



Dr. J.S. Yadav
Chief Operating Officer
Premium Farm Fresh Produce Ltd., India

Dr. J. S. Yadav, a Doctorate in Agricultural Economics currently leading a Agribusiness Corporate as Chief Operating Officer (Premium Farm Fresh Produce Ltd, New Delhi, India), with a rich and varied work experience in Modern Agricultural Marketing field. He served the office of National Institute of Agricultural Marketing, Jaipur a pioneer think-tank for Asia and Pacific, as an apex institution under the Ministry of Agriculture, Government of India for research, consultancy, training and education for a 16 years as Founder Director.

A vivid traveler, conscious commoner, socio-technocrat and a potent leader engaged in exponential multiplication of his expertise, knowledge and beliefs in transformation of primitive, traditional agricultural marketing systems into a modern, transparent and efficient platform thereby significantly contributing to the Indian economy.

He has contributed immensely as an expert and advisor to various organizations and Government of India Committees in the field of Agricultural Marketing. His area of specialization being Conceptualization, Designing and Development of Terminal Markets, Planning for Fruit and Vegetable Markets, Preparation of State Master Plan for Market Development; Market Infrastructure Development, Post Harvest Management of Horticultural Commodities; Pack-House, Research in Agricultural Marketing fields in Post-WTD setting, Export Marketing, International Trade, Price Policies, Cooperatives, Rural Development, Panchayati Raj System Decentralized Planning etc. He has worked as Director, Haryana Institute of Rural Development, Nilokheri District Karnal (Haryana), India, on deputation. Worked independently as Chief Executive Officer of the Institute. The SIRD Haryana is an apex state level pioneering institute of Rural Development undertaking activities of Research, Training, Education and Consultancies. The Institute is funded by Ministry of Rural Development, Govt. of India and having technical collaborations with the National Institute of Rural Development, Hyderabad. While working for various organizations he has successfully lead more than 70 crucial projects, published 5 books, more than 100 Research papers and 5 PhD guided Student Dissertation, thereby implementing his knowledge and expertise in Project Formulation, scrutinizing the project proposals, strategy development, planning and allocation of funds, monitoring, appraisal and evaluation of various project, analyzing appropriate markets for the produce and identification of technologies available, etc.

A man of versatile persona with a strong recognition in the World Union of Wholesale Markets is now actively involved in commercialization of private wholesale fruits and vegetables trade service sector thereby transforming the Agricultural Marketing scenario on a Pan India scale. He has added substantial value in the traditional systems of Fresh Produce marketing, linking wholesale markets across the country, creating knowledge pool in the field of Spot Electronic markets, developing front-end linkages for fresh organic produce, conglomerating Indian wholesale markets with one of the biggest International markets in Europe, Australia etc in a collaborative mode.