FEDERATION OF FARMERS ASSOCIATIONS, A.P.

P. Chengal Reddy
Hon. Chairman

Indian Farmers and Industries Alliance
For Mutual Growth

Interactive Session with
The Officials of World Bank
at FFA, AP HYDERABAD
11th January, 2005
On

Policies

Evolving

page 9-10

6. To turn the

3. To

1. To

2. To

5. To

4. To
OBJECTIVES - Networking - Partnerships - Competitiveness

SITUATION

Rural Communities
- Social - Cultural Divisions
- Unorganized & Exploited
- Neglected - Confused

FFA, AP INITIATIVES

a. Institutionalizing Farmers Associations Provide Agenda & Programmes
b. Integrate - Programmes & Activities
   Partnerships - AGRITERRA - Govt. & Industries
c. Involve - Policy - Feedback - Lobby

AGENDA UNDER IMPLEMENTATION

a. Establish National Farmers Apex Body
   - State Federations - Karnataka - Rajasthan,
   - Policy - Administrative Advocacy
   - Farmers Conclave - Tax Reforms
b. Partnership for Synergy -- (IFIA)
   - ICRISAT, NABARD, CII,
c. Opinion Moulding - (MPFF)
   - Policy Makers (MPs - MLAs)
   - Intellectual (Experts - Media)

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<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Rural Institutions / Groups / Communities</th>
<th>Fortitude / Advantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Elected:</td>
<td>a) Political / Economic / Social do -</td>
</tr>
<tr>
<td></td>
<td>a) Panchayat</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Credit / Milk Societies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) Market / Education / Health Committees Committee Water User Associations</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Trading / Service Groups:</td>
<td>a) Economic / Political / Social do</td>
</tr>
<tr>
<td></td>
<td>a) Traders / Money Lenders / Milers</td>
<td>b) do</td>
</tr>
<tr>
<td></td>
<td>b) Teachers, Health Workers</td>
<td>c) do</td>
</tr>
<tr>
<td></td>
<td>c) Village Officers</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Key Social Groups in Villages:</td>
<td>a) Social Advantages</td>
</tr>
<tr>
<td></td>
<td>a) Farmers / Artisans</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Religious Committees</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) Sports / Cultural Committees</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Political Parties</td>
<td>Political, Economic and Social Control</td>
</tr>
<tr>
<td>5</td>
<td>Self Help Groups (SHG)</td>
<td>Not asserted economic / political power</td>
</tr>
<tr>
<td>6</td>
<td>Private Educational / Health Institutions</td>
<td>Access to Politics</td>
</tr>
</tbody>
</table>
Farmers Problems

Individual Problems
- No respect in the Society
- No sufficient income – No guaranteed income
- No full time work
- No development / growth (Purchase of new lands, tractors, new house, cycle, fan, phone etc.)
- Non-availability of quality inputs
- No extension – advice
- No regular water or electricity supply
- Heavy physical work
- No Mechanization
- No access market information
- No Health / Education facilities

Government Related
- Inconsistent agricultural policies
- Low budget allocations by Central/State Government for agriculture
- Political uncertainty
- No decentralization of power
- Insufficient backward & forward linkage
- Insufficient infrastructure
- Lack of crop insurance
- Depending on Monsoon

Business Related
- Adulterated, spurious seeds and pesticides.
- Cheating in weighing.
- Exploitation by Agents / Middlemen Commissions
- Heavy interest on private borrowing.
- Monopoly business activity

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CUMULATIVE CAUSES FOR COMMITTING SUICIDES BY FARMERS

1. Problems of getting credit - quality inputs - MRP - timely water / electricity
2. Problems in getting services - extension / irrigation
3. Exploitation in the markets - middle men / agent - high % of commission
4. Frequent failure of crops: Draught - Floods - Pests - Failure of bore wells
5. Insufficient compensation - On Crop insurance
6. Institutions Failure: political - administration - judicial
7. Failure of local institutions to support - panchayat - communities
8. Accumulated debt - Bank loans - private loans - sale of gold - mortgage of land - Vicious circle
9. Reaching the peak of problems

Between 35-45 years of a farmer:
Daughter's marriage - son's education
Bank loan recovery notices
Private money lenders pressure
Loss of social status

Committing Suicides
Age: 35-45 Yrs.

Loosing hope

Failure of promises

Continuous problems

Persistent problems

Commencing Agriculture at the age of 18-20 Yrs.

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## EXISTING FARMERS ASSOCIATIONS & STRUCTURES

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Organization Structure</th>
<th>Credit Coop.</th>
<th>Milk Coop.</th>
<th>Commodity Group</th>
<th>WUAs</th>
<th>Farmers Clubs</th>
<th>SHGs</th>
<th>Animal Husbandry / Sheep / Fish</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Village Farmers Groups / Commodity Groups</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2</td>
<td>Block Organization</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>3</td>
<td>District / Divisional Organization</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No **</td>
<td>Yes</td>
</tr>
<tr>
<td>4</td>
<td>State Federation</td>
<td>Yes **</td>
<td>Yes **</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No **</td>
<td>Yes</td>
</tr>
</tbody>
</table>

** Community / Caste Organization  
** State Control

## LIMITATIONS OF VILLAGE ORGANIZATIONS

1. LIMITED MEMBERSHIPS
2. LIMITED ACTIVITIES
3. NOT INVOLVED IN AGRICULTURE PLANNING
4. DEPENDENCY ON GOVERNMENT
5. GOVERNMENT CONTROLS
6. NO INTEGRATED APPROACH
7. LIMITED ACCESS TO TECHNOLOGIES
8. CANNOT ACT AS A PRESSURIZE GROUP.

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<table>
<thead>
<tr>
<th></th>
<th>PROBLEMS OUTSIDE THE PURVIEW OF SMALL FARMERS GROUPS / VVV / RYTHU MITRA / SHG GROUPS</th>
</tr>
</thead>
</table>
| 1 | **Market Related Issues** | - Bad Quality Inputs  
- Excess Market Commission  
- Poor Marketing Infrastructure |
| 2 | **Inefficient Govt. Services** | - Lack of answerability  
- Lax Servicing  
- Corruption |
| 3 | **Policy Problems** | - Resource – Negligible Allocation  
- Taxation on Agriculture Products  
- Anti Farm Policies |
| 4 | **New Initiatives** | Irrigation Projects/Infrastructure |
| 5 | **Specialized Skills Development** | Value Additions / Packing /Management |
| 6 | **Coordination** | State & Central Govt. Departments/Institutions |
| 7 | **Backward & Forward Linkage** | Linkage with Processing Industry / Exporters |

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ESTABLISHING FARMERS ASSOCIATIONS - CHALLENGES, STRATEGIES

1. CHALLENGES
   - Division amongst farmers - political - caste - creed
   - Social Differences / Divisions
   - Tenancy & Labour
   - Illiteracy & superstition
   - Exploitations

2. COMMONALITIES IN VILLAGES
   - Common Crops - Pests
   - Need for Extension
   - Exploitation in Markets
   - Water, Electricity
   - Additional Income
   - Social recognitions

3. STRATEGY
   - Integrating Farmers SHG & Youth Groups
   - Commodity Approach
   - Develop Agricultural Leadership
   - Establishing Extension
   - Training Information Centres
   - Emphasis on development Approach

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Commodity Groups - Activities

1. COMMON INPUTS (SEED-CREDIT)
2. COMMON TECHNICAL GUIDANCE
3. MECHANISATIONS OF CROP OPERATIONS
4. MARKET ISSUES - PRICES
5. LINKAGES WITH INDUSTRIES
   POLICY LOBBYING

Supervising Quality parameters of inputs & commission, resource management
Local infrastructure Development & Management
Village Crop Planning, Marketing and Trading

VILLAGE GROUPS ACTIVITIES

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ORGANIZATIONAL STRUCTURE
FEDERATION OF FARMERS ASSOCIATIONS, A.P.

GENERAL BODY

STATE EXECUTIVE COMMITTEE
(Full Time / Part Time / Working Members)

ADMINISTRATION / ESTABLISHMENT

DISTRICT FEDERATIONS EXECUTIVE COMMITTEES

ADVISORS / SUB-COMMITTEES

COMMODITY BOARDS SUB-COMMITTEES

MAIZE
SUGAR
POULTRY

VILLAGE COMMITTEES

SHG
MILK COOP
WUA

SAMADHANA KENDRA (INFORMATION CENTRE)

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## Differences Between Developed Nations & Developing Countries

### Challenges Before Federation of Farmers Associations

<table>
<thead>
<tr>
<th>Developed Nations</th>
<th>Issues</th>
<th>Third World Countries &amp; Developing Economies</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>(1)</td>
<td>(2)</td>
</tr>
<tr>
<td><strong>Less than 5%</strong></td>
<td>Agriculture Population</td>
<td>50% - 70%</td>
</tr>
<tr>
<td><strong>Very High</strong></td>
<td>Productivity Levels</td>
<td>Low - Medium</td>
</tr>
<tr>
<td><strong>Very High</strong></td>
<td>Access to Bt &amp; IT technologies</td>
<td>Minimum</td>
</tr>
<tr>
<td><strong>Excellent</strong></td>
<td>Infrastructure</td>
<td>Limited</td>
</tr>
<tr>
<td><strong>Agri Business</strong></td>
<td>Attitude to agriculture</td>
<td>Way of Life</td>
</tr>
<tr>
<td><strong>Negligible</strong></td>
<td>Consumer Awareness on product</td>
<td>Negligible</td>
</tr>
<tr>
<td><strong>Negligible</strong></td>
<td>Rural Problems</td>
<td>Malnutrition, Unemployment, Social Unrest</td>
</tr>
<tr>
<td><strong>Organic Foods</strong></td>
<td>21st century agriculture challenges</td>
<td>Increase productivity, quality, Changing Consumer Choice Competition from US, EU</td>
</tr>
<tr>
<td><strong>High Subsidy</strong></td>
<td></td>
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<tr>
<td>__New Technologies</td>
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ACTIVITIES OF FFA, AP

GOVERNMENTS
- Policy Lobbying
- Administrative Advocacy

FEEDBACK
- Schemes
- Programs
- Public Opinion

FEEDBACK

FEDERATION OF FARMERS ASSOCIATIONS, ANDHRA PRADESH (FFA, AP)

PARTNERSHIP ACTIVITY:
- Research
- Industry
- Other Countries

FARMERS - VILLAGES
- Institutionalizing Village Groups
- Assisting in activities
- Information dissemination
- Rights & Responsibilities
- Self Sustainability

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EXISTING FARMERS ASSOCIATIONS & S.H.G.s IN VILLAGES
Weaknesses, Strengths & Integrated Training Programmes / Activities

WEAKNESSES
- Limited Memberships
- Limited Activities
- Not Involved in State / District Agriculture Planning
- Dependency on Government
- Government Controls
- No Integrated Approach
- Limited Access To Technologies
- Cannot Act As A Pressurize Group.

STRENGTHS
- Production Base
- Consumer Base
- Management Capability
- Financial Resources
- Skills Availability (Cooking, Carpentry, Washing, etc.)
- Huge Manpower
- Common Welfare

INTEGRATED ACTIVITIES
- Village Development Plan – Preparation, Implementation & Monitoring
- Organizing of Training Programmes and assisting in Implementation – Propagating Govt. programmes
- Development of International and external marketing
- Organizing cultural, sports events

COLLECTIVE ACTIVITIES AT DIFFERENT LEVELS
- Group of Villages
  - Value Addition
  - Contract Farming
  - Credit
  - Extension
  - Service Centres

- Area
  - Commodity Groups
  - Marketing / Processing
  - Forward, Backward Linkages

- National / State
  - Policy Lobbying, Administrative Advocacy

- Rural Service Sector:
  a Agriculture Services
  b Household Services
  c Consumer Services
  d Entertainment Services

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FARMERS SERVICE CENTRE

Technical Training HRD

Facilities Required

Finance

Customs Hiring of Implications / Repairs
- Tractors
- Power Tillers
- Sprayers, Dusters
- Drip/sprinkler Equipment

Services
- Establishing Information Centres
- Prices
- Take up Insurance Crop/Cattle
- Para Veterinary
- Agricultural Extn.

Retail Marketing of Agri-inputs
- Seeds
- Fertilizers
- Pesticides
- Micro Nutrition
- Sprayers
- Dusters
- Vermi Compost
- Farm Implements

Warehousing / Cold Storage
- Link up with FCI
- Linkup with Civil Supplies
- Market Yards (Rythu Bandhau Schemes)

Production Activity
- Seeds Production
- Seed Processing Units
- Value addition to Milk/Food Production
- Biofertilizer / Vermi compost manufacturing.
- Water Processing (Solar)

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MULTI-DIMENSIONAL APPROACH FOR VILLAGE DEVELOPMENT

➢ Existing Employment
➢ Skills Up gradation
➢ Additional Income

1

PRESENT ACTIVITY – WORKING DAYS –
➢ Farmers - Part time: 100 – 130 days
➢ Labour - Part time: 200 – 250 days
➢ Unemployed Youth: Part time
➢ Women - Full time: unremunerative wages
➢ Artisans: Part time

2

TRAINING & AWARENESS

➢ Upgrading skills
➢ Providing New skills
➢ Utilizing New Technologies, IT, BT
➢ Optimum usage of inputs/Govt. Schemes
➢ Awareness on market trends
➢ Networking Farmers Organizations
➢ Lobbying
➢ Working with industry / research groups

3

ECONOMIC BENEFITS

➢ Income through increased employment
➢ Increased income due to upgraded skills
➢ Additional income due to management & marketing skills
➢ Income due to reduction in wastage
➢ Value addition & Processing
DIVERSIFYING / ENLARGING ACTIVITIES OF VILLAGE FARMERS ASSOCIATIONS

INFLOW

a) Income from Agriculture (Milk, vegetables, Crops)

b) Labour Wages

c) Business Income

d) Services Income

e) Salaried Income

OUTFLOW

a) Consumer Needs:
Masala Powders, Pickles, Papad, snacks, Biscuits, Ice-Cream, Cool Drinks, Detergents, Phenol

b) Household Service:
TV, Cooker, Electrical, Cloths, Books, Boots etc. Repair,

c) Agri Service Sector Repairs:
Electric Motor, Tractors, Sprayer

d) Village Services:
Carpenter, Plumber, Sanitary, Automobile, events managements (marriages) etc.
e) New Service Sector:
Insurance agencies – Crop / Health / Life etc.
IIT, BT Service Sector
Agriculture - Seed Production, Api-culture etc.
Consumables – Minister War, Fast Foods etc.
Fashion Technology – Decorations etc.

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