

## 2. Private Agricultural Extension, the Game- changing Emerging Trend

# Extension by Private Actors – Capacity Building of Input Suppliers



**Dr. M.N. Reddy,**  
Former Director, MANAGE  
Hyderabad, INDIA  
[mnreddy2009@rediffmail.com](mailto:mnreddy2009@rediffmail.com)

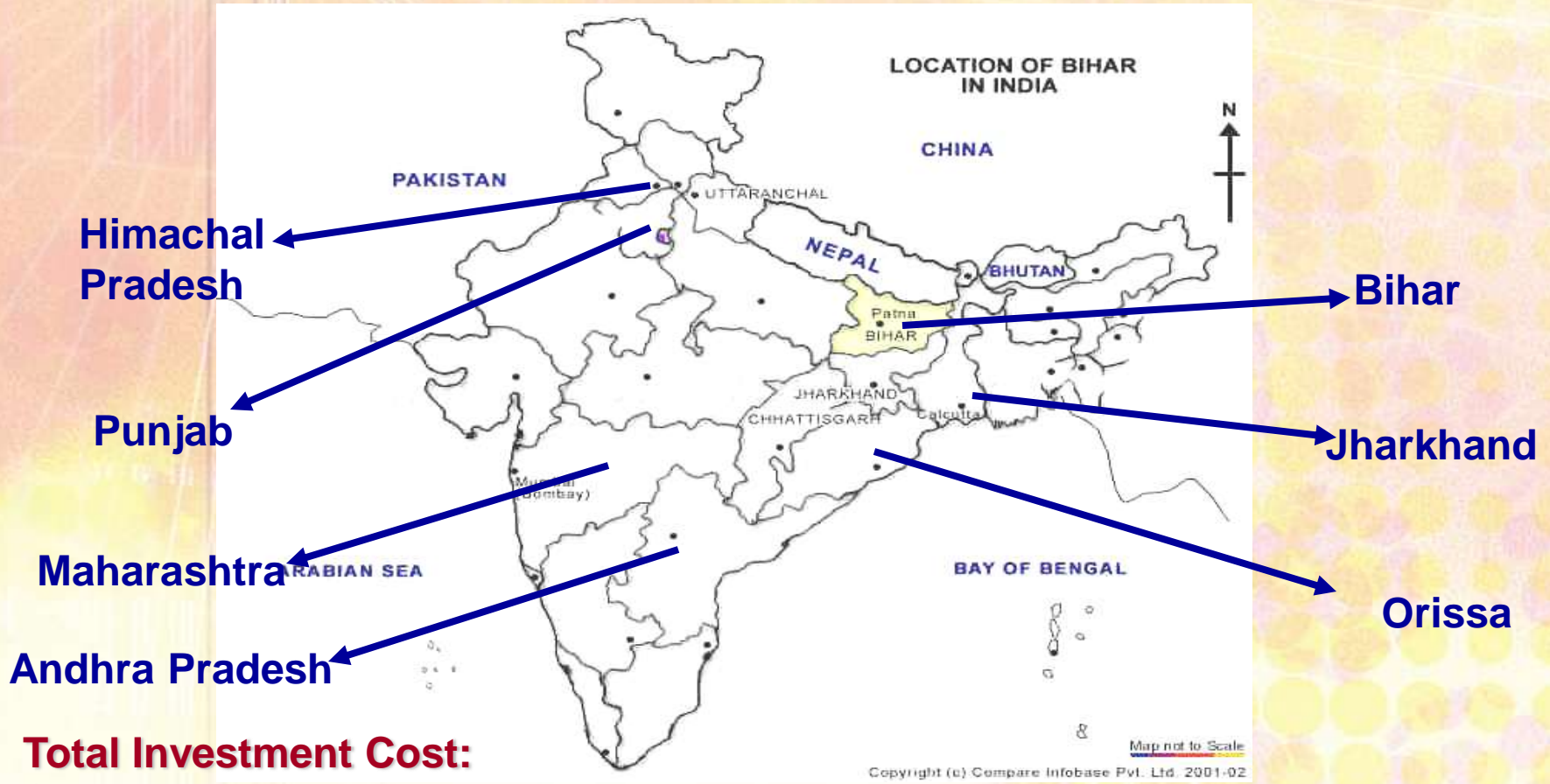
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# Policy Changes Affecting the Indian Agricultural Extension System

- 1950s: Focus on *Community Development*
- 1960s and 1970s: *Focus shifted to food security, especially with the introduction of high-yielding varieties of wheat and rice (i.e. Green Revolution technologies)*
- 1975-1990: Major investments in *T&V Extension* to improve extension management and to achieve food security
- Mid-1990s: *Food security achieved, but farm income was declining; recognition of the need to diversify into high-value crops & products to increase farm income & rural employment*

# NATP Project Coverage

28 Districts or 4 districts  
in each of these 7 states



**Total Investment Cost:**  
**\$28.5 Million**

## Key Elements of the ATMA Model

- **Decentralized decision making**
- **Convergence – gap filling mode**
- **Multi agency extension strategies**
- **Broad-based extension delivery (FSA)**
- **Group approach to extension – FOs & FIGs**
- **Gender concerns-Minimum 30% allocation**
- **Sustainability of extension services (10%)**
- **Bottom-up planning**

## Input Suppliers in India



- **100,000 agricultural extension workers**
- **Most have university degrees in some field of agriculture, livestock, etc.**
- **280,000 Input supply firms**
- **Most of sales personnel lack any type of university- level education in agriculture**
- **Most personnel have little or no contact with either agricultural researcher or extensionists**
- **Primary goal: Make more money on sales!**

## **The Mission**



**To transform Input Dealers into para-professionals and enable them to serve all types of farmers better, thereby strengthening the overall pluralistic Agricultural Extension System.**

## Objectives



- **Orientation on location-specific crop production technologies and specific package of practices related to field problems.**
- **Capacity building of Input dealers in the efficient handling of Inputs.**
- **To impart the knowledge about the laws governing regulation of agricultural Inputs.**
- **To make them a more effective source of farm information at village level (one stop shop) for farmers and farm women.**

## Expected Outputs



- Develop the technical capacity and communication skills of input-dealers so they can impart proper technical advice to farmers.
- Increase the awareness of the dealers regarding their regulatory responsibilities.
- Input dealers with an **extension diploma** will become equivalent to the base-level extension staff (i.e. equivalent to VEWs that are being phased out), while also serving as input-supply dealers.



## Methods Used



- **Distance Education mode was adopted with class room interactions and field visits every Sunday (market holiday) for one year.**
- **Supply of study materials, using multi-media instructional devices, plus the help of resource persons in the field.**
- **This DAESI program covers 36 credit hours.**

## Contents



To make dealers technically competent, the following topics were covered:

- **To improve technical skills**, topics covered included: agro-climatic conditions, soils and soil analysis, Integrated Nutrient Management (INM), Integrated Pest Management (IPM) and Crop Production Technologies for all crops grown in the district, including HV crops: horticultural crops, vegetable crops & floriculture.
- **To improve extension skills**, there were classes on extension and communications methods, diffusion and adoption of innovation, role of mass media etc.

## Contents (continued)



For individual development, other topics were covered, including:

- **Business management practices**
- **Business Ethics or creating a “win-win” relationship with farmers, and other topics like:**
- **Privatization, Liberalization, Globalization, WTO regime, etc.**
- **Importance of meditation for mind control and thought process, also, to help input supply dealers discharge their regulatory responsibilities, they were taught about laws related to Agricultural Inputs, Consumer Protection Act, the Limitation and other Acts were covered in depth.**

## Evaluation



- **Each candidate has to maintain a practical record book for all practical classes.**
- **Six bi-monthly objective quiz tests**
- **Half-yearly and annual examinations with questions requiring descriptive answers**
- **A final practical examination consisting of skill demonstration, spotting, and viva-voce.**

## Course Requirements



- Eligibility** : Dealers or their employees with at least a 10+2 standard qualification.
- Duration** : one year
- Course Fees** : Rs.20,000/- in lump sum payment at a time of admission
- Certification** : All individuals who successfully completed the course would receive a **Diploma in Agricultural Extension Services for Input Dealers (DAESI)**

## **Impact study conducted revealed (2006) :**

- **70 per cent of the trained dealers developed close relation with farmers**
- **60 per cent of the dealers practicing agriculture**
- **90 per cent of the dealers involved in supplying 3-5 agricultural inputs**
- **60 per cent of the dealers developed business networks in the local area**
- **Majority of the dealers disseminating the information on conservation of moisture, SRI cultivation and Govt. programs besides inputs**
- **Govt. officials recognised the dealers more as knowledge workers**
- **Most of the trained dealers have become source of feedback mechanism as they are closely associated with farmers**

# Results: About 2500 Input Dealers trained since 2003



**Next Step: Expansion of the DAESI to all other states in collaboration with SAUs/ KVKs and other reputed institutes.**

# **AGRI-CLINICS AND AGRI-BUSINESS CENTRES SCHEME (AC&ABC)**



## **Agri-Clinics and Agri-Business Centres Scheme**

- Launched on 9<sup>th</sup> April 2002
- Professionalizing Agricultural Extension
- Self employment opportunity for qualified agriculture professionals
- Two months free residential training on Agri-Entrepreneurship
- One year handholding support
- Start-up loan up to Rs.20 lakhs
- 36-44% credit linked back-ended composite subsidy
- Training and handholding through 57 Nodal Training Institutes
- 27859 candidates were trained
- 9875 established agri-ventures
- 32 categories of activities

## Objectives

- To create gainful self-employment opportunities to unemployed Agricultural Graduates, Agricultural Diploma holders, Intermediate in Agriculture and Science Graduates with PG in Agri related subjects.
- To support Agriculture development; and
- To supplement the efforts of public extension system.

## **Salient features of the scheme**

### **Eligibility:**

- Graduates in agriculture and allied subjects
- Diploma / Post Graduate Diploma holders in agriculture and allied subjects
- Biological Science Graduates with Post Graduation in agriculture & allied subjects.
- Degree courses recognized by UGC having more than 60 percent of the course content in agriculture and allied subjects.

## **Project Cost:**

- Individual Projects : Rs.20.00 lakhs
- Group Projects : Rs.100.00 lakhs (5 member group)
- An additional limit of Rs.5.00 lakhs for subsidy purpose is also provided for extremely successful ventures
- Margin Money : 10 –15 % or as decided by the individual banks

## **Bank Loans:**

- Type of Loan - Composite Term Loan (fixed cost + cost for one operative cycle)- At least 10% of the project cost should be in the form of capital investment

## **Security :**

- Hypothecation of assets, mortgage of lands or third party guarantee.
- Collateral Security up to Rs.5.00 lakhs loan is waived.

## Training module for the ACABC Scheme (60 days)

<b>PHASE</b>	<b>FOCUS</b>	<b>DURATION</b>
Phase –I	Entrepreneurial Development (Values and Motivation)	10 days
Phase – II	Entrepreneurial Management	12 days
Phase –III	Enterprise Planning and Resourcing	7 days
Phase - IV	Entrepreneurial Planning (Agripreneur Specific)	17 days
Phase -V	Hands-On Experience	6 days
Phase –VI	Preparation & Submission of Detailed Project Report	8 days

## **Agro-ventures established by Agripreneurs (07-2-2012)**

<b>Sl.No</b>	<b>Name of the Activity</b>	<b>No. of Agriventures Established</b>
1	Agri-Clinics	1153
2	Agri-Clinics and Agribusiness Centres	4184
3	Agro-Eco Tourism	7
4	Animal Feed Unit	38
5	Bio-fertilizer production and Marketing	82
6	Contract Farming	43
7	Cultivation of Medicinal Plants	104
8	Direct Mkt.	162
9	Farm Machinery Unit	193
10	Fisheries Development	209

<b>Sl.No</b>	<b>Name of the Activity</b>	<b>No. of Agriventures Established</b>
11	Floriculture	82
12	Horticulture Clinic	93
13	Landscape + Nursery	78
14	Nursery	227
15	Organic Farming	62
16	Pesticides Production and Marketing	26
17	Post Harvest Management + value addition	140
18	Fisheries clinic	8
19	Seed Processing and & Agri-business	222
20	Soil Testing Laboratory	81

Sl.No	Name of the Activity	No. of Agriventures Established
21	Tissue culture unit	23
22	Vegetable production & Marketing	51
23	Vermi Composting / Organic manure	408
24	Veterinary Clinics	553
25	Crop production	156
26	Dairy/Poultry/Piggery/Goat etc	1341
27	Rural Godowns	16
28	Production & Marketing of Bio-Control Agents	13
29	Agriculture Journalism	15
30	Sericulture	29
31	Mushroom Cultivation	33
32	Apiary	43
	Total	<b>9875</b>



## Impact study conducted revealed (2009) :



- Average investment per Agri-venture was Rs.4 lakhs in Uttar Pradesh, Rs. 18.42 lakhs in Maharashtra. Overall per venture investment was Rs.11.86 lakhs.
- 56.32 percent of the investment came from banks and rest 43.68 percent through self finance.
- Average monthly income of Agripreneur was **Rs.7950/-** with lowest income of Rs.3000- and highest income of Rs.12000.
- **Each Agripreneurs covered 38 villages on an average with lowest Nos of villages 22 and highest Nos of villages 51.**

- 66.35 percent of the farmers who availed services from Agripreneurs belongs to small and marginal category farmers.
- Agripreneurs served majority of irrigated farmers (81%) followed by Dryland farmers (19%)
- Nature of services received by farmers were : - free advisory services, sale of inputs, diagnosis of pests and diseases, soil testing, custom hiring, feed supply, milk testing, value addition, marketing of produce, advice on water management practices, facilitating the credit, vermicompost production and marketing, Bio-fertilizer production and supply etc.

- 24.29 percent of the farmers changed cropping pattern.
- Yields have increased in the fields of 75 percent of the farmers to the extent of **17.4 percent**.
- Income of 65.42 percent of the farmers have increased to the extent of **28.8 percent**.
- 51.4 percent of the farmer's income have increased through allied activities.
- 27.1 percent of the farmers were using ICT in availing extension services.

**Mr. M.Nagaraju, Veeranjaneya Agencies, Agri-clinic & Agri-business Centre, Hyderabad, Mobile: 09391144445; Email: nagarajumekala@yahoo.co.in**



- Qualification : B.Sc(Ag) & PGDM
- Work experience in seed companies
- Started own business in 2001 and underwent ACABC training during 2002
- Expanded his business in to diversified activities like selling inputs, seed, promoting micro irrigation and mulching sheets for soil and water conservation. Supplying imported quality seeds of papaya, water melon and helping farmers to obtain higher productivity and income.
- Market linkage for Muskmelon
- Contract demonstrations
- Conducts farmer's trainings
- Involved with ATMA activities
- Number of farmers covered : > 5000 in the State
- Turnover of business : > Rs.1.5 Cr.

**Mrs. Sangeeta Deepak Sawalakhe (M.Sc. Agri),  
Vidharbha Biotech Lab - MIDC - 856,Lohara,  
Yeotmal**

**Mobile. No: 09422869423**



- Vidharbha Biotech Lab in 1996
- Production and marketing of bio pesticides and bio fertilizers
- Extension Service – Providing extension services in the areas of soil and water testing, Awareness of organic farming, Free Consultancy Services regarding pest and diseases of major crops to the farmers
- Farmers Covered – 5000
- Direct Employment for 26 persons in Lab and Marketing
- Investment – 50 lacs (Fixed 35 lacs & Operational 15 lacs)
- Annual Turnover – Around Rs.1 to 1.25 crores



**INNOVATION**