

Market Led Extension In Agricultural Development

ARTICLE ID: 0147

Dr. Pallabi Phukan^{1*}, Dr. H. C. Kalita¹, Dr. H. Kalita¹

¹ICAR-KVK Longleng, Nagaland, Head of Regional Centre, Nagaland, Medziphema

In food production, India became self-sufficient which was as a result of production led extension system. In this system the emphasis was given to transfer of ‘package of practices’ from research station to farmer’s field which increase in food production. But, the existing agricultural system consist of

challenges and threats with international competition even in our local markets. Therefore, the new agricultural scenario include new opportunities to enhance their income from

farming. However, earlier agricultural system was production led extension but modern agriculture sector is basically market based economy *i.e.* the whole concept shift from ‘seed to seed’ to ‘rupee to rupee’. Market-led extension approach would address the information and technology needs of farmers to help them respond to the markets and provide feedback from the grass-roots to development departments, research institutions and stakeholders (Nafees and Slathia, 2011). Market-led extension would equip farmers with market information, which includes

demand and supply forces in the market and knowledge on production technologies. In market-led-extension approach extension demands the extension personnel to be trained to acquire new skills and knowledge like market intelligence, consumer preferences, value addition etc. (Kumar et al., 2012).



Market-led extension support the farmers to enhance the quality of farm produce, increase the marketability and product value which ultimately increase the income of farmers. Therefore, Market

Led Extension has a huge potential to enhance optimum production on a sustainable basis considering the present trend of challenges in process of food production.

Concept of Market-Led Extension

Kaleel (2007) defined market led extension is the market oriented agriculture through extension which includes economics & agriculture for reaching at the door steps of farming community with appropriate technology. It is a tool for delivering sufficient and high-quality information to farmers so they can make

decisions about production and marketing that will maximise their return on investment without endangering the needs of future generations. Farmers must change from being merely producers-sellers in

the domestic market to producers cum sellers in a wider market sense in order to best realise the returns on their investments, risks, and efforts considering the market's globalisation.

Paradigm shift from Production-led Extension to Market-led Extension

Aspects	Production-led extension	Market-led extension
Purpose/objective	Transfer of production technologies	Enabling farmers to get optimum returns out of the enterprise
Expected end results	Delivery of messages Adoption of package of practices by most of the farmers	High returns
Farmers seen as	Progressive farmer High producer	Farmer as an entrepreneur “Agripreneur”
Focus	Production / yields “Seed to seed”	Whole process as an enterprise / High returns “Money to money”
Technology	Fixed package recommended for an agro-climatic zone covering very huge area irrespective of different farming situations	Diverse baskets of package of practices suitable to local situations/ farming systems
Extensionists’ interactions	Messages Training Motivating Recommendations	Joint analysis of the issues Varied choices for adoption Consultation
Linkages/ liaison	Research-Extension-Farmer	Research-Extension-Farmer extended by market linkages
Extensionists’ role	Limited to delivery mode and feedback to research system function	Enriched with market intelligence besides the TOT Establishment of marketing and agro-processing linkages between farmer groups, markets and processors
Contact with farmers	Individual	Farmers’ Interest Groups Focused groups/SHGs
Maintenance of Records	Not much importance as the focus was on production	Very important as agriculture viewed as an enterprise to understand the cost benefit ratio and the profits generated

Information Technology support	Emphasis on production technologies	Market intelligence including likely price trends, demand position, current prices, market practices, communication network etc besides production technologies
--------------------------------	-------------------------------------	---

Objective of market-led extension

- To extend the Research-Extension-Farmers linkage to market linkage.
- To use appropriate extension methodologies to provide need-based support in relation to market of farmers' produce.
- To ascertain different areas of intervention of extension in marketing of agricultural products.
- To recognise and disseminate innovation for value addition and post-harvest management.

Role of Extension personnel in Market-led Extension

- SWOT analysis of market for generating awareness for production and marketing planning.
- Establishment of Farmers' Interest Groups (FIGs) on commodity and their capabilities.
- Improving the communication and cooperative skill of the farmers to discuss their views with customers to get feedback.
- Creating marketing as well as agro-processing linkages among markets, farmers' groups and private processors.

Dimension of Market-led-extension

Marketing Mix

1. **Product:** The first "P" of the marketing mix deals with the product i.e. going to sell.

2. **Price:** It defines value of product. Pricing depends on market competition and strategies product demand etc.
3. **Place:** It reflects the location of the business.
4. **Promotion:** Advertising and Promotion helps in creating awareness among potential customers about the existence business as well as product and services. (Anonymous, 2014)
5. **Marketing plan:** It is a blue print of marketing objectives, opportunities and strategies to develop, price, promote and distribute the products of a firm to meet its organisational objectives (Babu, 2007).
6. **Market intelligence:** the marketing intelligence comprises of collection, interpretation and dissemination of relevant information related to marketing decisions.

Prospects of Market-Led-Extension

Market Led Extension has a abundant potential in getting optimum production on a sustainable basis which consider the present trend of challenges in food production and with time the concept change from lab to land to farm to fork. Future success can be achieved with the new role of extension personnel under Market Led Extension which includes SWOT analysis of the market, forward and backward linkage, creating commodity wise farmers' interest groups, capacity building, Farmers exposure to market intelligence.

Problems in market led extension

The problems related to production comprises of

1. seasonality of production is one of the major problem and it has to bear by the primary producer as well as the marketer.
2. Agricultural produce are basically perishable in nature and it has to be marketed immediately.
3. Bulkiness of the production is one of the another problem in case of agricultural commodities.

The market related problems include:

1. Proper information related to market prices, demands, trends are very important. So market intelligence is very necessary. Lack of awareness in context to right market information is one of the major issue.
2. Presence of middle man is one of issue in market led extension.
3. The produce with inferior quality is another issue in the market.

References

1. Anonymous. (2014). Marketing management: Agricultural import-export policy of Government of India and business law. CSK HPKV, Palampur, India. 16-20.
2. Babu, S.K. (2007). Development of a marketing plan. In: Kaleel, F. M. H., Krishnankutty, J., & Babu, S. K. (ed.) Market-led extension: Dimensions and tools. Agrotech Publishing Academy, Udaipur, India.
3. Nafees, A. and Slathia. 2011. Market-led extension for promoting rural entrepreneurship in India. J. Glob. Commun. 4(2): 143-147.
4. Kumar, R., Singh, B. P., and Kaswan, S. 2012. Production driven to market driven extension approach. Indian J. Ext. Educ. 2: 125-129.
5. Kaleel, F.M.H. Krishnankutty, J., & Babu, K.S. (2007). Market led extension: Dimensions and tools. Udaipur: Agrotech Publishing Academy.

Problems related to extension include:

1. Farmers are not able to bargain for their produce due to lack of communication skills.
2. Lack of credibility of the farmer.
3. Lack of adequate information related to the market

Conclusion

Market-led extension is empowering the farmers with high returns of their produce, reduce the cost of production, enhance the value of product and marketability. In this case, the ICT (Information Communication Technology), print media, digital media may plays a vital role in dissemination of market related information among the farming community. Indian farmers has reached to self-sufficiency due to production technologies. Now it's the high time to change the focus from 'supply driven' to market driven' and according to the market need and demand, the farmer should produce accordingly.