

**WEL COME**

**To**  
**The Presentation**

**on**

**Promotion of Farmer Market Linkages  
– Role of Agri Business and Export Knowledge Centre  
UAS, Dharwad, Karnataka**

By

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## About Karnataka State

- Endowed with diverse agro-climatic conditions
- Variety of cropping patters
- Districts enjoy location and crop specific comparative advantage
- Information flow is by line departments
- Less participation by corporates
- Agril. Trade is dominated by intermediaries

## Introduction

- India is one of the fastest growing economy in the world.
- India- second largest producer of fruits & vegetables in the world.
- The 10th five year plan had identified strengthening of Marketing, Processing, Value addition infrastructure and Reforms to introduce pro-active policies for the farm sector in thrust areas.
- Re-thinking regarding generation of relatively larger resources for further investment in the rural economy.
- The market oriented agriculture should attempt to achieve:  
*Tactical balance between demand and supply- to achieve price stability*  
*Servicing the market demand in requirement with the preferences of end-users to realize benefits of value addition*
- To achieve success in agri-marketing there is a need of addressing production to consumption systems with a higher priority among others  
Post-harvest processing, Quality management ,Nutrition issues, etc.
- Concentration on yield maximizing production technology without much consideration for market absorption , has led to distress among the farmers

## Genesis of the Centre



- Founder –**Dr. S.A. Patil**  
Hon'ble Former V.C ,  
UAS,Dharwad &  
presently  
Director  
IARI, New Delhi
- Proposal submitted to Govt of Karnataka
- Govt released funds during 2006
- Covers 12 districts of Northern Karnataka



Inauguration of Agri Business and Export Knowledge Centre by  
Hon'ble Vice-Chancellor, Dr. J. H. Kulkarni, University of Agricultural Sciences, Dharwad.  
On this occasion Hon'ble Board of Regents  
Smt. Isabella Das, Sri Gurnath Oduqouadar, Dr. A. D. Kotnal were present

## Objective of the Study

“Study the functioning  
and impact of newly established  
Agri Business & Export Knowledge Centre”.

## Methodology

- The study is based on participatory approach of producers in production and marketing of Agril. commodities
- Utilises the primary data obtained from the field and observations by the faculty
- Opinion of other stake holders were also taken into consideration.

## Activities and Achievements of the Centre

### A. Organization of producer associations-Guidance-UASD

#### 1. Sufal Mango Growers Association, Hubli

- Pre harvest contract method followed for disposing off their produce.
- There were no alternative marketing practices available to take up the sale of these fruits.
- In this regard a beginning was made by the ABEKC, UAS, Dharwad to sensitize Mango growers in Dharwad district.
- As a result of this "Sufal Mango Growers Association" was established and registered on 28/4/2007.

## Establishment of Sufal Mango Growers Association



Sufal Mango Growers Union meeting was held at Agri Business and Export Knowledge Centre, Sri Umesh Mirji, Asst. Director of Horticulture, Dr. N. R. Mamale Desai, Assoc. Prof., Agricultural Economics, Dr. S. B. Hosamani, Head, ABEKC, UAS, Dharwad, Dr. Savanurmath, President, Sri K. M. Shigihalli, Secretary, Sufal Mango Growers Union, Hubli, Sri Prabhu Keshagond and more than 35 progressive farmers from Dharwad, Belgaum, Haveri and Bijapur were present.

### 2. Direct selling to consumers

- ▶ Direct sale of mango fruits to the consumers in corrugated boxes of two dozens at a lower cost.
- ▶ Sold at Rs.300/- to Rs.450/- through the ABEKC as well as directly from the farmer's residence and farms.
- ▶ The packing boxes were manufactured by a sick industrial unit at a reasonable price resulting into forward market linkage in mango marketing.
- ▶ Two sale outlets opened besides selling through ABEKC, without expecting any margin of profit for the service rendered.
- ▶ This mechanism helped the consumers by getting them good quality mangoes
- ▶ Even organically grown mangoes were also sold.
- ▶ Thus it paved the way for income generation on one hand and employment generation on the other hand.

### **3.Rejuvenation of sick industry**

- A sick pulp making industry in Shimoga district was reviewed
- MoU signed between the Indian Farmers Movement, Karnataka (INFAM) and Kamadhenu Co-operative Dairy & Fruit Processing Society, (KAMPCO) Golikatta, - joint management of the factory.
- Due to joint efforts of the ABEKC and INFAM, farmers contributed a sum of Rs.200/- lakhs in the form of capital for the industry.
- The efforts by the ABEKC and NGO have been greatly appreciated by the farmers and others in the area.

### **4. Successful Intervention in pomegranate marketing**

- Marketing of pomegranate in Bagalkot area which is a predominantly pomegranate growing area.
- Inviting KB Exporters, Mumbai and Farm Fresh Exporters from Mumbai and Pune for procurement of fruits from this area.
- This led to increase in the price level from Rs.45/- per kg of fruits to Rs.65/- per kg.

### 5. Inter-institutional linkages

- Establishing close network with various institutions both government and non-government for promotion of production and marketing of agricultural commodities.
- Organized seminars, group meetings and field meetings in collaboration with APEDA, KAPPEC, KSTDB, VITC, Dept. of Agriculture, Dept. of Horticulture, KCC&I, Certification agencies.
- Various development departments channalized their innovative schemes and funds
- Exploring certification as 'EURAP GAP' or 'Organic' farms at lower costs through group certification.

## Production of Good Quality Mangoes and Marketing



Inauguration of seminar on " Quality Mango Production and Marketing" at University of Agricultural Sciences, Dharwad by Dr. H. V. Raghuram, Managing Director, Vishweshwarayya Industrial Trade Centre, Bangalore. Sri Umesh Bagur, General Manager, KAPPEC, Bangalore, Dr. R. R. Hanchinal, Research Director, University of Agricultural Sciences, Dr. S. B. Hosamani, Head, ABEKC, Dr. N. R. Mamale Desai, Associated Professor were present.

## USIAD & Agril.Marketing Dept.Seminar on Export of Mango and Grapes



USIAD and Agricultural Marketing Department jointly organized a seminar on "Grape and Mango Export" at Hubli. On this occasion Dr. S. B. Hosamani, Agri Business and Export Knowledge Centre, Dharwad expressed his ideas

### 6. Awareness through mass media

- Publications propagating benefits of good quality products, marketing opportunities including export in Kannada language free of cost.
- Articles published through magazines, news papers for the benefit of farming community.
- Latest information made available through the website.
- The All India Radio (AIR), Govt. of India and FM Radio of the University utilized to reach the farmers in remote rural areas.

## **7. Creation of Web site ([www.agribusinessdwd.com](http://www.agribusinessdwd.com))**

- Information about the centre and other information like commodity profiles, news, seminar, etc.
- Provision made for buyer-seller meet through internet.
- Forecasts relating to crop scenario on production and marketing.
- Welcome feature is that some farmers sent their enquiry through mails.

## **8. Future plans**

- Establishing infrastructure facilities - agricultural commodities.
- Creation of cold chain facility for mango and other horticultural produce in Dharwad area.
- Arils extraction from pomegranate (value addition) in Bagalkot area
- Importing machineries from Israel -'Juran' Company or Japan
- Acquiring mobile grading and packing units-grading of commodities at farm level itself.
- Follow-up seminars and study tours for farmers.
- Involved in finalization of a deal with leading exporters of colour cotton, organic cotton and commercial cotton.
- Installing the KIOSK for the farmers - reveals information by touching the screen in local language.



## Conclusion

- For establishing effective agriculture-market linkages - 3 processes:
  - Building effective backward linkages
  - Conduct and performance of markets and marketing institutions, and
  - Demand generation through value addition.
- Improvement in interdependency of agriculture with industry/market is determined by the success and failure of these processes.
- The centre has made a positive impact on production and marketing
- Created lot of awareness among farmers and other stake holders
- Receiving support and help from government and other institutions

