

DISSEMINATION OF AGRI-BUSINESS RELATED SMS

**MAHARASHTRA AGRICULTURAL
COMPETITIVENESS PROJECT
(MACP)**

CONTENTS

- **Overview of the Maharashtra Agricultural Competitiveness Project (MACP).**
- **Scope of IT interventions in MACP.**
- **SMS sub-component.**
- **Project expectations.**

OVERVIEW

- **MACP - World Bank (WB) aided project.**
- **Project Period – 2010 to 2016.**
- **Total Project Cost – Rs. 703.95 Crores**
 - **World Bank : Rs. 461.21 Crores (65.5 %)**
 - **Govt. of Maharashtra: Rs. 51.72 Crores (7.3 %)**
 - **Beneficiary Instts. : Rs. 191.02 Crores (27.1 %)**

PROJECT DEV. OBJECTIVE

- **Project Development Objective:**
 - **To increase productivity, profitability and market access of the farming community in Maharashtra.**
- **Three depts. of Govt. of Maharashtra:**
 - **Dept. of Agriculture**
 - **Dept. of Agricultural Marketing**
 - **Dept. of Animal Husbandry**

MACP

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graph TD; MACP[MACP] --> Concept[Concept]; MACP --> Objectives[Main Objectives]; Concept --> C1[Market led extension & improving productivity & quality of produce]; Concept --> C2[Expand Market Infrastructure and increasing farmers access to the Market]; Objectives --> O1[Empower Farmers]; Objectives --> O2[Develop competitive Agri. Mktg. Systems]; Objectives --> O3[Improve Market Access]; Objectives --> O4[Private Sector Participation]; Objectives --> O5[Establish backward & forward linkages];
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Concept

Market led extension & improving productivity & quality of produce

Expand Market Infrastructure and increasing farmers access to the Market

Main Objectives

Empower Farmers

Develop competitive Agri. Mktg. Systems

Improve Market Access

Private Sector Participation

Establish backward & forward linkages

COMPONENTS

- **A: Intensification and Diversification of Market led Production**
- A.1: Market Led Agricultural Technology Transfer
- A.2: Agri. Business Promotion Facility
- A.3: Market Information Services
- A.4: Livestock Support Services

COMPONENTS

- **B: Improving Farmer Access to Markets**
- **B.1: Promoting Alternative Markets**
- B.1.1 Product Aggregation & sale thru Producers' Association
- B.1.2 Warehouse Receipts Development
- B.1.3 Rural Haat Markets
- B.1.4 Introducing e-Marketing platforms
- **B.2: Modernizing Existing Markets**
- B.2.1 Modernizing Wholesale Markets
- B.2.2 Upgrading Livestock Yards

IT INTERVENTIONS

- **PROCESS RELATED - FOR APMCs**
- **REFORMS RELATED - FOR APMCs**
- **FARMER ENABLING - FOR FARMERS**
- **PROJECT MANAGEMENT – FOR PROJ. STAFF**

PROCESS RELATED FOR APMCs	REFORMS RELATED FOR APMCs	FARMER ENABLING	PJT. MGT.
Standardized Accounting System	Computerized Bidding System	<u>SMS Dissemination</u>	Project Portal
	E-marketing (Virtual Marketing)	Market Information Display	Upgrading Data Center
	Integrating APMCs with E-Exchanges	Web GIS Application	Project MIS
	E-Auction Hall	Functionary Database	

SOURCES OF AGRI BUSINESS INFORMATION

NEWSPAPERS

TV / RADIO

OTHER
FARMERS

TRADERS

COMM.
AGENTS

EXISTING
PLAYERS

1. COMMODITY PRICES DATA
2. PRICE TRENDS
3. COMMODITY ARRIVALS DATA
4. TRADER / COMM. AGENT DATA
5. TRANSACTION INFORMATION.
6. STORAGE INFRA. DATA.

FARMER

INTEGRATION OF SERVICES IN MACP

REFORMS RELATED INTERVENTIONS

Computerized
Bidding System

E-marketing (Virtual
Marketing)

Integrating APMCs
with
E-Exchanges

E-Auction Hall

1. COMMODITY
PRICES DATA
2. PRICE TRENDS
3. MARKET WISE
ARRIVALS DATA
4. TRADER / COMM.
AGENT DATA
5. TRANSACTION
INFORMATION.
6. STORAGE INFRA.
DATA.

FARMER ENABLING INTERVENTIONS

SMS Dissemination

Market Information
Display

Web GIS Application

Functionary
Database

DISSEMINATION THRU SMS

- **Crop advisory**
- **Agro technology**
- **Guidance for pesticides & fertilizers**
- **Weather forecast**
- **Arrivals & prices of agricultural commodities**
- **Market / storage related news**
- **Text & Voice based services**

SMS – DELIVERY MODEL

- **SMS Information will be provided to:**
 - **Govt. Field Functionaries (every year thru Project)**
 - **Institutional Field Functionaries (3 months)**
 - **Lead Farmers (6 months)**
- **First level recipients of SMS will share text information with other farmers, which will help removing farmer illiteracy barrier**
- **Shared SMS info. enables farmers to decide:**
 - **When to apply pesticides & fertilizers to crops**
 - **When to harvest the produce**
 - **When, where & at what price produce to be sold**
 - **Post harvest management**

METHODOLOGY

- **Project Subscriber Database:**
 - **Project related Field Functionaries & Lead Farmers**
 - **Database information shared with SP**
 - **Database ownership with project**
- **Contents: Developed by SP, validated by Project**
- **Selection of SP by competitive bidding**
- **Contract for the first 2 yrs (may be extended based on performance of SP)**
- **SP may develop Revenue Model for services**

PROJECT SUBSCRIBERS

- **Govt. Field Functionaries –**
 - Agriculture Officer, Agriculture Supervisor, Agriculture Assistant, Gram Vikas Adhikari, Gram Sevak, Live stock Development Officer, Live stock Extension Assistant.
- **Institutional Field Functionaries –**
 - Secretaries of Primary Agri. Credit Coop. Society , Secretaries of APMCs, WH Managers of MSWC Warehouses.
- **Lead Farmers –**
 - Agriculture Producer Groups (PGs), FCSC (Grain) PGs, FCSC (Horticulture) PGs, Progressive Farmers (awardees of *Krishi Pandits, Krishi Mitra, Udyan Pandit*, etc. from the Govt.)

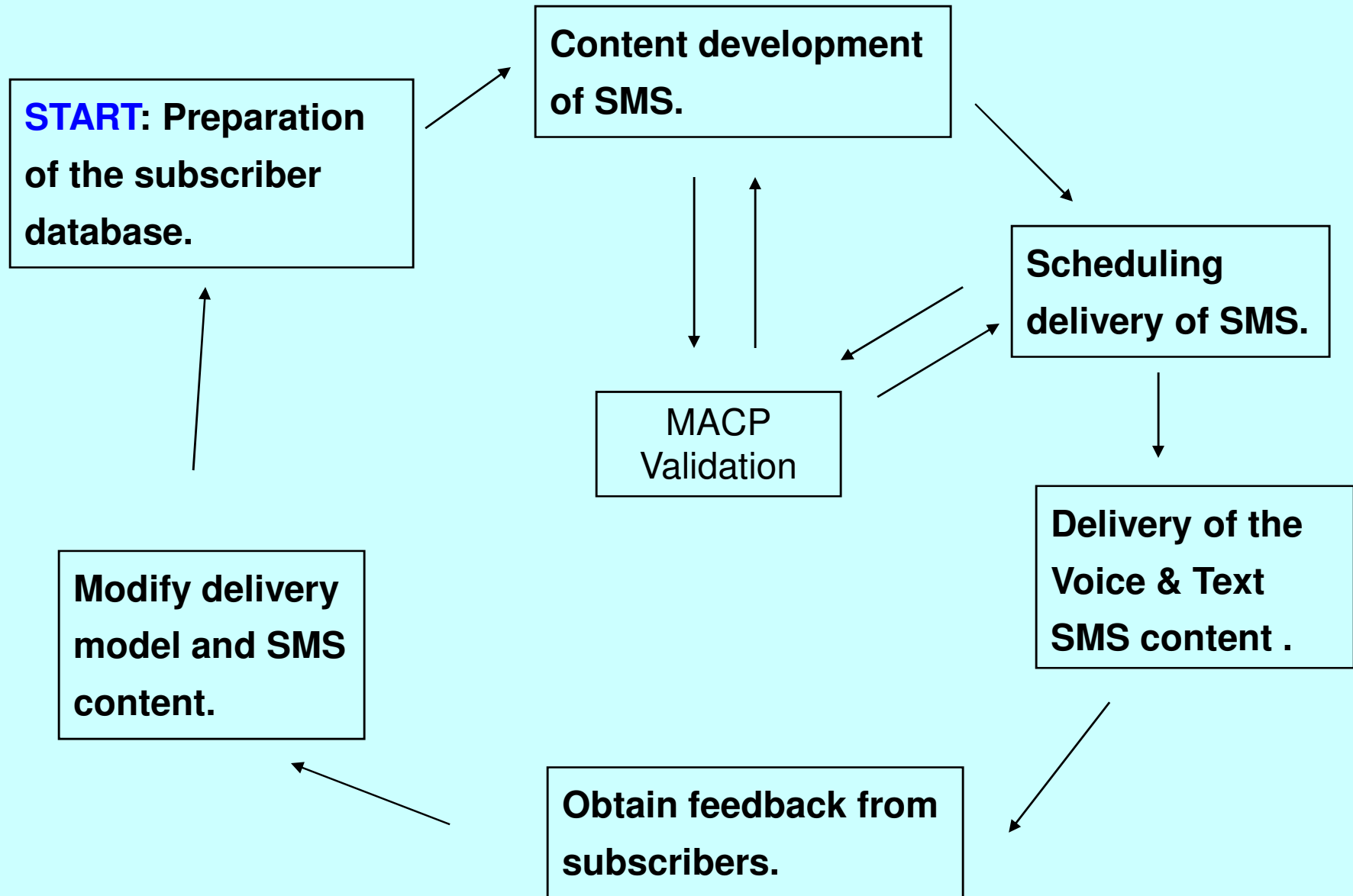
PROJECT SUBSCRIBERS (Contd.)

Total no. of subscriptions for project period – 2,17,172:

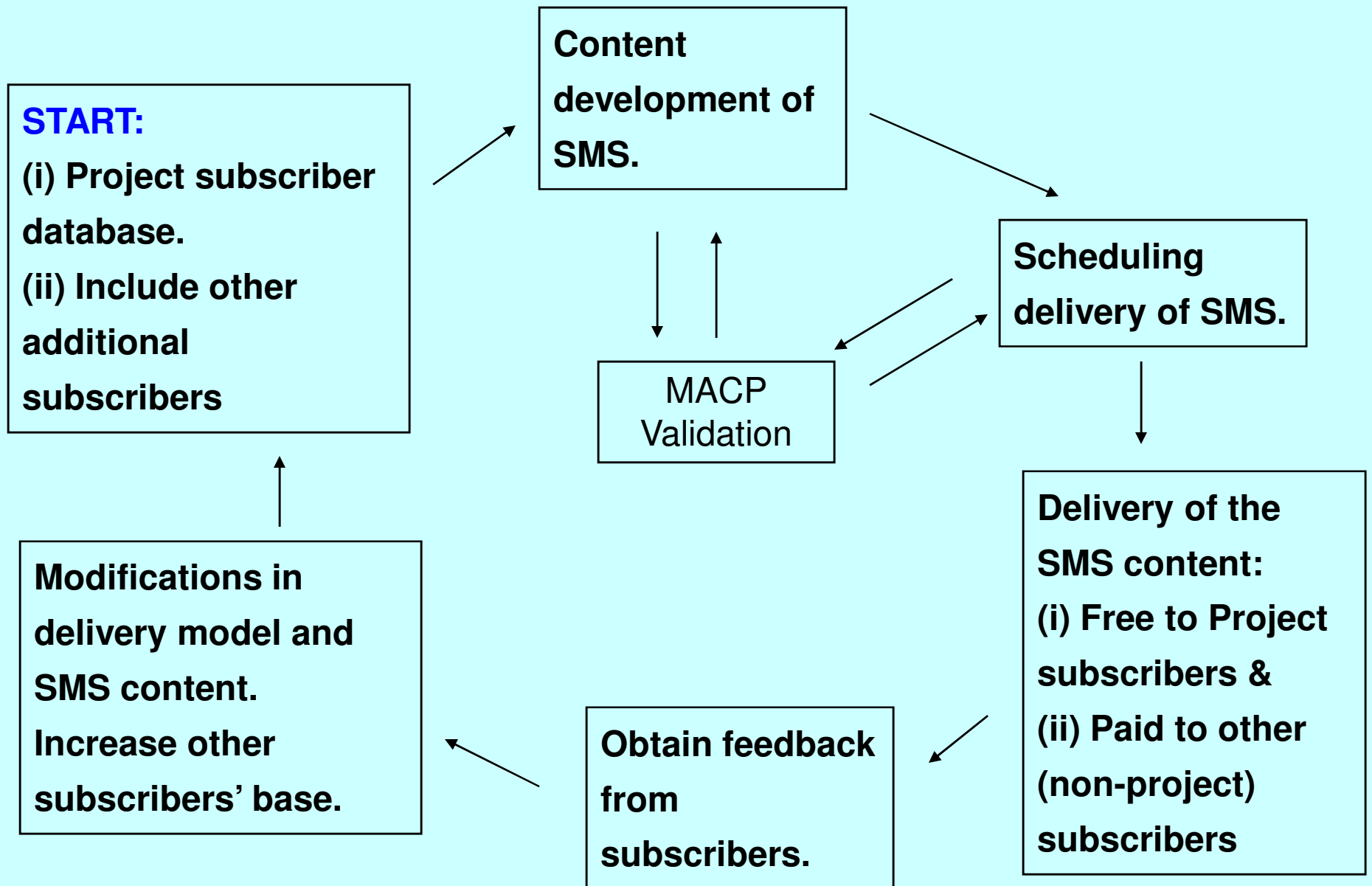
- **Govt. Field Functionaries – 1,56,480**
- **Institutional Field Functionaries – 10,692**
- **Lead Farmers – 50,000**

No.	Functionaries	Year wise Subscriptions						Total
		1 st	2 nd	3 rd	4 th	5 th	6 th	
1	Govt. field functionaries	9600	20160	31680	31680	31680	31680	156480
2	Institutional field officials (3 Mths)	3264	3564	3864	-	-	-	10692
3	Lead farmers (6 Months)	-	10000	10000	10000	10000	10000	50000

SMS Sub-Project Cycle



Suggested Revenue Model



Thank you!

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