

**Report on
National Seminar on “Rural and Agricultural Marketing in North East
India: Problems and Prospects”**

**Organized by Department of Management, Golaghat Commerce College, Golaghat,
Assam**

**Sponsored by ICSSR
18th & 19th February, 2022**

About the Seminar

India is the 3rd largest agro-based country in the world with varied climatic and geographical conditions. Agriculture, with its allied sectors, is the largest livelihood provider in India. It contributes a significant figure to the Gross Domestic Product (GDP). In many crops, the country is experiencing self-reliance in production. The production technology has also improved the productivity of many crops. In spite of improvement in production technology and self-reliance in some crops, the farmer community in rural areas are facing the problems of marketing. Due to lack of organized and regulated market, the small and marginal farmers normally sell away their produce to middlemen. The defective marketing system results low income to the farmers. Such inefficient marketing system become obstacle in the overall development of people engaged in agriculture and related activities. Hence, there is a need to examine the problems and prospects of agricultural marketing practices in North-East India.

Objectives of the Seminar

1. To present the scenario of rural agricultural marketing in North- East India.
2. To identify the problems in the rural agricultural marketing.
3. To address the problems being faced in rural agricultural marketing.



Inaugural Session Proceeding (10.00 a.m. to 12.00 p.m.) Day 1

The session started with lighting of the lamp followed by the acceptance of chair by the principal of Golaghat Commerce College. Felicitation of the Principal was given by Mrs. Nandini Baruah, Department of English, Golaghat Commerce College. After that Mr. Kiran Hazarika, Resource Person accepted his chair. He was felicitated by Mr. Biswajyoti Doley with an “*Akrok*” (Traditional Muffler) and Memento. Head, Department of Management, Mr.

Biswajyoti Doley was felicitated by Dr. Rinki Das, Department of Human Resource Management, Golaghat Commerce College. Convenor Dr. Chinazakhum Vaiphei accepted his chair and he was felicitated by Ms. Reema Baruah, Department of Commercial Law, Golaghat Commerce College. Dr. Pranjali Pratim Dutta, Coordinator, IQAC, Golaghat Commerce College was felicitated on the dais by Dr. Dipali Gogoi, Department of Assamese, Golaghat Commerce College.

Welcome speech delivered by Dr. Utpal Sarma (Principal, Golaghat Commerce College and Chairperson, National Seminar):

The Chairperson of the session stated that it was his dream to conduct such a seminar and contribute to the academic excellence of the college. This seminar is sponsored by ICSSR and organized in collaboration with IQAC, Golaghat Commerce College. He praised the teachers of Department of Management for the diligence and hard work. He expressed his gratitude to the participants, the Resource Persons for gracing the occasion and chairing the technical sessions. He mentioned that the topic chosen for the seminar is contemporary and very relevant. He stated that 46% contribution of our economy comes from the rural sector. Therefore, it has become imperative to boost the agricultural sector for our survival, growth and economic progress. He emphasized that the outcome of this seminar should not be confined to academic boundaries. The results should be shared among the common people.

Introduction of Technical Chairpersons

- Dr. Soverani Borkotoky Sarmah, NAAC peer team and Former Principal, Jaya Gogoi College, Golaghat
- Prof. Ayekpam Ibemcha Chanu, Head, Department of Commerce and Dean, Faculty of Commerce and Management, Bodoland University, Kokrajhar (Assam)
- Dr. Rajesh Dev Barman, Assistant Professor, Bodoland University
- Dr Nijan Chandra Pegu, Assistant Professor, B. Barooah College

Key note Speech delivered by Dr. Kiran Hazarika (Keynote Speaker)

In his speech, Dr. Hazarika addressed all the dignitaries present on the dais, all the resource person's, participants. He praised the department of Management for organizing National seminar sponsored by ICSSR. He stressed on the relevance of the topic chosen for the seminar and mentioned about the basis of our economy being the agri based products and the agriculture sector. The basis of economy is agriculture, in this context he emphasis on increasing the purchasing power of the village people. He also mentioned about the weekly bazaars where agricultural products are being sold and purchased which generate huge revenues. He also mentioned about the Govt. initiative taken in this regard specifically "Make in India" which reduce the use of imported products and the positive influence it has on the rural economy of India. The environment of North East (NE) facilitates the production and cultivation of many agricultural products. In this regard, he mentioned about bamboo plants, dried fish, tea, etc, over the time the production/cultivation of these items have reduced in NE and other states are capturing the major share of the market in case of these products. There is a lack of marketing strategy in case of the products manufactured in NE. In this respect "Branding" in highly

significant. He mentioned about branding of “Bora Chawl” and “Joha Chawl” in this regard. Such concepts have to be developed among the youths. The New Education Policy may be helpful in these cases as students shall be able to gather knowledge from various fields. He mentioned about various kinds of agricultural products which require market research and marketing strategy to promote it, in this respect, he mentioned about “Bhoot Jolokia”, “Khorisa” etc. Lack of market research and storage facilities are some factors restricting the growth of rural markets. Presently there is less wastage of vegetables on account of transportation of agricultural products to Dubai due to the policies adopted by the former as well as present govt. The various opportunities/ demands of consumers have to be detected/found and such opportunity have to be utilized. He stressed on identification of the same and in this respect, he mentioned about flowers, kesar, fragrance, etc. He mentioned about New Education Policy and the bright future of India. In the end of his speech, he praised the selection of such a topic once again, expressing his hope for increased in market research, initiative and marketing strategy in the field of agricultural and rural market.



Speech by Head, Department of Management, Mr. Biswajyoti Doley

Addressing the dignitaries on the dice, resource persons, co-chairs, participants, guests, teachers of GCC, he welcomed everyone. He thanked Dr. Utpal Sarma, Principal of GCC for his guidance and leadership. He stated the objective of the seminar and acknowledge that agriculture is the backbone of Indian economy. Our NE has immense prospects in agricultural marketing. Govt and policy makers have taken many initiatives in this regard. This seminar aims to address the problems in agricultural marketing and identify prospects of a developing marketing sector. The suggestions, conclusions drawn from the seminar can be disseminated

to the grass root level. He thanked all the paper presenters for their participation and encouragement.

Speech by Coordinator, IQAC

Addressing the dignitaries and the audience, Dr. Pranjal Pratim Dutta, Coordinator, IQAC, expressed his gratitude to the keynote speaker and invited guests. He also thanked Principal Dr. Utpal Sarma, faculties of Dept of Management, IQAC team and everyone involved for their contribution. He said that IQAC has been coordinating with different cells and outside agencies to organize such academic ventures. Emphasizing the importance of the seminar he conveyed his best regards to the presenters and declared the technical session open.

Vote of thanks

The vote of thanks was delivered by Dr. Chinzakhum Vaiphei, Convenor, National Seminar and Assistant Professor, Department of Management, Golaghat Commerce College.



Technical Sessions:

Technical Session started with introduction and felicitation of the Chair Person and Co-Chair Person. It was followed by the presentation of the Chairperson Prof. Ayekpam Ibemcha Chanu on the topic “Application of Entrepreneurial Thoughts in Agriculture”. In this regard, Prof. Chanu mentioned about the relevance of entrepreneurial thoughts and its application in agriculture. Prof. Chanu stressed on why farmer remain poor even when India is primarily dependent on agriculture? She also highlighted on how we can implement entrepreneurial thoughts to boost by economy based on agriculture where in this globalized world foreign

markets will influence/dominate the domestic market. Expertise is required in entrepreneurship and expertise can be gained through learning, exposure, evaluation and experience. NE farmers have experience but there is lack of evaluation. She also emphasized that local product fails to capture global markets due to lack of expertise. Prof. Chanu stress on how to enhance agricultural productivity? She pointed out that branding our products uniqueness is important for promotion of products. “Make it Different” should be a motto for successful marketing. Mr. Bhairav Talukdar presented a paper titled “Constraints of Agricultural Development: A case study of Bokakhat Sub-Division”. Regarding his paper one presenter has suggested that the key findings can be shared with the local govt. officials for the benefit of the community. Diren Deka presented a paper entitled “A study on access to credit by the Farmers in Darrang District of Assam: with special reference to Marginal and small Farmers”. Paper presenter has suggested that review should be done from banks to check utilization of money. Pallavi Sarma presented a paper titled” Constraints of Agricultural Development: A study in the state of Assam”. Question from another paper presenter to Pallavi Sarma, whether is it possible to attain higher economic rate in India if we develop the agricultural sectors? Ms. Sarma was positive that if the constrain of agriculture development tackles, then the higher economic growth rate can be achieved. Total of 75 abstract were received for presentation in the seminar. Total of 42 numbers of paper were presented in all the sessions which embarked the different aspects of Agriculture marketing and rural marketing.



Technical Session I

Theme of the session was Agriculture Marketing. The paper presented in this session were mainly about prospects and challenges of Agricultural marketing. Topics like organic product, floriculture business, etc. were also discussed in this session. Some of the paper presented in the session were as following:

- Constraints of agricultural development in assam: A case study Constraints of Rice Cultivation in Lakhimpur District of Assam
- The MSP Based Procurement Policy of Farm Products: Its Role and Consequences in India in Green Revolution and Thereafter
- Problems and Prospects of Agricultural Marketing in Assam- An Overview Agriculture as a Means of Livelihood for the Rural People of Bokakhat Area

- Agri-Economic Policies & E-Marketing of Agricultural Products in India, with Special Reference to Assam: A Review
- Problems and Prospects of Growth of Floriculture Business in Assam with Special Reference to Hajo, Kamrup District
- Issues of Banana Farming in Assam and Prospects of Value Addition at Farmers Level: An Analysis
- Organic Agriculture: It's Impact in the North Eastern Region of India



Technical Session II

Theme of the session was Rural Marketing. The basic problem identified in rural marketing is of entrepreneurship, but studies were made on different problems associated with district markets, products promotions, attitude of youth, govt programmes and information asymmetry. Some of the paper presented in the session were as following:

- Crop Diversification: An Opportunity Towards Development of Entrepreneurship in Rural Assam
- A Study On Entrepreneurship In Food Processing Sector Of Assam Reducing Information Asymmetries and Restructuring Land Market in Assam Skill and Digital India
- A Study on Opportunities, Problems and Success Stories of Rural Women Entrepreneurship in North-East India. Organic Farming in the North-Eastern States of India: Relevance, Problems and Constraints
- Rural Entrepreneurship for Development of Rural Area in Assam Rural Entrepreneurship in Assam: Problems and Prospects
- Rural Entrepreneurship: Challenges and Opportunities of Women Entrepreneurs in Assam
- Rural SHGs Product and Marketing, Opportunities and Barriers in Dhemaji District, Assam
- Women Entrepreneurship as an Economic Engine in Rural Assam
- Export Opportunities for Rural Entrepreneurs of North East India in the Context of Act East Policy
- Rural Entrepreneurship - A comparative study of the Millennials and Zoomers
- Bureaucratic intervention in Implementing Rural Development Programmes

- Role of Periodic Markets in the Urban Environment of the Brahmaputra Valley, Assam: The Case of Morigaon Town Weekly Market



Technical Session III (Day 2)

Theme of the session was ICT and logistics management. ICT and logistics management plays a significant role in promoting rural and agricultural marketing. The role played by ICT in different districts to promote different agricultural products was analyzed at micro level, with role played by financial institution like: NABARD, SBI.



Some of the paper presented in the session were as following:

- Application of ICT in Agriculture: A Study Among the Rural Farmers of Golaghat District
- A Study on Access to Credit by the Farmers in Darrang District of Assam: With Special Reference to Marginal and Small Farmers
- Role of (ICT) in Rural Retail and Agri-Marketing in Assam

- ICT Initiatives in Assam Agriculture-An overview
- Institutional Finance to Agriculture: A Study with Special Reference to Agriculture Development Branch (ADB) of State Bank of India in Golaghat
- The Emphasis of NABARD in Developing Agricultural Sector in Assam- An Analytical Study
- Digital Marketing of Agricultural Products and its Associated Problems in North East India
- The Linkage of Infrastructure with Agricultural Productivity
- Productivity and Exportability of 'Bao-dhaan' from Assam
- Growth and Export Performance of Ginger in Assam, India: An Analysis

Valedictory Session

Valedictory Session was conducted in the second day of the seminar. Dr. Utpal Sarmah, Principal, Golaghat Commerce College, Dr. S. R. B Sarmah, Peer Team NAAC, Prof. Ibemcha A Chanu Chaired the session. Dr. Sovarani Borkotoky Sarmah stated that the papers are informative and good. She also encouraged other department to organize such seminars in the near future. She forwarded warm wishes to the Department of Management, Golaghat Commerce College. Dr. Rajesh Dev Barman and Prof. Ayekpam Ibemcha Chanu congratulated organizing committee for organizing a successful National Seminar. Mr. Naba Kumar Das (Paper presenter) stated that he had a learning experience and thanked and congratulated the organizing team for providing the platform. Dr. Utpal Sarma (Principal), GCC thanked the chair person for their valuable time and congratulated the participants and organizing team. The vote of thanks was offered by Ms. Sonashree Das, Assistant Professor, Department of Accountancy, Golaghat Commerce College. Certificates for paper presentations were distributed after the end of session

