



**About E-Bulletin:** Voice of CCS NIAM is a time and cost efficient outreach tool of NIAM on e-platform to connect all its stakeholders namely Policy Makers, Administrators, Academicians, Scientists, Agripreneurs, Traders, Extension functionaries, Institutional partners on all issues related to Agricultural Marketing ultimately benefiting the farmers.

## CCS NIAM Webinar Series on Agricultural Marketing in COVID 19

A Webinar series was initiated by CCS NIAM on Agricultural Marketing during the Lockdown period in the month of April, 2020. The objective behind the series was to disseminate the knowledge to all the stakeholders about the contemporary issues in the field of Agricultural Marketing. The series was inaugurated by Dr. P Chandra Shekara, Director General CCS NIAM on 30th April, 2020. First Webinar in the series was conducted in association with University of Horticultural Sciences, Bagalkot, Karnataka on the topic “Marketing of Fruits and Vegetables during COVID 19”. The occasion was also addressed by Dr. Dinesh, Director, ICAR-IIHR

**Ch. Charan Singh National Institute of Agricultural Marketing (CCSNIAM), Jaipur, Rajasthan**  
(An Autonomous Organisation of Ministry of Agriculture & Farmers' Welfare, Government of India)

IN ASSOCIATION WITH

**University Of Horticultural Sciences, Bagalkot**

**WEBINAR** THURSDAY  
30<sup>th</sup> April, 2020  
10.30 AM to 12.00 PM

**MARKETING OF FRUITS AND VEGETABLES DURING COVID 19**

INAUGURATION By : **DR. P. CHANDRA SHEKARA** (Director General, CCS NIAM)

CHIEF GUEST: **Dr. M.R. DINESH** (Director, IIHR)

SPEAKERS : **Dr. SACHINKUMAR T. NANDIMATH** (Associate Professor, UHS) and **Mr. SHRI PAD VISHWESHWAR** (Assistant Professor, UHS)

JOIN WEBEX MEETING

Link : <https://meeting.gopac14.webex.com/meeting/gopac14/?MTID=8864971f99e91ea82ef0b5122712375>  
Meeting number (access code): 318 262 929  
Meeting password: NqIpDh47bby (67573447 from phones and video systems)  
Contact : Karthik Sekar - 9443928573 ; Abhishek Sharma - 9001556965

## Presence of CCSNIAM in various virtual platforms

In addition to the CCS NIAM Webinar series, CCS NIAM marked its academic presence in delivering the sessions in various webinars organized by reputed institutions in India. DG CCS NIAM has delivered a session on “Agripreneurship Development : Experiences and Learnings” in a webinar organized by AMITY School of Economics, AMITY UNIVERSITY, NOIDA where 185 participants get enriched with the experience and expertise of DG NIAM in the field of Agripreneurship development. Dr. Hema Yadav Director, CCSNIAM made her presence as a speaker in a webinar conducted by Indian Institute of Foreign Trade (IIFT), New Delhi on “Inefficiencies in domestic supply chain and impact on export” and Dr. Mahesh Mahadeo Kadam, Manager Marketing and Communication NABI, CCS NIAM has delivered a session on “Impact of COVID19 on Agricultural Marketing in India” in a webinar conducted by Amity Institute of Organic Agriculture, Amity University, Noida.

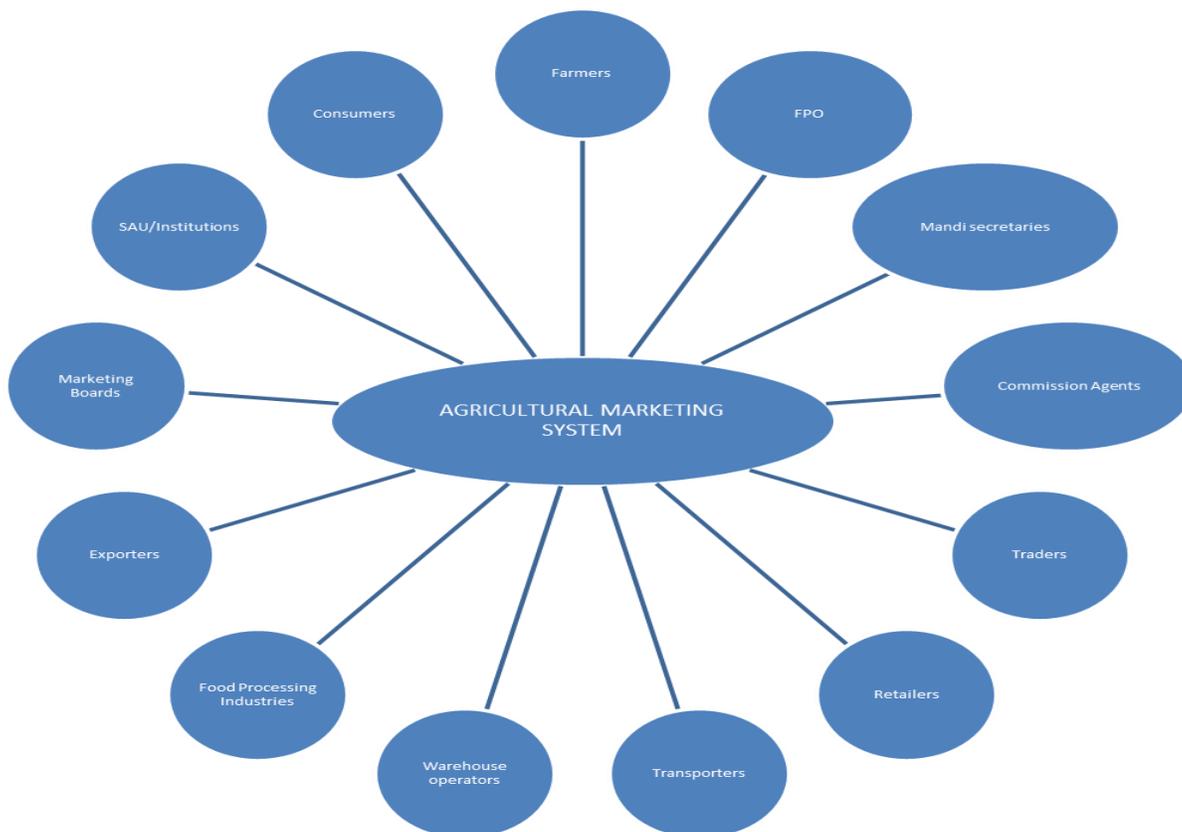
### IMPACT OF COVID19 ON AGRICULTURAL MARKETING: STAKEHOLDERS EXPERIENCES

Following the outbreak of Coronavirus, countries around the world have started to implement a number of policy measures aimed at avoiding the further spread of the disease. India is also under the “national locked down” since 25<sup>th</sup> March 2020 onwards, due to the Novel Corona Virus Disease 2019 (COVID19) Pandemic situation.

As of now, disruptions are minimal, as food supply is adequate, and markets are stable so far. Global cereal stocks are at comfortable levels and the outlook for wheat and other major staple crops for 2020 are positive.

Although food production of high value commodities (i.e. fruits and vegetables) is already disturbed, they are not as yet noticeable because of the lockdowns and disruption in the value chain is expected for the short term only. But, the food supply chain is a complex web that involves producers, consumers, agricultural inputs, processing and storage, transportation and marketing, etc. Shortage of labour due to national lockdown could disrupt production and processing of food, notably for labor-intensive industries (e.g. crops or fishing). Blockages to transport routes are particularly obstructive for fresh food supply chains and may also result in increased levels of food loss and waste.

Fresh fish, aquatic products, dairy and other agri-produce, which are highly perishable and therefore need to be sold, processed or stored in a relatively limited time are at particular risk. Transport restrictions and quarantine measures are likely to impede farmers’ and fishers’ access to markets, curbing their productive capacities and hindering them from selling their produce. As a result of the above, in the coming month such as May, June and other, we expect to see acute disruptions in the existing food supply chains.



Spikes in prices are not expected in major staples where there is supply, stocks, and production is capital intensive, but are more likely for high value and perishable commodities, especially meat and fish in the very short term. On the other hand, where production is available and demand is expected to go down like in fisheries and aquatic produce, prices are expected to collapse in the near future.

Food demand is generally inelastic and its effect on overall consumption will be very limited, although dietary patterns may alter for short term. There is a possibility of a disproportionately deep decline in animal protein consumption.

But agriculture and the consumption of food can't stop, due to the lock down. We have to tackle this challenging situation swiftly.

The present survey focus to study the impact of COVID19 on agricultural marketing or on agriculture market in India focusing thirteen major stakeholders those are, farmers, Farmer Producer Organizations, Mandi secretaries, commission agents, traders, retailers, transporters, warehouse operators, Food Processing Industries, exporters, marketing boards, institutions (SAUs, CAUs) and consumers respectively.

**OBJECTIVES AND SURVEY METHODOLOGY:** The objectives of survey is to study the impact of COVID 19 on agricultural marketing focusing thirteen major stakeholders those are, farmers, Farmer Producer Organizations, Mandi secretaries, commission agents, traders, retailers, transporters, warehouse operators, Food Processing Industries, exporters, marketing boards, institutions and consumers respectively.

The survey was conducted during April first week from 5 States / UTs @ one per State / U.T. in each stakeholder categories by telephonic conversation and or questionnaire forms. The purpose is to identify major problems faced by the stake holders and solutions proposed by them in Agricultural marketing. The sampling of states and stake holders was done randomly. The open ended questions focused on problems encountered in Agricultural Marketing due to COVID19 crisis. The interviewed stakeholders indicated most important five problems based on their experience and indicate possible solutions to overcome these problems. The opinions are of purely stakeholders. The survey attempted to compile the perceptions of all the stakeholders which may be useful for policy makers to identify gaps in operationalization and to initiate necessary action.

### *Stakeholder's Response*

#### **Impact of COVID on Agricultural Marketing: Experiences of farmers**

Sr. No	Problems perceived	Solutions proposed by farmers	Present Status
1.	Fall in <b>prices</b> for commodities is due to ban on exports and warehouse spaces are filling fast and transportation difficulties.	Export market should be opened and <b>transportation facilities</b> should be strengthened	Helpdesk operationalized by DGFT (Directorate General of Foreign Trade) for COVID-19 related Export or Import issue. Ministry of Shipping issued Advisory on non-charging of container detention charges on import and export shipments. Securities and Exchange Board of India (SEBI) given Temporary relaxation in processing of documents pertaining to Foreign Portfolio Investors due to COVID-19

2.	Fruits and Vegetable-difficulty for <b>transportation</b> from farm to mandi,	Transportation facilities should be taken care of, for <b>perishable goods</b>	The Department of Agriculture, Cooperation & Farmers Welfare has launched the Kisan Rath app that serves as a transport aggregator to help farmers transport goods. A coordination cell is working towards ensuring hassle-free inter-state and intrastate movement of perishables. A specific helpline is also launched to assist transportation
3.	All APMCs are closed	Government may <b>start local collection centers, through farmers group, charitable societies and others</b> to procure fruits and vegetables.	The department had also requested states to facilitate and encourage FPOs (farmer producer organizations) and farmers to sell their produce directly to consumers. State governments have been encouraged to take advantage of market intervention schemes to buy and store perishables.
4.	Deterioration of quality of fruits and vegetable	Government should provide the storage facility or transportation facility in the nearby area during this period.	Government has come up with collaborative approach with private firms to provide storage facilities. Agri infrastructure fund has been raised up to 1 lakh crore
5.	<b>Lack of village level grain storage structures</b>	Use <b>government buildings like schools as temporary storage places</b> and farmers should store their produce under the guidance of warehouse officials.	Adequate arrangements have been done for storage facilities.
6.	<b>Unavailability of agri-inputs</b>	<b>Agri-inputs shop should be exempted</b> from this lockdown, since after harvesting farmers have to prepare for summer season crop.	Center and State Government have taken adequate measures to ensure input supply.
7.	<b>Lack of liquidity</b> among farmers	Government should provide some <b>ad hoc grant</b> to the farmers to overcome the loss from perishable items.	Additional credit through KCC: ₹2 lakh crore. Short intensive crop loans will be provided for upcoming Kharif season. Pradhan Mantri Kisan Samman Nidhi (PM-KISAN). amount disbursement accelerated for liquidity flow.

The article will continue in the next issue of Voice of CCS NIAM

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

**Scheduled to be held on 17-18 October, 2020**

For more detail visit <https://www.ccsniam.gov.in/images/RevisedFinalBrochure.pdf>

**Conference Alert:**

**Last date for sending Abstract: 31st August, 2020**

**Last date for sending Full length Paper: 15th September 2020**

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**Invitation of Articles**

CCS NIAM welcomes articles representing original research, analytical papers, papers covering new developments and concepts in the field of Agricultural Marketing, Agribusiness and other relevant areas from across the globe for publication in CCS NIAM Journal. For further details visit-

<http://ccsniam.gov.in/images/pdfs/DG-Invitation-for-Journal.pdf>



**Contact us**

**CCS National Institute of Agricultural Marketing**

(An Autonomous Organization under Ministry of Agriculture and Farmers' Welfare, Govt. of India)  
Bambala, Kota Road, Jaipur-302033, Rajasthan Ph. 0141-2770027, Fax: 0141-2771938, 2770027 Email:  
dgccsniam@gmail.com Web: [www.ccsniam.gov.in](http://www.ccsniam.gov.in)