

**ATMA - DISTRICT COMMODITY PLAN**  
**Paddy- Cotton –Pulses- Oil seeds**  
**To be Prepared by Commodity Interest Groups [CIGS]**  
**(Draft Model Proposal Submitted to Principal Secretary**  
**Dept. of Agriculture, Govt. of AP by FFA, AP)**

**1) Objectives:**

- 1) To integrate different schemes of central and state governments and prepare a district commodity status paper.
- 2) The status paper will identify production deficiency, extension limitations and other related issues.
- 3) Programs under a) ATMA b) NAIP c) 11<sup>th</sup> Plan programs of Food security d) Oil technology mission e) Cotton technology mission will be integrated.
- 4) The status paper will contain suggestion and advice for involvement of processing industries including rice mills, textile mills etc.,
- 5) The status paper will seek advice from procuring institutions of FCI, CCI, APEDA and others.
- 6) The district commodity plan will be prepared with advise of Agriculture Research Stations / Agriculture Universities, Water User Associations, Lift Irrigation Societies.
- 7) Input supplies advise will taken into consideration.

**2) Strategy**

- 1) To prepare each commodity status paper for the district / agriculture zone.
  - a) Productivity constraints b) Marketing constraints c) Processing value addition issues etc.,
- 2) To establish Commodity Interest Groups (CIGs) of farmers at different levels.
  - a) Village / Mandal / Block b) District / Project area c) State
- 3) To establish district level commodity advisory committee consisting of
  - a) Officials
  - b) b) Processing Industry
  - c) Farmers representatives (CIG groups – WUAs)
  - d) Research Institutions. ZRAs / Krishi Viganana Kendras
  - e) Procuring agencies (FCI-CCI)
- 4) To prepare yearly calendar for implementation.

**3) First Year program - Pilot project**

- a) To select specified villages / areas and farmers.
- b) To prepare action program by providing inputs, extension etc.,
- c) To involve private sector in extension and quality input supply.
- d) To evaluate at the end of the season.
- e) To provide training on productivity and HRD related issues.

## 4- ATMA CIGS 1st YEAR PROGRAM (draft)

	Activity	Month of	
		Initiation	Completion
1	Base line survey of farmers in the selected area / villages / sugar factory zone.	Month 1	Month 2
2	Identification of commodity specific farmers in the project area.	Month 1	Month 1
3	Organize farmers into Primary farmers cooperative / informal groups.	Month 2	Month 3
4	Build their knowledge, skills and capacities in best practices of commodity production by providing a package of uniform practices to each cluster through training, workshop and exposure visits.	Month 4	Month 12
5	Promote Integrated Pest management to address the pest problem	Month 4	Month 12
6	Provide access to other inputs like - manure, seed, equipments, water and credit	Month 3	Month 12
7	Sensitizing the members of commodity groups on the benefits of collective marketing.	Month 3	Month 5
8	Collective marketing / sale of commodities hypothecation / supply to procurement agencies - FCI - CCI etc., etc.,	Month 5	Month 12
9	Organize orientation meetings for the groups/ cooperatives and provide training on governance - government programs - schemes - incentives etc.,	Month 4	Month 12
10	Federate these primary commodity groups / farmers' cooperatives and (ad hoc committees) elect the executive council and office bearers at district level.	Month 8	Month 9
11	Assist in establishing district office / organizational facilities.	Month 10	Month 12
12	Arranging interaction with complementary institutions - financial -procurement - research etc., etc.,	Month 3	Month 12
13	Interaction / Workshops with processing industries, super markets, exporters and others for marketing including arranging contract farming.	Month 4	Month 12

4) Preparation of Status Papers for Each Commodity in the District / Zone. (Model Draft Guidelines)

S.No	<u>NAME OF THE COMMODITY GROUP</u>	<u>EXISTING SITUATION –</u> a) Government programs b) Productivity levels c) Reasons d) Marketing problems etc.,	1) <u>SUGGESTED STRATEGIES:</u> a. Establishing district commodity coordination committee. b. Preparation of commodity status papers workshops / seminars. c. Identified Pilot project area for implementation during year 2007-08 d. Strategies for improving productivity, quality and marketing – Time schedule e. Organizing awareness programs on Government programs. f. Evaluation- University/ NIRD/ MANAGE 2) Identification of Partners and Work Allocation	<u>REMARKS SUGGETIONS</u>
1	Paddy	a) Food security program b) No considerable improvement in past few years. c) Non usage of hybrids and water management techniques. d) FCI not procuring directly from the farmers.	1) To be decided by the ----- district ATMA – PADDY COMMODITY GROUP. 1-b) To fix date for preparation of status paper. 1-c) To be decided by district committee. 1-d) To be prepared by district committee. 1-e) Workshops and seminars 1-f) Visit to the pilot project areas by other farmers in the districts  2-a) Department of Irrigation 2-b) Agriculture research stations 2-c) Food Corporation of India 2-d) AP Civil supply departments 2-e) Water Users Associations. 2-f) Federation of Farmers Associations.	
2	Cotton	a-1) Cotton Technology Mission	a) To establish adhoc committee	

		<p>a-2) Productivity implement program under 11<sup>th</sup> Plan.</p> <p>b) Good increase c) Usage of BT Cotton d) Insufficient procurement by CCI.</p>	<p>b) Preparing status paper in consultation with Cotton / Textile mills and exporters. c) To be decided by the district committee. d) To introduce long staple cotton e) Seminars / Workshops f) Evaluation- University/ NIRD/ MANAGE g) Visit to the pilot project areas by other farmers in the districts</p> <p>2-a) To involve Cotton Corporation of India(CCI) 2-b) To involve LAM Farm, Guntur.</p>	
3	Pulses	<p>a) 11<sup>th</sup> Plan Food security program b) No Productivity improvement in the recent years. c) Non availability of hybrid seeds and lack of irrigation facilities. d) No Marketing problems etc.,</p>	<p>1-a) Establishing district adhoc committee. 1-b) Preparation of commodity status papers through workshops / seminars. 1-c) To be decided by the district committee. 1-d) To be decided by the district committee. 1-e) Workshops – Seminars 1-f) Evaluation- University/ NIRD/ MANAGE 1-f)) Visit to the pilot project areas by other farmers in the districts</p> <p>2)Local Dal Mills.</p>	
4	Oil seeds	<p>a) Oil seeds technology mission programs A2) 11<sup>th</sup> Plan Productivity Improvement Program b) Stagnated c) Non availability of pest resistant and water stress resistant seed. d) -----</p>	<p>1-a) To be decided in consultation with farmers groups. 1-b) Workshops / seminars. 1-c) To be decided in consultation with district committee 1-d) To be decided by the district committee. 1-e) ----- 2-a) Local oil seeds processing factories.</p>	

5	Milk	<ul style="list-style-type: none"> <li>1) -----</li> <li>2) Routine Breed improvement programs</li> <li>3) Lack of involvement by milk producers associations. – Lack of involvement of women farmers in the development programs.</li> <li>4) Low prices paid by processing industries.</li> </ul>	<ul style="list-style-type: none"> <li>1-a) To be decided in consultation with dairy women farmers groups.</li> <li>1-b) Preparation of commodity status papers workshops / seminars.</li> <li>1-c) To be decided in consultation with district committee</li> <li>1-d) To be decided by the committee.</li> <li>1-e) -----</li> <li>1-f) Visit to the pilot project areas by other farmers in the districts</li> <li>2-a) Local milk chilling centres.</li> </ul>	
6	Aqua	<ul style="list-style-type: none"> <li>1) District development program under 11<sup>th</sup> plan.</li> <li>2) No improvement</li> <li>3) Non application of new technologies</li> <li>4) No retail outlets developments.</li> </ul>	<ul style="list-style-type: none"> <li>1-a) To establish adhoc committee with existing registered associations.</li> <li>1-b) To be decided by the district committee</li> <li>1-c) To be decided by the district committee.</li> <li>1-d) To be planned by the district committee.</li> <li>1-e) Organizing seminars workshops.</li> <li>1-f) Visit to the pilot project areas by other farmers in the districts</li> <li>2) EMPEDA / Exporters</li> </ul>	

7	Sugarcane	<p>a-1) Sugarcane development fund</p> <p>a-2) Productivity improvement program under 11<sup>th</sup> Plan.</p> <p>b) No considerable improvement in the past few years.</p> <p>c) Non usage of innovative technologies. - PIT Method – Nursery Plantation.</p> <p>d) -----</p>	<p>1-a) To establish adhoc committee with representatives from existing district sugar factories associations.</p> <p>1-b) Preparation of commodity status papers workshops / seminars</p> <p>1-c) To identify the pilot project area in consultation with district committee.</p> <p>1-d) Strategies for improving productivity, quality and marketing – Time schedule</p> <p>1-e) -----</p> <p>1-f)) Visit to the pilot project areas by other farmers in the districts</p> <p>2-a) Local sugar factories</p>	
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