

OFFICE OF THE COMM. & DIRECTOR OF AGR. MARKETING
GOVT. OF ANDHRA PRADESH, HYDERABAD.

No.SI /607/2010

Dated: 17 .03.2010

MEMO

Sub:- Agril. Mktg. Dept –Proposal for organizing awareness programme and training programmes for farmers to utilize emerging market opportunities – Reg.

Ref:- Lr. Dated 22-02-2010 of Federation of Farmers Association.

* * *

It is to inform that the Federation of Farmers Association (FFA) of Hyderabad is proposed to organize awareness and training programmes to the farmers on selected commodities in selected districts. The proposals received vide reference cited is hereby enclosed with a request to go through the contents carefully and details of the venue will be suggested by the FFA Members.

Hence all the Assistant Director of Marketing in the state are here by requested to take necessary steps to provide Rs 10,000/- from the Budget estimates of concerned AMCs for the year 2010-11 under the head of farmers training course. So that sanction may be accorded for organizing such training programmes.

Further it is informed that the above Federation of Farmers Association intends to conduct training / awareness programmes during 2010-11 (list of Market Yards is enclosed) the Agricultural Market Committees may be instructed to give whenever FFA Members approaches them.

Commr. & Director of Agrl. Marketing

To
All the Assistant Directors of Marketing in the State.

17/3/10

17.3.10

Copy to All Joint Directors of Marketing / Deputy Directors of Marketing in the State.
Copy to Federation of Farmers Association, Hyderabad.
Copy to the All Secretaries of the Agricultural Market Committee in the State through Assistant Directors of Marketing for necessary action.



FEDERATION OF FARMERS ASSOCIATIONS

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22/02/2010

To,
Shri. Sukumar, I.A.S.
Commissioner of Marketing,
Government of Andhra Pradesh
BRKR Bhavan,
Hyderabad,

Dear Sir,

Sub: **PROPOSAL FOR ORGANIZING AWARENESS AND TRAINING PROGRAMMES FOR FARMERS TO UTILIZE EMERGING MARKET OPPORTUNITIES.**

REQUEST FOR APPROVAL - REG.

The Government of Andhra Pradesh through AMCs and Market Yards is providing a many facilities to the farmers, including electronic auctioning, storage and hypothecation facilities for realization of better price.

It is also providing price discovering mechanism and also arranging inputs and training.

1) **New Opportunities in value addition and Emerging Trends in Marketing:**

Since few years new marketing opportunities are emerging in India and other countries. The processing industries are willing to enter into long term contract farming by agreeing for forward and backward integration. Encouragement to retail chains by Government of India is another opportunity for the farmers to have increased benefits. Joining hands with retail chains will enable the farmers in understanding changing consumer trends and plan the production, adopt quality parameters grading of produces and other related issues.

The increasing globalization is huge opportunity for Indian farm produce to develop internationally popular and consumers preferred, organic food and non pesticide agriculture produce. Similarly, the processing industry with new technologies for extracting colouring agents and essential oils is another area to be explored by Indian farmers and industry.

2) **Proposal by Federation of Farmers Associations (FFA)**

Federation of Farmers Associations (FFA) is Andhra Pradesh Farmers Apex Organization and it is a Member of Consortium of Indian Farmers Associations (CIFA). Together they are working on Productivity, Marketing, Technology Transfer and Policy Related issues. They are assisting in establishing Commodity Interest (Producer) Groups to enable them link with markets. In the past few years we have brought together producer groups and processing industries. The projects are organized in partnership with ICRISAT, Poultry and Coca Cola.

During 2010 we propose to organize number of awareness cum training programs to be supported by Commissioner of Marketing for the benefits of producer farmers.

- a) To identify and suggest Emerging trends in Markets – *Online Trading – Spot Trading and other means.*
- b) Identify and arrange Contract Farming with *Backward and Forward Linkages with Processing Industry, Retail Chains and Exporters.*
- c) To create awareness on the *Pyto-Sanitary standards, Consumer Preferences* and other related issues.
- d) To provide information to farmers on *the schemes and incentives programs provided* by Government of India, Ministry of Food Processing, APEDA, Ministry of Horticulture, Spices Boards and others.
- e) To assist Commodity / Producer Farmers Groups (CIGs) to establish Cooperative societies and Producer Companies for *Establishing Own Processing Industries and Retail Chains.*
- f) To extend assistance to farmers organizations in *preparing MOUs* on behalf of farmers with processing industry and others
- g) To train farmers groups including CIGs / Societies on *Institutional Management including HRD* and other related issues.

3) FFA suggest the following producer groups programs::

S.No.	Subject	No. of Meetings
1	Cotton 21 centres x3 * Suggested District: Warangal – Adilabad – Mahaboob Nagar – Medak - Khammam – Guntur – Kurnool	63
2	Chillies 15 centresx3 * Suggested District: Warangal – Guntur - Khammam	45
3	Turmeric 5 centresx3 * Suggested District: Nizambad – Guntur -	15
4	Onions 3 centresx3 * Suggested District: Kadapah – Warangal -	9
5	Oil Seeds 30 centresx3 * Suggested District: Ananathapur – Prakhasam - Chittoor – Mahaboob Nagar – Khammam-	90
6	Pulses 15 centresx3 * Suggested District: Mahaboob Nagar – Medak -	45
7	Horticulture 40 centresx3 * * Suggested District: 2 in each districts except Guntur	120
8	Other 15 centres 3 8.1) Castor : Mahaboob Nagar - Nalgonda 8.2) Minor Millets : 8.3) Maize : Kaharimnagar-Nizambad	9 9 45

Note:

The Commissioner is requested suggest as he deems fit.

We request the Commissioner to increase the number of programs as he deems necessary.

4) Budget Requirement for Each Program:

S.No.	Particulars	Amounts in Rs.
1.	Erecting of Shamiyana	1,000
2.	Dias	250
3.	Chairs (50)	250
4.	Conveyance charges for farmers	1,500
5.	Honorarium to 3 Resource Persons and Conveyance [Rs.750+250] * to be paid by the Market Yard officials directly.	3,000
6.	Mike, Cordless Mikes and Batteries	500
7.	Snacks / Lunch / Tea etc.	2,000
8.	Reading material	500
9.	Miscellaneous	1,000
Total		10,000

5) Role of FFA:

5.1) We will arrange for resource persons to participate in the programs.

5.2) We will follow-up the outcome of each program and assist the farmers as suggested in Item 2.

5.3) FFA will keep the Commissioner Marketing of the development in each activity and seek his guidance and participation.

REQUEST:

We request the Commissioner of Marketing, Government of AP to approve the proposal. Instructions may be issued to the concerned Market Yards / District Officials to interact with FFA. The dates of the conferences and the agenda will be finalized by Federation of Farmers Associations (FFA) in consultation with the local District and Market yard officials.

The copy of the Commissioner instructions to the officials may be marked to us to enable us to pursue the program.

Awaiting for your kind approval.

Yours Sincerely

P. Chengal Reddy
Honorary Chairman.