken by the officers from Horticulture Department.

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.

Problems of the growers of the area

1. Although the area is blessed with dense forest and shrubs, rich biodiversity and good weather conditions; yet productivity of various vegetables are too low due to following reasons as follows:
 - Jhoom cultivation is still the preferred cultivation practice.
 - Poor water-harvesting structures and almost no irrigation facilities.
 - Mono-cropping.
 - Lack of awareness for productive and efficient inputs.
 - Cultivation devoid of good agricultural practices (GAP).
 - Minimum use of biological, physical and chemical inputs.
 - Inadequate input delivery systems.
 - Poor basic communication infrastructures like roads, transport, market, etc.
 - Inadequate post-harvest management and processing technologies.
 - High incidence of pest and diseases especially during summer-rainy season, i.e. with onset of rain to its recession (April to October).
 - Unawareness of off-season and high-tech production technologies.
 - Inexperienced human resources and poor research infrastructures.

Observations of Authorities: Overall organization of the programs were good 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.

Observations of Course Coordinator: The participants of the programs 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.











Signed/-
(Dr. S.R. Singh)
Dy. Director &
Program Coordinator
Dated: 3-11-2023