

# Tapping Agriculture Potential in Aspirational Districts

**Department of Agriculture, Cooperation & Farmers' Welfare**

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# Key Performance Indicators

- \* Usage of Soil Health Card
- \* Access to irrigation
- \* Access to crop insurance
- \* Net sown area
- \* Yield for each of the two major crops
- \* Access to agriculture markets
- \* Usage of extension services

# Focus areas for Agriculture Development

- \* Soil Health Card (SHC)
- \* Water conservation & management, Micro irrigation-water use efficiency
- \* Pradhan Mantri Fasal Bima Yojana (PMFBY)
- \* Formation of Farmer Producers Organizations (FPOs)
- \* Focus on post harvest infrastructure and primary processing.
- \* Marketing, market reforms & e-NAM
- \* Encourage diversification of agriculture
- \* Extension Services

# Soil Health Cards



- Soil test based fertiliser recommendations to all the farmers
  - Promoting judicious use of fertilisers
  - Soil Health Management
  - 10.22 crore cards distributed
- \* Ensure that all the farmers in the district get Soil Health Cards
  - \* Make sure that SHCs have proper fertiliser recommendations of major crops
  - \* Motivate farmers for judicious use of fertilisers through Awareness generation activities
  - \* Monitor the progress of Village level entrepreneur development for Soil testing
  - \* Adopt Innovative methods for popularising SHC use –Ex: rewards to farmers and retailers etc .

# Water Conservation and Management

- \* Only 45% cropped area under irrigation
- \* Water Challenges-availability, quality, efficiency
- \* Watershed approach in rainfed areas
  - Encourage less water intensive crops including pulses, oilseeds, nutri-cereals
  - Horticulture, agroforestry
- \* Convergence with MGNREGA for farm ponds, etc.



# Micro Irrigation – Water use efficiency

Monitor completion of 99 major irrigation projects under PMKSY and ensure crop planning by linking it with micro irrigation eg. **Sanchor, Rajasthan and Ramthal, Karnataka.**

- \* Command area of major, medium & minor irrigation
- \* Rainfed areas
- \* Link to farm ponds and individual sources
- \* Drip irrigation efficiency - about 90%
- \* Sprinkler irrigation efficiency - about 70%
- \* Corpus for micro irrigation created in NABARD
- \* Fertigation

# Pradhan Mantri Fasal Bima Yojana (PMFBY)

- \* To follow up with State Govt. for timely issue of notification in every season.
- \* To ensure maximum number of crops grown in the district are notified.
- \* Special focus on coverage of non-loanee farmers – to utilize all channels including CSCs for this purpose.
- \* Special watch on calamity and adversity during the crop cycle and immediate convening of the District level Joint Committee meeting for assessment of crop damage.
- \* Timely and proper conduct of CCEs ensuring timely intimation to Insurance Companies for co-observance
- \* Follow up on quick claim assessment and payment by insurance companies.

# Farmer Producers Organizations (FPOs)

- \* Record production – cereals and horticulture.
- \* Income not accruing to farmers – need for aggregation- for input purchase, marketable lots – value addition.
- \* Efforts to be made to organize farmers in to FPOs
- \* Registration and training of FPOs in mission mode
- \* Credit Guarantee Fund – corpus created in SFAC to cover lending to FPOs without collateral.
- \* Schemes such as NFSM, MIDH etc. support formation of FPOs.
- \* FPOs to play a role in Soil Health Card, PMFBY, input dealership, aggregation, knowledge support, marketing and better price realisation.



# Focus on Post Harvest Infrastructure and Primary Processing

- \* Efforts to be made to provide better prices for crops  
– Procurement / PSS / MIS
- \* Low shelf life of raw produce (pulses /oilseeds / nutri-cereals /horticulture)- need for primary processing-cleaning,sorting,grading, processing , packaging etc.
- \* Dal mills, oil expellers, pack houses, ventilated onion storage - FPOs, Cooperatives, SHGs (NRLM) under existing schemes

# Marketing, Market Reforms

## Primary Retail Agriculture Market (PRAM)

- \* APMC-primary wholesale markets-Small and Marginal farmers unable to sell their produce directly
- \* Upgrade existing 22,000 rural haats
- \* PRAM will be outside the regulation of APMC Act

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Physical Infrastructure	MGNREGA/other schemes of Rural Dev Dept
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Marketing infrastructure	Schemes of Agriculture Dept.
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Operated by	GPs/ULBs/FPOs/Private Entrepreneurs
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- \* Aggregation & direct sale to consumers/bulk purchases
- \* Road connectivity of PRAM to its hinterland villages and APMCs under PMGSY
- \* Link PRAMs with APMCs and eNAM

# e-NAM

- \* So far, 470 markets on-boarded in 14 states, 585 markets by 2018
- \* At the district level -
  - Infrastructure boost and internet connectivity in e-NAM markets.
  - Strengthening assaying facility:-proper assaying equipments, manpower & hours of working
  - Online trading to be encouraged
  - Digital payment adoption

# Encourage Diversification of Agriculture

- Horticulture
- Compost/ Vermi-compost
- Bee-keeping / Mushroom / Backyard Poultry / Fisheries / Livestock
- Organic farming
- Agro-forestry Mission
- Bamboo Mission
- Integrated farming

# Extension Services

- DM who chairs ATMA GB to hold regular meetings (every quarter)
- DM may visit nearest KVK and ATMA and ensure joint addressal of farmers problems
- Kisan Call Centres for the State may be visited & activities reviewed
- All Extension functionaries of agriculture & allied sectors may visit KCC
- Capacities of middle-level extension functionaries to be upgraded through MANAGE Trainings
- Day-long quarterly meetings for all key initiatives of DAC&FW to check duplication of efforts, resources & beneficiaries
- Organise regular 'Meet & Greet' Extension Farmers Fairs to create awareness among farmers



**THANKS**