

# **Webinar on “Marketing Strategies for Organic Produce”**

**About Webinar:** Organic agriculture has grown out of the conscious efforts of inspired people to create the best possible relationship between the **Earth** and **Men**. Since its beginning the sphere surrounding organic agriculture has become considerably more complex. Major challenges faced today by organic producers is certainly its entry into the policy making arena, its entry into anonymous global market and the transformation of organic products into commodities. Marketing organic produce requires a sound knowledge of the product, the market and the target audience. Organic growers can receive significant price premiums for their product, but like any product, organics needs to be correctly marketed to the relevant audience to be successful.

**Webinar Objective:** The session deals with various strategies that could be opted for marketing of organic produce.

**Expert Speaker:** Dr. Shuchi Mathur, Asst. Director, Chaudhary Charan Singh National Institute of Agriculture Marketing, Jaipur.

**Date: 16-September 2020                      Timings: 11.00 am to 12.00 pm**

**Speaker Profile:** Dr. Shuchi Mathur, Asst. Director, Chaudhary Charan Singh National Institute Of Agriculture Management, Jaipur. She joined CCS NIAM in 2005. Presently, she is working as Assistant Director in Centre for Institutional Building, Centre for Agri Logistic, Centre for Monitoring and Evolution & Post Graduate Diploma Management (Agribusiness Management). She is having 15 years of experience in training, research, teaching, consultancy & Management Education. She is certified trainer from USDA in the area of Market Information and News. Her core areas of expertise are of Agricultural Marketing, preparing of project reports and strengthening farmer producer organization. She has more than seventeen research papers / articles and four books to her credit and conducted more than hundred training programs as a Course Director in various states of the country. She has also served in various consultancy projects of World Bank, Royal Government of Bhutan, USAID, Government of India and visited countries like USA, Kenya and Malawi. She knows two languages i.e. Hindi & English. She also has administrative and management experience of handling different tasks in PGDM (ABM). She has been nominated for prestigious International Visitor Leadership Program 2011 on “Agricultural Issues in the US” sponsored by the Bureau of Educational and Cultural Affairs (ECA), US department of State ( May 16 to June 3 2011) to fosters mutual understanding between the US and other countries through international, cultural and educational exchanges.