FARMERS PERSPECTIVE—“FARMERS & INDUSTRY PARTNERSHIP”

PRESENTATION
AT
THE MEETING OF THE COMMITTEE OF GOVERNERS
AT
RASHTRAPATI BHAWAN, NEW DELHI
ON 15TH DECEMBER, 2011
BY
P. CHENGAL REDDY
SECRETARY GENERAL
CONSORTIUM OF INDIAN FARMERS ASSOCIATIONS
(CIFA)
8/32, South Patel Nagar, New Delhi-110008
Phone: 011-25842111, Fax: 011-25842123,
E-mail: cifa_delhi@yahoo.com
Web: www.indianfarmers.org
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<th>S. No.</th>
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| 1     | Definition of Farmers in 21st Century | A- To optimize technologies in production-Seed, Fertilizer- Water- Electricity.  
B- To understand changing trends -Consumer-Processing-Retail Chains-Exporters.  
C- Maintain quantity, quality & continuity.  
D- Farmer as empowered knowledge worker Networking- Policy Lobbying.  
E- Mechanization- Organic Products Preference |
| 2     | Definition of Industry | A- To understand the needs of consumers (Indian -International) Nutrition-Calories-Taste-Color  
B- Market at affordable- Prices- Packaging- quality.  
C- Competition internal and external. |
| 3     | Problems of Partnership | A- 600 million illiterate & unorganized small farmers.  
B- Lack of trust between farmers and industry.  
C- Limited Successful partnerships-Milk-Sugar-Soya.  
D- Existing Policies & legal constraints (APMC). |
| 4     | Challenges for Farmers & Industry | A- Competition from importers with Advantages.  
B- Constantly increasing cost of labour-Inputs.  
C- Natural calamities- Monsoon Problems.  
D- Frequent Political Changes. |
| 5 | Strategies | A- Policy Reform - Decontrol-APMC.  
    |            | B- FDI in Research TT-Investments.  
    |            | C- Incentivizing PPP by GOI & States.  
    |            | D- Strengthening Institutions Rice & Textile Mills.  
    |            | E- Building coordination between Farmers and Industry at different levels.  
    |            | F- To coordinate between State, Central & Others Institutions (Banks, ICAR, FCI).  
    |            | G- Joining International Organizations.  
    |            | H- Utilizing ATMA program.  |
| 6 | Opportunities | A- Partnerships in all crops & Animal Husbandry.  
    |             | B- Agro Processing-Infrastructure & Machinery Service Centers.  
    |             | C- Standardizing prices & products (Pesticides MRP- Electric Motors)  
    |             | D- Irrigation Projects-Solar and wind energy.  
    |             | E- New Products-Olio Regions-Natural Colors.  
    |             | F- Brand Building (Mango).  |
| 7 | New Institutions | A- Indian Farmers & Industry Alliance (IFIA)  
    | IFIA-PMFF   | National Level joint venture between Consortium of Indian Farmers Association (CIFA) & Confederation of Indian Industry (CII).  |