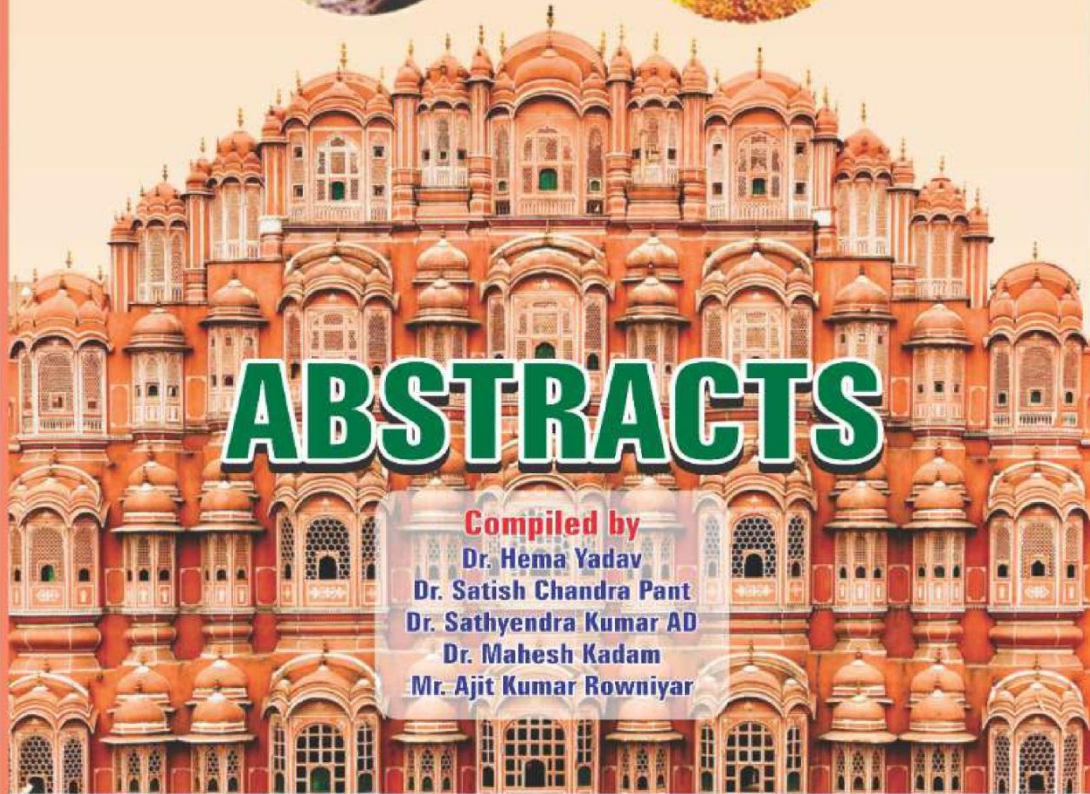




**International
E-Conference**

**MARKET LED EXTENSION MANAGEMENT
Focus on COVID-19**

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ABSTRACTS

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CH. CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL MARKETING, JAIPUR

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Day-2 Session-1**10.00 A.M. to****12.00 P.M****Theme : Emerging Agricultural Marketing Strategies**

1. Chairman : Dr. Sudhir Kumar Goel, IAS (Retd.), Agriculture Policy Expert
 2. Co- Chairman : Dr. T.N. Prakash, Former Chairman, Agriculture Price Commission, Govt. of Karnataka
- Rapporteur : Dr. Satish C. Pant, CCS NIAM

Sr. No.	Title of the paper	Author
1.	Present Scenario of Agricultural Marketing in the State of Nagaland, India- Prospect and Challenges.	Nchumthung Murry
2.	An Analysis of Value Chain of Selected Horticultural Commodities in Karnataka	Sandeep K T
3.	Marketing Strategies for Doubling Farmers' Income	Priyanka Maity
4.	Marketing Analysis of Sugar Cane in Kano Metropolis, Kano State, Nigeria.	I. Suleiman
5.	Growth and Instability analysis of Grapes Production in Karnataka	Prof. M. Devaraj
6.	Contract Farming and Its Consequence on the Farmers of Karnataka	Bhuvana.C.R
7.	Consumer preference towards fresh cut fruits and vegetables in modern retail formats of Bengaluru city	Nirosha, S
8.	Performance of Unified Market Platform (UMP) For Major Agriculture Commodities: A Case Study of Raichur Market	Bharatha Vinaykumar
9.	Post Harvesting Practices Adopted and Perception of Farmers towards Grapes Export in Nashik District of Maharashtra State	P. B. Pawar
10.	Analysis of marketing behaviour of papaya growers	Veena Bushetti
11.	Preservation of soft bulb type jackfruit pulp for enhanced income generation and livelihood security	Chandan K.
12.	Strategies and Components of Agricultural Marketing for Management of Market and Price Risk in India	Rakesh Rathore

Post Harvesting Practices Adopted and Perception of Farmers towards Grapes Export in Nashik District of Maharashtra State

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The major findings of the study were that farmers are using bubble sheet and foam Sheet in plastic crate to avoid post harvest handling loss during transportation from field to pack house. A layer of double pad or protective liner is placed at the bottom of the carton to protect the grapes from bruising and a polyethylene lining is placed over it for packaging, in the pack houses, the grapes are harvested and sorted according to physical attributes such as berry size and colour. The study also found that good quality produce is exported to the Netherland, Russia and UK market while poorer quality may be sold by farmers in the domestic market or may be exported to other countries. The precautions are taken during harvesting and post harvest handling leads for better market and shelf life. The study reveals that farmers had positive attitudes towards post-harvest management practices. Also, it was found that the farmer perceive export process is tedious and grapes export requires high quality standards which can be maintained with technical support. Also the findings revealed that Trade and tariff barriers in export process followed by High Quality standards, Export is risk, Requires government support, Grapes export requires advanced technology, Registration process of grapes export is tedious Grapes export is profitable task and High cost of investment etc.

Short running title: Post Harvesting Practices Adopted and Perception of Farmers towards Grapes Export

Keywords: - Grapes, Post Harvest, Perception, Export

Analysis of the Marketing Behavior of Papaya Growers

Veena Bushetti* and B.Krishnamurthy**

*Research scholar *and*Professor and Head*

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The present study was conducted during 2018-19 in Nagara, Hirenasabi and Cholachagudda villages of Bagalkote district. The prime objective of this research is to analyze the marketing behavior of papaya growers. In this study, source of information for marketing of papaya, mode of packing, mode of transport, grading behavior, time of sale, reasons for selling at particular time, agency chosen by the farmers to sell their produce and reasons for sale, place chosen by the farmers for marketing of papaya, middlemen involvement, price determination, market decision and mode of payment are considered to analyze the marketing behavior of the papaya growers calculated by using frequency and percentages. This study was conducted by