



Centre for Multi-Disciplinary Development Research (CMDR), (An ICSSR Institute), Dharwad

In collaboration with

University of Agricultural Sciences, Bangalore

NAAC A+ Accredited

Farmers' Training Institute, Directorate of Extension, GKVK, Bangalore

Skill Training Programme for farmers

on

“Direct marketing as a tool for empowering farmers”

Rationale for organising the training

The modernization of India's agricultural marketing system is an urgent imperative, driven by the critical need to improve the economic sustainability of the nation's vast population of farmers, particularly the small and marginal landholders. Agriculture remains the backbone of the Indian economy, providing a source of livelihood for a significant portion of the population. Direct marketing, defined as selling farm products or services directly to consumers without an intermediary, has emerged as a vital strategy to achieve this goal. This system is fundamentally required to establish a direct link between producers and final consumers, thereby ensuring **higher remuneration** for farmers and improving consumer satisfaction through the availability of fresh produce. Direct sales allow farmers to set their own prices and eliminate costs associated with middlemen, thus retaining a larger share of the market value. Despite the clear benefits (such as reduced marketing costs and improved price realization), farmers face a labyrinth of complexities and significant **problems** when attempting direct marketing. The conventional marketing system is plagued by the dominance of **multiple intermediaries**, whose exploitation leads to reduced profit margins for farmers and inflated consumer prices. Small and marginal farmers attempting direct sales often face high **entry barriers** imposed by trade associations and cartels. Logistical and infrastructural deficiencies present chronic problems; growers suffer from inefficient marketing systems and insufficient **storage facilities** for perishable goods. Furthermore, they struggle with high rates for essential **packaging materials** and depend on inconvenient and costly private transportation services. Crucially, many farmers lack awareness about the right distribution channel and suffer from a **poor marketing information system** and inadequate training in primary processing and value addition techniques.

To address these systemic failings, the proposed **solutions** center on **collective action and digitalization**. **Farmer Producer Organizations (FPOs)**, often registered as Producer Companies (FPCs), are institutional models designed to mobilize farmers into collectives, enabling them to leverage their joint production and marketing strength, enhance productivity, and improve access to inputs and services. Models like '**Uzhavar Sandhai**,' '**Apani Mandi**,' and '**Rythu Bazaar**' successfully function as direct agricultural markets that eliminate intermediaries and ensure fair trade. These direct channels (Producer → Consumer) demonstrate the **highest marketing efficiency** (2.77) and producer share (63.33%) compared



to intermediary-laden channels. Moreover, **Digital Marketing** initiatives, facilitated by the government, offer a forward-looking approach, allowing farmers to connect with multiple buyers, secure higher prices, reduce logistics losses, and achieve real-time price discovery using online platforms and mobile applications.

These solutions are reinforced by specific **policy implications** and government **programmes** aimed at fundamentally restructuring the agricultural ecosystem. The Government of India launched the **National Agriculture Market (e-NAM)** platform in 2016 as a pan-India electronic trading portal, networking existing APMC mandis to create a unified national market. By June 2025, **1,522 mandis** had been integrated across 23 States and 4 Union Territories. e-NAM is designed to promote transparent online trading, reduce transaction costs, and financial inclusion via online payments, which significantly benefits rural farmers. Supporting the shift to direct marketing, the government mandates support for FPOs through the **National Policy for the Promotion of FPOs**, with the **Small Farmers' Agribusiness Consortium (SFAC)** acting as the designated nodal agency for technical support and market linkages. Furthermore, key policy reforms include encouraging states to amend the APMC Act to allow direct farmgate sales by FPOs, and the formulation of the "**Model Contract Farming Act of 2018**" to establish a suitable legal framework for producer-buyer agreements. Addressing the constraints of conventional markets requires the implementation and upgrading of APMCs based on the **Model Agricultural Produce and Livestock Marketing (APLM) Act (2017)**. Collectively, these efforts seek to strengthen supply networks and provide crucial support services for small farmers, ensuring fair returns and paving the path toward modernising agricultural marketing.

Sl. No.	Time	Topics	Resource person
28-10-2025 (Tuesday)			
01	9:30 to 10.00	Registration	
02	10:00 to 10.45	Inauguration	
	10:45 to 11.00	High Tea	
03	11:00 to 1.00	Experiences, Issues and challenges in direct marketing of agricultural produce	Mr. A.S. Anand CEO, Subhiksha, Bangalore
	1:00 to 2.00	Lunch	
04	2:00 to 3.30	Introduction, Scope of direct marketing and successful case studies	Dr. T.N. Venkata Reddy Professor (Retd.) UAS(B)
05	3:30 to 5.00	Empowering farmers through direct marketing : connecting farms to market	Dr. G. Ranganath Assistant Professor
29-10-2025 (Wednesday)			
01	7:30 to 1.00	Field visit and interaction with a successful entrepreneur in direct marketing	Mrs. Padmini Gowda Sri Sai Hanuman Foods Kengiganahalli, Doddaballapur
	1:00 to 2.00	Lunch	
02	2:00 to 3.30	Processing and export opportunities in APEDA	Mr. Karanth, Mrs. Madhumathi APEDA
03	3:30 to 4.30	Valedictory	



Dr. Basavaprabhu Jirli, Director, CMDR. Dharwad

Key issues for achieving a stabilised, sustained and regular income in an agricultural enterprise

1. Every farmer should analyse how many days in a year he/she spend exclusively on his/her land.
2. Of these number of days, how many hours per day does he/she spend exclusively on his/her land?
3. How many crops does he/she grow per season on his piece of land
4. Other than crop husbandry, what are the other enterprises adopted
5. Whether the farmer purchases the vegetable, food grains and other basic food needs from the open market?
6. Basic post-harvest operations – cleaning, grading and packing
7. Involved in processing?
8. Have storage facilities?
9. What is the marketing channel adopted?
10. Pooling and sharing of resources (especially PPC, Fertilisers, Micronutrients, etc)
11. Best possible utilisation of government (State or Union) schemes

Who Should Decide the Price of Agricultural Commodity?

In the traditional agricultural supply chain, **the price of a commodity is predominantly dictated by the buyers, middlemen, and merchants**, rather than the primary producer (the farmer). This imbalance arises because middlemen play a vital role in selling produce and realizing cash for farmers. However, the presence of multiple intermediaries often leads to the exploitation of both farmers and consumers. In regulated markets established under the Agricultural Produce Market Committee (APMC) system, traders frequently form cartels, fix prices, and manipulate farmers to prevent them from receiving fair compensation for their produce.

The ideal, however, is a market structure that empowers the producer to exert greater control over pricing. Direct marketing fundamentally allows farmers to **set their own prices**, giving them enhanced control over revenue. Furthermore, initiatives focused on collective action, such as Farmer-Producer Organizations (FPOs), enable farmers to gain **collective bargaining power** for both inputs and marketing. Government intervention occurs through mechanisms like fixing the **Minimum Support Price (MSP)** for mandated crops. Crucially, market reforms like the National Agriculture Market (e-NAM) aim to achieve **real-time price discovery in a transparent manner**, fostering competition among traders and potentially leading to higher income for farmers.

Primary Producer (Farmer) Gets Only 25 to 35 Per cent of What Consumer Pays: How to Correct It?

The reduced income for farmers and inflated prices for consumers are direct results of traditional market structures. Marketing channel analysis clearly demonstrates that as the number of intermediaries increases, the producer's share of the consumer rupee decreases, the price spread widens, and marketing efficiency declines.

In a case study involving tomatoes, a direct channel (Producer → Consumer, Channel 1) resulted in the producer retaining **63.33% of the consumer's payment**. However, when the supply chain was extended to include a commission agent, a wholesaler, and a retailer (Channel



3), the producer's share dropped to **55.88%**. The market margin taken by intermediaries simultaneously increased significantly (e.g., from ₹450 to ₹870 per quintal).

To correct this substantial value leakage, two primary strategies are recommended:

1. **Promoting Direct Marketing (Channel Efficiency):** Direct marketing establishes a direct link between producers and final consumers without any middlemen, reducing marketing cost and improving price realization. The objective is to maximize the marketing efficiency ratio by minimizing costs and intermediary margins. Selling agricultural produce online and through direct platforms helps eliminate middlemen, yielding better prices for farmers.
2. **Institutional and Policy Reform:** Policy interventions, such as promoting FPOs and adopting direct marketing, can significantly enhance producer profitability. Implementing measures to streamline marketing channels and reduce intermediaries is essential for increasing efficiency. Moreover, implementing and upgrading existing APMCs based on the Model Agricultural Produce and Livestock Marketing Act (APLM) (2017) is necessary.

Agricultural Dependence: India vs. Developed Nations

India's economy is centered around agriculture. The sector and its allied activities employ **nearly 58 percent of the country's workforce** or nearly half of the total workforce. This is despite the sector contributing approximately **less than 20 percent of the nation's national GDP**.

While the sources do not provide the exact employment percentage for developed nations, the context highlights that India faces a serious challenge because a large majority of its population, particularly in rural areas, depends on agriculture as their main source of income. This reliance contrasts sharply with industrialized economies and underscores the urgency of addressing issues like low profitability, small landholdings, and market inadequacies in India.

Examples of Direct Marketing

Direct marketing is defined as the sale of farm products or services directly to consumers without intermediaries. This approach enables farmers to connect with numerous buyers and reach customers outside their local jurisdiction.

Key examples and channels of direct marketing include:

- **Farmers' Markets (Physical/Retail):** These are popular channels where produce is sold directly from rural farmers to urban consumers. Successful models include 'Apani Mandi,' 'Shetkari Bazaar,' and 'Rythu Bazaar' (*Uzhavar Sandhai*), which aim to eliminate intermediaries and ensure fair prices.
- **Online Platforms and Digital Marketing:** Selling products directly to consumers through e-commerce websites and **social media** platforms (like WhatsApp, which 77.5% of surveyed respondents used for marketing). Digital platforms provide access to buyers quickly and on a large scale.
- **Community-Supported Agriculture (CSA) Programs:** Offering consumers a share of the farm's produce, thereby providing a stable income stream.
- **Farm Stands, Roadside Stands, and Pick-Your-Own:** These channels provide convenient and accessible shopping experiences for consumers directly at or near the farm.
- **Subscription Services:** Providing regular deliveries of fresh produce to build consumer loyalty.



SHG, Cooperative Society, and FPO as Collective Mechanisms

Collective institutions like Self Help Groups (SHGs), Cooperative Societies, and Farmer Producer Organizations (FPOs) leverage the combined strength of small producers to improve market access and income.

- **Farmer Producer Organizations (FPOs):** FPOs, particularly those registered as Producer Companies (PCs), are considered the most appropriate institutional form to mobilize farmers to collectively leverage their production and marketing strength. Their primary objective is to enhance productivity, production, and profitability for small farmers by providing access to inputs, technology, and fair markets. FPOs assist members in producing and marketing crops, allowing them to participate more effectively in the market. By networking and forming alliances, FPOs provide a collective brand identity and greater market power.
- **Cooperative Societies and SHGs:** The government encourages the establishment of farmers' cooperatives to aggregate their produce and obtain better prices. SHGs and Cooperative Societies can also be motivated by the state government to participate in the manufacturing of packaging materials, making them affordable for small farmers.
- **Services Provided by FPOs:** FPOs offer comprehensive end-to-end services, including financial services (loans, insurance), input supply, procurement, packaging, and direct marketing. Through marketing services, members save on time, transaction costs, distress sales, price fluctuations, and transportation.

Potential of Secondary Agriculture and Direct Marketing Opportunities

The potential for maximizing farmers' net profit lies significantly in shifting towards secondary agriculture (value addition) and fully leveraging the opportunities provided by direct marketing.

Secondary Agriculture and Value Addition: The profitability of agricultural products can be enhanced by **adding value** to them. Value addition boosts a commodity's economic value and consumer appeal. Farmers are encouraged to pursue processing activities for value addition, and government support is available through agencies like the Agricultural & Processed Food Products Export Development Authority (APEDA) for facilities such as **processing facilities for horticulture crops** and promoting awareness about value addition. Marketing training for farmers is crucial to teach them essential primary processing techniques like sorting, packing, and packaging, which are necessary for value addition.

Opportunities of Direct Marketing in Enhancing Net Profit: Direct marketing creates a myriad of benefits that directly translate into higher net profit and business stability for the farmer:

1. **Increased Profitability and Fair Returns:** By eliminating intermediaries, farmers capture a larger share of the market value, resulting in higher profits. Direct marketing is key to ensuring fair remuneration for farmers.
2. **Product Differentiation and Premium Pricing:** Direct sales allow farmers to highlight the **quality, freshness, and uniqueness** of their products, enabling them to attract premium prices and establish a unique identity.
3. **Branding:** Branding agricultural products is an essential strategic tool for enhancing farmer income. Consumers often believe branded products have good quality and more features, which adds value to the products. Creating a brand identity based on health, nutrition, organic status, and product authenticity (certification) builds consumer trust and loyalty.



4. **Real-Time Feedback and Flexibility:** Direct interaction provides farmers with immediate feedback, allowing them to make informed decisions and adjust production methods quickly to meet changing consumer needs, thereby maintaining competitiveness.

5. **Market Access and Reach:** Digital tools enable local or niche products to reach a **global audience**. Furthermore, direct marketing provides diversification opportunities, allowing farmers to reduce dependence on a single crop or market.



Dr. S V Suresh, VC, UAS, Bengaluru

Reimagining the Farmer: From Cultivator to Entrepreneur

In the evolving landscape of agriculture, the role of the farmer must transcend traditional boundaries. No longer can the farmer be seen merely as a cultivator of crops; instead, they must emerge as an entrepreneur—strategic, informed, and empowered. This transformation is not just desirable but essential for ensuring sustainable livelihoods, fair pricing, and inclusive growth in rural India.

The Entrepreneurial Farmer: A Paradigm Shift

Entrepreneurship in agriculture implies that farmers take ownership not only of production but also of planning, marketing, and innovation. An entrepreneurial farmer:

- Understands the economics of farming, including input costs, pricing strategies, and market dynamics.
- Takes calculated risks, explores new crops, and adopts modern technologies.
- Seeks out opportunities for diversification—be it agro-processing, organic farming, or agritourism.

This shift demands capacity-building, access to information, and institutional support. But most importantly, it requires a mindset change—from dependency to self-reliance.

Collective Marketing: Strength in Unity

One of the most powerful tools for farmer empowerment is collective marketing. When farmers come together—through cooperatives, Farmer Producer Organizations (FPOs), or informal groups—they gain bargaining power and access to better prices.

Collective marketing enables:

- **Scientific pricing:** By pooling produce and negotiating collectively, farmers can demand prices based on quality, quantity, and market trends rather than accept exploitative rates from middlemen.
- **Reduced transaction costs:** Shared logistics, storage, and marketing infrastructure lower individual burdens.
- **Market intelligence:** Groups can invest in data collection, price forecasting, and digital platforms to stay informed.

This model has already shown success in regions where FPOs have linked farmers directly to institutional buyers, supermarkets, and even international markets.

Understanding Supply and Demand: The Key to Market Responsiveness

A farmer-entrepreneur must be attuned to the rhythms of the market. This means understanding:

- **Seasonal demand:** Which crops are in demand during which months?
- **Consumer preferences:** Are urban consumers shifting toward organic or millets?
- **Price fluctuations:** What causes spikes or drops in prices—weather, policy, imports?

Such insights allow farmers to plan sowing schedules, diversify crops, and avoid gluts. Mobile apps, agri-tech platforms, and local market committees can play a vital role in disseminating this information.



Finding the Market: Beyond Government Dependency

Traditionally, farmers have relied heavily on government procurement schemes and regulated mandis. While these systems offer safety nets, they often fail to provide fair prices or timely payments. Moreover, they limit innovation and responsiveness.

Instead, farmers should proactively seek out markets:

- **Urban retail chains:** Tie-ups with supermarkets and organic stores.
- **Online platforms:** Selling directly through e-commerce or social media.
- **Institutional buyers:** Schools, hospitals, and restaurants that need bulk supplies.
- **Export opportunities:** For niche products like spices, medicinal plants, or processed goods.

This approach fosters independence, encourages quality improvement, and opens up new revenue streams.

Value Addition: Moving Beyond Raw Produce

Selling raw produce—grains, vegetables, fruits—often yields minimal returns. Value addition transforms these into higher-value products:

Benefits of value addition include:

- **Higher margins:** Processed goods fetch better prices.
- **Reduced wastage:** Perishables can be preserved.
- **Employment generation:** Local processing units create jobs.
- **Brand building:** Farmers can create regional or organic brands.

Government schemes like PMFME (Pradhan Mantri Formalisation of Micro Food Processing Enterprises) offer support, but the initiative must come from the grassroots.

Direct Marketing: Building Human Connections

Direct marketing—where farmers sell directly to consumers—has a unique social value. Whether through farmers' markets, farm-to-table models, or community-supported agriculture (CSA), it fosters:

- **Trust:** Consumers know where their food comes from.
- **Transparency:** Farmers explain their methods, pricing, and challenges.
- **Feedback loops:** Consumers share preferences, helping farmers adapt.
- **Social capital:** Relationships built through direct interaction strengthen community bonds.

In urban areas, weekly farmers' markets have become popular, offering fresh produce and artisanal goods. In rural areas, local haats and fairs can be revitalized as platforms for direct engagement.

Enabling the Transition: What Needs to Be Done?

To support farmers in this journey from cultivator to entrepreneur, several interventions are needed:

- **Training and capacity-building:** Workshops on marketing, finance, and value addition.
- **Access to credit:** Tailored loans for agri-entrepreneurs and processing units.
- **Digital tools:** Mobile apps for market prices, weather forecasts, and buyer connections.
- **Policy support:** Simplified licensing, subsidies for processing, and incentives for FPOs.
- **Infrastructure:** Cold storage, packaging units, and transport facilities.



Cultivating Prosperity Through Innovation

The farmer of the future is not just a grower of crops but a creator of value. By embracing entrepreneurship, collective action, market intelligence, and human connection, farmers can reclaim their rightful place in the economic and social fabric of the nation.

This transformation is not merely about profit—it is about dignity, agency, and sustainability. It is about ensuring that those who feed the nation are themselves nourished by opportunity, respect, and prosperity.



Sh. Anand A S, CEO, Subhiksha, Bengaluru

Honouring the Farmer's Livelihood: Rethinking MSP and Reviving Rural Values

Agriculture in India is not merely an economic activity—it is a way of life, deeply embedded in the cultural, familial, and ethical fabric of rural society. Yet, the dominant discourse around farming often reduces it to productivity metrics, market volatility, and subsidy dependence. To truly honour the farmer's contribution to national well-being, we must reframe our policies, practices, and perceptions. This begins with a fundamental shift: reimagining the Minimum Support Price (MSP) as a Livelihood Honouring Price (LHP)—a concept that respects the farmer's labour, dignity, and cultural ethos.

From MSP to Livelihood Honouring Price (LHP): A Value-Based Reframing

The MSP, while intended as a safety net, has often failed to reflect the true cost of cultivation, let alone the emotional and social investment of farming families. It is time to move beyond the transactional logic of “minimum support” and embrace a more holistic framework—Livelihood Honouring Price.

An LHP would:

- **Recognize farming as a dignified livelihood**, not a distressed occupation.
- **Factor in ecological stewardship**, intergenerational labour, and local knowledge.
- **Ensure fair returns** that allow farmers to meet their daily needs without external dependence.
- **Promote ethical consumption**, where consumers understand and value the origin of their food.

This shift is not merely semantic—it is philosophical. It calls for a policy architecture that is empathetic, inclusive, and rooted in justice.

Towards Self-Reliance: Minimizing Daily Dependency

A farmer's dignity is compromised when they must depend on external systems for basic needs—be it food, fuel, or finance. True empowerment lies in minimizing this dependency through:

- **Diversified farming systems**: Integrating crops, livestock, and agroforestry to ensure food, fodder, and fuel security.
- **Community-based resource sharing**: Tools, seeds, and knowledge exchanged within local networks.
- **Local processing and value addition**: Reducing the need to sell raw produce and buy processed goods.
- **Financial literacy and savings culture**: Encouraging farmers to manage earnings and invest wisely.

Such self-reliance is not isolation—it is resilience. It enables farmers to negotiate with markets and institutions from a position of strength.

Subhiksha Multistate Cooperative Marketing Society: A Model of Collective Empowerment

In this context, the Subhiksha Multistate Cooperative Marketing Society stands out as a beacon of innovation and solidarity. Recognized by the Government of India and comprising over 5,000 farmer-shareholders, Subhiksha exemplifies how cooperative structures can transform agricultural marketing.



Key features of Subhiksha include:

- **Multistate operations:** Enabling cross-regional trade and knowledge exchange.
- **Farmer ownership:** Each member is a shareholder, ensuring democratic governance and profit-sharing.
- **Integrated value chains:** From production to processing to retail, Subhiksha supports farmers at every stage.
- **Digital platforms:** Leveraging technology for price discovery, logistics, and consumer engagement.

Subhiksha's success lies not only in its scale but in its ethos—rooted in trust, transparency, and collective vision.

Voices from the Ground: Experiences of Subhiksha Team Members

The lived experiences of Subhiksha's team members offer valuable insights into the transformative potential of cooperative marketing. In recent interactions, members shared stories of:

- **Breaking the middlemen trap:** “Earlier, we had no choice but to sell at whatever price was offered. Now, we negotiate as a group.”
- **Reviving traditional practices:** “We've started using indigenous seeds and organic methods, which consumers appreciate.”
- **Building consumer relationships:** “At farmers' markets, people ask about our farms, our families. It's not just a transaction—it's a bond.”
- **Empowering women and youth:** “My daughter handles our digital orders. She's proud to be part of the farm.”

These narratives underscore that marketing is not just about selling—it is about storytelling, identity, and pride.

The Role of Family and Cultural Values in Agriculture

Agricultural production and marketing are deeply influenced by family structures and cultural values. In rural India, farming is often a multi-generational activity, with knowledge passed down through oral traditions, rituals, and seasonal rhythms.

Family and cultural values shape:

- **Crop choices:** Based on festivals, dietary customs, and ecological wisdom.
- **Labour patterns:** Shared responsibilities across age and gender.
- **Marketing ethics:** Fairness, honesty, and community reputation matter more than profit.
- **Consumption habits:** Preference for locally grown, culturally resonant foods.

Ignoring these values in favour of purely market-driven models risks alienating farmers and eroding rural resilience. Instead, policies and platforms must honour these values—by promoting local branding, supporting family farms, and integrating cultural narratives into marketing.

Bridging Tradition and Innovation: A Holistic Vision

To truly honour farmers and transform agriculture, we must bridge tradition and innovation. This means:

- **Policy reframing:** From MSP to LHP, from subsidy to investment.
- **Institutional support:** Strengthening cooperatives like Subhiksha as models of inclusive growth.



- **Cultural integration:** Recognizing festivals, rituals, and local knowledge in agri-marketing.
- **Technological empowerment:** Using digital tools to amplify traditional wisdom, not replace it.

This vision aligns with India’s constitutional commitment to dignity, equity, and fraternity. It also resonates with global calls for sustainable, ethical, and culturally grounded food systems.

Cultivating Respect, Resilience, and Renewal

Agriculture is not just about growing crops—it is about growing communities, values, and futures. By reframing MSP as Livelihood Honouring Price, supporting cooperative models like Subhiksha, and grounding marketing in family and cultural values, we can build an agricultural ecosystem that is just, joyful, and sustainable.

Let us honour the farmer not just with prices, but with respect. Let us build markets not just for profit, but for relationships. And let us cultivate not just food, but hope.



Introduction to the scope of direct marketing and successful case studies

Dr. T.N. Venkata Reddy
Professor (Retd.), UAS(B)

Direct marketing in agriculture refers to a system where farmers sell their produce directly to consumers, retailers, or processors without intermediaries. This model contrasts with the traditional supply chain dominated by middlemen, commission agents, and regulated markets (mandis). The concept has gained traction in India due to its potential to:

- Enhance farmers' income by eliminating intermediaries
- Provide consumers with fresh produce at competitive prices
- Reduce post-harvest losses and transaction costs
- Foster transparency and trust in the agri-value chain

Dr. T.N. Venkata Reddy, Professor (Retd.) of Agricultural Marketing at the University of Agricultural Sciences (UAS), Bengaluru, has been a pioneering voice in advocating for direct marketing as a transformative tool for rural empowerment. In his lecture, he emphasized the need to reimagine agricultural marketing systems to align with the goals of *Atmanirbhar Bharat* (self-reliant India) and *Doubling Farmers' Income*.

Scope of Direct Marketing in India

Dr. Reddy outlined the multifaceted scope of direct marketing, especially in the Indian context where over 85% of farmers are small and marginal. The scope spans across economic, social, technological, and policy dimensions:

1. Economic Empowerment of Farmers

- **Higher price realization:** Farmers can capture a larger share of the consumer rupee.
- **Reduced marketing costs:** Savings on commission, transport, and storage.
- **Better price discovery:** Through direct negotiation or digital platforms.

2. Consumer Benefits

- **Access to fresh, local produce:** Especially in urban and peri-urban areas.
- **Lower prices:** Due to the absence of multiple markups.
- **Trust and traceability:** Consumers know the source of their food.

3. Policy and Institutional Support

- **Model APMC Act (2003) and Farmers' Produce Trade and Commerce Act (2020):** These reforms legally enable direct marketing.
- **Support from FPOs and SHGs:** Farmer Producer Organizations and Self-Help Groups act as aggregators and marketers.
- **Digital India initiatives:** Platforms like eNAM and AgriMarket App facilitate online transactions.

4. Urban-Rural Linkages

- **Urban demand:** Rising health consciousness and preference for organic/local food.
- **Rural supply:** Surplus production in horticulture, dairy, and poultry sectors.
- **Logistics innovation:** Cold chains, mobile vans, and e-commerce integration.



5. Sustainability and Inclusivity

- **Reduced food miles:** Lower carbon footprint due to localized supply chains.
- **Women's participation:** Direct marketing platforms empower women farmers and entrepreneurs.
- **Agro-tourism and farm-to-fork models:** Promote rural livelihoods and consumer awareness.

Successful Case Studies Highlighted by Dr. Reddy

Dr. Reddy's lecture featured several inspiring examples from Karnataka and beyond, showcasing how direct marketing has been successfully implemented:

1. HOPCOMS (Horticultural Producers' Cooperative Marketing and Processing Society), Karnataka

- **Model:** A farmer-owned cooperative that procures fruits and vegetables directly from growers and sells through retail outlets in Bengaluru and other cities.
- **Impact:** Ensures fair prices to farmers and quality produce to consumers.
- **Challenges:** Operational inefficiencies and need for modernization.

2. Rythu Bazaars, Andhra Pradesh and Telangana

- **Initiated by:** Government of Andhra Pradesh in 1999.
- **Model:** Farmers sell directly to consumers in designated urban markets.
- **Features:**
 - No middlemen
 - Allotment of stalls to genuine farmers
 - Price regulation by committees
- **Outcomes:**
 - Increased farmer incomes by 20–30%
 - Enhanced consumer trust
 - Replicated in other states

3. Uzhavar Sandhai (Farmers' Markets), Tamil Nadu

- **Launched in:** 1999 by the Tamil Nadu government.
- **Objective:** To eliminate middlemen and ensure remunerative prices.
- **Mechanism:**
 - Farmers bring produce to urban markets
 - Government provides infrastructure and price support
- **Success factors:**
 - Strong political will
 - Regular monitoring
 - Public awareness campaigns

4. Farm-to-Home Models in Bengaluru

- **Examples:** First Agro, Farmizen, and Namdhari's Fresh.
- **Approach:**
 - Organic and residue-free produce
 - Subscription-based delivery
 - Use of mobile apps and cold chain logistics
- **Benefits:**
 - Premium pricing for farmers
 - Health-conscious urban clientele



- Traceability and transparency

5. Digital Direct Marketing: eNAM and AgriBazaar

- **eNAM (National Agriculture Market):**
 - Pan-India electronic trading portal
 - Enables farmers to sell beyond local mandis
 - Integration with FPOs and warehouses
- **AgriBazaar:**
 - Private digital platform
 - Offers price discovery, logistics, and credit
- **Challenges:**
 - Digital literacy
 - Infrastructure gaps
 - Trust-building

Challenges and Recommendations

Dr. Reddy acknowledged that while direct marketing holds immense promise, several challenges must be addressed:

Key Challenges

- **Lack of aggregation:** Small farmers struggle to meet bulk demand.
- **Infrastructure gaps:** Cold storage, transport, and market yards.
- **Regulatory hurdles:** Inconsistent implementation of reforms across states.
- **Digital divide:** Limited access to smartphones and internet in rural areas.
- **Trust deficit:** Between farmers and urban consumers.

Strategic Recommendations

- **Strengthen FPOs:** Provide capacity-building, working capital, and market linkages.
- **Invest in infrastructure:** Especially in rural logistics and storage.
- **Promote digital literacy:** Through Krishi Vigyan Kendras and NGOs.
- **Policy harmonization:** Across states to ensure ease of doing agri-business.
- **Public-private partnerships:** For scaling successful models.

Conclusion: A Vision for the Future

Dr. T.N. Venkata Reddy concluded his lecture with a compelling vision: *“Direct marketing is not just a marketing reform—it is a socio-economic revolution.”* He emphasized that empowering farmers to become entrepreneurs and consumers to become co-producers is the way forward.

He urged agricultural universities, policymakers, and civil society to:

- Integrate direct marketing into curricula and extension programs
- Encourage youth and women to lead agri-startups
- Foster a culture of trust, transparency, and innovation



The Dual Harvest: Padmini Gowda and the Rise of Sri Sai Hanuman Foods in Doddaballapur

In the dynamic landscape of the Bangalore Rural District, a place characterized by both ancient agricultural traditions and burgeoning modern industry, the story of Mrs. Padmini Gowda stands as a compelling example of grassroots entrepreneurship and commitment to natural living. Operating out of Kenjiganahalli (also listed as Kenjiganahalli), Doddaballapur, Mrs. Gowda has established herself not only as the head of a dedicated food manufacturing enterprise, **Sri Sai Hanuman Foods (SSHF)**, but also as an agricultural innovator, successfully merging the pursuit of profitable business with deeply held values of purity and tradition.

Doddaballapur: A Tapestry of Industry and Agriculture

To understand Padmini Gowda's endeavors, one must first appreciate the setting. Doddaballapura, located about 40 km north of Bangalore, serves as a significant industrial hub within the region. Historically known for weaving silk sarees, the town's economy relies significantly on weaving-related businesses, particularly power looms. Yet, its modern identity is firmly rooted in large-scale industry and manufacturing, driven by proximity to Bangalore city and significant infrastructure development. The area is home to major industrial developments and parks overseen by the Karnataka Industrial Areas Development Board (KIADB).

Doddaballapura hosts a sprawling apparel park with numerous national and international garment factories, providing employment to thousands in and around the town. Large-scale industrial units present in or near Doddaballapur include BPL Ltd., Chrysails Silk Pvt Ltd, Everblue Apparel Ltd., and Rittal India Pvt. Ltd.. Furthermore, the Bangalore Rural District, in which Doddaballapur is situated, actively promotes the growth of Micro, Small, and Medium Enterprises (MSMEs). Manufacturing sectors like Food & Beverages are vital, accounting for 773 registered units, contributing to employment and investment in the district.

Despite this intense industrialization, agriculture remains central to the region's identity; the majority of the taluk's population still relies on farming. The sources highlight agriculture and food processing as key growth areas, with horticulture being a thrust area, featuring scope for spice processing, jams/jellies, and juices.

It is against this backdrop of industrial dynamism, traditional craft, and agricultural potential that Padmini Gowda's story unfolds. Her journey exemplifies the spirit of the grassroots innovator: blending practical, locally adapted solutions with the drive of modern entrepreneurship.

The Farmer-Innovator: Mastering the Milky Mushroom

Padmini Gowda's expertise is multi-faceted, stemming from six years of experience and an educational background of SSLC. While the location of her food company, Sri Sai Hanuman Foods, is listed in Doddaballapura, her significant contribution to agricultural technology is documented at Sri Sairam Farm in Kenjiganahalli, Doddaballapur Taluk, where she pioneered a notable innovation in horticulture. This innovation—the development of a **low-cost sunken poly tunnel system for milky mushroom cultivation**—is a testament to her ingenuity in addressing the high costs and environmental control challenges faced by commercial mushroom producers.



Mushrooms, often cultivated indoors, require precise control over temperature and humidity. Conventional mushroom chambers can be energy-intensive and expensive to construct. Padmini Gowda circumvented these issues by designing a partially underground structure, utilizing the earth itself for natural climate moderation.

The construction details of this pioneering structure are specific and strategic:

1. **Sunken Chamber Design:** The central feature involves excavating the soil to a depth of **13.5 feet below ground**. This technique naturally stabilizes the internal temperature, reducing the energy needed for cooling and heating.
2. **Dimensions and Reinforcement:** The chamber spans **72 ft × 16 ft** and is reinforced with **concrete walls** designed to prevent seepage and retain necessary humidity levels.
3. **Roofing System:** The roof is built using a **cone-shaped framework of GI pipes**, covered with a **500-micron thick, light blue transparent polythene sheet**. This specific choice of sheet allows for sufficient light diffusion while maintaining the optimal internal microclimate.

This design successfully reduces both energy consumption and construction costs when compared to traditional, above-ground mushroom chambers. Furthermore, the innovation demonstrates substantial productive capacity, supporting up to **4,800 grow bags** and yielding approximately **12,000 kg of milky mushrooms annually**. This model is deemed highly profitable and replicable, especially for commercial mushroom units and for small and marginal farmers seeking viable, scalable enterprises.

Padmini Gowda's work in milky mushroom cultivation fits perfectly into the category of "Innovations related to Horticulture". Her approach exemplifies the spirit of farmer-led innovation—practical solutions emerging from the field to overcome immediate constraints, such as the need for cost-effective climate control.

Sri Sai Hanuman Foods: A Proprietorship Rooted in Purity

Parallel to her agricultural innovations, Padmini Gowda cemented her role as an entrepreneur by establishing **Sri Sai Hanuman Foods (SSHF)**. The company was established in the year **2022** in Doddaballapura, Bengaluru, Karnataka, and operates as a Proprietorship firm. Padmini Gowda is listed as the Company CEO and GST Partner. SSHF is characterized as a small enterprise, reporting an annual turnover of **0 to 40 Lakhs** and employing **up to 10 people**. The core mission of SSHF is focused on promoting health and well-being through the production of **pure, natural, and traditionally made food products**. The company's philosophy is built on reviving **ancient food processing techniques** and reducing reliance on chemically processed and refined foods.

The pursuit of **Purity First** defines the selection of raw materials, ensuring authenticity and nutritional richness in every product. SSHF explicitly avoids artificial chemicals, solvents, preservatives, and artificial additives in its processing. The company operates with a commitment to **Sustainability & Ethics**, supporting both farmers and consumers through eco-friendly and natural methods. The ultimate vision for SSHF is to become a **leading provider of natural, woodpressed oils and traditional foods** both in India and globally.

The Product Portfolio: Traditional Wisdom in Modern Packaging

Sri Sai Hanuman Foods specializes in several categories of natural products, utilizing traditional processing methods:

1. **Woodpressed (Ghani) Edible Oils:** This category is central to SSHF's mission of reviving traditional extraction methods. Oils are extracted using the **wood-pressed**



(Ghani) method, a thousand-year-old technique valued for retaining the natural aroma, taste, nutrients, healthy fats, vitamins, minerals, and antioxidants of the ingredients. Specific oils produced include **Coconut Oil** and **Groundnut Oil**, available in various quantities such as 1 Litre and 5 Litre variants. These products are versatile, recommended for cooking, skincare, hair care, and natural remedies.

2. **Masala Powder:** SSHF manufactures various spice powders, including **Sambar Powder** (in 100gm and 200gm sizes), **1 Kg Organic Turmeric Powder**, **1 Kg Organic Red Chilli Powder**, and **SSH Puliogare Powder**.
3. **Sustainable Products:** Reflecting a commitment to eco-friendly practices, SSHF also produces **Areca Leaf Plates** (available in 6, 8, 10, and 12-inch sizes) and **100% Organic Vermicompost Fertilizer**. The inclusion of vermicompost links directly to sustainable agricultural input management, complementing Padmini Gowda's background as a farm innovator.

Navigating the Regulatory Framework and Corporate Identity

As a food business operator (FBO) in India, Sri Sai Hanuman Foods, regardless of its small scale, must comply strictly with the Food Safety and Standards (Licensing and Registration of Food Businesses) Regulations, 2011 (FSSAI). Since SSHF is engaged in manufacturing cooking oil and masala powder, and has a reported turnover of 0-40 Lakhs, the business must hold either a registration or a license based on its installed capacity and turnover.

A business with an annual turnover not exceeding Rs. 12 lakhs might qualify as a "Petty Food Manufacturer" and would need to register by applying in Form A. However, businesses exceeding this turnover but falling below the thresholds for Central Licensing might require a license from the State Licensing Authority. For manufacturers whose production capacity is generally below 1 MT per day (or 501 to 10,000 LPD of milk), the fee for a State License is Rs. 3,000 per annum.

Regardless of the category, FBOs like SSHF are mandated to adhere continuously to rigorous sanitary and hygienic practices laid out in Schedule 4 of the regulations. These requirements demand that premises be located in a sanitary place, free from filthy surroundings, and maintained as clean, adequately lighted, and ventilated spaces. Specifically for manufacturers, all processing tables, equipment, and utensils must be kept in good repair, clean, and in sanitary condition. Since SSHF produces wood-pressed oils, it falls under specific manufacturing guidelines that require careful handling of raw materials (checking for pests, toxins, and decomposition). The operations must ensure segregation of raw materials, work-in-progress, and finished products, strictly following FIFO (First In, First Out) and FEFO (First Expire First Out) stock rotation systems. Furthermore, every manufacturer of edible oil is required to maintain their own laboratory facility for analytical testing of samples to ensure quality.

The owner and employees handling food must maintain high standards of personal hygiene, including wearing suitable, clean working clothes, and headgear. Crucially, SSHF must display its registration certificate or license prominently at all times within the premises.

Padmini Gowda's administrative status is further detailed through her Director Identification Number (DIN: **01904783**). She is registered as a director with the Ministry of Corporate Affairs (MCA). The sources contain somewhat conflicting reports on her status: while her DIN is generally listed as active and not deactivated due to non-filing of the DIR-3 KYC Form, another section simultaneously lists her as "Disqualified by RoC u/s 164(2)".



Conclusion: The Dual Legacy of an Entrepreneur

Mrs. Padmini Gowda's story is one of successful synergy between farming ingenuity and ethical commerce in Doddaballapur. At Sri Sairam Farm in Kenjiganahalli, she demonstrated grassroots creativity through the **sunken poly tunnel innovation** for mushroom cultivation, achieving high yield (12,000 kg/year) and cost efficiency by utilizing simple, earth-based engineering. This project showcased her ability to design and implement practical, replicable solutions, earning her recognition as an impactful farmer-led innovator.

Simultaneously, as the CEO of **Sri Sai Hanuman Foods**, established in 2022, she channels her commitment to purity into commercial success, manufacturing wood-pressed cooking oils (Coconut, Groundnut), masala powders, Areca plates, and vermicompost. With a vision to become a leading global provider of traditional foods and a mission to promote a healthier lifestyle, Padmini Gowda embodies the entrepreneurial spirit required to navigate a region shifting between deep agricultural roots and high-tech industrial growth. Her small-scale enterprise, with its focus on traditional Ghani methods and chemical-free processing, offers a clear choice for consumers seeking trustworthiness and authenticity, upholding the motto that "Heritage Meets Happiness".



Empowering Farmers through Digital Marketing: Connecting Farms to Global Markets

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Abstract

Digital marketing is fundamentally reshaping the agricultural sector by enabling farmers to transition from reliance on traditional intermediaries to direct engagement with consumers, retailers, processors, and exporters. This shift leverages internet-based platforms, websites, and social media to promote and sell farm produce, leading to potentially increased profits and expanded market reach. The core benefits of adopting digital tools include fostering direct customer dialogue, building crucial consumer loyalty, achieving real-time issue resolution, and enabling transparency regarding farming practices, which ultimately builds consumer trust. Furthermore, digital channels possess the unique ability to project local or specialized agricultural products onto a global stage, connecting producers with specialized international consumers. Key mechanisms driving this digital transformation include integrated e-commerce platforms like the National Agriculture Market (e-NAM) and the strategic use of social media and dedicated agricultural applications. Successful implementation requires farmers to follow systematic steps in branding, which encompass defining identity, professionalizing packaging, utilizing diverse marketing collateral, and engaging in strategic networking through Farmers Producer Organizations (FPOs). Institutional frameworks, led by bodies such as the Small Farmers Agribusiness Consortium (SFAC), are vital in creating and maintaining the digital infrastructure necessary for a unified national agricultural market.

Introduction

Digital marketing for agriculture encompasses the strategic application of internet-based resources, including sophisticated websites, robust e-commerce portals, and various social media platforms, to effectively market, sell, and establish connections between agricultural produce and prospective buyers. This modern approach represents a powerful mechanism for empowerment within the farming community. By utilizing digital strategies, farmers gain the capability to circumvent conventional chains of middlemen, thereby establishing direct relationships with a diverse array of potential purchasers, including direct consumers, large-scale retailers, industrial processors, and international exporters. The consequence of this direct connection is a significant potential boost in financial returns and a measurable expansion of market accessibility for the farmer.

The adoption of digital tools revolutionizes the farmer-consumer relationship. Farmers can initiate and sustain direct, meaningful conversations with their customer base, a capability that is essential for cultivating deep customer loyalty and immediately addressing any concerns or feedback as they arise. In a world increasingly defined by global trade, digital marketing serves as a critical conduit, allowing products that are inherently local or highly niche in nature to penetrate and succeed in global markets, effectively pairing farmers with specialized consumer segments irrespective of geographical location. Moreover, digital platforms offer an unparalleled opportunity for farmers to demonstrate radical transparency regarding their methodologies, including their specific farming techniques, any applicable certifications, and their commitment to ethical practices. This transparency is a crucial element in establishing and solidifying consumer trust in the authenticity and quality of the product. The foundational infrastructure supporting this digital revolution includes dedicated Digital Marketplaces, FPO-based e-commerce initiatives, advanced Social Media and Mobile Marketing strategies, and the practical implementation of specialized Agri Apps and various digital tools.



Examples and methods of Digital Marketing

The landscape of digital marketing for agricultural producers is characterized by several specific platforms and methodological approaches designed to facilitate online trading and consumer engagement.

1. Digital Marketplaces and e-Commerce: One of the most significant governmental interventions in this space is the **National Agriculture Market (e-NAM)**. e-NAM functions as a pan-India electronic trading portal, initially launched on April 14, 2016. Its primary function is to network the country's existing Agricultural Produce Market Committee (APMC) mandis, aiming to establish a cohesive, unified national market for agricultural commodities. The Small Farmers Agribusiness Consortium (SFAC) is the designated lead agency for the implementation of e-NAM, operating under the oversight of the Ministry of Agriculture and Farmers' Welfare, Government of India. e-NAM is not intended to be a parallel marketing structure; rather, it is designed as a sophisticated digital device that connects and leverages the physical infrastructure of established mandis, allowing buyers, even those situated outside the State, to participate actively in local-level trading.

Key features of the e-NAM scheme ensure its operational effectiveness and transparency:

- It provides a **National e-market platform** specifically designed for transparent sale transactions and accurate price discovery across various regulated markets, including kisan mandis, warehouses, and private markets. States wishing to participate are required to enact appropriate provisions for e-trading within their respective APMC Acts.
- The system facilitates the **liberal licensing of traders/buyers and commission agents** by State authorities, removing previous preconditions such as physical presence or the requirement to possess a shop/premises within the market yard.
- A major structural efficiency is the provision of **one license for a trader that is valid across all markets within the State**.
- To ensure fair trading, the platform requires the **harmonization of quality standards** for agricultural produce and the establishment of comprehensive **assaying (quality testing) infrastructure** in every connected market, which enables buyers to make informed bidding decisions.
- The system also mandates a **single point levy of market fees**, applied only on the first instance of wholesale purchase from the farmer.

The continuous evolution of e-NAM is demonstrated by the launch of the **Platform of Platforms (PoP)** by the Union Agriculture Minister on July 14, 2022. Trading on the e-NAM platform yields several substantial benefits: **Transparent Online Trading, Real Time Price Discovery**, and ultimately **Better Price Realization For Producers**. Buyers benefit from **Reduced Transaction Cost**. The system also promotes **Stable Price and Availability to Consumers**, and enhances the supply chain through provisions for **Quality Certification, Warehousing, and Logistics**. It results in a **More Efficient Supply Chain**, guarantees **Payment and Delivery**, and ensures **Error Free Reporting of Transactions**, all while guaranteeing **Enhanced Accessibility to the Market**.

2. Social Media and Mobile Marketing: Beyond large governmental marketplaces, farmers utilize decentralized digital methods. **Social Media and Mobile Marketing** platforms—specifically Instagram, Facebook, WhatsApp, and YouTube—are cited as highly **cost-effective and targeted** methods. Small farmers can leverage these channels extensively to quickly build brand awareness and successfully attract direct buyers. Furthermore, the **Practical Use of Agri Apps and Digital Tools** plays a crucial role in daily operations and market access.



3. Digital Branding (Website/Online Shop): A critical method involves creating a dedicated digital presence. Farmers are encouraged to establish a **simple website or an online shop**. This site should comprehensively display product details, current pricing, available ordering options, and, importantly, include engaging content such as “**meet the farmer/producer**” stories to personalize the brand and foster a connection with the consumer.

How a farmer can brand his product

Successful marketing in the digital age necessitates effective branding, which transforms a commodity into a recognizable and valuable product. The process of branding agricultural products involves six systematic steps:

1. Define the Brand Identity: The foundational step involves establishing a distinct brand identity. This includes carefully selecting a **Name, Logo, and Tagline**. Names should be simple, easily memorable, and designed to convey a sense of naturalness and local origins (e.g., “Siri Karnataka” or “Ram Gold”). The brand must clearly **Emphasize Product Attributes**, focusing on intrinsic values such as health benefits, nutritional content, organic status, chemical-free origins, the unique stories of the local farmers, and commitment to sustainable farming practices. Crucially, **Product Authenticity** must be verifiable; utilizing official certification (such as organic certification, Geographical Indication status, or FSSAI approval) significantly enhances credibility in the eyes of the consumer.

2. Packaging and Labelling: Packaging is a key touchpoint for the consumer. Farmers should **Invest in appealing, informative, and convenient packaging**. The label must clearly display essential information, including nutritional facts, practical cooking instructions, and should ideally incorporate **QR codes for verification of authenticity**, which contributes significantly to a professional brand image and reinforces consumer trust. Furthermore, for conscious consumers, using **sustainable or recyclable materials** for packaging communicates strong corporate responsibility.

3. Marketing Collateral: Marketing collateral refers to the physical and digital materials used to communicate the brand message. Items such as flyers, banners, dedicated websites, brochures, and promotional videos must all maintain a strict **consistent brand style and unified message**. As noted above, social media platforms like Instagram, Facebook, WhatsApp, and YouTube are highly effective tools within this collateral strategy.

4. Promotion Strategies: Active participation in promotional events is vital for generating visibility. Strategies include **Hosting or participating in food fairs, recipe contests, farmer markets, and organizing cooking demonstrations** at diverse locations such as local events, shopping malls, and institutional canteens. Farmers should actively **Build partnerships** with influential stakeholders such as established restaurants, caterers, urban retail stores, and major online retailers (including Amazon, Big Basket, and Grofers) to achieve significantly greater market reach. Generating consumer pull can be achieved by **Engaging with the local community, running health awareness campaigns, and strategically offering product samples**.

5. Digital Branding: This step focuses on the technical implementation of the brand online. It involves the aforementioned creation of a **simple website or an online shop**. This digital space serves as the central hub for product details, pricing information, mechanisms for online ordering, and the vital “meet the farmer/producer” stories that humanize the brand.

6. Networking and Alliances: Individual efforts can be amplified significantly through collaboration. Farmers are strongly advised to **Work through FPOs (Farmers Producer Organizations), SHGs (Self-Help Groups), or larger farmer federations**. These collective entities provide a **collective brand identity** and wield considerably greater market power. These alliances can also benefit from organizational support provided by schemes run by state governments, such as those in Karnataka, and organized branding efforts facilitated by the collective. Seeking **mentorship from successful local**



entrepreneurs (like those in the millet sector), attending specialized branding workshops, and actively **leveraging expert advice** are essential components of this networking strategy.

Institutional Involvement in Digital Marketing

Institutional support, particularly through government initiatives and organized farmer bodies, is foundational to the successful implementation of digital marketing strategies in agriculture.

Governmental and Regulatory Bodies: The **Ministry of Agriculture and Farmers' Welfare, Government of India**, is responsible for the overall oversight of major digital initiatives, particularly the e-NAM platform. The **Small Farmers Agribusiness Consortium (SFAC)** acts as the specialized lead agency responsible for the complex task of implementing and managing e-NAM. Institutional involvement ensures that the infrastructure exists for a unified, transparent market. For instance, **Willing States** must institutionally enact specific provisions within their APMC Acts to accommodate e-trading. **State authorities** are also institutionally responsible for the liberal licensing of traders and for ensuring the harmonization of quality standards and the provision of assaying infrastructure in every market.

Farmers Producer Organizations (FPOs): FPOs represent a crucial institutional model for collective digital engagement and branding. Digital marketplaces support **FPO-based e-commerce** directly. Working through these alliances allows farmers to achieve a collective brand identity and enhanced market leverage.

Several real-world examples illustrate the critical role of FPOs in implementing advanced institutional and digital strategies:

1. **Hungunda Horticulture Farmers Producer Company Limited:** This registered company, dedicated to empowering farmers and promoting sustainable agriculture, was established on July 2, 2018, under the Companies Act, 2013. It was formed through the concerted efforts of Farmers Interest Groups (FIGs) and the Horticulture Department, focused on improving farming practices and elevating rural livelihoods. Based in Bagalkot, Karnataka, Hungunda Horticulture provides essential services and infrastructure, including the supply of essential farm inputs, the operation of a Custom Hiring Center (CHC), a Common Service Center (CSC), and a cold storage facility. They also actively promote organic farming through dedicated farmer awareness programs. The company institutionally comprises 50 FIGs, with each group having 20 members, collectively cultivating a diverse portfolio of crops such as Chilli, Onion, Watermelon, Pomegranate, Banana, Sugarcane, Pulses, Millets, and Medicinal Plants.
2. **Sahyadri Farmers Producer Company Ltd. (Sahyadri Farms):** Known widely as India's largest grapes exporter company, Sahyadri Farms provides integrated value chains to the agriculture sector. Operating since 2010, this organization is a 100% farmer-owned enterprise headquartered in Nashik, Maharashtra. Guided by the philosophy, "Alone we can do little; together we can do so much," this entity began as an informal understanding among four smallholder farmers, led by Mr. Vilas Shinde, and evolved into a movement. Today, it is recognized as the leading fruits and vegetable export company from India, serving over 18,000 registered farmers who manage 31,000 acres and cultivate nine different crops. Besides 18 specialized varieties of table grape, their farmers also grow essential produce such as tomato, pomegranate, banana, sweet corn, mango, citrus (orange and sweet lime), and cashew. Sahyadri Farms exemplifies how institutional cooperation can leverage scale and organization for global market penetration.



Policy Recommendations

While the provided sources do not explicitly outline a separate section titled "Policy Recommendations," they detail key structural provisions, necessary legislative actions, and infrastructural needs established by governmental schemes like e-NAM and the broader requirement for collective action, which can be framed as policy priorities.

1. **Mandate State-Level Legislative Alignment for Digital Trade:** A core component of the e-NAM scheme requires willing States to enact corresponding provisions for e-trading within their respective APMC Acts. Policy emphasis must be placed on ensuring all States swiftly adopt this legislation to fully integrate into the unified national market. This policy of legislative harmonization is necessary for maximizing the effectiveness of the pan-India digital trading portal.
2. **Sustained Investment in Assaying and Quality Infrastructure:** The integrity of digital transactions relies heavily on informed bidding. Policy must prioritize the continuous provision and upgrade of assaying (quality testing) infrastructure in every market to support the harmonization of quality standards of agricultural produce. This infrastructural investment guarantees that transactions maintain transparency and trust, which are cornerstones of the e-NAM system.
3. **Encouraging Collective Digital Branding and Alliances:** Recognizing that FPOs, SHGs, and farmer federations provide a collective brand identity and greater market power, policy should actively support the formation and operation of these alliances. Government schemes, such as those in Karnataka, should prioritize funding and mentorship programs to facilitate organized branding efforts and provide expertise, potentially leveraging the examples of successful FPOs like Sahyadri Farms and Hungunda Horticulture.
4. **Promoting Digital Literacy and Accessibility:** Given that digital marketing relies on the practical use of Agri Apps, social media, and online shops, policy should focus on initiatives that enhance the digital literacy of smallholder farmers. Enhanced accessibility to the market is listed as a benefit of e-NAM, suggesting that continuous efforts are needed to ensure connectivity and training, maximizing the reach of platforms like the e-NAM Platform of Platforms (PoP).
5. **Standardization of Licensing and Fee Structures:** The current policy requiring only one trader license valid across all markets in a state, coupled with a single point levy of market fees on the first wholesale purchase, must be rigorously maintained and standardized across participating regions. This simplification reduces transaction costs for buyers and enhances the efficiency of the supply chain, which is a stated benefit of the digital transition.

Conclusion

The move towards digital marketing represents a critical transformation for the agricultural sector, offering farmers unprecedented access to markets and pathways to enhanced profitability. By utilizing digital platforms, farmers can achieve greater transparency in their operations, foster direct consumer loyalty, and effectively reach both specialized local markets and extensive global audiences. The methodology for successful digital engagement spans crucial operational and strategic steps, from adopting e-commerce channels like the e-NAM portal—a centralized pan-India network managed by SFAC to ensure transparent price discovery and reduced transaction costs—to employing targeted social media campaigns. Central to long-term success is the development of a robust and authentic brand, which requires defining identity, professionalizing packaging, creating compelling marketing collateral, and engaging in proactive promotion strategies. Furthermore, institutional organization, exemplified by high-impact FPOs such as Sahyadri Farms and Hungunda Horticulture, provides the collective power



necessary for scaling operations and accessing sophisticated value chains. Continued success hinges on policy environments that enforce legislative alignment, invest in quality testing infrastructure, and actively foster farmer alliances to leverage the full potential of digital trade.



Role of Agricultural and Processed Food Products Export Development Authority (APEDA) in Export Promotion

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Abstract

The Agricultural & Processed Food Products Export Development Authority (APEDA) is a statutory body established by the Government of India under the Ministry of Commerce & Industries (Parliament Act 1985 (2 of 1986)). With its head office in New Delhi and sixteen regional offices across India, APEDA is entrusted with the promotion and development of exports for 18 specific categories of scheduled products, including Fruits, Vegetables, Meat, Dairy, Basmati Rice, and Floriculture. APEDA's core mandate encompasses both regulatory oversight and developmental initiatives crucial for global market access.

APEDA's functions are multifaceted, covering the registration of exporters, creation and development of essential infrastructure, setting standards and specifications for exports, and conducting inspection and certification of processing plants and storage facilities, particularly for products like meat, to ensure stringent quality compliance. The organization supports exporters through targeted export-oriented activities, including market access promotion, addressing Sanitary and Phytosanitary (SPS) and Technical Barriers to Trade (TBT) issues, organizing delegations, and facilitating participation in international trade fairs and Buyer Seller Meets (BSM/RBSM/VBSM).

A cornerstone of APEDA's strategy is the implementation of Financial Assistance Schemes (2021-2026), categorized into Infrastructure Development, Quality Development, and Market Development. Under Infrastructure Development, registered exporters are eligible for financial aid (up to 40% of the total cost, ceiling Rs. 200 lakhs) for establishing post-harvest facilities, such as integrated packhouses, cold chain infrastructure (reefer transport/mobile pre-cooling units), and specialized systems like cable handling for bananas. Quality Development schemes assist APEDA recognized laboratories and registered exporters in upgrading testing infrastructure and acquiring in-house lab equipment to meet export certification needs. Market Development focuses on R&D, development of transport protocols, assistance for trial shipments, and registration of Brand/IPR outside India to elevate India's image internationally.

Crucially, APEDA maintains international credibility through mandatory traceability systems. These product-specific platforms include Hortinet (tracking Grapes, Pomegranate, Mango, and Vegetables to the EU), Peanut.net, Meat.net, and Tracenet. Tracenet is specifically utilized for monitoring the production, processing, and export of Organic products in adherence to the National Program on Organic Production (NPOP) standards. NPOP, established in 2001, is an internationally recognized quality assurance system for organic production, with APEDA serving as its secretariat.



APEDA actively promotes stakeholder capacity building by encouraging startups and Farmer Producer Organizations (FPOs) to register on the Kisan Connect Portal and participate in global exhibitions. The general process for starting an export business includes obtaining the Import Export Code (IEC) from DGFT and completing the EPC registration with APEDA (fee 5900/-), which is essential for accessing APEDA schemes. Through sustained policy focus on standardization, logistics, and market outreach, APEDA facilitates Indian agricultural exports to over 200 countries, ensuring competitiveness and compliance in the global market. The authority continues to work on realizing the export potential of products such as Millets, Floriculture, and Pomegranate.

Introduction

The **Agricultural & Processed Food Products Export Development Authority (APEDA)** is a specialized organization established by the Government of India under the Ministry of Commerce & Industries. It was constituted under the Parliament Act 1985 (2 of 1986). Headquartered in New Delhi, APEDA extends its reach across the nation through sixteen regional offices located in major commercial and agricultural hubs, including Mumbai, Kolkata, Chennai, Hyderabad, Bangalore, Kochi, Ahmedabad, Guwahati, Bhopal, Chandigarh, Jammu, Varanasi, Ladakh, Tripura, Srinagar, and Vizag, with an additional office in Patna.

APEDA's mandate is centered on the promotion of exports for a wide array of scheduled products. By focusing on infrastructure development, quality assurance, market access, and capacity building, APEDA facilitates the transition of agricultural producers into globally competitive exporters. The organization actively supports exporters across more than 200 countries.

The products scheduled under APEDA encompass eighteen major categories:

1. Fruits, Vegetables and their Products.
2. Meat and Meat Products.
3. Poultry and Poultry Products.
4. Dairy Products.
5. Confectionery, Biscuits & Bakery Products.
6. Honey, Jaggery and Sugar Products.
7. Chocolates of all kinds.
8. Alcoholic and Non-Alcoholic Beverages.
9. Cereal and Cereal Products.
10. Groundnuts, Peanuts and Walnuts.
11. Pickles, Papads and Chutneys.
12. Guar Gum.
13. Floriculture and Floriculture Products.



14. Herbal and Medicinal Plants.
15. Cashew Nuts and Its Products.
16. De-oiled rice bran.
17. Green pepper in brine.
18. Basmati Rice.

Role and Functions of APEDA

The functions of APEDA are multifaceted, spanning regulatory, developmental, and promotional domains essential for fostering a robust agricultural export ecosystem.

Statutory Functions

APEDA is responsible for a variety of critical regulatory and developmental activities:

- **Promotion of APEDA Scheduled Products.**
- **Creation & Development of Infrastructure** necessary for the handling and export of these products.
- **Promotion of export oriented production and development.**
- **Registration of persons as exporters** of scheduled products.
- **Fixing of Standards and Specifications** for exports.
- **Inspection & Certification** of Processing Plants, Storage & Transportation Points, particularly for Meat Products, to ensure quality standards.
- **Improving Packaging of Products** to meet international demands.
- **Improving of the marketing outside India.**
- **Collection of statistics** pertaining to the export of scheduled products.
- **Capacity Building Through Training.**
- **Protection of Intellectual Property (IP)** in respect of special products listed in Schedule 2.

Export-Oriented Activities

Beyond statutory functions, APEDA undertakes various export-oriented activities to boost global trade:

- **Market Access/Promotion.**
- Addressing **Sanitary and Phytosanitary (SPS)** and **Technical Barriers to Trade (TBT)** issues.
- Facilitating official **Delegations.**
- Organizing **BSM/RBSM/VBSM** (Buyer Seller Meets, Reverse Buyer Seller Meets, Virtual Buyer Seller Meets).



- **Participation in Trade Fairs** globally.
- Engaging in **Negotiations in Bilateral Meetings/Regional Meetings**.

Financial Assistance Schemes (2021-2026)

APEDA implements financial assistance schemes focused on Infrastructure Development, Quality Development, and Market Development. These schemes are primarily available to APEDA Registered Exporters.

1. Infrastructure Development: Assistance is provided for establishing **post-harvest infrastructure** for fresh horticulture produce. This includes integrated pack houses, cable handling systems (especially for bananas), purchase of insulated or reefer transport, and mobile pre-cooling units. The assistance can cover up to 40% of the total cost, subject to a ceiling of Rs. 200 lakhs for each activity. Facilities eligible for support may include equipment for collection, cleaning, washing, sorting/grading, pre-cooling, packing, cold storage, and treatments like Hot Water Dip Treatment.

APEDA's assistance has resulted in the creation of crucial common infrastructure, such as cold chain facilities in Karnataka (e.g., Kushtagi, Koppal, and Humnabad, Bidar) to support the export and storage of commodities like pomegranates and grapes. Furthermore, the only working **International Flower Auction Center** in India was established in Bangalore with APEDA's financial assistance.

2. Quality Development: This scheme supports the strengthening of laboratory infrastructure required for export certification. Assistance is available for APEDA recognized Labs for up-gradation (up to 50% of the cost, maximum Rs. 100 lakhs) and for registered exporters to acquire in-house lab equipment to ensure quality (up to 50% of the total cost, maximum Rs. 50 lakhs). Support is also provided for equipment and technologies such as Vapor Heat Treatment (VHT), Irradiation, or other new technologies required to meet the Phyto-sanitary requirements of importing countries.

3. Market Development: APEDA provides assistance for:

- **Product Development, R&D, and Enhancement of Traceability.** This covers developing packaging standards, transport protocols (air/sea), developing products having Geographical Indication (GI), and R&D activities.
- **New Market / Product Development** through feasibility studies (50% of cost, ceiling Rs. 10 lakhs per study).
- **Assistance for trial shipment** for fresh horticulture produce to test markets and new packaging (50% of cost, ceiling Rs. 10 lakhs per container/trip).
- **Registration of Brand / IPR outside India** to elevate the brand image in the international market (50% of cost, ceiling Rs. 20 lakhs per beneficiary/market). Beneficiaries for market development include APEDA registered exporters, Central/state government agencies, Trade chambers, and Indian missions abroad.



How to become APEDA farmers

While the term "APEDA farmers" is not explicitly defined as a separate registration category, APEDA's mandate directly involves and empowers farmers, particularly through FPOs (Farmer Producer Organizations) and by ensuring that farm produce meets export standards. Farmers primarily engage with the APEDA framework through membership in FPOs that register with APEDA or by participating in APEDA-supported supply chains.

Engagement through FPOs and Startups

APEDA actively promotes the involvement of farmers organized into groups.

- APEDA encourages **startups and FPOs** to participate in international events like buyer-seller meetings and major trade fairs (such as AAHAR, Biofach, Fruit Attraction, and Gulfood).
- Exposure visits are arranged for APEDA-registered FPOs and startups.
- There is a focus on the identification of potential FPOs and startups and their subsequent **registration on the Kisan Connect Portal**.
- Working through FPOs, Self-Help Groups (SHGs), or farmer federations allows farmers to achieve a **collective brand identity** and secure greater market power.

Utilizing APEDA Infrastructure and Schemes

Farmers benefit directly from policies aimed at enhancing quality and logistics compliance.

- APEDA policies focus on increasing the number of exporters and promoting direct exports of fresh fruits and vegetables from the states.
- Farmers who produce organic products can participate in the **Traceability System (Trace Net)** which covers production, processing, and export as per National Program on Organic Production (NPOP) standards. Organic products covered under Tracenet are also eligible for financial assistance schemes.
- Farmers benefit from the utilization of APEDA-recognized facilities, such as the numerous **APEDA Recognized Packhouses** established across the country, including facilities in Karnataka like Innova Agri Bio Park Ltd., Namdhari Seeds Pvt. Ltd., and facilities supporting the export of rice to the USA.

How to Start an Export Business

Starting an agricultural export business involves a defined sequence of regulatory and operational steps:

1. Establishment and Basic Compliance

The initial steps involve formalizing the enterprise:

- **Establishing Organization.**
- **Applying for essential financial and tax identifiers** such as Bank AC, PAN, GST AD, etc., for the company.



2. Obtaining Regulatory Licenses

Key regulatory licenses must be secured:

- **Obtaining IEC (Import Export Code)** from DGFT (Directorate General of Foreign Trade). The fee for the IEC from DGFT is 500/-.
- **EPCs Registration (Export Promotion Councils)**. This is necessary to register with the relevant EPC, such as APEDA or the SPICES BOARD. The APEDA fee for registration is 5900/-.

3. Business Planning and Market Entry

Strategic decisions define the business's market approach:

- **Product Selection.**
- **Selection of the Market** as per potential.
- **Finding a buyer** through resources provided by EPCs or Embassies.
- **Sampling** of the product for buyers.
- **Pricing**, which involves costing, and **Negotiations with the buyer.**
- **Covering Risk** through the Export Credit Guarantee Corporation (ECGC).

4. Registration and Documentation

The type of exporter dictates the final requirements:

- **Company Registration.**
- **Merchant Exporters** typically require a self-certified IEC, FSSAI/ISO License, and MSME UDYAM registration. Their validity is 5 years.
- **Manufacturers Exporters** must furnish a self-attested copy of their registration with the relevant certification agencies for the scheduled products. Their validity is based on the certificate and requires a self-certified IEC.
- Exporters must also handle specialized certificates required for certain products, such as the **Registration cum Allocation Certificate (RCAC)** for Basmati Rice or the **Certificate of Export (COE)** for Peanut and Peanut products.

Traceability systems Implemented By APEDA

APEDA has implemented specific, product-centric traceability systems to meet the stringent quality and safety requirements of international markets and to enhance transparency. These systems allow for monitoring the origin and journey of products.

The primary traceability systems utilized by APEDA include:

- **Trace.net**
- **Grape.net**
- **Peanut.net**



- **Banana.net**
- **Basmati.net**
- **Meat.net**
- **Horti.net**

Functionality of Key Systems

- **Hortinet:** This system is specifically used for commodities like Grapes, Pomegranate, Mango, and Vegetables that are exported to the European Union (EU).
- **Peanut.net:** This system tracks Peanut and Peanut products destined for all global markets.
- **Meat.net:** This is utilized for monitoring the utilization of the approved capacity of recognized meat processing plants.
- **Tracenet:** Crucially, Tracenet manages the entire supply chain, covering the production, processing, and export of **Organic products** in adherence to the standards set by the National Program on Organic Production (NPOP).

These digital systems ensure compliance and credibility, facilitating complex export certification requirements.

What is NPOP?

NPOP stands for the **National Program on Organic Production**.

- **Establishment:** NPOP was officially notified in 2001 under the Foreign Trade & Development Act (FTDR Act).
- **Purpose:** It is an internationally recognized quality assurance system dedicated to organic production.
- **Structure:** NPOP prescribes standards, defines accreditation procedures, and establishes certification systems for organic products.
- **Implementation:** APEDA serves as the secretariat responsible for managing the NPOP program.
- **Components:** The NPOP framework includes standards for the organic production system, processes for the accreditation of Certification Bodies (of which there are 37), detailed inspection and certification procedures, a system for grower group certification, and the provision of the National Organic Logo. The system is intrinsically linked to the Traceability System (Trace Net) to ensure adherence to NPOP standards and the standards of the importing country.

NPOP provides the necessary certification framework that lends credibility and authenticity to organic produce, which is a key component of branding and trust building for consciousness consumers globally.

Useful links in business



APEDA provides a curated list of useful links essential for exporters to navigate compliance, market data, logistics, and international trade regulations:

- www.dgft.gov.in (Used for obtaining the Import Export Code, IEC).
- www.apeda.gov.in (Official website for EPC registration and general information).
- www.agriexchange.apeda.gov.in (Database for trade statistics and information).
- www.easelogistics.com.
- www.indiantradeportal.in.
- www.cbic.gov.in.
- [www.PQMS \(cgg.gov.in\)](http://www.PQMS (cgg.gov.in)).
- **Embassy of India** (Source for market information and finding buyers).
- www.trade-emerge.icicibank.com.
- www.wto.org (Source for international norms and regulations).
- www.fao.org (Source for Norms, Food Safety Management Systems (CODEX), etc.).
- <https://10times.com/> (Likely for trade fair and event information).

Policy implications

APEDA's policies and operational activities have deep implications for structuring and sustaining agricultural exports, ensuring market compliance, and enhancing the competitiveness of Indian produce globally.

Standardization and Global Compliance

A significant policy implication is the mandatory adherence to international quality standards. APEDA fixes standards and specifications for exports and ensures compliance with Phyto-Sanitary requirements through infrastructure development schemes. The regulatory role includes the inspection and certification of processing and storage units. The commitment to standardization is formalized through mechanisms like the NPOP, which acts as an internationally recognized quality assurance system for organic goods, enabling India to maintain export credibility. Furthermore, APEDA provides financial assistance for the establishment and up-gradation of export testing laboratories and in-house lab equipment to strengthen quality assurance.

Infrastructure Modernization and Logistics

APEDA policy directly addresses the constraints of post-harvest handling and logistics. By offering substantial financial assistance (up to 40% of the cost) for infrastructure such as integrated pack houses, reefer transport, and cold storage, APEDA facilitates the essential infrastructure required for exporting sensitive fresh produce. This support policy helps in cold chain strengthening and improving the quality of products like bananas. The establishment of facilities like the International Flower Auction Center in Bangalore demonstrates a policy commitment to developing specialized, high-value export infrastructure. APEDA also



collaborates with state departments and central agencies to address logistics-related issues impacting exporters.

Market Access and Promotion Focus

APEDA actively implements policy measures to secure and expand market access, having facilitated exports to over 200 countries. This includes continuous engagement through market promotion, addressing SPS/TBT barriers, and organizing BSMs/VBSMs with targeted "pipeline countries" to enhance market penetration. Furthermore, policies are designed to support promotional activities such as participation in major international trade fairs (e.g., Gulfood, Fruit Attraction). APEDA's policy also assists exporters in registering their Brand/IPR outside India, helping to elevate the brand image internationally.

Digitalization and Transparency

The implementation of mandatory, product-specific traceability systems (Hortinet, Peanut.net, Tracenet) reflects a policy implication focused on digitalization and transparency. These systems ensure compliance, especially for sensitive markets like the EU, and provide the detailed origin information necessary for quality certification and consumer trust. The policy supports R&D and the enhancement of traceability through specific financial assistance components.

Stakeholder Capacity Building

APEDA's policy encourages the growth of the exporter base by focusing on capacity building. This includes encouraging startups and FPOs to participate in international activities and providing exposure visits. Furthermore, APEDA organizes workshops in collaboration with bodies like NPPO and FSSAI to raise awareness about export standards. The weekly "Export Facilitation & Interactive Meeting with Stakeholders" demonstrates a policy commitment to continuous dialogue and addressing emerging challenges in the export community.

Conclusion

APEDA's role is essential in structuring the Indian agricultural export sector, acting as both a statutory regulator and a key development body. Through its comprehensive framework encompassing financial assistance schemes, mandatory registration processes, and rigorous adherence to international standards, APEDA enables producers to overcome domestic infrastructural limitations and meet global market demands. By implementing advanced traceability systems like Hortinet and Tracenet, APEDA ensures the quality and safety of high-value exports, thereby bolstering India's image as a reliable supplier of agricultural commodities. The policy focus on market access, quality control, and the empowerment of farmer organizations (FPOs) demonstrates APEDA's commitment to driving sustainable and competitive growth in agricultural exports. The authority facilitates the entire journey from farm to market, ensuring that Indian produce remains competitive across more than 200 countries.

ಮಾರುಕಟ್ಟೆ ರೈತನ ಶ್ರಮಕ್ಕೆ ಗೌರವ ಸಲ್ಲಿಸುವ ವೇದಿಕೆ: ಸುರೇಶ್ ಜಿಕವಿಕೆಯಲ್ಲಿ ರೈತರ ಸಬಲೀಕರಣಕ್ಕಾಗಿ ನೇರ ಮಾರುಕಟ್ಟೆ ಕುರಿತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮ

■ ಉದಯವಾಣಿ ಸಮಾಚಾರ

ಬೆಂಗಳೂರು: ಕೃಷಿ ಮಾರುಕಟ್ಟೆ ಎಂದರೆ ಕೇವಲ ಮಾರಾಟದ ವೇದಿಕೆಯಲ್ಲೇ ಬದಲಾಗಿ ರೈತನ ಶ್ರಮಕ್ಕೆ ಗೌರವ ಸಲ್ಲಿಸುವ ವೇದಿಕೆ. ನಿಮ್ಮ ಪಾರದರ್ಶಕತೆ ಮತ್ತು ನ್ಯಾಯಾಲಯ ಮೂಲಕ ಕೃಷಿ ಮಾರುಕಟ್ಟೆ ರೈತನ ಜೀವನದಲ್ಲಿ ನವ್ಯತೆ ತುಂಬಲಿ ಎಂದು ಕೃಷಿ ವಿವಿ ಕುಲಸಚಿವ ಡಾ. ಎಸ್. ವಿ. ಸುರೇಶ್ ಹೇಳಿದರು.

ಹೆಚ್ಚಿನ ಉತ್ಪಾದನೆಗೆ ರೈತ ತರಬೇತಿ ಸಂಸ್ಥೆಯಲ್ಲಿ ಒಂದು ತಿಂಗಳ ಕಾಲ ತರಬೇತಿ ಧನಾ ಕೇಂದ್ರ ಧಾರವಾಡ ಸಮೀಪದಲ್ಲಿ 2 ದಿನಗಳ ಕಾಲ ಏರ್ಪಡಿಸಿದ್ದ ರೈತರ ಸುಲೀಕರಣಕ್ಕಾಗಿ ನೇರ ಮಾರುಕಟ್ಟೆ ಎಂದು ಸಾಧನ ಕುರಿತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಮಾತನಾಡಿದರು.

ರೈತರ ತಮ್ಮ ಬೆಳೆಯನ್ನು ಸಂಸ್ಕರಿಸಿ, ಮೌಲ್ಯ ವರ್ಧನೆ ಮಾಡಿ ನೇರ ಮಾರಾಟ ಮಾಡಲಾಗ



ನೇರ ಮಾರುಕಟ್ಟೆ ಕುರಿತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮ ನಡೆಯಿತು.

ಹೆಚ್ಚಿನ ಆದಾಯಗಳನ್ನು ಸಾಧ್ಯ. ಬೇಡಿಕೆ ಮತ್ತು ಪೂರೈಕೆಗೆ ತಕ್ಕಂತೆ ಉತ್ಪನ್ನಗಳ ಮಾರಾಟ ಮಾಡಬೇಕು. ಮಾರಾಟದಲ್ಲಿ ಉತ್ಪನ್ನಗಳ ಗುಣಮಟ್ಟ, ನಾವೀನ್ಯತೆ ಇತರವೇಳೆ ಆಗ ಗ್ರಾಹಕರೇ ರೈತರ ಬಳಿಗೆ ಬರುತ್ತಾರೆ ಎಂದರು.

ಬಹುಶಾಖ್ಯಾಯಿಕೆ ಸಂಶೋಧನಾ ಕೇಂದ್ರದ ನಿರ್ದೇಶಕಿ ಡಾ. ಬಸವಪ್ರಭು ಜರ್ಲಿ ಮಾತನಾಡಿ, ರೈತರ ಅಭಿವೃದ್ಧಿಗಾಗಿ ಕೇಂದ್ರ ಮತ್ತು ರಾಜ್ಯ ಸರ್ಕಾರ ವಿವಿಧ ಯೋಜನೆಗಳ ಮೂಲಕ ತರಬೇತಿ, ಸೌಲಭ್ಯಗಳನ್ನು

ನೀಡುತ್ತಿದೆ. ವ್ಯವಹಾರದಲ್ಲಿ ರೈತರಿಗೆ ಮಾರುಕಟ್ಟೆ ಜ್ಞಾನ ಅತ್ಯಂತ ಅವಶ್ಯಕ. ನೇರ ಮಾರಾಟದಿಂದ ದಲ್ಲಾಳಿಗಳನ್ನು ನಿಯಂತ್ರಿಸಿ ಶಾಸ್ತ್ರ ಬೆಳೆದ ಬೆಳೆಗೆ ಹೆಚ್ಚಿನ ಬೆಲೆ ನಿರ್ಧರಿಸಬಹುದು ಎಂದು ಹೇಳಿದರು.

ಸಹ ನಿರ್ದೇಶಕಿ ನಿರ್ದೇಶಕಿ ಡಾ. ಕೆ.ಪಿ. ರಘುಪ್ರಸಾದ್ ಕಾರ್ಯಕ್ರಮದ ಅಧ್ಯಕ್ಷತೆ ವಹಿಸಿ ಮಾತನಾಡಿ, ರೈತರು ನೇರ ಮಾರುಕಟ್ಟೆ ಕುರಿತು ಅಭಿವೃದ್ಧಿ ಮೊದಲೆ ಆವಾಗೆ ಮೂಲಕ ಕೃಷಿ ಉತ್ಪನ್ನಗಳ ಮಾರಾಟ ದರದ ವಿವರ ಪಡೆಯಬೇಕೆಂದರು.

ರಾಜ್ಯದ ವಿವಿಧ ಜಿಲ್ಲೆಯು 30 ಜನ ರೈತರು, ಮಹಿಳೆಯರು ಮತ್ತು ಕೃಷಿಸಂವಿಧಾನ ಭಾಗವಹಿಸಿದ್ದರು. ರೈತ ತರಬೇತಿ ಸಂಸ್ಥೆ ಮುಖ್ಯಸ್ಥ ಡಾ. ಸಿ. ನಾರಾಯಣಸ್ವಾಮಿ, ಪ್ರಾಧ್ಯಾಪಕಿ ಡಾ. ಲತಾ ಕುಲಕರ್ಣಿ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕಿ ಡಾ. ಮಧುಪ್ರೀತ, ಇದ್ದರು.

ಬೆಂಗಳೂರು ಕೃಷಿ ವಿವಿ ಕೃಷಿ ಮೇಳ: 5 ಸಾಧಕ ರೈತರಿಗೆ ರಾಜ್ಯಮಟ್ಟದ ಪ್ರಶಸ್ತಿ

ಒಟ್ಟು 91 ಮಂದಿಗೆ ಪುರಸ್ಕಾರ | ನ.13ರಿಂದ 16ರವರೆಗೆ ಪ್ರಶಸ್ತಿ ಪ್ರದಾನ

■ ಉದಯವಾಣಿ ಸಮಾಚಾರ

ಬೆಂಗಳೂರು: ಬೆಂಗಳೂರು ಕೃಷಿ ವಿವಿ ಕೃಷಿ ಮೇಳದಲ್ಲಿ ಕೃಷಿ ಕ್ಷೇತ್ರದ ಸಾಧಕರಿಗೆ ನೀಡಲಾಗುವ ಬಹುನೀತಿಕೃತ ರಾಜ್ಯ ಜಿಲ್ಲಾ ಹಾಗೂ ತಾಲೂಕು ಮಟ್ಟದ ಪ್ರಶಸ್ತಿ ಪುರಸ್ಕಾರ ಅಯ್ಕೆ ಪ್ರಕ್ರಿಯೆಯು ಪ್ರಕಟವಿದೆ.

ಅದರಂತೆ 2025 ನೇ ಸಾಲಿನಲ್ಲಿ 5 ಮಂದಿ ರಾಜ್ಯಮಟ್ಟದ ಪ್ರಶಸ್ತಿಗೆ ಆಯ್ಕೆಯಾಗಿದ್ದಾರೆ. 12 ಮಂದಿಗೆ ಜಿಲ್ಲಾ ಮಟ್ಟದ ಪ್ರಶಸ್ತಿ ಮತ್ತು ರೈತ ಮಹಿಳೆ ಪ್ರಶಸ್ತಿ ಸಂದಿದೆ. ಇನ್ನೂವರೆಗೆ 74 ಸಾಧಕರು ತಾಲೂಕು ಮಟ್ಟದ ಯುವರೈತ ಹಾಗೂ ರೈತ ಮಹಿಳೆ ಪ್ರಶಸ್ತಿಗೆ ಭಜಿಸಲಾಗಿದ್ದಾರೆ.

ಎಚ್.ಡಿ.ದೇವೇಗೌಡ ರಾಜ್ಯಮಟ್ಟದ ಅತ್ಯುತ್ತಮ ರೈತ ಪ್ರಶಸ್ತಿಗೆ ಕೋಲಾರ ಜಿಲ್ಲೆ ಮದನಹಳ್ಳಿ ಗ್ರಾಮದ ರೈತ ರವಿಕುಂಠ ಎಂ.ಎನ್ ಅವರನ್ನು ಆಯ್ಕೆ ಮಾಡಲಾಗಿದೆ. ಡಾ. ಎಂ.ಎಚ್.ಮಂಜೇಶ್ ಅವರನ್ನು ತೋಟಗಾರಿಕೆ ರೈತ ಪ್ರಶಸ್ತಿಗೆ ಚನ್ನರಾಯಪಟ್ಟಣದ ಮಂಜುನಾಥ ಬಿ.ಆರ್., ಕ್ಯಾನ್ ವ್ಯಾಂಕ್ ಅತ್ಯುತ್ತಮ ರೈತ ಪ್ರಶಸ್ತಿಗೆ ಬೆಂಗಳೂರು ದಕ್ಷಿಣ ಜಿಲ್ಲೆಯ ಶಿವರಾಜ್ ಎಲ್.ವಿ. ಅತ್ಯುತ್ತಮ ರೈತ ಮಹಿಳೆ ಪ್ರಶಸ್ತಿಗೆ ದೊಡ್ಡಬಳ್ಳಾಪುರದ

ಪದ್ಮಿನಿ ಅವರನ್ನು ಆಯ್ಕೆ ಮಾಡಿದೆ. ಮೈಸೂರಿನ ಎಚ್. ಎಲ್. ಗೋವಿಂದಪ್ಪ ಅವರನ್ನು ಡಾ. ಆರ್. ದ್ವಾರಕಾನಾಥ ಅತ್ಯುತ್ತಮ ರೈತ ಪ್ರಶಸ್ತಿಗೆ ಆಯ್ಕೆ ಮಾಡಿದೆ.

ಜತೆಗೆ ಜಿಲ್ಲಾಮಟ್ಟದ ಪ್ರಗತಿಪರ ರೈತ ಮತ್ತು ರೈತ ಮಹಿಳೆ ಪ್ರಶಸ್ತಿಗೆ ಮಾಗಡಿ ತಾಲೂಕು ಹನಸೇಲೆ ಗ್ರಾಮದ ರೈತ ಚಂದ್ರಯ್ಯ, ನಾರಸೀಪುರದ ಶ್ರೀಕಾಂತ್, ಕೋಲಾರದ ಮಂಜುನಾಥ್, ವಿಶಲಪುರದ ಪೂರ್ಣಿಮಾ, ದೇವನಹಳ್ಳಿಯ ಅನುಷಾ, ಚಿಕ್ಕಬಳ್ಳಾಪುರದ ಬಿ.ನಂಜುಂಡೇಗೌಡ, ಗೌತಮಿ, ತುಮಕೂರಿನ ಉದಯ ಕುಮಾರ್, ಸುಧಾಮಣಿ ಸೇರಿದಂತೆ ಒಟ್ಟು 12 ಮಂದಿಯನ್ನು ಆಯ್ಕೆ ಮಾಡಲಾಗಿದೆ.

ತಾಲೂಕು ಮಟ್ಟದ ಯುವ ರೈತ ಹಾಗೂ ಯುವ ರೈತ ಮಹಿಳೆ ಪ್ರಶಸ್ತಿಗೆ ಕನಕಪುರದ ಗಿರೀಶ್, ರಂಜನಿ, ಚನ್ನಪಟ್ಟಣದ ದೇವರಾಜ್, ಶೃತಿ, ದೊಡ್ಡಬಳ್ಳಾಪುರದ ಶಶಿಕುಮಾರ್, ಪ್ರಮೋದಿನಿ ಸೇರಿದಂತೆ ಒಟ್ಟು 74 ಮಂದಿಯನ್ನು ಆಯ್ಕೆ ಮಾಡಿದೆ. ಕೃಷಿ ಮೇಳವು ನ.13 ರಿಂದ 16 ರವರೆಗೆ ನಡೆಯಲಿದ್ದು ಅಂದಿನ ಸಮಾರಂಭದಲ್ಲಿ ಪ್ರಶಸ್ತಿ ಪ್ರದಾನ ಮಾಡಲಾಗುವುದು ಎಂದು ಕುಲಸಚಿವ ಡಾ. ಎಸ್.ವಿ.ಸುರೇಶ್ ತಿಳಿಸಿದ್ದಾರೆ.

ಎಸಿಸಿಇ ಬೆಂಗಳೂರು ಕೇಂದ್ರಕ್ಕೆ ಸವೀನ ತೀರ್ಥಹಳ್ಳಿ ಅಧ್ಯಕ್ಷ

■ ಉದಯವಾಣಿ ಸಮಾಚಾರ

ಬೆಂಗಳೂರು: ಅಸೋಸಿಯೇಟ್ ಆಫ್ ಕನ್ಸಲ್ಟಿಂಗ್ ಸಿವಿಲ್ ಎಂಜಿನಿಯರ್ (ಎಸಿಸಿಇ) ನ ಬೆಂಗಳೂರು ಕೇಂದ್ರದ ಅಧ್ಯಕ್ಷರಾಗಿ ಸವೀನ ತೀರ್ಥಹಳ್ಳಿಯವರು ಆಯ್ಕೆಯಾಗಿದ್ದಾರೆ.

ಸುಮಾರು 40 ವರ್ಷಗಳ ಒನ್ನೆ ಹೊಂದಿರುವ ಅಸೋಸಿಯೇಟ್ ನಾಗ್ ಹೊಸ ಪದಾಧಿಕಾರಿಗಳ ಆಯ್ಕೆ ನಡವಿದ್ದು, ಎಂಜಿನಿಯರ ಸವೀನ ತೀರ್ಥಹಳ್ಳಿ ಅಧ್ಯಕ್ಷರಾಗಿ ಅಧಿಕಾರ ವಹಿಸಿಕೊಂಡಿದ್ದಾರೆ.



ಕಾರ್ಯದರ್ಶಿಯಾಗಿ ಅನಿರುದ್ಧ್ ಎಸ್. ಬಿ. ವಿಜಯಲಕ್ಷ್ಮಿ ಆರ್. ವೆಂಕಟೇಶ್ ಬಾಬು ಆಯ್ಕೆಯಾಗಿದ್ದಾರೆ.

ಬೆಂಗಳೂರಿನ ಬಿ.ಎಂ.ಎಸ್ ಕಾಲೇಜಿನಲ್ಲಿ ಸಿವಿಲ್ ಎಂಜಿನಿಯರಿಂಗ್ ಪದವಿ ಮುಗಿಸಿ ಸುಮಾರು 17 ವರ್ಷ ವಿವಿಧ ಬಹುರಾಷ್ಟ್ರೀಯ ಕಂಪನಿಗಳಲ್ಲಿ ಕಾರ್ಯನಿರ್ವಹಿಸಿ, ಕಳೆದ 5 ವರ್ಷಗಳಿಂದ ಬೆಂಗಳೂರಿನಲ್ಲಿ ತಮ್ಮದೇ ಸ್ವಂತ ಸಂಸ್ಥೆ ಕೆ.ಟಿ. ಕೆ.ಟಿ. ನಿರ್ಮಾಣ/ ತಾಂತ್ರಿಕ ಸಲಹೆ ಕ್ಷೇತ್ರದಲ್ಲಿ ತೊಡಗಿಕೊಂಡಿರುವ ಸವೀನ ತೀರ್ಥಹಳ್ಳಿ ಅವರು ಮುಂದಿನ 2 ವರ್ಷಗಳ ಅವಧಿಗೆ ಅಧ್ಯಕ್ಷರಾಗಿ ಸಂಸ್ಥೆಯನ್ನು ಮುನ್ನಡೆಸಲಿದ್ದಾರೆ.

1983ರಲ್ಲಿ ಅರಂಭವಾದ ಅಸೋಸಿಯೇಟ್ಸ್ ಆಫ್ ಕನ್ಸಲ್ಟಿಂಗ್ ಸಿವಿಲ್ ಎಂಜಿನಿಯರ್ (ಇಂಡಿಯಾ) ಸಂಸ್ಥೆಯು ಬೆಂಗಳೂರಿನಲ್ಲಿ ಕೇಂದ್ರ ಕಛೇರಿಯನ್ನು ಹೊಂದಿದ್ದು ದೇಶಾದ್ಯಂತ ಸುಮಾರು 51 ಕೇಂದ್ರಗಳನ್ನು ಹೊಂದಿದೆ. ಇದು ಭಾರತದಲ್ಲಿ ಇವತ್ತು ಅತ್ಯಂತ ಹೆಚ್ಚಿನ ಸಿವಿಲ್ ಎಂಜಿನಿಯರ್‌ಗಳಿಗೆ ಅತಿ ದೊಡ್ಡ ವೃತ್ತಿಪರ ಸಂಸ್ಥೆಯಾಗಿದೆ.



THE HINDU

Wednesday, October 29, 2025

Two-day training programme

The Hindu Bureau

BENGALURU

The University of Agricultural Sciences, GKVK, Bengaluru, jointly with the Directorate of Extension, the Farmers' Training Institute, and the Multidisciplinary Development Research

Centre (MDRC), Dharwad inaugurated a two-day skill development training programme on "Direct Marketing as a Tool for Farmer Empowerment" on Tuesday.

As many as 30 farmers, farm women and Krishi Sakhis from various districts participated.

ಮಾರುಕಟ್ಟೆ ರೈತನ ಶ್ರಮಕ್ಕೆ ಗೌರವ ಸಲ್ಲಿಸುವ ವೇದಿಕೆ: ಸುರೇಶ್ ಜಿಕವಿಕೆಯಲ್ಲಿ ರೈತರ ಸಬಲೀಕರಣಕ್ಕಾಗಿ ನೇರ ಮಾರುಕಟ್ಟೆ ಕುರಿತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮ

■ ಉದಯವಾಣಿ ಸಮಾಚಾರ

ಬೆಂಗಳೂರು: ಕೃಷಿ ಮಾರುಕಟ್ಟೆ ಎಂದರೆ ಕೇವಲ ಮಾರಾಟದ ವೇದಿಕೆಯಲ್ಲ ಬದಲಾಗಿ ರೈತನ ಶ್ರಮಕ್ಕೆ ಗೌರವ ಸಲ್ಲಿಸುವ ವೇದಿಕೆ. ನಿಷ್ಪ ಪಾರದರ್ಶಕತೆ ಮತ್ತು ನ್ಯಾಯಬೆಲೆಯ ಮೂಲಕ ಕೃಷಿ ಮಾರುಕಟ್ಟೆ ರೈತನ ಜೀವನದಲ್ಲಿ ನವಚೈತನ್ಯ ತುಂಬಲಿದೆ ಎಂದು ಕೃಷಿ ವಿವಿ ಕುಲಪತಿ ಡಾ. ಎಸ್. ವಿ. ಸುರೇಶ್ ಹೇಳಿದರು.

ಹೆಚ್ಚಳದ ಜಿಕವಿಕೆ ರೈತ ತರಬೇತಿ ಸಂಸ್ಥೆಯಲ್ಲಿ ಬಹುಶಾಖೆಯ ವಿಕಾಸ ಸಂಶೋ ಧನಾ ಕೇಂದ್ರ ಧಾರವಾಡ ಸಹಯೋಗದಲ್ಲಿ 2 ದಿನಗಳು ಏರ್ಪಡಿಸಿದ್ದ ರೈತರ ಸಬಲೀಕರಣಕ್ಕಾಗಿ ನೇರ ಮಾರುಕಟ್ಟೆ ಒಂದು ಸಾಧನ ಕುರಿತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಮಾತನಾಡಿದರು.

ರೈತರು ತಮ್ಮ ಬೆಳೆಯನ್ನು ಸಂಸ್ಕರಿಸಿ, ಮೌಲ್ಯ ವರ್ಧನೆ ಮಾಡಿ ನೇರ ಮಾರಾಟ ಮಾಡಿದಾಗ



ನೇರ ಮಾರುಕಟ್ಟೆ ಕುರಿತ ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮ ನಡೆಯಿತು.

ಹೆಚ್ಚಿನ ಆದಾಯಗಳಿಸಲು ಸಾಧ್ಯ. ಬೇಡಿಕೆ ಮತ್ತು ಪೂರೈಕೆಗೆ ತಕ್ಕಂತೆ ಉತ್ಪನ್ನಗಳ ಮಾರಾಟ ಮಾಡಬೇಕು. ಮಾರಾಟದಲ್ಲಿ ಉತ್ಪನ್ನಗಳ ಗುಣಮಟ್ಟ ನಾವಿನ್ನತ ಇರಬೇಕು ಆಗ ಗ್ರಾಹಕರೇ ರೈತರ ಬಳಿಗೆ ಬರುತ್ತಾರೆ ಎಂದರು.

ಬಹುಶಾಖೆಯ ವಿಕಾಸ ಸಂಶೋಧನಾ ಕೇಂದ್ರದ ನಿರ್ದೇಶಕ ಡಾ. ಬಸವಪ್ರಭು ಜಿರ್ಲಿ ಮಾತನಾಡಿ, ರೈತರ ಅಭಿವೃದ್ಧಿಗಾಗಿ ಕೇಂದ್ರ ಮತ್ತು ರಾಜ್ಯ ಸರ್ಕಾರ ವಿವಿಧ ಯೋಜನೆಗಳ ಮೂಲಕ ತರಬೇತಿ ಸೌಲಭ್ಯಗಳನ್ನು

ನೀಡುತ್ತಿದೆ. ವ್ಯವಹಾರದಲ್ಲಿ ರೈತರಿಗೆ ಮಾರುಕಟ್ಟೆ ಜ್ಞಾನ ಅತ್ಯಂತ ಅವಶ್ಯಕ. ನೇರ ಮಾರಾಟದಿಂದ ದಲ್ಲಾಳಿಗಳನ್ನು ನಿಯಂತ್ರಿಸಿ ತಾವು ಬೆಳೆದ ಬೆಳೆಗೆ ತಾವೇ ಬೆಲೆ ನಿರ್ಧರಿಸಬಹುದು ಎಂದು ಹೇಳಿದರು.

ಸಹ ನಿರ್ದೇಶಕ ನಿರ್ದೇಶಕ ಡಾ. ಕೆ.ಪಿ. ರಘುಪ್ರಸಾದ್ ಕಾರ್ಯಕ್ರಮದ ಅಧ್ಯಕ್ಷತೆ ವಹಿಸಿ ಮಾತನಾಡಿ, ರೈತರು ನೇರ ಮಾರುಕಟ್ಟೆ ಕುರಿತು ಅಭ್ಯವಿರುವ ಮೊಬೈಲ್ ಆಪ್‌ಗಳ ಮೂಲಕ ಕೃಷಿ ಉತ್ಪನ್ನಗಳ ಮಾರಾಟ, ದರದ ವಿವರ ಪಡೆಯಬೇಕೆಂದರು.

ರಾಜ್ಯದ ವಿವಿಧ ಜಿಲ್ಲೆಯ 30 ಜನ ರೈತರು, ಮಹಿಳೆಯರು ಮತ್ತು ಕೃಷಿಸಹಿಯರು ಭಾಗವಹಿಸಿದ್ದರು. ರೈತ ತರಬೇತಿ ಸಂಸ್ಥೆ ಮುಖ್ಯಸ್ಥ ಡಾ. ಸಿ. ನಾರಾಯಣಸ್ವಾಮಿ, ಪ್ರಾಧ್ಯಾಪಕ ಡಾ. ಲತಾ ಕುಲಕರ್ಣಿ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕ ಡಾ. ಮಧುಶೀಲ ಇದ್ದರು.

ಪ್ರಜಾ ಪ್ರಗತಿ

ರೈತರ ಸಬಲೀಕರಣಕ್ಕಾಗಿ ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ

● ಪ್ರಜಾಪ್ರಗತಿ. ಕಾಂ

ಮಾಗಡಿ: ರೈತರು ತಮ್ಮ ಬೆಳೆಯನ್ನು ಸಂಸ್ಕರಿಸಿ, ಮೌಲ್ಯವರ್ಧನೆ ಮಾಡಿ ನೇರ ಮಾರಾಟ ಮಾಡಿದಾಗ ಮಾತ್ರ ಹೆಚ್ಚಿನ ಆದಾಯಗಳಿಸಲು ಸಾಧ್ಯ ಹಾಗೂ ಬೇಡಿಕೆ ಮತ್ತು ಪೂರೈಕೆಯ ಅಗತ್ಯತೆ ಕುರಿತು ಮಾರಾಟ ಮಾಡಬೇಕು ಹಾಗೂ ಮಾರಾಟದಲ್ಲಿ ನಾವಿನ್ನತೆ ಇರಬೇಕು ಮತ್ತು ಗ್ರಾಹಕರಿಗೆ ಅಗತ್ಯತೆಗೆ ತಕ್ಕಂತೆ ಉತ್ಪನ್ನಗಳನ್ನು ಪೂರೈಸಿದರೆ ಗ್ರಾಹಕರೇ ತಮ್ಮನ್ನು ಹುಡುಕಿಕೊಂಡು ಬರುತ್ತಾರೆಂದು ತಿಳಿಸುತ್ತಾ ತರಬೇತಿಯ ಸದುಪಯೋಗ ಪಡಿಸಿಕೊಂಡು ಹೆಚ್ಚಿನ ಆದಾಯ ಗಳಿಸುವಂತಾಗಬೇಕು ಎಂದು ಕೃಷಿ ವಿವಿ ಕುಲಪತಿ ಡಾ.ಎಸ್.ವಿ.ಸುರೇಶ್ ತಿಳಿಸಿದರು.

ಜಿಕೆವಿಕೆ ಮತ್ತು ಬಹುಶಾಸ್ತ್ರೀಯ ವಿಕಾಸ ಸಂಶೋಧನಾ ಕೇಂದ್ರ ಧಾರವಾಡ ಇವರ ಸಹಯೋಗದೊಂದಿಗೆ ಎರಡು ದಿನಗಳ ರೈತರ ಸಬಲೀಕರಣಕ್ಕಾಗಿ ನೇರ ಮಾರುಕಟ್ಟೆ ಒಂದು ಸಾಧನಕುರಿತು ಕೌಶಲ್ಯಾಭಿವೃದ್ಧಿ ತರಬೇತಿ ಕಾರ್ಯಕ್ರಮವನ್ನು ಹಮ್ಮಿಕೊಳ್ಳಲಾಗಿತ್ತು. ಕೃಷಿ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ ಮಾನ್ಯ ಕುಲಪತಿ ಡಾ. ಎಸ್. ವಿ. ಸುರೇಶ್ ಜ್ಯೋತಿ ಬೆಳಗುವುದರ ಮುಖಾಂತರ ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಚಾಲನೆ ನೀಡಿ ಮಾತನಾಡಿದರು.

ಬಹುಶಾಸ್ತ್ರೀಯ ವಿಕಾಸ ಸಂಶೋಧನಾ ಕೇಂದ್ರದ ನಿರ್ದೇಶಕ ಡಾ. ಬಸವಪ್ರಭು ಜಿರ್ಲಿ ಮಾತನಾಡಿ ಕೇಂದ್ರದಿಂದ ರೈತರಿಗೆ ನೀಡಲಾಗಿರುವ ವಿವಿಧ ಸೌಲಭ್ಯಗಳ ಕುರಿತು ಮಾಹಿತಿ ನೀಡಿ ರೈತರಿಗೆ ಅಗತ್ಯ ಜ್ಞಾನವನ್ನು ನೀಡಿ ಅವರ ಅಭಿವೃದ್ಧಿಗೆ ಶ್ರಮಿಸುತ್ತಿದೆ. ಈ ನಿಟ್ಟಿನಲ್ಲಿ ರೈತರಿಗೆ ಮಾರುಕಟ್ಟೆ ಜ್ಞಾನ ಅವಶ್ಯಕತೆ ಇದ್ದು ನೇರ ಮಾರಾಟ ಮಾಡುವುದರಿಂದ ರೈತರು ತಮ್ಮ ಬೆಳೆಗೆ ತಾವೇ ಬೆಲೆ ನಿರ್ಧರಿಸಲು ಸಾಧ್ಯ ಎಂದು ತಿಳಿಸಿ ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಎಲ್ಲರನ್ನು



ಹುತ್ತೂರ್ವಕವಾಗಿ ಸ್ವಾಗತಿಸಿದರು.

ಕಾರ್ಯಕ್ರಮದ ಅಧ್ಯಕ್ಷತೆ ವಹಿಸಿದ್ದ ಸಹ ವಿಸ್ತರಣಾ ನಿರ್ದೇಶಕರ ಡಾ. ಕೆ.ಪಿ ರಘುಪ್ರಸಾದ್ ಮಾತನಾಡಿ, ಈ ತರಬೇತಿಯಿಂದ ರೈತರು ನೇರ ಮಾರುಕಟ್ಟೆ ಕುರಿತು ವಿವಿಧ ಸಂಪನ್ಮೂಲ ವ್ಯಕ್ತಿಗಳಿಂದ ಅಗತ್ಯ ಮಾಹಿತಿಯನ್ನು ಪಡೆದುಕೊಳ್ಳಬೇಕು ಹಾಗೂ ಇತ್ತೀಚೆಗೆ ಲಭ್ಯವಿರುವ ಮೊಬೈಲ್ ಡಿಜಿಟಲ್ ಆಫ್‌ಗಳ ಮಾಹಿತಿ ಪಡೆದುಕೊಂಡು ಕೃಷಿ ಉತ್ಪನ್ನಗಳ ಮಾರಾಟಕ್ಕಾಗಿ ಉಪಯೋಗಿಸಬೇಕು ಎಂದರು. ರೈತ ತರಬೇತಿ ಸಂಸ್ಥೆಯ ಮುಖ್ಯಸ್ಥ ಡಾ. ಸಿ. ನಾರಾಯಣಸ್ವಾಮಿ ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಸಂಸ್ಥೆಯ ಧೈಯೋದ್ದೇಶಗಳನ್ನು ತಿಳಿಸುತ್ತಾ ವಂದನಾರ್ಪಣೆಯನ್ನು ತಿಳಿಸಿದರು. ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಸಂಸ್ಥೆಯ ಪ್ರಾಧ್ಯಾಪಕ ಡಾ. ಲತಾ ಕುಲಕರ್ಣಿ, ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕ ಡಾ. ಮಧುಪ್ರೀ. ಎ ಮತ್ತು ಸಿಬ್ಬಂದಿ ಹಾಗೂ ಕರ್ನಾಟಕ ರಾಜ್ಯದ ವಿವಿಧ ಜಿಲ್ಲೆಯ 30 ಜನ ರೈತ/ ರೈತ ಮಹಿಳೆಯರು ಮತ್ತು ಕೃಷಿ ಸಖಿಯರು ಭಾಗವಹಿಸಿದ್ದರು.









