



DR. SATISH CHANDRA PANT

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Dr Satish Chandra Pant, joined CCS NIAM in 2017. Prior to joining NIAM, he was a faculty at SRMS College of Engineering and Technology an affiliated college of UP Technical University Lucknow. He is a doctorate in Management from GB Pant University of Agriculture and Technology, Pantnagar. His area of specialization includes Agribusiness management, Agricultural Marketing and Marketing. He has 6 yrs of post PhD academic experience in the field of teaching, consultancy, training and research in the domain of Agri-Business Management, Agricultural marketing & Rural Marketing and one year of corporate experience in the domain of Marketing and Sales. He has authored more than 10 research publications and participated in various conferences and seminars. He has been invited by ICAR-CAZRI Jodhpur, Indira Gandhi Krishi Viswavidhyalaya- Raipur, Extension Education Institute Hyderabad, Extension Education Institute Nilokhadi, and Assam Agricultural Marketing Board, Guwahati for delivering various guest lectures. He has also acted as a team member for formulating policy related matter given by Ministry of Agriculture and Farmers' Welfare, Gol.

Presentation Summary

Strengthening Villagers/SHGs,/JLGs/FPOs through Proper Market Planning & Innovative Ideas to link market.

The lecture on the “Strengthening Villagers/SHGs,/JLGs/FPOs through Proper Market Planning & Innovative Ideas to link market” is focused to educate the audience (students) to make them understand the market planning process and Innovative ideas for better marketing opportunities. In the presentation, firstly, I will cover the basic aspects of market planning i.e. what is to be marketed in village level? i.e. farm activities and nonfarm activities, how to analyze the existing practices? what is the actual requirement at the end of market/consumer? Accordingly, a framework of identification of opportunity is proposed to be discussed during the session. Followed by addressing the question How to make market competitive? During the lecture, it is further proposed to discuss the institutional support for benefits to be drawn from various public institutions. In the second part of the presentation, few innovative ideas to link villagers/SHGs/JLGs/FPOs to market are planned for discussion followed by a QnA session.