

2<sup>nd</sup> Edition  
**MARKET-LED EXTESION  
DIMENSIONS AND TOOLS**

Editors :  
**F.M.H. Kaleel  
Jayasree Krishnankutty  
K. Satheesh Babu**



**AGROTECH PUBLISHING ACADEMY, UDAIPUR**

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**(Incorporates ICAR Recommended Contents)**

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## **PREFACE**

This work is the culmination of a desire to solve the marketing problems faced by small holders in developing countries like India. The conventional production based extension had too much emphasis on increasing the production or productivity without realising the production-marketing linkages. Being handicapped by little or no marketable surplus, they had little marketing expertise or opportunities. Organised and systematic marketing remained a distant dream on individual level. Hence, innovative, non-conventional group approaches were needed to address the peculiar problems. It was in this backdrop that an ICAR sponsored winter school on " Market-led Extension: Dimensions and Tools" was organised at the Kerala Agricultural University, Vellanikkara during the period from 1 December to 21 December 2004, in which scientists from different parts of the country participated. The interfaces and deliberations brought into light a stark reality- that there is no ready reference material on market-led extension (MLE). It was the persuasion of the participants to meet this pressing need that led us to organise the materials into a textbook form.

We hope that this book will prove to be of value to the researchers, social scientists, development personnel and students of the country.

**F.M.H.Kaleel**  
**Jayasree Krishnankutty**  
**K.Satheesh Babu**

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## **ABOUT THE BOOK**

The WTO provisions are causing deep disturbances in the farming front. The rapidly changing face of agriculture calls for a redefining of priorities and alternate management strategies. It is widely realised that marketing which had been more or less pushed backstage by the average farmer has to come to the forefront now. Therefore, it is the urgent need of the day that the policy makers, planners and change agents who work directly or indirectly with/ for the farmers have to be sensitised on the need for market led extension.

The book aims to orient the readers on the changing market environment in agriculture emerging on account of globalization, liberalization and the post WTO regime. The stakeholders in agriculture should have thorough market consciousness and a grasp of the intricacies of market oriented production techniques to be able to handle the new challenges. For this, an increasing awareness on market led extension strategies and tools is imperative. It is with this broad aim that the content of the book is organized. It covers the following major topics:

- Dimensions of market led extension
- Public-private linkages in market led extension
- Development of market plan
- Marketing research process and design
- WTO-Challenges and opportunities for Indian Agriculture
- New agricultural policy and extension reforms
- Forward Market and Futures Trading
- Group approaches in agricultural marketing
- Extension approaches for commercial agriculture
- Information technology support for market led extension
- Communication and interpersonal skills.

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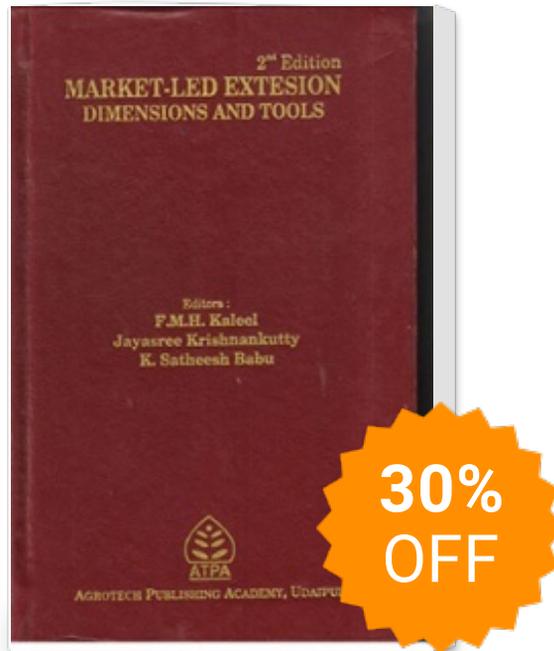
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