



## **Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow**

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### **A Guest lecture on “Advances in Agriculture Marketing in India”**

#### **On the occasion of International Biodiversity day**

Department of Agriculture IIAST, Integral University organized Guest lecture on virtual mode on May 22, 2020. Our department was privileged to host Dr. Mahesh Chander, Head, Division of Extension Education, ICAR-IVRI, Izatnagar for a guest lecture on the advances in agriculture marketing happening in India. Dr. Saba Siddiqui, Head, Department of Agriculture welcomed the guest speaker.

The lecture began with an overview of the traditional agricultural marketing challenges faced by Indian farmers, including lack of market information, inability to connect directly with buyers, and exploitation by middlemen. He highlighted how these issues often lead to farmers receiving only a fraction of the consumer price for their produce.

He then delved into the transformative advances being driven by digital technologies in agriculture marketing. Key innovations discussed included:

**Online Farmer's Markets/eNAMs:** These digital platforms directly connect farmers to buyers, allowing them to view current market prices, make sales, receive payments electronically, and minimize transportation costs.

**Aggregator Apps:** Apps like AgriBiz's "KisanBanda" enable farmers to aggregate their produce and secure bulk orders from food processors, retailers, and exporters at better rates.

**Agri-Commodity Trading:** Farmers can use online trading platforms like NCDEX to lock-in prices, hedge risks, and enter into forward contracts for their crops even before harvest.

Sir provided inspiring examples of farmer producer organizations (FPOs) that leveraged these technologies to increase their incomes by over 25% within just a year. He stressed how addressing marketing inefficiencies is crucial for doubling farmer's incomes.

We look forward to welcoming Dr. Mahesh Chander back for future engagements. Approximately 50 undergraduate students of Agriculture attended the lecture, and Dr. Chander adeptly addressed all their queries, further enriching their understanding of the subject matter. The audience found the lecture highly informative and pertinent to their studies. The event



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concluded with a vote of thanks, highlighting the active support and collaboration of all department members in organizing the successful program.

## Glimpse

