

**International e-Conference  
on “Market Led Extension Management: Focus  
on COVID-19”**

**17<sup>th</sup> & 18<sup>th</sup> October, 2020**

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**Note: We are preparing the Certificates for all participants who sent their papers/presented papers which will be sent to all soon.**

**Theme : Market Led Extension Management - Approaches**

**Day-1 Session 2**

<b>Sr.No.</b>	<b>Title of the Paper</b>	<b>Presenter of the Paper</b>
1	Marketing Constraints encountered by progressive rabbit farmers of Tamil Nadu	P Kumaravel
2	Price Forecasting of Tomato in Kolar Market of Karnataka using ARIMA and GARCH model	Nandini Saha
3	Communication Behaviour of Fruit Retailers in Kano State, Nigeria	S.A. Dambazau

**Theme : Market Led Extension Models and Experiences**

**Day-1 Session 3**

<b>Sr.No.</b>	<b>Title of the Paper</b>	<b>Presenter of the Paper</b>
1	An Assessment of Marketing Channels of Poultry Products in Udaipur and Ajmer districts of Rajasthan	Nikita Inaniya
2	Fish Marketing Extension Service Model for Supply Chain Actors - A Market Led Extension Approach	Suman Dey
3	Farmer Producer Organizations : A Route to Strengthen Indian Rural Livelihood	Daya Suvagiya

**Theme : Market Led Extension Management - Policy Reforms**

**Day-1 Session 4**

<b>Sr.No.</b>	<b>Title of the Paper</b>	<b>Presenter of the Paper</b>
1	Farmer to Farmer Extension Model : Experiences and Future Perspective	M.S. Meena & S.K. Singh
2	Progress, Perception and Utilization by Beneficiaries of PMKISAN Scheme of Karnataka	Kavitha, H.N.
3	Livelihood diversification : Sustainable approach for climate change	Lakshman Reddy, B.S.

**Theme : Innovations in Agricultural Marketing Management**

**Day-2 Session 3**

<b>Sr.No.</b>	<b>Title of the Paper</b>	<b>Presenter of the Paper</b>
1	Perceived Benefits and Barriers of Digital Marketing by B2B Agribusinesses in India	Avantika Bakshi
2	Use of E-tools in Agriculture by Farmers of Northern Karnataka	Dr. K. Jagirdar
3	Institutional Innovations in Mango Marketing During Lockdown	T.N. Srinatha
3	Fresh Water Pearl Cultivation : A Prospective Venture towards Doubling Farmers' Income	Sarvjeet Kaur

**Theme : Agricultural Marketing in COVID Period**

**Day- 2 Session 2**

<b>Sr.No.</b>	<b>Title of the Paper</b>	<b>Presenter of the Paper</b>
1	Impact of COVID 19 and Supply Chain of Major Article of Crop in J&K, India	Bakhtavar Hassan
2	Perception of Paddy Farmers about minimum support price	Sahana
3	Supply chain and agri infrastructure for pineapple farmers of Tripura	Lalit Singh

**Theme : Emerging Agricultural Marketing Strategies**

**Day-2 Session 1**

<b>Sr.No.</b>	<b>Title of the Paper</b>	<b>Presenter of the Paper</b>
1	Performance of Unified Market Platform (UMP) For Major Agriculture Commodities: A Case Study of Raichur Market	Bharatha Vinaykumar
2	Contract Farming and Its Consequence on the Farmers of Karnataka	Bhuvana.C.R
3	Market Led Extension Models in Dairying For income Enhancement of Farm Women	K.Ponnusamy,