

Workshop on “Development of efficient and effective marketing system for small holder farmers practicing Integrated Farming System”

The project entitled “Standardization of Integrated Farming System Models for the state of Jharkhand” under world bank sponsored NAHEP-CAAST of Indian council of Agricultural Research (ICAR), New Delhi, government of India conducted a workshop at Birsa Agricultural University which focus on “Development of efficient and effective marketing system for small holder farmers practicing integrated farming system” to enhance the knowledge of the students and faculty members. The workshop was open to Registration at 9:30 AM by the Dr. Sheela Barla, Dr. M. K. Barnwal, Co-PI and Project staff. The programme was started with Kulgeet by the students of Birsa Agricultural University followed by the welcome note by Dr. B. K. Agarwal to the Chief-guest Mr. A. K. Padhi, Chief General Manager, NABARD (National Bank of Agriculture and Rural Development), Ranchi and members attending the workshop and presenting a bouquet to the guest by PI and Co-PI of the project followed by the lightening of candles. After the welcome address Dr. M. S. Malik a Principal Investigator NAHEP-CAAST, IFS, Birsa Agriculture University, he has explained about the objectives of NAHEP-CAAST programme and also emphasis to PG and Ph.D students for higher education, advanced technical training, exposure visits at National and International institutes for up-gradation of their knowledge and skill in various Integrated Farming System model. The different entrepreneur addressed them followed by the Rashtagan by all the participants. Mr. Padhi said that farmers are seen with the most disdain today, because of this number of farmers gradually increases to leave this profession. Peoples only discussed about farmers but no one listen them. Today we need to listen farmers voice not only just speak to them and understand the problem of farmers and provide good facilities and good marketing system. Mr. Padhi said that, the majority of the farmers in our country hold an acre of land on an average, while farmers in developed countries like Australia hold an average of 11 hectares of land. He said that the farmers get only 35 percent of the value of agricultural production, while the middlemen get 65 percent of the profit. This system can be improved through efficient and effective marketing system with transparent electronic system. At the end he said, efforts are on to improve the agricultural marketing system at the local level to improve the status of farmers, which will be seen soon.



The presentation started by the different Industry officials and entrepreneurs. The first presentation was given by Mr. Ankush Saha, Managing Director at JGB Agrofresh Private Ltd., Kolkata, West Bengal, mainly focused on how the entrepreneur can start their export business, what point should be kept in mind before starting the business, according to him the entrepreneur should first fix the target then do the work and should know all the rules and regulations and study the rules properly of the quarantine inspection. He told that before starting the export of any agricultural commodity you should have Pack house. At last of his session, discussed about some of the firms which help the exporters. He told about “Super Bangla” a system where high quality of goods are exported and the remaining amount are consumed at domestic level. Similarly, there was one more firm that is Small Farmer Agricultural Business Consortium (SFAC), this firm help the farmers to supply their commodity to exporters.

After completion of the Mr. Saha presentation the session was carried forward by the fabulous presentation of Mr. Pawan Kumar Marwaha, General Manager, Medha Dairy Ltd., Ranchi. The topic of the presentation was “Overview of Dairy Sector & Dairying Scenario in Jharkhand”. Dr. Marwaha discussed how India faced agricultural challenges and how we became one of the biggest producers and also discussed about the milk scenario in early years of Indian dairy. Mr. Marwaha discussed the current Dairy Scenario of Jharkhand. Three milk marketing dairies

were established under the operation flood programme at Ranchi, Jamshedpur and Bokaro, which are being managed by COMFED (Bihar State Milk Co-Operative Federation Ltd.). These dairies have combined installed capacities of 300 TLPD (Thousand Litres Per Day) and are marketing about 286 TLPD milk in Jharkhand, by sourcing milk from Bihar. In addition, a cattle feed plant of 100 MT per day was set up with the State Government funding at Ranchi, which is also under the control of COMFED. He discussed about some Steps being taken by JMF (Jharkhand Milk Federation) to double farmers income i.e. Ration Balancing Programme (RBP), Area Specific Mineral Mixture (ASMM), fodder seed distribution, Azolla as a substitute for fodder, silage demonstrations, heat stress supplement (PashuSheetvardhak) and bio gas plant.



Mr. A. K. Verma, CEO (Chief Executive Officer), Preservation and proliferation of Rural resources and Nature (PRAN) given a presentation on “Enhancing Agriculture of women and marginal households through preservation and proliferation of rural resources and Nature”. Mr. Verma discussed few major points on which there team were working i.e. System of Root Intensification (SRI), SRIVIDHI (it means Food and Nutritional Security of Crops with Disease and Pest management through cultural, botanicals and mechanical control), Motivational and Capacity Building Training, Learning by doing, achieving food security: marginal and poor families adopting SRI in paddy and wheat are getting secured food-grains., earning cash income for improved livelihood security.

The last presentation of the session was presented by Mr. Ashok Kumar, Transforming Rural India Foundation (TRIF) on the topic “Efficient and Effective Marketing System for Small

Holder Farmers Practicing Integrated Farming System”. The main focus of the presentation was on “To change the Marketing Trends”. After the presentation of all the renowned persons there was one more group discussion took place by Panelist on “How to develop efficient and effective marketing system?” and the Panelist are Mr. Ashok Kumar Sinha, DAO (Decentralized Autonomous Organisation), Ranchi, Mr. Jaidev Biswas, Procurement Officer, Medha Dairy Ltd., Mr. Rakesh Roshan, Poultry Processor, Ranchi, Mr. Vikas Kumar Choudhary, MD (Managing Director), Divyansh Agro - Equipment’s Ltd. Ranchi, Mr. Siddharth Jaiswal, CEO, BPD (Business Planning Development), Birsa Agricultural University, Mr. Nakul Mahto, MD, FPO, Pithoriya, Ranchi.

After the completion of group discussion Brainstorming and open house discussion took place which was moderated by Dr. Niva Bara, HOD, Agricultural Extension Education, Birsa Agricultural University, Ranchi. The workshop session was concluded by Dr. B. K. Jha who gave the vote of the thanks to the Chief Guest, Panel members, different faculty members students and overall to the PI of the project Dr. M. S. Malik who organised such a knowledgeable workshop to promote the students and farmers to become an agricultural entrepreneur and to enhance their knowledge regarding agricultural marketing.

बीएयू की कार्यशाला में बोले नाबार्ड के मुख्य महाप्रबंधक
**किसानों पर बोलने वाला नहीं
उनकी आवाज सुनने वाला चाहिए**



बीएयू में आयोजित कार्यशाला का उद्घाटन करते अतिथि .

मुख्य संवाददाता ▶ रांची

नाबार्ड के मुख्य महाप्रबंधक एके पाटी ने कहा कि किसान को आज सबसे ज्यादा तिरस्कार के भाव से देखा जाता है. इस कारण इस पेशा को छोड़नेवाले धीरे-धीरे बढ़ रहे हैं. किसानों की बात तो हो रही है, लेकिन इनकी सुनी नहीं जा रही है. आज जरूरत किसानों पर बोलनेवाले की नहीं, सुननेवाले की है. वैसी व्यवस्था चाहिए, जो किसानों की सुनी. उनकी समस्याएं दूर करें. उनको बाजार उपलब्ध कराये.

श्री पाटी शनिवार को बीएयू में 'छोटे किसानों के लिए कुशल और प्रभावी विपणन प्रणाली का विकास' पर आयोजित कार्यशाला में बोल रहे थे.

झारखंड में दुग्ध उत्पादन के क्षेत्र में काफी संभावना : मेधा डेयरी के प्रबंध निदेशक सुधीर कुमार सिंह ने कहा कि झारखंड में दुग्ध उत्पादन के क्षेत्र में काफी संभावना है. केवल साहेबगंज के दूध से हम राज्य के कई जिलों को दूध

पिला सकते हैं. मेधा का तीन प्रोसेसिंग प्लांट जल्द तैयार होनेवाला है. इससे दूध के क्षेत्र में काफी बदलाव होगा. कंपनी किसानों के हित के लिए काम करती है. जेजीबी ग्रुप के अंकुश साहा ने कहा कि किसानों को आय बढ़ाने के लिए निर्यात बढ़ाना होगा. किसानों के उत्पाद दूसरे देशों में कैसे जायें, इस पर विचार करना होगा. आज देश में करीब 40 फीसदी सब्जी और फल बर्बाद हो जाते हैं. इसको रोकने की जरूरत है.

देश में केवल बीएयू को मिला है यह प्रोजेक्ट : परियोजना के निदेशक डॉ एमएस मल्लिक ने बताया कि नेशनल एग्रीकल्चरल हायर एजुकेशन प्रोजेक्ट के तहत स्टैंडराइजेशन ऑफ इंटीग्रेटेड फार्मिंग सिस्टम मॉडल्स फॉर झारखंड स्क्रीम पूरे देश में केवल बीएयू को मिला है. परियोजना तीन साल की है. इसके लिए 23 करोड़ रुपये का प्रावधान वर्ल्ड बैंक ने किया है. मौके पर रजिस्टार डॉ एन कुंदा ने भी अपने विचार रखे. संचालन डॉ नेहा पांडेय ने किया.

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