



## Market Led Extension for Agricultural Development

(\*Jagdish Chand Dangi and Sumit Kumar Yadav)

Rajasthan College of Agriculture, Udaipur, Rajasthan

\*Corresponding Author's email: [jagdishchanddangi8@gmail.com](mailto:jagdishchanddangi8@gmail.com)

With globalization of the market, farmers need to transform themselves from mere producers-sellers in the domestic market to producers cum sellers in a wider market sense to best realize the returns on their investments, risks and efforts. In order for this to be achieved, farmers need to know answers to questions like what to produce, when to produce, how much to produce, when and where to sell, at what price and in what form to sell their produce. Farmers have received most of the production technologies from the extension system. The extension system now needs to be oriented with knowledge and skills related to the market. Market-led extension help the farmers to improve the quality of farm produce, increase the product value and marketability resulting in increasing of income to the farmers. The focus of agriculture is increasingly shifting from increasing production to market orientation and value addition. The pace of commercialisation of agriculture in India has increased. The recently drafted National Agricultural Policy has accorded priority for promoting agribusiness activities at different levels. In the above context extension system has to reorient itself to meet the demand of farmers

### Concept of Market-led extension

In changing scenario of agriculture, the farmers should be provided with proper up to date information ranging from production technology to market oriented knowledge i.e. What to produce? When to produce? How much to produce? When and where to sell? at what price? And What form to sell his produce. Basically market-led extension considers farmers as an agripreneur and enables farmers to get high returns (money to money) out of the entire farming enterprise. This also facilitates farmers with diverse baskets of package of practices suitable to local situations/ farming Systems.

### Objective of market-led extension

- To identify possible areas of intervention of extension in agricultural marketing.
- To build up and use effective extension methodologies for providing need-based support to farming community in marketing of their produce.
- The present linkage among Research-Extension-Farmers is extended by market linkage.
- To identify and communicate innovation for value addition practices and post-harvest technologies.
- To develop network and action plans for extension to support marketing of the product at different level.

### Role of Extension personals in light of Market-led Extension

- SWOT analysis of market for creating awareness among the farmers for planning of their production and marketing.
- Organization of Farmers' Interest Groups (FIGs) on commodity basis and building their capabilities.

- Enhancing the interactive and communication skill of the farmers to exchange their views with customers and other market forces (middlemen) for getting feedback and gain the bargaining during direct marketing.
- Establishing marketing and agro-processing linkages between farmers' groups, markets and private processors.

### **Extension strategies for creating awareness about Market-led Extension among the farmers**

- Identifying the farmers/ group of farmers, interested in export of agricultural commodities.
- Creating awareness among the farmers regarding market-Led extension.
- Conduct training for farmers in cost reduction strategies of farming.
- Development model procedures in cultivation of crop for export purpose.
- Dissemination of financial and market related information to the farmers.
- Organising training for the farmers in grading and packing.
- Provide information through electronic mass media, TV, Internet etc.

### **Challenges of Market-led Extension**

Public extension system is gigantic in size and heavily burdened with several activities. Now incorporating a new marketing dimension into this system may become an agenda with several difficulties to tackle. Again, extension personals need to be motivated to learn various marketing skills before doing marketing extension. Developing accurate, relevant, comprehensive and timely market intelligence regarding product, market practices, customers and commodity prices will be the biggest challenge in market-led extension. There is a need to frame the information policy to make the farmers information rich with revamped websites. Moreover, the disparity of transport facility, storage and ware housing facility in different areas are some notable challenges.

### **Conclusion**

Market-led extension is enabling the farmers to realize the high returns for their produce, minimize the production costs, improve the product value and marketability. The potential of information communication technology, electronic and print media need to be harnessed to disseminate the production and market related information to the farmers. Indian farmers have moved from subsistence to self-sufficiency due to advent of production technologies. In order to be successful in the liberalized market scenario, the focus needs to be shifted from 'supply driven' to market driven' and farmers should produce according to the market needs and earn high returns.

### **References**

1. Ahmad, N., and Slathia. (2011). Market Led Extension for Promoting Rural Entrepreneurship in India. *Journal of Global Communication*, 4(2): 143-147.
2. Paresh Vidyadhar Joshi, Milind B. Bhujbal and Sarita B. (2012). Marketing Decision Model: A Market Led Extension technique for Efficient Agricultural Marketing. *Indian Streams Research Journal*, 2(3): 1-4.
3. Shitu, G. A., Sakia, A. R., Meti, S. K. and Maraddi, G. N. (2013). Market led extension; prospects and challenges for Agricultural sustainability in the 21st century. Conference Paper.