



Research Article

Market-led extension for empowerment of farmers

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SUMMARY : The concept of empowerment is given great focus in any rural development effort. To enhance the standard of living of the Indian farming community, they need to be empowered both at personal level and social level. Market-led extension activities taken up by the public and private extension system helps to empower rural people to a great extent through the self-help group movement. The present study examined the empowerment attained by vegetable farmers of Kerala through various market-led extension activities. The study revealed that the self-help group approach brought about commendable empowerment among the rural farmers at all the four main levels *i.e.*, personal, social, technological and economic.

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