



Bern University  
of Applied Sciences

# ISCB PIGEON PEA NETWORK MEETING

Planning, activities

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**Delhi, Sept. 8, 2016**

► School of Agricultural, Forest and Food Sciences HAFL

# Key Research Questions for SE Component

- ▶ What are potential pigeon pea production centres and productivity trends emerging in India?
- ▶ What are market perception and preferences of desired traits in improved pigeon pea cultivars and in what ways and to what extent does a participatory approach of different stakeholders' add to improved adaptability of innovations?
- ▶ What is the socio-economic environment of pigeon pea growers, their cropping systems, production and marketing patterns in the study area?
- ▶ What are the potential economic benefits of embracing improved pigeon pea technology?

# Assessment of Market Perception & Preferences

- ▶ HAFL lead, IARI support (Dr. Alka Singh)
- ▶ Review of available data, but collection of data related to consumer preferences:
  - ▶ What are the specific traits demanded in market?
  - ▶ Perception of improved PP?
  - ▶ Main drivers: Price? Availability? Seasonality? Etc?
- ▶ In-depth market analyses will be necessary to identify and promote relevant products both in terms of primary production and covering entire value chain, as well as **consumer preferences**
- ▶ Thus, important to talk to dal millers, end consumer
- ▶ Multiple-site assessment:
  - ▶ Delhi
  - ▶ Hyderabad

# Planning Next Steps

Activity	Timeline	Responsible
Selection of site, sample size	October 2016	HAFL/IARI
Development of questionnaire	November – December 2016	HAFL with support of IARI
Review and validation of questionnaire	Beginning 2017	HAFL/IARI
Market assessment	April-May 2017	HAFL/IARI
Data processing analysis	June - August 2017	HAFL with support of IARI
Reporting and exchange with partners	September 2017	All partners