



8th National Seminar
on
**"Extension beyond Production:
Multi-stakeholder Convergence for Sustainable
Rural Development"**

November 9 - 11, 2016

Organized by

MOBILIZATION

(Society for Community Mobilization for Sustainable Development)

in collaboration with

**ICAR Research Complex for NEH Region
Umiam, Meghalaya**

Venue

**ICAR Research Complex for NEH Region
Umiam, Meghalaya - 793 103**

Mobilization Society

Society for Community Mobilization for Sustainable Development (MOBILIZATION) is a registered non-profit professional society for mobilizing the society for sustainable development. The Society, since its humble beginning in 2003, has grown into a strong professional body with more than 900 eminent researchers, academicians, planners, grassroots mass mobilizers and students as its active life members including about 20 foreign members. With growing strength, it has diversified its activities to provide its members an effective platform to share their professional experiences and discuss about emerging challenges. The Society has successfully organized seven national seminars, published books on relevant issues, brings out half-yearly research journal "Journal of Community Mobilization for Sustainable Development" (online ISSN 2231 6736 and print ISSN 2230 9047) for last ten years, besides other academic/developmental activities. The journal has been given 3.46 rating by NAAS (ID-J104).

The first seminar of the society was organized at IIT, Delhi followed at IVRI, Izatnagar, GBPUA&T, Pantnagar, CIRG, Makhdoom, NDRI, Karnal, Dr. Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan and the last seminar on "Sustainable Rural Livelihood: Technological and Institutional Perspective" was held from January 8 - 10, 2015 at Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, Jammu.

The Seminar

The National Agricultural Extension System of India over the last few decades has immensely evolved and has witnessed a paradigm shift in its modus operandi and approach. The farmers are no more considered as the mere recipient of input and information, rather an important component of policy planning. Of late, with the increased stress upon pluralistic extension management, the focus of the extension system has shifted to a holistic production-processing-supply environment. Concurrent to the shift, the technology transfer models are increasingly stressing upon an 'Agricultural Knowledge and Information System' in order to take into greater consideration the post production issues. Market intelligence and value chain management started receiving the primary focus amidst the huge postharvest losses.

The public agricultural extension system in the recent years has therefore required to look beyond production with added emphasis. Micro-scale on-farm processing units, value addition and other forms of secondary agriculture although are not new, a functional linkage between production and processing are found generally missing, especially in case of the small and marginal farmers. In India, over 80 percent of the farmers being small to marginal, the overall national loss in the food basket mainly due to dearth of processing facilities and market information becomes cumulatively too high. It is quite shocking to note that in India fruits and

vegetables worth Rs. 130 billion are wasted every year. A production based farming business is therefore, hardly profitable without understanding the market dynamics, environmental and institutional factors of production. The present day threats posed by the climate change issues further add to the challenges of leveraging contingencies and a sustainable farm based livelihood. A serious multi-stakeholder involvement and convergence in an organized and committed way between agencies for a harmonious production-processing milieu is therefore felt increasingly essential.

The very purpose of the present seminar is to sensitize the different stakeholders regarding the pertaining issues of postproduction handling and marketing of agricultural produce in a profitable manner. Issues related to sectoral, organizational and functional convergence between different stakeholders for addressing the above challenges is the further objective of the present seminar which comprises of the following thematic areas:

Seminar Themes

- I. Technology application in sustainable rural development
- II. Farm mechanization, secondary agriculture, postharvest processing and value addition of agricultural produce
- III. Market dynamics, intelligence and reforms
- IV. Institutional convergence for production and post-production measures in profit optimization
- V. Information technology and e-commerce in agricultural production and postproduction activities
- VI. Supply chain and value chain management for resource use efficiency and profit
- VII. Skill development of stakeholders
- VIII. Postproduction extension intervention in hill ecosystem

The Participants

The seminar would be of great utility for researchers, academicians, policy planners, NGO's/grassroots mass mobilizers and students having interest in sustainable development in general and improving the quality of life of people in particular.

Call for Papers

Papers are invited on identified themes of the seminar. Papers should be based on original research, training and extension experiences focusing on any of the above themes. Review/data based papers, case studies and developmental experiences of individuals and organizations may also be accepted.

Submission of Abstract/Paper

The abstract of about 300 words typed in single space should be sent by e-mail (mobilizeseminar2016@gmail.com) by September 20, 2016 along with registration fee. Author(s) should write the name of the theme on the top of the abstract. Author(s) are encouraged to submit soft copies of their full length papers electronically as an e-mail attachment in an editable format (MS-Word, 12 font, single spacing, A4, 10-12 pages) at mobilizeseminar2016@gmail.com. Full length papers should reach by October 10, 2016. Society proposes to publish the selected papers in the form of a book. Hence, the contributors are requested to send the papers in the form of book chapter.

Important Dates

Last Date for submission of Abstract	20.09.2016
Last Date for submission of full length paper	10.10.2016
Submission of registration fee	10.10.2016
Submission of application for award	10.10.2016

Registration Fee

Categories	Till 10.10.2016	Spot Registration
Member	5000/-	6000/-
Non-member	6000/-	6500/-
Students	2000/-	2000/-

**Registration fee includes seminar kit, local hospitality and local transport. Accompanying person has to pay 50% of registration fee.

Registration fee should be sent through crossed bank draft in favour of "Society for Community Mobilization for Sustainable Development" payable at Delhi, at following address:

Dr. A. K. Tripathi, Organizing Secretary & Principal Scientist & Head, Social Science Division, ICAR Research Complex for NEH Region, Umiam, Meghalaya 793 109.

E-mail: mobilizeseminar2016@gmail.com, Cell No. 09436108690.

The registration fee may also be deposited online to the following account.

A/C Name: Society For Community MobilizationForSustainableDevelopment

Bank Name: Punjab National Bank, Place: Rajinder Nagar, New Delhi

A/C No: 3075000101724341, MICR: 000024000, IFSC Code: PUNB0307500

Venue

ICAR Research Complex for North Eastern Hill Region, Umiam, Meghalaya.

How to reach Venue

ICAR Research Complex for NEH Region, Umiam, Meghalaya is 18 Kms away from Shillong, the state capital and about 80 Kms. from Guwahati. Shillong Airport is 10 Kms. from the venue. Taxi is available at Shillong airport to commute to the venue. ICAR Research Complex for NEH Region can be reached also by Bus and taxi that are available at Guwahati Airport (105 Kms.)/Guwahati Railway station (80 Kms.). Guwahati airport and railway station is well connected to the other parts of the country.

A little acquaintance with the North Eastern Region of India

The North Eastern region of India is one of the twelve biodiversity hotspots in the world. Ecology of the region is fragile and vulnerable to the climate change impacts. The region is highly poverty struck and is therefore considered as the backyard enclave of a progressive economy. Extreme remoteness, geographical disadvantages, ethnic and linguistic barriers, and associated challenges hinder outreach and prevents efficient execution of extension programmes. Farming in the region is hardly looked at as a profitable business venture and is mainly undertaken for subsistence. Farmers in majority prefer organic and natural ways of farming. The region is blessed with enormous natural and forest resource; climate in the region is mainly temperate to subtropical. Rice, maize, rapeseed, mustard, ginger, turmeric, winter vegetables, pineapple, mandarin and other temperate fruits are the major agricultural commodities grown in the region.

Accommodation

Delegates attending the Seminar will be provided accommodation at guest houses/hotels on request and on payment basis. Intimation to this effect may please be sent to Organizing Secretary of the Seminar well in advance so as to avoid last minute inconvenience. Approximate room charges in hotels are in the range of Rs. 3500/- (Executive, on twin sharing basis), Rs. 5000/- (Deluxe, on twin sharing basis) and Rs. 7000/- (Super Deluxe, on twin sharing basis). Hotel booking is subjected to advance payment of one day room charge.

Awards

The organizing committee has instituted various awards/ honours for encouraging the spirit of the researchers, educationists, teachers, trainers and practitioners. The list of the awards and the application form for awards may be downloaded from the website of the society www.mobilization.co.in. The application in this respect should reach to convener of the seminar latest by October 10, 2016.

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8th National Seminar

on

***"Extension beyond Production: Multi-stakeholder Convergence
for Sustainable Rural Development"***

November 9-11, 2016,

ICAR Research Complex for NEH Region, Umiam, Meghalaya

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3. Correspondence Address:
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- E-mail:
5. If presenting a paper, the title of the paper:.....
.....
6. Details of Registration fee: Draft No.Dated.....Amount.....
7. Accommodation required: Yes/No
8. Advance amount deposited for Hotel Booking:.....

Date:

Place:

Signature

This form can photocopied for the use of other willing participants.

For any queries please contact Dr. A. K. Tripathi Cell No. 09436108690

E-mail: mobilizeseminar2016@gmail.com