



**Dr Parminder Singh**

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Dr Parminder Singh is District Extension Specialist with about 16 years of experience in extension research and teaching. Since year 2010, he is part of KVK, Sonipat. He is basically Agriculture Economist and his area of expertise include agricultural marketing & trade, agribusiness and farm management, impact assessment of agriculture and marketing activities, cost of cultivation of agri-horti system and allied enterprises. His areas of interests are agripreneurship development, promotion of organic farming, promotion of group approach like FPO, FIG, SHG, awareness and dissemination of latest technologies and different government welfare schemes for farmers like e-Nam, PMFBY, WRDA, State Marketing schemes etc. He has participated in various national and international conferences, hosted Kisan programme at Doordarshan, Hisar, delivered many radio and TV talks and organized various farmer based vocational trainings. He has developed various extension leaflet and pamphlets and published the research work in journals of repute.

**Presentation Summary**

**Innovation in Agricultural Extension and Advisory Services**

The presentation discusses about the importance and spectrum of extension and advisory services in India. What are the various sources through which the farmer gets information and advisory? In the current time the demand of extension services is changing and there is a need to innovate the extension services. KVKs and KGKs, ATIC, Community radio station play vital role in transfer of technology. There is a need where farmers could be organized in a proper manner and linked to direct selling channels. The presentation discusses salient success stories.