

**DIVERSIFICATION VIS-A-VIS
MARKETING OF
AGRICULTURAL PRODUCTS
(draft policy for farmers)**

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4.3.2.2 (i). Govt. must play the facilitator role in the functioning of production, marketing and services co-operatives.

- ✦ (iv). Price settled at the time of entering in the contract should be binding at the part of contractor and producer legally.**
- ✦ Govt. must ensure the smooth implementation of contract both by producers and contracting companies/ industries through keeping some margin money.**
- ✦ Producers' co-operative societies/groups should enter in the contract to safeguard the interests of farmers through strengthening their bargaining power.**
- ✦ Private players must be asked to invest some percentage of their earnings for the development of required infrastructure in terms of roads, power, cheaper transportation mode, cool-chains, market, storage and cheap packaging material etc.**
- ✦ (vi). Farmers' interests must be safeguarded through suitable legislative measures in case of**

4.3.3.2

- ✦ **Required marketing infrastructure in terms of cold chains and processing units as well as co-operative marketing of milk and milk products and other livestock products needs to be strengthened for making livestock rearing an economically viable enterprise.**
- ✦ **The productivity of our local indigenous livestock breeds to be enhanced through genetically improvement.**
- ✦ **Infrastructure required to meet the sanitary and phyto-sanitary conditions of international standard to compete in international market needs to be strengthened on priority basis.**
- ✦ **The farmers rearing good and high yielder breeds must be suitably rewarded and special incentives must be given for commercialization of dairy farming and export of livestock products.**

4.6.5

- ✦ **Forward and backward linkage must be strengthened. Value addition needs to be strengthened for marketing of diversified agricultural products through establishment of agro-processing industries in rural areas for meeting the increasing demand of ready to eat food stuffs both in domestic as well as international market.**
- ✦ **To compete in the international market, production, marketing and processing costs needs to be lowered and there must not be any compromise on quality to ensure international standard.**
- ✦ **4.7 (vi) Development of low cost and high nutritive feeds to be taken up on priority to lower down the cost of production for competing in international market.**
- ✦ **(viii) Licenses/dealership of input outlets(seeds, fertilizers and pesticides etc.) be provided only to agricultural graduates on the same pattern of medicos. Adulterated and spurious input sellers and manufactures needs to be punished severely.**

- ✦ **4.8.3.6 (vii) Market tie-ups must be provided for all agricultural, livestock and handicraft products produced by SHGs cooperatives and milk unions etc, for strengthening such organizations as well as for getting remunerative prices for their products.**
- ✦ **4.10 Cooperatives can play a vital role in production, credit, processing and marketing through minimization of costs as well as strengthening bargaining power of member farmers. For achieving this they must be governed /managed by members in true sense and should have easy access to credit as well as domestic and international markets.**
- ✦ **4.11.4 Value addition to agricultural products be taken on priority through establishing agro-processing units in rural areas especially for export oriented products as we are exporting less than 2% of agricultural products as value added. This will boost up our agri-exports as well provide gainful employment to the rural masses.**

- ✦ **4.11.5 Consumption capacity enrichment through purchasing power enhancement can be achieved only through providing the off-farm employment opportunities to the rural masses in the rural areas itself.**
- ✦ **4.12.1 (i) Govt. intervention in the purchase of pulses, oilseeds, cotton and other diversified products like medicinal plants, floriculture , fruits and vegetable etc. be ensured to provide assured market and to minimize the price risk. Processing, marketing & cold-chain infrastructure needs to be created for making diversification a success.**
- ✦ **4.12.1(ii) The risk stabilization fund should cover all perishable commodities such as fruits, all vegetables and milk and milk products as well as other livestock products.**
- ✦ **4.15 Agricultural policy for farmers should be made regular feature and integral part of five-year plan . Long run and short run plans should go hand in hand to avoid wastage of already scarce resources.**

✦ Risk in agriculture can be minimized through

- Livelihood diversification**
- Insurance**
- Financial & in-kind savings**
- Improved market information**
- Easy access to credit and market**
- Minimum support price for all agril. Commodities**
- Market intervention especially for more risky agril. Commodities**
- Trustworthy contract farming**

For food security wheat, rice, bajra, pulses and sugar be treated essential commodities



THANKS