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To
The Editor,

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Sir,

I request that the following matter may kindly be published in your esteemed daily:

New Dimensions in Agricultural Marketing

The Central and State governments are taking various steps to increase the income of farmers and to address the farmers' distress. In this context reforms in agricultural marketing is considered as an important strategy. The new initiatives in agricultural marketing include Electronic- National Agriculture Market, Agriculture Produce and Livestock Marketing Act - 2017, Model Contract Farming Act 2018 and collective marketing through Farmer Producer Organisations.

In this context, a capacity building programme was organised for the officials of the Department of Agricultural Marketing and Agribusiness by the Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University, Coimbatore in collaboration with CCS National Institute of Agricultural Marketing, Jaipur on "New Dimensions in Agricultural Marketing" for three days from 11.03.2019 to 13.03.2019. Thirty officials from the Department of Agricultural Marketing and Agribusiness from all over the state participated in the training programme.

The training programme covered various innovative efforts in agricultural marketing including Agricultural Produce Market Committee (APMC) Act, 2003, Agriculture Produce and Livestock Marketing Act – 2017, Model Contract Farming Act 2018, Market linkage through Farmer Producer Organisations and AGMARK Grades and Standards. The training was inaugurated by Dr.A.S.Krishnamoorthy, the Register, TNAU on 11.03.2019.

The valedictory address was delivered by Prof. Dr. N. Kumar, Vice Chancellor, TNAU. In his speech emphasized the need to ensure remunerative price for agricultural produces and to minimise the post harvest losses through innovative marketing strategies. He advised the officers to initiate steps to address the problems in agricultural marketing to increase the income of the farmers with the knowledge gathered in the training.

Public Relations Officer