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As Director NIAM, the major work has been in the area implementation of Schemes of Ministry of Agriculture and Farmers welfare by preparing action plans for horticulture crops under MIDH scheme for North East regions and creating awareness about Agriculture market Infrastructure scheme of Department of Agricultural Co-operation, Ministry of Agriculture . As a panel member of Doubling farmers Income (2017) Committee of Ministry of Agriculture Marketing and farmers Welfare, she has contributed to preparing volume 3&4 on agri logistics and Post Production management. In the area of policy, She has worked on Warehousing, eNAM, Reforms, Value chains, Farm bills etc .She has experience in organizing multi stakeholder training programmes under Feed the Future programme of USAID for Asia and African Countries. She is a USDA certified Master trainer for Grades, Standards and Market Information.

As International Trainer She has delivered session on "Value chain and integrating farmers"- and "Rural Markets- Designing, Operation and Management"- Africa-Asia Rural Development Organization (AARDO) at Korea, 2017. She has also attended Executive course on Food and Agribusiness Management from Cornell University, Ithaca in 2019. In the area of Project formulation she has handled international assignments on Market infrastructure Design and layout of Rural and wholesale markets of Assam – World bank Project to ARIAS, Assam- 2007, Marketing of Livestock products and Linking Farmers to E Markets which was submitted to Odisha State Agricultural Marketing Board, Govt of Odisha-2017, Marketing of Organic produce of Sikkim(2018). She has publications in leading Journals and newspapers. Presently she is Director of PGDM ABM programme at NIAM.

Presentation Summary

Rural Market Linkages: Survey plan for Village adoption programme

The Agricultural Marketing System in the country, had for a long period, mainly focused on market infrastructure and regulations, where strategic strengthening of the distribution and the supply chain network for agricultural produce was largely ignored. Farmers were provided options to off-load their produce at the nearest market yard while the option and ability to directly connect with markets farther afield was not part of the strategy. Marketing requires a rethink, to move away from overseeing the flow of produce (from farm-to-consumer), towards a function that underlines the flow of market linked information (from farm-to-market), to guide and mentor the market and logistics networks to efficiently handle surpluses that are generated. The presentation discusses about:

- Farmers and rural economy- key points
- Understanding Market linkages and other concepts
- FPO Business model- Example
- Rural markets- structure and policy
- Developing Rural Market in VAP- Survey and reports