

**Research Report
2011-12**



**National
Institute of
Agricultural
Marketing
(NIAM)
Jaipur
Rajasthan**

**Training Need Assessment of
Officers of State Agricultural
Marketing Board and Directorate
of Agricultural Marketing for
Reduction of Postharvest Losses**

**By:
Dr. K. C. Gummagolmath
Assistant Director**

PREFACE

Agricultural commodities produced have to undergo a series of operations such as harvesting, threshing, winnowing, bagging, transportation, storage, processing and exchange before they reach the market, and as evident from several studies across the country, there are appreciable losses in crop output at all these stages. A recent estimate by the Ministry of Food and Civil Supplies, Government of India, puts the total preventable post-harvest losses of food grains at 10 per cent of the total production or about 20 million Mt, which is equivalent to the total food grains produced in Australia annually. In a country where 20 per cent of the population is undernourished, post-harvest losses of 20 million Mt annually is a substantial avoidable waste.

The purpose of conducting a needs assessment is to validate the hypothetical judgment with actual training needs to ensure that solution addresses the most needed subjects and effectively focuses the appropriate resources, time and effort toward targeted solutions. Training need assessment is to identify the gap between the model situation and the actual situation and the way in which it can be bridged. As the gaps are identified, they are evaluated to determine the manner in which the gaps can be bridged. Some situations will indicate training needs. Some may need non-training solutions (e.g., financial aspects, institutional strengthening, providing the right tools etc.). The results of training needs analysis will highlight the subject wise need to bridge the gap to, help in the preparation of training modules

In order to have the foundation to develop the human resources training plan for the agriculture marketing sector, NIAM conducted a survey and Training Need Assessment of officers of Directorate of Agricultural Marketing across the country.

Dr K. C. Gummagolmath, Assistant Director NIAM was associated with the study. It is expected that the study will be helpful for policy makers, planners and researchers, etc.

(Dr. R. P. Meena)

ACKNOWLEDGEMENT

The study on 'Training Need Assessment of Officers of State Agricultural Marketing Board and Directorate of Agricultural Marketing' was funded internally by the National Institute of Agricultural Marketing. The author is highly thankful to the Director General for providing the inspiration and support to take up the study on such a contemporary issue of agricultural marketing.

I would also like to express my special thanks to Dr. Purushottam Sharma and Dr. Shalendra, faculty, NIAM for helping me in analysis and draft preparation of the report. I would also like to thank the respondents i.e. Officers from different State Agricultural Marketing Board and Directorate of Agricultural Marketing for their timely reply and furnishing valuable information for successful completion of the report.

I would also like to take this opportunity to acknowledge the valuable suggestions made by my fellow faculty members in improving the value of this report.

(Dr. K. C. Gummagolmath)

INDEX

S No	Topics	Page No
i	Preface	i
ii	Acknowledgement	ii
iii	List of Tables	iv
iv	List of Figures	v-vi
1	Introduction	1-6
2	Methodology	7
3	Result & Discussion	8-51
4	Brief Summary & Policy Suggestions	52-62
8	References	63

LIST OF TABLES

Table No	Particulars	Page
1.1	Postharvest losses in Asia Pacific Region	2
2.1	The Region-wise Distribution of Sample Respondents	7
3.1	Educational Qualification of Sample Respondents in Different Regions	9
3.2	Awareness of Sample Respondents about Agricultural Marketing Reforms in Different Regions	11
3.3	Awareness of Sample Respondents about Contract Farming in Different Regions	13
3.4	Awareness of Sample Respondents about Group Marketing in Different Regions	16
3.5	Awareness of Sample Respondents about Private Markets in Different Regions	18
3.6	Awareness of Sample Respondents about Farmers Market in Different Regions	21
3.7	Awareness of Sample Respondents about Modern Terminal Markets in Different Regions	24
3.8	Awareness of Sample Respondents about Public Private Partnership in Different Regions	26
3.9	Awareness of Sample Respondents about Market-led Extension in Different Regions	29
3.10	Awareness of Sample Respondents about Special Commodity Markets in Different Regions	32
3.11	Awareness of Sample Respondents about Market Information System in Different Regions	34
3.12	Awareness of Sample Respondents about Bureau of Grades and Standards in Different Regions	37
3.13	Awareness of Sample Respondents about Food Safety and Standards in Different Regions	39
3.14	Awareness of Sample Respondents about Warehouse Receipt System in Different Regions	42
3.15	Awareness of Sample Respondents about Good Agricultural Practices in Different Regions	44
3.16	Awareness of Sample Respondents about Modern Agricultural Marketing Infrastructures in Different Regions	47
3.17	Awareness of Sample Respondents about Cool Chain and Postharvest Management in Different Regions	49

LIST OF FIGURES

Figure No	Particulars	Page No.
3.1	Educational Qualification of Sample Respondents in Different Regions	10
3.2	Awareness of Sample Respondents about Agricultural Marketing Reforms in Different Regions	11
3.3	Training Requirements of Sample Respondents about Agricultural Marketing Reforms	12
3.4	Awareness of Sample Respondents about Contract Farming in Different Regions	14
3.5	Training requirement of Sample Respondents about Contract Farming in Different Regions	14
3.6	Awareness of Sample Respondents about Group Marketing in Different Regions	17
3.7	Training requirements of Sample Respondents about Group Marketing in Different Regions	17
3.8	Awareness of Sample Respondents about Private Markets in Different Regions	19
3.9	Training Requirements of Sample Respondents about Private Markets in Different Regions	19
3.10	Awareness of Sample Respondents about Farmers Market in Different Regions	22
3.11	Training Requirements of Sample Respondents about Farmers Market in Different Regions	22
3.12	Awareness of Sample Respondents about Modern Terminal Markets in Different Regions	24
3.13	Training Requirements of Sample Respondents about Modern Terminal Markets in Different Regions	25
3.14	Awareness of Sample Respondents about Public Private Partnership in Different Regions	27
3.15	Training Requirements of Sample Respondents about Public Private Partnership in Different Regions	27
3.16	Awareness of Sample Respondents about Market-led Extension in Different Regions	29
3.17	Training Requirements of Sample Respondents about Market-led Extension in Different Regions	30
3.18	Awareness of Sample Respondents about Special Commodity Markets in Different Regions	32
3.19	Training Requirements of Sample Respondents about Special Commodity Markets in Different Regions	33
3.20	Awareness of Sample Respondents about Market Information System in Different Regions	35
3.21	Training Requirements of Sample Respondents about Market Information System in Different Regions	35

3.22	Awareness of Sample Respondents about Bureau of Grades and Standards in Different Regions	37
3.23	Training Requirements of Sample Respondents about Bureau of Grades and Standards in Different Regions	38
3.24	Awareness of Sample Respondents about Food Safety and Standards in Different Regions	40
3.25	Training Requirements of Sample Respondents about Food Safety and Standards in Different Regions	40
3.26	Awareness of Sample Respondents about Warehouse Receipt System in Different Regions	42
3.27	Training Requirements of Sample Respondents about Warehouse Receipt System in Different Regions	43
3.28	Awareness of Sample Respondents about Good Agricultural Practices in Different Regions	45
3.29	Training Requirements of Sample Respondents about Good Agricultural Practices in Different Regions	45
3.30	Awareness of Sample Respondents about Modern Agricultural Marketing Infrastructures in Different Regions	47
3.31	Training Requirements of Sample Respondents about Modern Agricultural Marketing Infrastructures in Different Regions	48
3.32	Awareness of Sample Respondents about Cool Chain and Postharvest Management in Different Regions	50
	Training Requirement of Sample Respondents about Cool Chain and Postharvest Management in Different Regions	50