



# **CCS National Institute of Agricultural Marketing**

(Ministry of Agriculture, Government of India)

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

## **“Training Program on Agricultural Marketing for KVK officials and officers of Line Departments”**

**Date**

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

**At Navsari Agriculture University Campus  
Navsari, Gujarat**

**Submitted by**

**Course Coordinator**

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

## REPORT ON TRAINING PROGRAM CONDUCTED AT 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:** 8<sup>th</sup> August, 2023.

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

**Number of Participants:** 55

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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 NAU, Gujarat on 8<sup>th</sup> August, 2023. The program was conducted for the officers of line department and officers from KVK and University for creating awareness among the officials about agricultural marketing activities and innovations going on in the field of agricultural marketing. The program inaugurated by Dr. N. M. Chauhan, Director Extension, NAU, Navsari.

**Place of Program:** The program was conducted at Directorate of Extension Education, NAU, Gujarat on 8<sup>th</sup> August, 2023. This area comes under the jurisdiction of NAU, Navsari. The program was arranged in the conference hall of NAU Campus, Navsari.

**Participants of the Program:** The program was attended by officers of line departments and officers from KVK and University for creating

awareness among the officials' community about agricultural marketing activities and innovations going on in the field of agricultural marketing. The officials wanted to add something new in their knowledge. The program was attended by 55 number of officials from various departments like horticulture, agriculture, veterinary and cooperatives etc. Category wise details of the participants are as under:

S. No.	Gender		Category of the participants				Total
	Male	Female	SC	ST	OBC	General	
1.	45	10	6	5	10	34	55
<b>Total</b>	<b>45</b>	<b>10</b>	<b>6</b>	<b>5</b>	<b>10</b>	<b>34</b>	<b>55</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. Gautam Parmar, NAU, Navsari.

-Dr. A.K. Leura, Assistant Professor, NAU, Navsari.

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.
Solution to revive millets and establishment of value chain of millets and future prospects.	Dr. N.M. Chauhan, Director Extension and
Branding of agricultural products.	Dr. Gautam Parmar, Assistant Professor, NAU, Navsari.
Rural marketing of organic products of fruits and vegetables.	Dr. A. K. Leura, Associate Professor, NAU, Navsari.

**Number of Sessions Executed:** During the program, 5 sessions were executed as well as question answer sessions also moderated and answered the queries of the officials. Two sessions in a day were taken by the

undersigned and the others were taken by the scientist/ professors of NAU, Navsari.

**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 officials and listen their problems and topics of interest. Question answer session was also executed during the program for one to one interaction with the officials. During the program officials also allowed to put up their queries before the scientist speakers and got the instant solution from the scientist. Presentations were made through PPTs.

**Major crops of the Area:** Paddy, sugarcane, fruits and vegetables (banana, mango, coconut, star fruits, dragon fruits and seasonal 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. Some framers of the area are growing banana crop and doing primary processing of banana and making fresh chips for the travelers passing through the road.

### **Problems of the area.**

1. Framers 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. Store grain pest is 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 about program:** Overall organization of the program was excellent and officials 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 also

present in the program and spelt out the day to day problems of the farmers facing in the marketing of agricultural produce and also give some tips to the officials for the future. By experiencing the awe-inspiring response of the officials in the program, demanded more such program to percolate down the message among the officials and farming community.

**Observations of Course Coordinator:** The program was inaugurated by Dr. N.M. Cahuhan, Director, Extension Education, NAU, Navsari and Dr. S.R. Singh, Dy. Director CCS NIAM, Jaipur. Dr. Singh highlight the contents of the program before the officials. 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 officials and farmers aware about the marketing activities and recent trend in agricultural marketing. The program was very well appreciated by the Authorities of NAU, Navsari.

**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 9<sup>th</sup> 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)









(Inauguration of the program)





(Handling Sessions)



(Certificate Distribution)

**(Primary Processing of Banana Chips at Roadside in Navsari)**









(Finished Fresh Product)



નવસારી 09-08-2023

# નવસારીમાં ખેતપેદાશોનું બ્રાન્ડિંગ માર્કેટિંગ પર ચર્ચા વિચારણા

## સરદાર સ્મૃતિ કેન્દ્રમાં કૃષિ માર્કેટિંગની તાલીમ યોજાઈ

ભાસ્કર ન્યૂઝ | નવસારી

વિસ્તરણ શિક્ષણ નિયામક નવસારી અને CCS રાષ્ટ્રીય માર્કેટિંગ સંસ્થા જયપુરના સંયુક્ત ઉપક્રમે 'કૃષિ માર્કેટિંગ'ની તાલીમ નવસારી સરદાર સ્મૃતિ કેન્દ્રમાં યોજાઈ હતી.

આ તાલીમમાં નવસારી કૃષિ યુનિવર્સિટીના વિસ્તરણ શિક્ષણ નિયામક ડો. એન.એમ.ચૌહાણ દ્વારા વિસ્તરણની વિવિધ કૃષિ પ્રવૃત્તિ સાથે કૃષિ ઉત્પાદકોની માર્કેટિંગ વ્યવસ્થાપન અત્યારની તાત્કાલિક જરૂરિયાત હોય દરેક તાલીમાર્થીને કૃષિમાંથી ઉત્પન્ન થતી વસ્તુઓના ખેડૂતોને વધારે ભાવ કેવી રીતે મળે તેના પર ભાર મૂક્યો હતો. આ કાર્યક્રમના મુખ્ય મહેમાન



ડો. એસ.આર. સિંઘ ડેપ્યુટી ડાયરેક્ટર (જીપી), NIAM, જયપુર દ્વારા E નેશનલ એગ્રીકલ્ચર માર્કેટિંગની ભૂમિકા અને તેમાં આવતા વિવિધ પડકારો પર ઉદાહરણથી સમજણ આપી હતી. ખેડૂતો c NAM એનઓ કેવી રીતે ઉપયોગ કરવો, ખેડૂતોને તે પ્લેટફોર્મનો ઉપયોગ કરવાથી શું ફાયદો થાય તેની સમજણ દરેક અધિકારીને સમજાવી હતી. આ

તાલીમમાં ડો. એન.એમ.ચૌહાણ, ડો. ગૌતમ પરમાર અને ડો. એ. કે. લેઉવા દ્વારા હલકા ધાન્યને પુનર્જીવિત કરવાનો ઉકેલ, હલકા ધાન્યમાં મૂલ્ય સાંકળની સ્થાપના અને ભવિષ્યની સમભાવતાઓ ખેતીની પેદાશોનું બ્રાન્ડિંગ તથા ફળ અને શાકભાજી પાકોનું ગ્રામીણ માર્કેટિંગ પર ચર્ચા કરવામાં આવી હતી. આ કાર્યક્રમને સફળ બનાવવા વિસ્તરણ શિક્ષણ નિયામક નવસારીની કચેરીએ મહત્વનો ભાગ ભજવ્યો હતો. તાલીમાર્થીઓને મહાનુભાવોના હસ્તે પ્રમાણપત્ર વિતરણ કરાયા હતા. એમ.ડી. લાડ અને ડો. જી.બી. કાલરીયાએ આભારવિધિ કરી હતી.

(Media Coverage)

Signed/-  
(Dr. S.R. Singh)  
Dy. Director &  
Program Coordinator  
Dated: 17<sup>th</sup> July, 2023