



VOICE of CCS NIAM

Better Marketing by Every Farmer

May, 2020

E-Bulletin

Volume 3 , Issue 5

About E-Bulletin: Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientist, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

In this Issue...

Message from DG's Desk

Webinar Series
organized by CCS NIAM

Part of Research Article
published in the previous
issue

Let us not waste the crisis



Dear Partners,
Greetings from CCS NIAM!

Lets not waste the crisis is the response of CCS NIAM to COVID 19 lockdown

NIAM brought all the National Facilitators of NIAM together on webinar platform to identify the marketing innovations in their respective states and sectors and explored the possibility for institutionalization. This issue covers highlights of 17 such webinars which are also available in CCS NIAM YouTube channel. Hope these webinars will benefit all the stakeholders in serving the farmers better.
Stay Healthy!

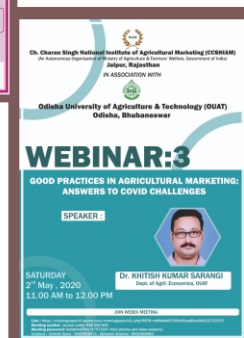
Dr. P Chandra Shekara
DG CCS NIAM

Webinar Series organized by CCS NIAM



FPOs in Agricultural Marketing: Answer to COVID Challenges

The role of FPOs during the COVID situations was explained in the webinar. The ways in which FPOs can help in bridging the gap between farmers and market because of COVID was informed to the stakeholders.



Good Practices in Agricultural Marketing: Answers to COVID Challenges

Good Practices that could enhance agricultural Marketing was discussed during the session. Solar powered F&V vending van, tomato crush value added products, high humidity chamber, low cost ripening technologies which will penetrate in to different states and gain momentum in the post Covid-19 situation.



Best Practices for Production, Processing and Marketing of Tribal based Commodities during COVID-19

Institutionalization of Direct marketing, Innovative Farmers' markets emerged through E-trading especially through eNAM platform. Network chain of FPOs has strengthened. Institutional designed solar powered F&V vending van, tomato crush value added products, high humidity chamber, low cost ripening technologies which will penetrate in to different states and gain momentum in the post Covid-19 situation.

Good Practices in Agricultural Marketing: Answers to COVID Challenges

Although Central and State governments are taking all the possible steps to meet the challenges of COVID 19 which will show its results in future. But immediate relief to farmers, labours and traders to restore livelihoods is the need of the hour. Efforts should be made to increase the real income of farmers. Facilitation should be given to trader so that the size of the value chain system can be increased, which will ultimately benefit every stakeholder and the economy as a whole.



Project approach for startups

The Project approach for the Agricultural startups was explained clearly during the session. Ashok Kumar Mathur has a vast experience in handling and understanding Agricultural startups. The importance of preparing a detailed project report and the need of maintaining proper accounts for the startups was explained to the participants.

Economic Analysis of farmers group – A case study of Abhinav Farmers group

The current situations of lockdown in the country due to COVID19 pandemic restricted the movement of human force in day to day activities. Providing technical assistance on marketing skills to farmers, therefore, will continue to be important during crisis situation such as COVID 19. Abhinav Farmers Club example is inspiration for all.



Potential of Micro and Mobile Retail Marketing of Agricultural Produces during COVID-19

Linking farmers to market through involvement of Government agencies will help farming community to come out from distress sale of perishable commodities like fruits and vegetables, low price spread and higher producer share in wholesaler price realization to farmers is the need of the hour.

Alternative Marketing Systems for farmers during COVID-19

What are the alternative marketing opportunities available for farmers to overcome this COVID situation was discussed during the session. Providing technical assistance on marketing skills to farmers, therefore, will continue to be important during crisis situation such as COVID 19.



Green Fodder Conservation and Marketing for Enriched Animal Diet in COVID-19

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Good Practices in Agricultural Marketing: Answers to COVID Challenges

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Use of ICT in Agricultural Marketing

ICT solutions launched in India to deliver price information to small farmers, even weather, crop advisory, fertilizer availability and updates on government schemes. This helps them to bargain and increase their incomes by enabling them to better manage their inventories and negotiate for fairer prices. Providing technical assistance on marketing skills to farmers, therefore, will continue to be important during crisis situation such as COVID 19.



Innovations and Good practices in marketing of fruits and vegetables

In COVID 19, Institutionalization of Direct marketing, Innovative Farmers' markets emerged through E-trading especially through eNAM platform. Network chain of FPOs has strengthened. ICAR-IIHR designed solar powered F&V vending van, tomato crush value added products, high humidity chamber, low cost ripening technologies which will penetrate in to different states and gain momentum in the post Covid-19 situation.

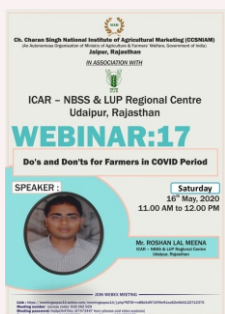


Marketing of Rabi Maize and hybrid seed during COVID period

The current situations of lockdown in the country due to COVID19 pandemic restricted the movement of human force in day to day activities. The major impact of COVID19 lockdown on rabi maize field operations in grain crop and seed production crop like harvesting, drying, shelling grading, packing due to non-availability of labour, machinery, other inputs, and reduced market price were reviewed to provide possible management solutions on these operations and storage of maize produce.

Maize Management during COVID-19

Maize is a multi-faceted crop used as food, feed and industrial crop globally, and has a very prominent role to play in the Indian economy. Expansion of mechanization is the need of hour as there is shortage of farm workers during lock down, need for timely farming operations to increase productivity, must be planned for crisis situation. Local storage facilities and processing units for baby corn, sweet corn, and grain processing should be established and re-designed and strengthened.



Do's and Don'ts for farmers in COVID period

Farmers can get better price for their produce with following advisory mentioned in Do's and Don'ts in COVID period, Use of ICTs, knowledge-based input and participation of government with farmers in timely advisory of weather and climate will assure good flow for market information and lead to farmers welfare.



Linking Farmers to Market for sale of perishable commodity during COVID period

Linking farmers to market through involvement of Government agencies will help farming community to come out from distress sale of perishable commodities like fruits and vegetables, low price spread and higher producer share in wholesaler price realization to farmers is the need of the hour. Therefore, policy makers should give more attention on linking farmers to market through extension agencies.

Fisheries Marketing in COVID period: Innovations and Good Practices

Due to lack of transportation and closure of retail fish markets as well as lack of mobility of consuming public in the country, fisheries sector post COVID-19, need to develop an innovative market, for door delivery to consumers. In this regard, the KVK of ICAR-Central Marine Fisheries Research Institute, Kochi has facilitated such initiative of mobile vending the fish in the city. Similarly, Tamil Nadu Fisheries Development Corporation (TNFDC) has launched the Meengal mobile app to facilitate home delivery of both marine and freshwater fish in Chennai and the sale volume is increasing day-by-day with the growing popularity and acceptance by the fish consuming public.



Role of government sector schemes for welfare of farming community and economically marginalized sections during COVID 19

Indian government announced slew of economic measures besides social distancing, most notable amongst them being Rs. 1.7 trillion packages to protect the vulnerable sections (including farmers) from adverse impacts of the COVID19 pandemic. Government schemes are pivotal in ensuring income and food security besides, health to vulnerable sections i.e., poor farmers (marginal and small landholders) and landless labourers not only in ordinary times but in extraordinary times too. Thus, the future government schemes and programmes need to be strengthened with a view to address COVID19 like extraordinary situations, with more focus on vulnerable sections of the society.



Direct Marketing in Agriculture: Emerging innovations in COVID period for fruits and vegetables

Direct marketing initiatives in India and identify the emerging innovations in the field of direct marketing for fruits and vegetables during COVID-19 lockdown period had a vital impact on the farming community. Use of mobile Apps like WhatsApp groups to find the customers / consumers was common method adopted during COVID-19 period. In today's world, there is a need to develop a system by the farmers like Flipkart and Amazon which are supplying the consumer goods at their door step or Swiggy and Zomato which are catering the food needs of consumers.



Unconventional strategies for reaching customers during lockdown period

During Lockdown Unconventional Virtual supply and value chains were established and they need to be strengthened. Collaborate and connect customer management services with network facilitator, entrepreneurs and marketing stakeholders can make a simple smooth marketing decorum affair even during crisis such as COVID lock down.

Agriculture Marketing in COVID19: Stakeholders Experiences

In continuation of the article published in the previous issue-

Other broad recommendation-

- Income earned by rural household through wage and other form has come down in last three weeks by 80%, affecting liquidity within rural household. However, the agriculture income forms only 19% of the farming household (NSSO survey), so there is urgent need to infuse money in the rural sector through other employment generating scheme in the short and medium run.
- There is no health insurance for farm labors, they should be including in new insurance schemes introduced by the Government of India. Migrant labour faces food security challenges, hence "One Nation One Ration Card", linked to a technology solution enabled by Aadhaar should allow anyone to get ration from PDS anywhere in India. States should launch platforms for Migrants to register as "Migrant Resource Centre".
- There is huge problem of labour for upcoming harvesting season, as many migrant labour are struck in relief camps across the country. Farm labourers must be allowed to work under MNREGA programmes. This should be monitored by Gram Panchayats.
- Gas subsidy that is expiring for many Ujjawala beneficiaries should be increased by 6 months. This would help in some savings in the rural household.
- Migrant labour should be given access to other government programmes for gainful employment, hence outlay for these programmes should be increased.
 - a. PMSadakh Yojana
 - b. PMAwaj Yojana
- Insurance pay-outs for crop loss to farmers, to be done quickly, Rabi crop loss due to hailstorm, Locust and rainfall, on a standard formula. This will provide necessary cash to purchase inputs for Kharif season.
- Kisan credit card limit should be enhanced; interest and EMI repayment should be paused for a period of 3 months and possibly till Kharif harvest November 2020.
- Uttar Pradesh State Electricity Board has postponed the payment of minimum dues by 3 months, electricity boards in other states should follow to help farmers, agro-processing, and food processing companies.
- Farmers are being stopped from going to fields, some are afraid. Some concrete measures should be taken and public interest messaging in TV, Radio and vide public announcements should be done to solve this problem.

The article will continue in the next issue of Voice of CCS NIAM...

Conference Alert:

International e-Conference on Market Led Extension Management: Focus on COVID-19

17-18 October, 2020 at CCS NIAM, Jaipur

Last date for sending Abstract: 31st August, 2020.

Last date for sending Full length Paper:

15th September 2020

For more detail visit

<https://www.ccsniam.gov.in/images/RevisedFinalBrochure.pdf>

Invitation of Articles

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agribusiness and other relevant areas from across the globe for publication in CCS NIAM Journal. For further details visit- <http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf>

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Dr. Yogesh Sharma
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Contact Us

CCS National Institute of Agricultural Marketing

(An Autonomous Organization of Ministry of Agriculture and Farmers' Welfare, Govt. of India)

Bambala, Kota Road, Jaipur-302033, Rajasthan

Ph. 0141-2770027, Fax: 0141-2771938, 2770027

Email: dgccsniam@gmail.com Web: www.ccsniam.gov.in

