

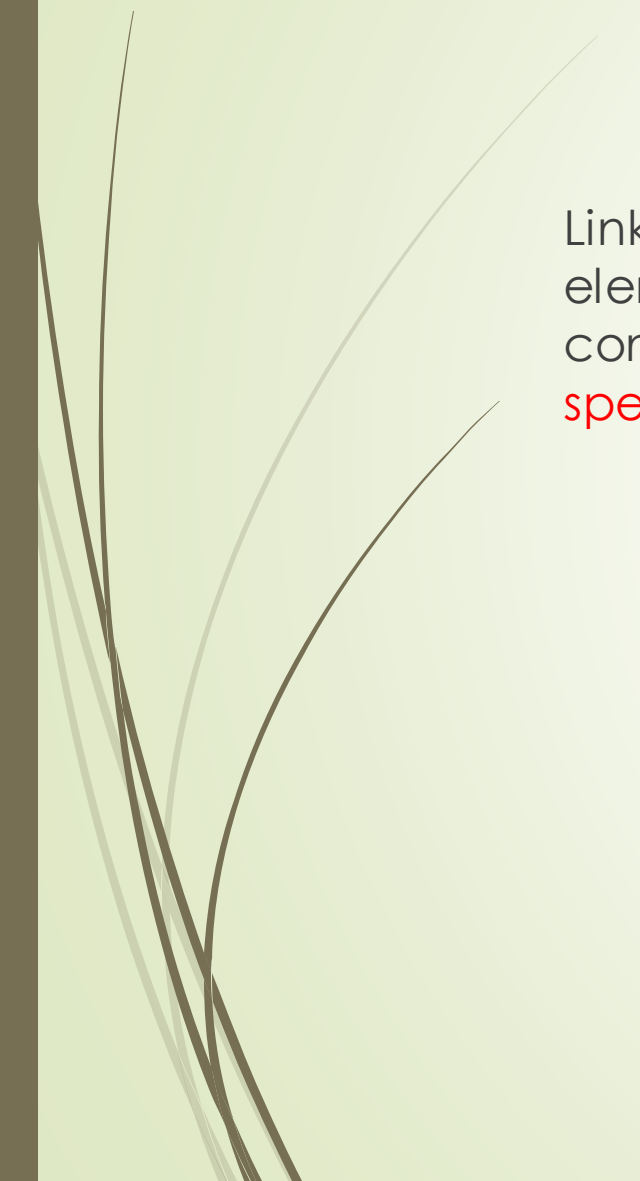


LINKAGES



LINKAGES

Linkage refers to the **connection or relationship** between various activities or elements within a campaign or strategy. It involves coordinating different components and efforts, **to work together effectively** towards **achieving specific objectives**.



Indian Council of Agricultural Research (ICAR)

- Autonomous organisation under the Department of Agricultural Research and Education (DARE)
- Generates agricultural technologies.
- Provides extension support through its research institutes and KVKs
- Develops innovative extension strategies.
- Provides technical knowledge to line departments.
- Organizes front-line demonstration of their technologies.
- Disseminate technologies through public-private partnerships.





State Agriculture University Extension System

- Maintains supportive extension service to line departments.
- Supplements efforts of line departments for service through their extension units, research stations and through teaching campuses.
- Develop innovative extension strategies.
- Provide technical knowledge to line departments.
- Organize front line demonstration of their technologies.
- Disseminate technologies through public- private partnerships

Krishi Vigyan Kendra (KVK)

- Aims at assessment of **location specific technology modules** in agriculture and allied enterprises, through technology assessment, refinement and demonstrations.
- Have been functioning as **Knowledge and Resource Centre** of agricultural technology supporting initiatives of public, private and voluntary sector for improving the agricultural economy of the district
- Linking the National Agricultural Research System (**NARS**) with **extension system** and farmers.



KVK System: Mandate and Activities

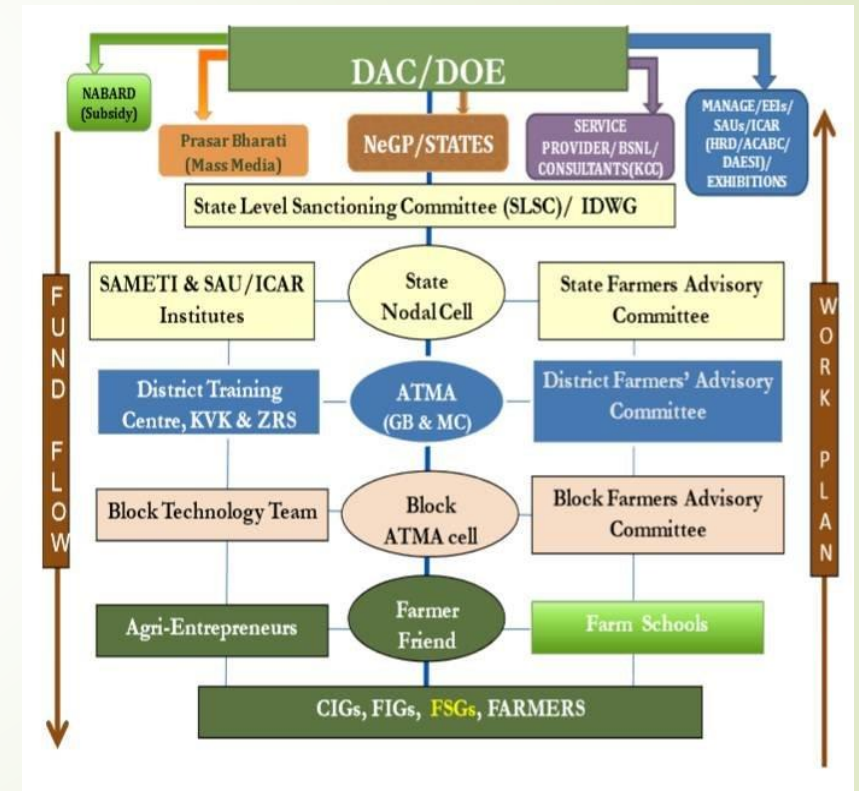
- **On-farm testing** to assess the location specificity of agricultural technologies
- **Frontline demonstrations** on the farmers' fields to establish production potential of technologies
- **Capacity development** of farmers and extension personnel on modern agricultural technologies.
- **Knowledge and Resource Centre** of agricultural technologies for supporting initiatives of public, private and voluntary sector.
- Provide **farm advisories** using Information and Communications Technology (ICT) and other media means on varied subjects of interest to farmers
- Produce quality technological products (seed, planting material, bio-agents, and livestock) and make it available to farmers
- Organize **frontline extension activities**, identify and document selected farm innovations
- **converge with ongoing schemes and programs** within the mandate of KVK



ATMA

Roles and Responsibilities of ATMA

- Undertaking agricultural development programmes at district level in which agriculture and allied departments along with private sectors work together
- At village level farmer friend, at block level Block Technology Manager and Subject Matter Specialists provide agricultural information and benefits of schemes/ programmes to the farmers.
- ATMA organize various extension activities like field visits, trainings, demonstrations, field days, farmers – Scientists interactions, exhibitions, exposure visits, campaign, etc.
- Publish extension information through print and electronic media, Provide alerts to farmers on agriculture operations and precautions.



Farmer friend

Key functions

- **Mobilization** of farmers / constitution of Farmer Interest Groups.
- Conducting **field demonstrations**, **Kisan Goshties** and facilitating preparation of Village Research Extension Action Plan
- **Liaison with ATM at Block level** for exchange of information related to agri. and allied activities at field level
- Attending **meetings of Gram Sabha**, maintaining a daily diary of activities
- Ensuring **dissemination of information** through multi media
- Any other work assigned by BTT



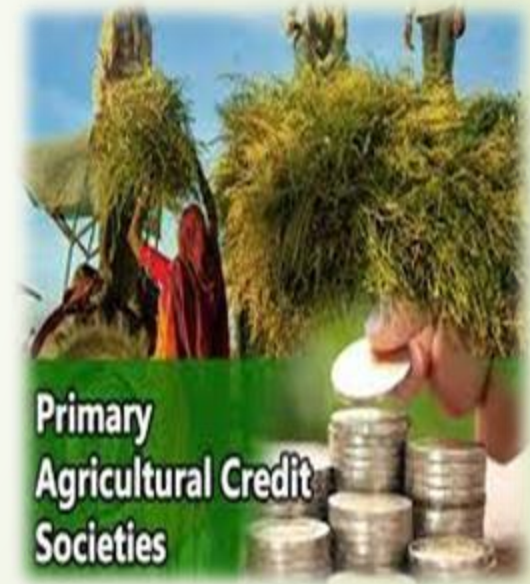
Kisan Call Centers (KCCs)

- ▶ launched on January 21, 2004
- ▶ Aimed at answering farmers queries on a telephone call in farmers own dialect.
- ▶ Call Centres in 14 different locations covering 22 local languages in all the States and Uts.
- ▶ Information to the farming community through toll free telephone lines.
- ▶ A country wide common eleven digit number 1800-180-1551 available from 6.00 am to 10.00 pm all the 7 days of a week
- ▶ Restructured during April 2011 with an emphasis to involve
 - (i) State Agricultural Department right from Block to state level
 - (ii) State Agricultural Universities and KVKs as well in facilitating KCC agents to answer farmer's queries through conference call with the experts



Credit institutions (primary agriculture credit society)

- The grass root level arms of the short-term co-operative credit structure.
- PACS deals directly with the rural (agricultural) borrowers, give those loans and collect repayments of loans given
- Undertake distribution and marketing functions.
- Final link between the ultimate borrowers on the one hand and the higher financing agencies
- Plays a major role by integrating its warehouse with the physical and financial supply chain of agro-commodities in the upcoming Gramin Agriculture Markets (GrAMs) or large warehouses in the private sector.





Kisan Credit Card Scheme

Aims at providing adequate and timely support from the banking system to the farmers for their short-term credit needs for cultivation of crops.

Benefits

- Simplifies disbursement procedures.
- Removes rigidity regarding cash and kind
- No need to apply for a loan for every crop and every season.
- Assured availability of credit at any time enabling reduced interest burden for the farmer.
- Helps to buy seeds, fertilizers at farmer's convenience and choice.
- Helps to buy on cash-avail discount from dealers.
- Credit facility for 3 years – no need for seasonal appraisal.
- Maximum credit limit based on agriculture income.
- Any number of withdrawals permitted subject to credit limit.
- Repayment only after harvest.
- Rate of interest as applicable to agriculture advance.
- Security, margin and documentation norms as applicable to agricultural advance

Agricultural Insurance

Pradhan Mantri Fasal BimaYojana (PMFBY)



- Providing financial support to farmers suffering crop loss/damage arising out of unforeseen events.
- Stabilizing the income of farmers to ensure their continuance in farming
- Encouraging farmers to adopt innovative and modern agricultural practices
- Ensuring flow of credit to the agriculture sector which will contribute to food security, crop diversification and enhancing growth and competitiveness of agriculture sector besides protecting farmers from production risks.



Agricultural Insurance

Restructured Weather Based Crop Insurance Scheme

- Aims to provide insurance protection to farmers based on **weather based indices** of high/low rainfall, high/low temperature, humidity, wind speed etc. deemed to impact crop production adversely.
- The scheme has the advantage to **settle the claims within shortest possible time** and is suitable for crops where past yield data is not available like perennial horticultural crops, vegetables etc.
- **Premium rates** under Weather Based Crop Insurance Scheme (WBCIS) have also been reduced and brought at par with the new scheme of PMFBY.
- Scheme is available for all food crops, oilseeds, horticultural/commercial crops for which **demonstrated co-relation with yield loss due to adverse weather** indices is established.

Agri-Clinics and Agri-Business Centres

- Aims to tap the expertise available in the large pool of Agriculture Graduates. Irrespective of whether you are a **fresh graduate or not**, or whether you are currently **employed or not**, you can **set up your own Agri-Clinic or Agri-Business Centre** and offer professional extension services to innumerable farmers.
- **Start-up training to graduates in Agriculture**, or any subject allied to Agriculture like Horticulture, Sericulture, Veterinary Sciences, Forestry, Dairy, Poultry Farming, and Fisheries, etc. Those completing the training can apply for special start-up loans for venture.
- Agri-Clinics and Agri-Business Centres are advisory and business centres managed by agricultural professionals in rural areas where they provide **client specific advisory services free/payment basis**.





Farmers Field School

❖ What is Farmers Field School (FFS)?

An agricultural school of farmer which is conducted by the farmers on their own fields.

“If I hear it, I forget it. If I see it I remember it. If I discover it, I own it for life.”

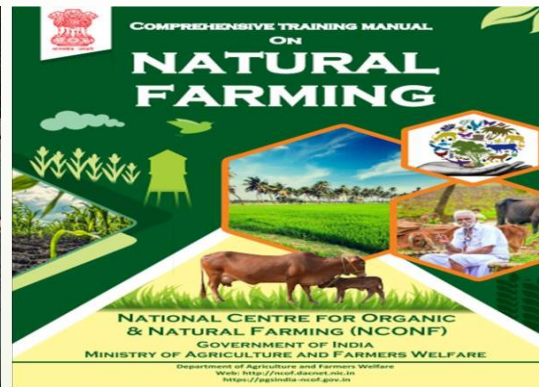
❖ Objectives

- Empowering farmers with knowledge and skills.
- Making farmers experts in their own fields.
- Empowering farmers to solve their field problems by themselves.
- Helping farmers how to organize themselves and their communities to become sound socially and economically.

Farmers Field School

❖ Essential Elements of FFS

- The Group
- The Field
- The Facilitator
- The curriculum
- Programme Leader





Farmers Field School

❖ **Criteria and steps for village selection**

- All approachable location/villages should be selected.
- Fairly easy access should be preferred
- Comfortable rapport between facilitators and farmers.
- Aware with the purpose of visit by the village leader.
- Request him to invite all growers (depending upon the crop chosen) for general meeting.
- Collect village profile.
- Area under crop cultivation.
- Number of farmers.
- Problems in previous crops.
- Request the village head to organize meeting in the following week.
- Women farmers' participation is also required.
- The date, time should be fixed in consultation with village leader or gram pradhan.
- Social and economic status of the farmers.



Farmers Field School

Criteria and steps for farmer's selection:

- The farmers should be typical of that area in terms of crop cultivation.
- Active farmers should be preferred.
- Should be energetic and physically fit.
- Willing to learn at their own.
- The village head or gram pradhan will help in choosing right farmers.
- Finalize the list of farmers.
- Request the selected farmers to attend the next meeting.
- Conduct this meeting at least two week before commencement of FFS.

Cont.....



Farmers Field School

Criteria and steps for farmer's selection:

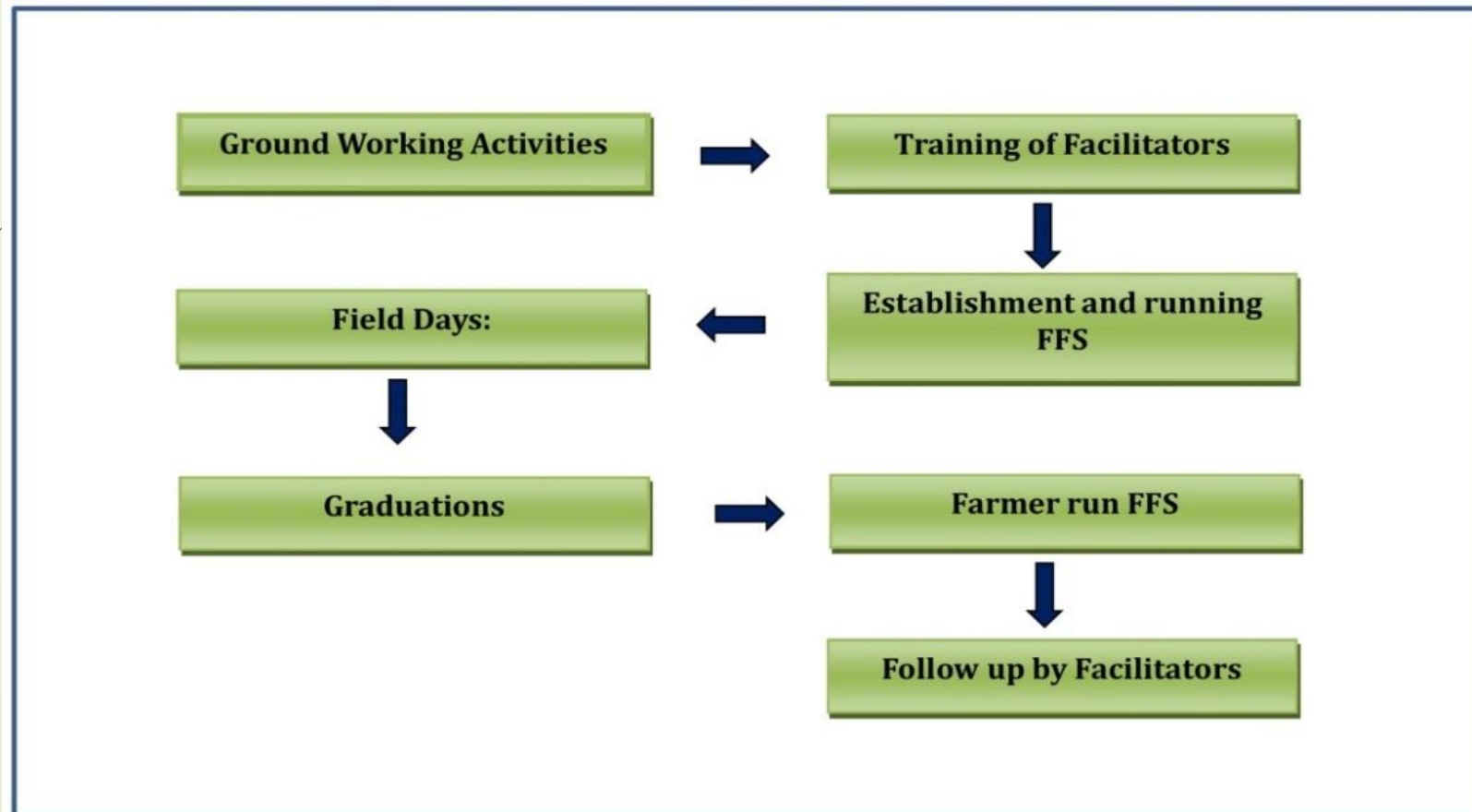
- Conduct meeting with selected farmers.
- Hold participatory discussion to identify local problems related to total crop management.
- Identify local needs
- Explain FFS activities in detail.
- Discuss farmers practice.
- Ask the farmers for their own practices to follow in farmers practice plot.
- Explain the farmers about Natural Farming practices are to be followed in the plot.
- With the consensus of the farmers, select suitable FFS field and training site.
- Finalize the inaugural day for FFS and check out programme.

Farmer Field School

❖ **Criteria and steps for field selection**

- Select minimum of 1 ha.
- The field should be belonging to one farmer.
- It should be easily accessible and should not be too far from FFS village.
- The field should be close to the meeting place (gathering place).
- Some shady areas should be nearer to the field.
- No water stagnation in the field.
- No abnormalities in the field.
- Identify farmer who is willing to give the land for conducting field experiments.
- He should agree to follow the schedule of farming operations as finalized by the farmers.
- He should agree to meet all the expenditure involved for the fields planned for Natural Farming.
- He should agree to allow the farmer participants to work in that field to organize field day.
- At the planning meeting through participatory discussion with all selected farmers the facilitators should make verbal contact with FFS farmers.

Farmers Field School



Free Training to set up your Agri-Clinic or Agribusiness Centre

- Specialized training will be provided to **Agriculture Graduates** interested in setting up such a center.
- Being provided free of cost, **45 days training course** will be offered by select institutes across the country.
- Initiated by SFAC, and co-ordinated by MANAGE, the **course comprises Entrepreneurship and Business Management**, as well as skill improvement modules in your chosen areas of activity.






Non-Governmental Organization (NGOs)

Many NGOs are working in various aspects of agricultural development and farmers can take the advantages of such NGOs wherever available

- Farm advisory
 - Input supply
 - Infrastructures
 - Processing
 - Marketing
 - Community mobilization
 - Micro finance
 - Livelihood development etc.
- 



Marketing Linkages



Marketing linkages for natural farming involve establishing connections between producers of natural or organic agricultural products and various stakeholders within the marketing chain. This includes retailers, distributors, consumers, and other relevant parties.



Important Steps for Successful Marketing

- Aggregation of fresh produce and products
- Manage the supply chain of fresh produce under FIGs & collection centres.
- Value addition aspect of naturally cultivated fresh produce
- Packaging
- Branding
- Preservation



Aggregation of fresh produce and products

- Identifying Farmer Interest Group (FIGs) & Collection Centre units
- Cataloging Fresh Produce and Products
- Quality Assessment
- Logistics and Transportation
- Storage and Warehousing
- Market Access
- Financial Management
- Data Management & Analysis



The supply chain of fresh produce under FIGs & collection centres

- Demand Forecasting
 - Communication and Coordination
 - Quality Control and Standardization
 - Inventory Management
 - Compliance and Regulation
 - Training and Capacity Building
- 



Value addition

- 
- Processing & Preservation
 - Packaging and Branding
 - Market Diversification
 - Product Differentiation
 - Adding Convenience
 - Value-Added Services
 - Collaborations and Partnerships
 - Export Opportunities

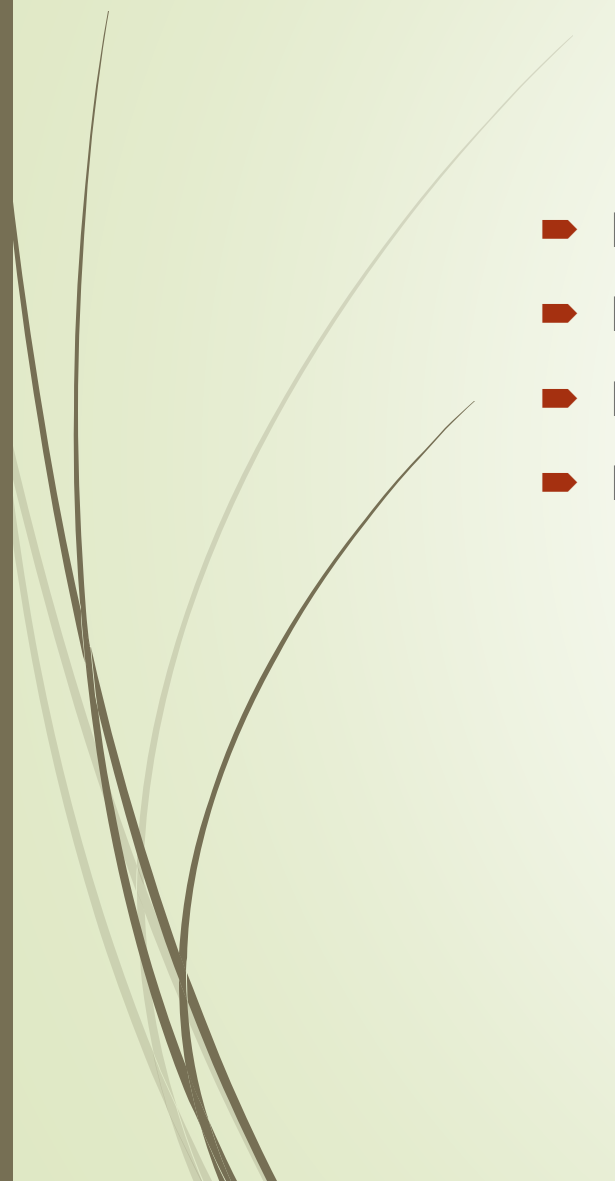


Packaging

- 
- **Differentiation**
 - **Product Information**
 - **Story Telling**
 - **Brand Identity**
 - **Functional Packaging**
 - **Window Packaging**
 - **Regulatory Compliances**
 - **Batch or Lot information**
 - **Consumer Engagement**
 - **Sustainable Packaging Practices**
 - **Packaging Durability**



Branding

- 
- Brand Name
 - Logo Design
 - Brand Colors and Fonts
 - Brand Story



Different types of Marketing Strategies

Offline Marketing

- Canopies
- Captive Outlets
- Shops at Vantage Points and Reputed Market Locations
- Visual Merchandising
- Sampling and Product Demos
- Seasonal Marketing
- Customer Loyalty Programs
- Collaborations and Partnerships

Online Marketing

- Market Research
- Professional Website
- Domain and Hosting
- Website Design and Development
- Product Catalogue



Marketing strategies at Farmers' level

- 
- Community Supported Agriculture (CSA)
 - Subscription base marketing.
 - Farmers Markets
 - U-Pick farms
 - Farm Stands, Restaurants
 - Farm to School and Institutions
 - Agritourism
 - Move from *1-To-Many* to *1-To-1 Marketing*



THANK YOU