

Market Led Extension: Learnings for Coconut Industry

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Director General



National Institute of Agricultural Extension Management (MANAGE)

(An Autonomous Organization of Ministry of Agriculture and Farmers' Welfare, GoI)

Hyderabad, India, www.manage.gov.in



Professionalizing Extension Services



- Started in 2017
- **1 Year** program –
- Module – I at MANAGE for 3 months;
- Module – II at ICAR Institute for 15 days;
- Module - III Handholding by Mentor Scientist for 8 months.
- Offering 12 specializations in Agriculture, Horticulture and Animal Husbandry Sectors.
- On payment.
- **167** candidates certified and **984** enrolled

Learning: Scope for Certified Coconut Advisor

Agri-Clinics and Agri-Business Centres Scheme (AC&ABC): Professionalizing Extension



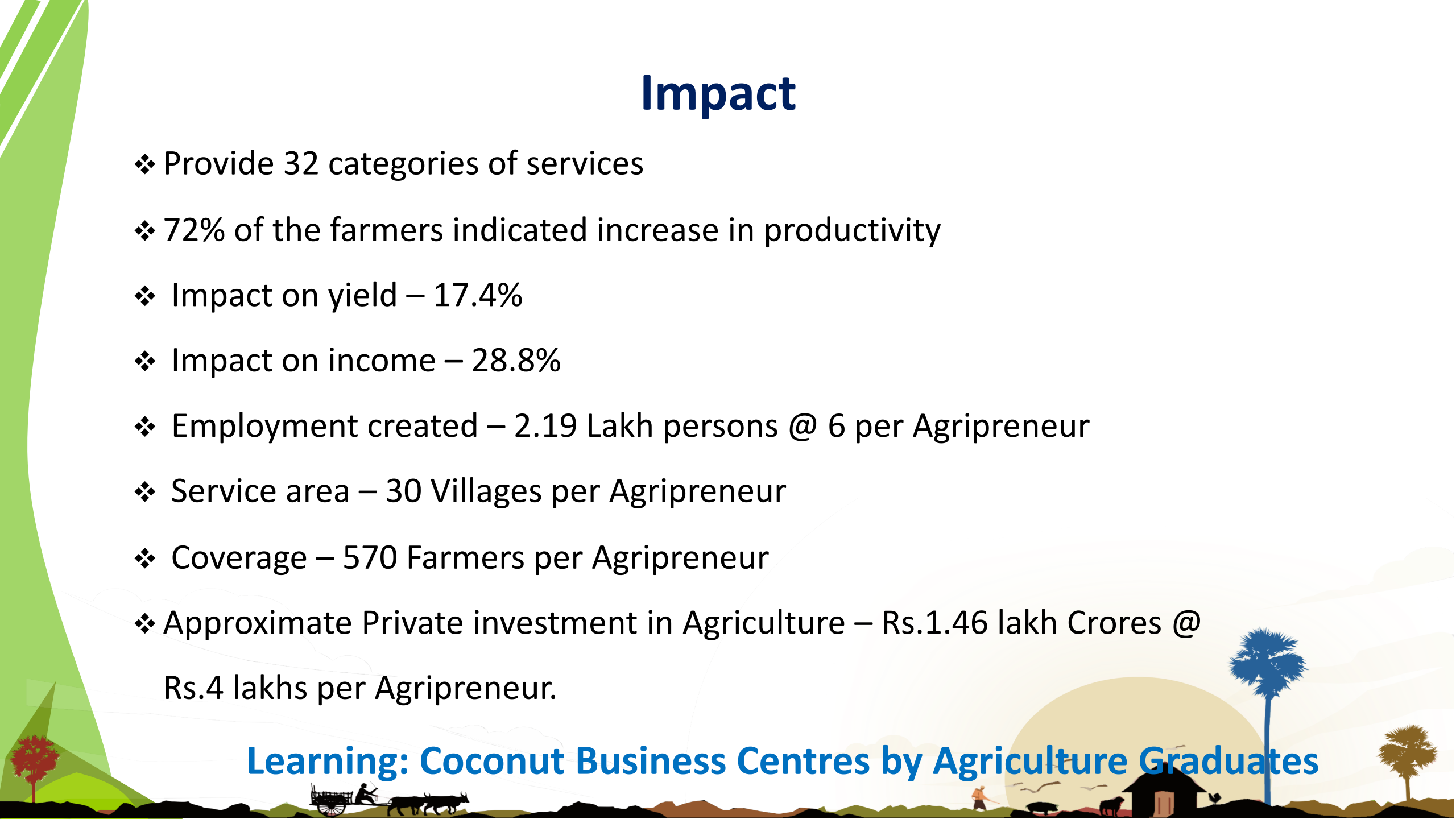
- ❖ Launched on 9th April 2002
- ❖ Professionalizing Agricultural Extension
- ❖ Self employment opportunity for qualified Agriculture professionals
- ❖ 45 Days free residential training on Agri-Entrepreneurship
- ❖ One year handholding support
- ❖ Start-up loan up to Rs.20 lakhs
- ❖ 36-44% credit linked back-ended composite subsidy
- ❖ Training and handholding through more than 125 Nodal Training Institutes
- ❖ More than 84,787 were trained.
- ❖ 36,718 Established Agri-ventures.
- ❖ 32 Categories of activities.



Impact

- ❖ Provide 32 categories of services
- ❖ 72% of the farmers indicated increase in productivity
- ❖ Impact on yield – 17.4%
- ❖ Impact on income – 28.8%
- ❖ Employment created – 2.19 Lakh persons @ 6 per Agripreneur
- ❖ Service area – 30 Villages per Agripreneur
- ❖ Coverage – 570 Farmers per Agripreneur
- ❖ Approximate Private investment in Agriculture – Rs.1.46 lakh Crores @ Rs.4 lakhs per Agripreneur.

Learning: Coconut Business Centres by Agriculture Graduates



Transforming Input Dealers into Para Extension Professionals- Diploma in Agricultural Extension Services for Input Dealers (DAESI)

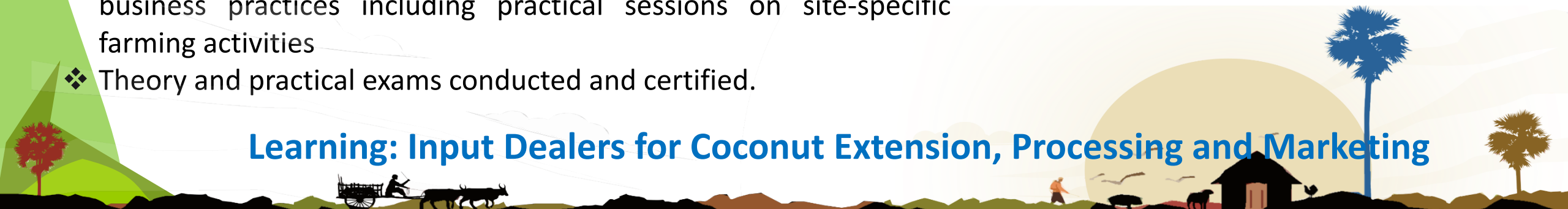
Agri-Input Dealers in the country are a **prime source** of farm information to the farming community, besides the supply of **inputs and credit**. However, majority of these dealers do not have formal agricultural education. In order to build their **technical competency in agriculture** and to facilitate them to serve the farmers better and to act as **Para – Extension Professionals**.

- ❖ Implementing DAESI in the country from 2003 with an objective to **transform Input Dealers into Para-Extension Workers**
- ❖ One year course through 600 Nodal Training Institutes (NTIs) – ATMAAs, KVKs, Agricultural Colleges, NGOs on market holidays
- ❖ Rs.20,000/- per candidate with 50% Govt's assistance.
- ❖ Course covers agricultural and allied subjects, soil, water, weather, plant protection, plant production, government Acts, ethical business practices including practical sessions on site-specific farming activities
- ❖ Theory and practical exams conducted and certified.



- ❖ **63,641 Input Dealers enrolled**
- ❖ **20,800 Input Dealers Trained**

Learning: Input Dealers for Coconut Extension, Processing and Marketing





Service Extension through Voluntary Association (SEVA-MANAGE)

A platform for Retired Agricultural Professionals.

- 500 Retired Agricultural Professional from state Departments, SAUs, ICAR Institutions, Krishi Vigyan Kendras (KVKs), Research Organizations, NGOs and Agri-Business Sector joined SEVA-MANAGE.
- A Facilitation Center opened at MANAGE
- Involved as Resource Persons in training programs, Monitoring programs and schemes in States, Development of training modules on Nutri-Sensitive Agriculture.



Learning: Strengthening Coconut Extension through SEVA

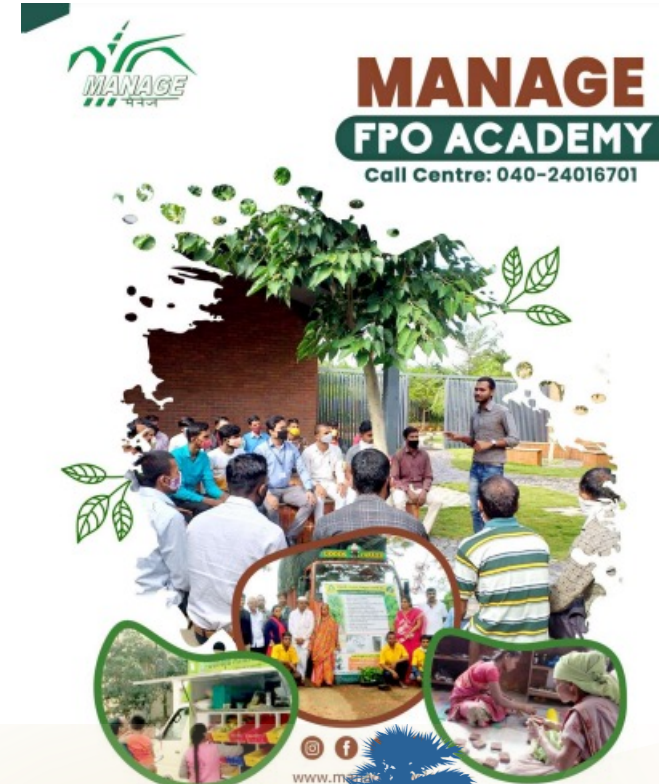




MANAGE FPO Academy

An Academy to promote FPO movement in India

- MANAGE FPO Academy has representation of public, private, NGO, Leading FPOs, Eminent Professionals and MANAGE Faculty
- Offers training, research, policy advocacy, consultancy support, and documentation of success stories on FPOS
- Supports 10,000 FPOs being promoted by Govt. of India
- Information Resource Center on FPOs
- Launched 45 days Certificate Program for CEOs of FPOs on self-supporting mode.



Learning: Institutional Mechanism for Coconut FPO Promotion





Kudumbasree



Food processing



Mother Kitchen



Handicraft unit



Hotel and Restaurant

Public programs complementing Market Led Extension

1. Agriculture Infrastructure Fund (AIF)
2. Promotion of 10,000 FPOs
3. Scheme of Fund for Regeneration of Traditional Industries (SFURTI) :
A Cluster Approach for Regeneration of Traditional Industries under
Ministry of MSME
4. PM Formalization of Micro Food Processing Enterprises (PM FME)
Scheme



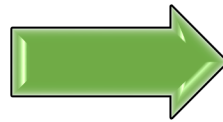
Linking Farmers to Mid Day Meal Programme

- ❖ Government spending one lakh Crores per year for feeding 12 Crore children per day
- ❖ Location: Paalamadai village of Tirunelveli district, Tamil Nadu
- ❖ Farmer Linkage: Farmer → FPO → School

Farmers (Seller)

Additional Profit (in Rs.)

1. Paddy - Rs. 742.5 per acre
2. Okra- Rs. 433 per acre
3. Black gram- Rs. 206 per acre



Govt.(Buyer)

(Saving (per student per year))

1. Rs. 73.63 for Rice
2. Rs. 60.19 for Okra
3. Rs. 5.39 for Black gram

Linking Farmers to Function Halls

- ❖ One million Marriages every year
- ❖ Average Rs.5 lakh expenditure per marriage
- ❖ 40 per cent of the expenditure is on food
- ❖ Location: Karnataka State, Hassan District, Arsikere Taluk
- ❖ Farmer Linkage: Farmer → FPO → Function Hall

Farmers (Seller)

- 1.Red Gram- Rs. 77/kg (61.6%)
2. Banana- Rs.41/kg (62.12%)
- 3.Green Chillies and Tomato- Rs. 41/kg (62.12%)
4. Coconut- Rs. 70/kg (37%)



Function Halls (Buyer)

1. Direct Supply
2. Fresh Produce
3. Assumed supply against price fluctuation

Linking Farmers to Hostels

- ❖ Thousands of SC / ST / OBC hostels funded by government
Lakhs of students are benefitted
Location: Village Surajgaon, Narsinghpur District, Madhya Pradesh
Linkage Model: Farmer → FPO → Hostel

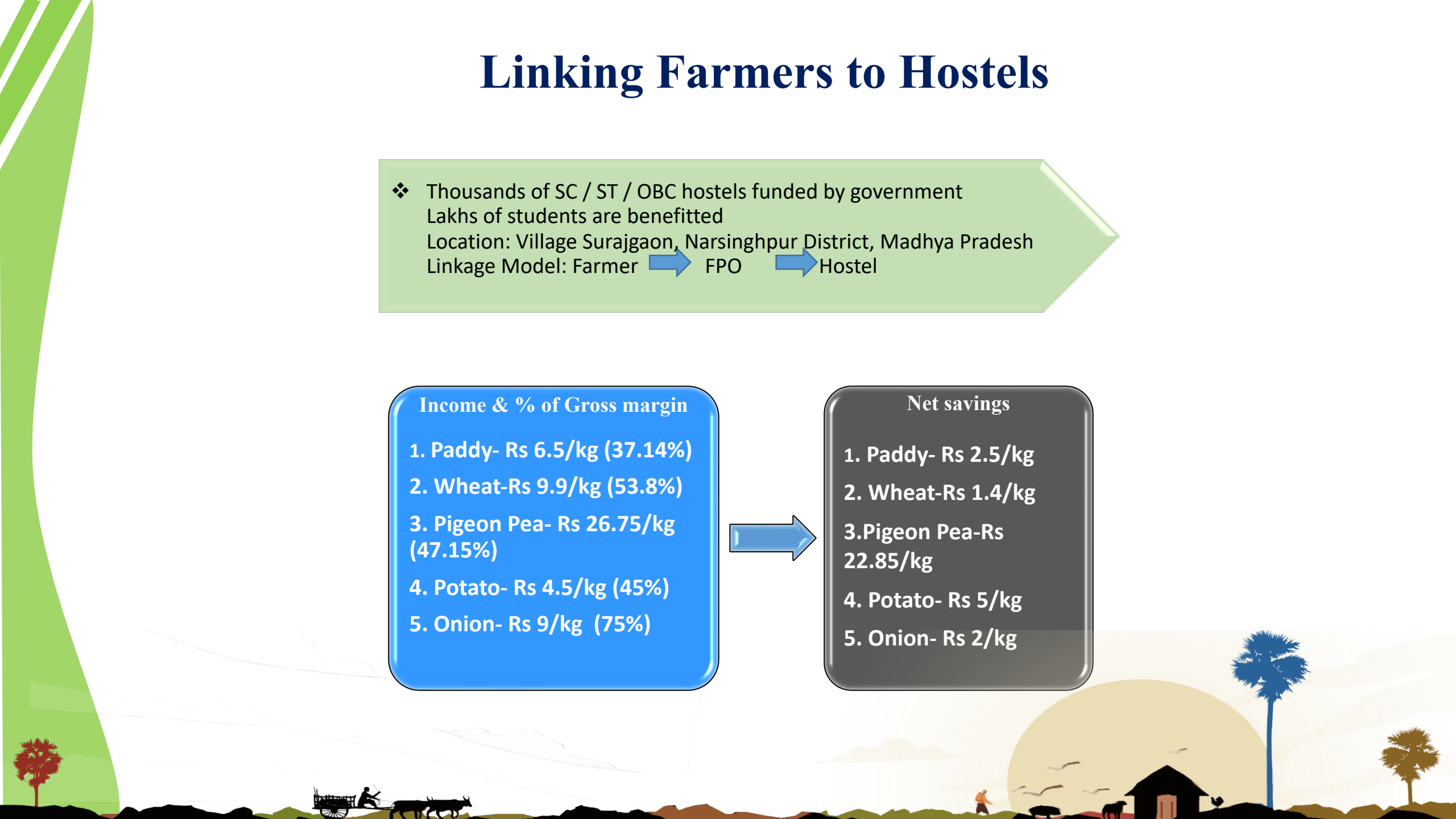
Income & % of Gross margin

1. Paddy- Rs 6.5/kg (37.14%)
2. Wheat-Rs 9.9/kg (53.8%)
3. Pigeon Pea- Rs 26.75/kg (47.15%)
4. Potato- Rs 4.5/kg (45%)
5. Onion- Rs 9/kg (75%)



Net savings

1. Paddy- Rs 2.5/kg
2. Wheat-Rs 1.4/kg
3. Pigeon Pea-Rs 22.85/kg
4. Potato- Rs 5/kg
5. Onion- Rs 2/kg



Linking Farmers to University Hostels

❖ 904 Universities

Hostels houses thousands of students

Location: PAU, Ludhiana

Linkage Model: Farmer → FPO → University Mess

Benefits to Farmers and Mess

Farmers (Seller)

1. Assured Market
2. Repeated Buyer
3. Connect through FPO

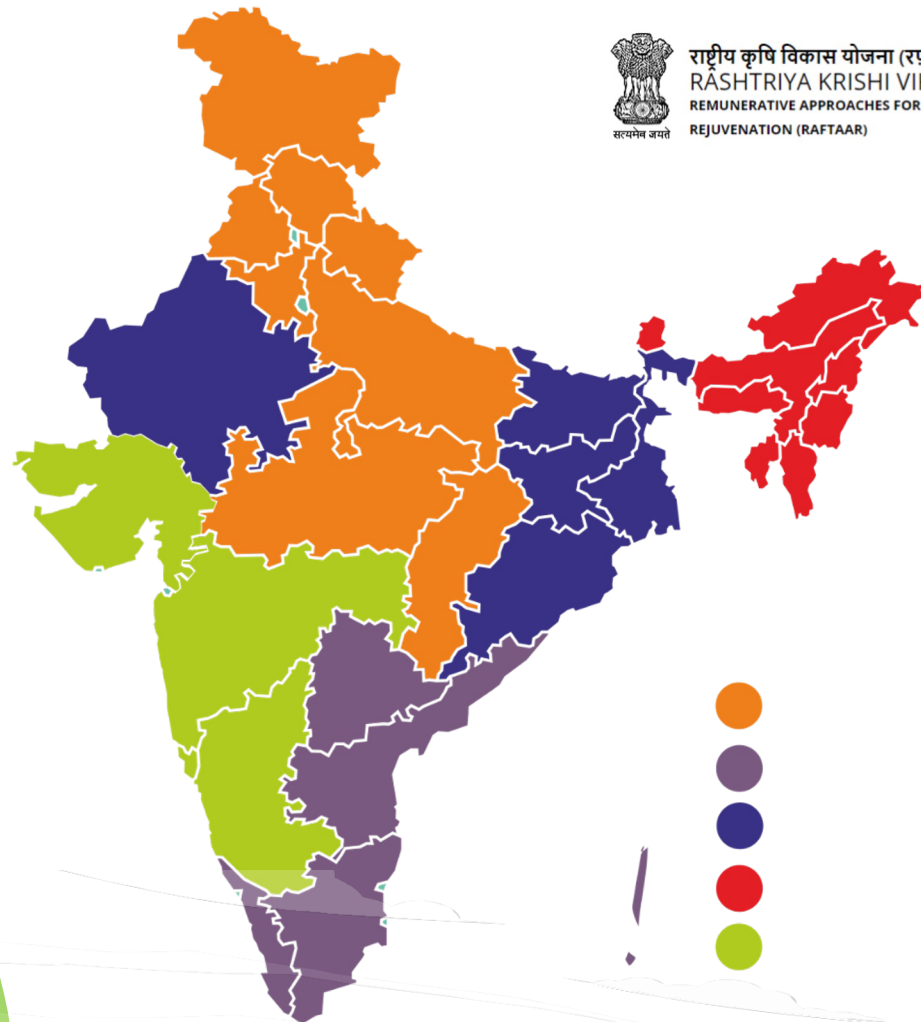
Mess (Buyer)

(Decreased cost of procurement
(Rs./kg) when buying through FPO)

1. Wheat - Rs.2.5/-
2. Rice - Rs.15 /-
3. Potato - Rs.3/-
4. Tomato - Rs.10/-
5. Pulses (Mong Dal) Rs.10/-
6. Turmeric - Rs.10/-

Providing Market Led Extension through Agri-Startups

Innovation and Agri Entrepreneurship under RKVY-RAFTAAR



राष्ट्रीय कृषि विकास योजना (रफ़्तार)
RĀSHTRIYA KRISHI VIKAS YOJANA (RKVY)
REMUNERATIVE APPROACHES FOR AGRICULTURE AND ALLIED SECTOR
REJUVENATION (RAFTAAR)



5 KNOWLEDGE PARTNERS



24 Agri Business
Incubators



MANAGE,
Hyderabad



ICAR- IARI
Delhi



NIAM,
Rajasthan



UAS, Dharwad,
Karnataka



AAU,
Assam





Farm Prosperity Solutions Pvt Ltd

Focus Area: Farm advisory services

E-Commerce platform that provides Agri-inputs, farmer advisory & procurement services.

Location: Ghaziabad, Madhya Pradesh

Founded: 2018



Mr. Sourabh Rai
Founder

Incubated by National Institute of Agricultural Extension Management, Hyderabad



Quality Agri Inputs

- Delivery within 24 hour
- Transparent Pricing
- Access to best quality products



Crop Advisory

- Real time support on crop care and protection
- GIS based customized solutions
- Soil Testing



Enhanced Market Linkage

- Fair quality assessment using cutting edge technology
- Fair pricing with objective quality assessment
- End-to-end traceability
- Data Driven Production estimation for better trade



Latest Five Orders								
ORDER ID #	CUSTOMER NAME	MOBILE	BRANCH	ASSIGN TO	DELIVERY DATE	STATUS	CREATED BY	CREATED ON
INV-0633	Dayaram patidar	8435204109	Khargone	Sajan937	15 Sep,22	Pending	Sajan937	15 Sep,22 15:34
INV-0632	Rajen darbar temni	9009594295	Khargone	Sajan937	15 Sep,22	Pending	Sajan937	15 Sep,22

Website: connect@farmprosperity.com

Phone: 7987238688 **E-Mail:** sourabhrai2509@gmail.com

Turf Pearl Agritech – Dr Vishwa Priya & Dr Siva



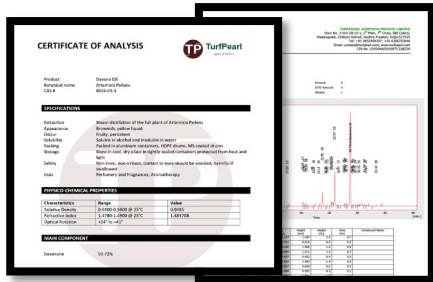
Assured Quality



Model Farming



Mentoring Farmers



Quality Analysis

Balancing Demand with Supply

Export Import Data of Essential Oils.xlsx

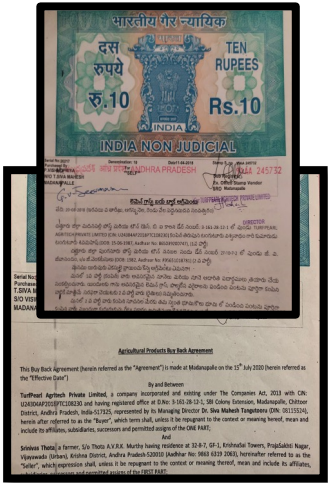
12 and 330113 330119 330124 330125 330129

HS Code	Name of the Commodity	2018-2019 (Tons KGS)	2019-2020 (Tons KGS)	2020-2021 (Tons KGS)	2021-2022 (Tons KGS)	2022-2023 (Tons KGS)
130129	OTHER ESSENTIAL OILS OTHER THAN THOSE OF CITRUS FRUIT	2,132.62	2,484.17	16.48	3,884.62	3,642.80
13012911	ANISE OIL (ANISEED OIL)	33.63	29.94	-10.97	2.35	1.23
13012912	CARPUPT OIL	0.06	0.91	-4.49	0.03	0.03
13012913	CANANGA OIL	0.02	0.03	52.94	1.06	0.93
13012914	CARAWAY OIL	0.58	0.46	-21.58	1.74	0.56
13012915	CASSIA OIL	1.73	2.73	-58.03	1.72	2.85
13012916	CEDARWOOD OIL	18.33	31.14	69.09	77.96	50.15
13012917	CINNAMON BARK OIL	6.16	2.09	-46.14	1.54	0.61
13012918	CINNAMON LEAF OIL	14.43	15.86	9.93	76.87	91.54
13012919	CLOVE LEAF/STEM OIL	36.73	30.02	-18.36	1,447.62	17.74
13012920	CORIANDER SEED OIL	10.02	11.78	-17.13	15.2	8.88
13012921	DRILL OIL (ANETHUM OIL)	1.79	1.36	-24.04	4.67	5.75
13012922	EUCALYPTUS OIL	41.14	176.7	329.47	540.78	787.88
13012923	FENNEL SEED OIL	1	0.95	-48.13	0.31	0.2
13012924	GINGER OIL	61.27	33.6	-45.12	2.47	8.49
13012927	GINGER GRASS OIL	0.01	0.14	-373.33	0.01	244.07

Dynamic Market Analysis by Export Import Data



Farmer Awareness Meetings



TurfPearl Processing Unit



Eucalyptus Oil Production



Curry Leaf Oil Production

Contract Farming Agreements

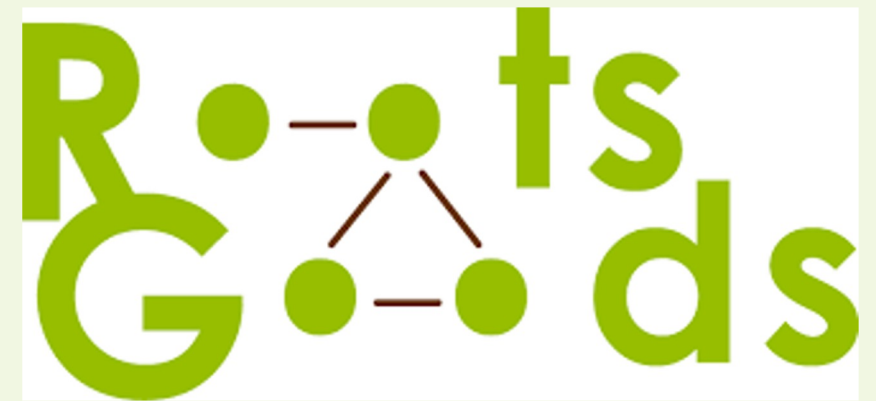
Agriwala – Dr Naresh S



- Agriwala work closely with the farmers ensuring the food produced is organic, residue-free as per global standards.
- Procure the produce and supply food to various retail brands, food processors, and exporters
- Provide skill-building and quality production training programs for farmers
- They are presently operational within Maharashtra. With a total of 23 B2B customers.

Roots goods – Mr Sachin H

- Roots Goods is an interactive multi-disciplinary platform with specialized hardware to maintain farms, grade produce, negotiate, sell and transport the agri-commodities from farms to wholesale buyers.
- They work to connect the Maize & Moringa leaves growing farmers to the wholesale buyer in the Indian and European Market. They try to ensure that farmers get just prices for their produce.





<https://agricopter.in/>

Focus Area

Precision Agriculture;
Agriculture automation and intelligence

Founded In

2019

Location

Hyderabad

Problem Statement

Due to lack of crop intelligence, labor shortages and irrational use of chemicals, farmers are suffering from crop losses leading to lower yield. Further manual chemical spraying by operators lead to negative health outcomes and huge burden.

Tech Brief

Creating drone based intelligence and autonomous solution for full scale agriculture operations to make agriculture sustainable, profitable and safe to farmers.

Unique Selling Proposition

- Drone with swappable attachments used for multiple agriculture operations- direct seeding, precision spraying, fertilizer spreading, pollination
- Integrated with crop wise SOPs for efficient, safe and reliable spraying operations
- Integrated software for autonomous working with ease to user and fully regulatory compliant

Video Link: <https://www.youtube.com/watch?v=rLP-lbcVyPk&t=2s>

1000+

FARMERS
SERVED

10000+

ACRES UNDER
COVERAGE

10+

CROPS UNDER
SOP R&D

30+

DIRECT
EMPLOYMENT



www.secretsofbrahmaputra.com

Focus Area

Supply Chain & Agriculture
Logistics

Founded In

2019

Location

Guwahati, Assam

Incubated at

MANAGE,
Hyderabad

Problem Statement

Lack of on-demand & contract packaging services in the North Eastern states of the country.

Tech Brief

Startup is providing quality packaging services to the branded food products of North Eastern states by using high-end eco-friendly paper cans which are making the more marketable.

Unique Selling Proposition

Providing services to all 8 North Eastern states.

https://www.youtube.com/watch?v=EE9VmLL9_3A

60,000
UNITS
SOLD

60
Direct
employment
Nos

600
CUSTOMER
S

200
Indirect
employment
Nos



Eco Agripreneurs by Mr Naganna Gowda

Location: Davanagere, Karnataka

Empowerment of farmers: Through Consultancy, Trainings, Sharing events, Field Days, Field visits

Total Area under Agriculture Consultancy: 3500 Ac

Perational Districts: Davanagere, Ballari, Chitradurga, Haveri, Shivamogga, Hassan, Tumkur, Koppal, Gadag

Farmers Trained: > 10,000

Cumulative Area under Eco Rice: > 3500 acre

Reduction in the pesticides: 25 tons

Agro inputs sold (Cumulative Rs): > 12 Cr

RKVY RAFTAAR- MANAGE Supported Startup

Samudra Network LLP – Ms Sneha Lakshmanan

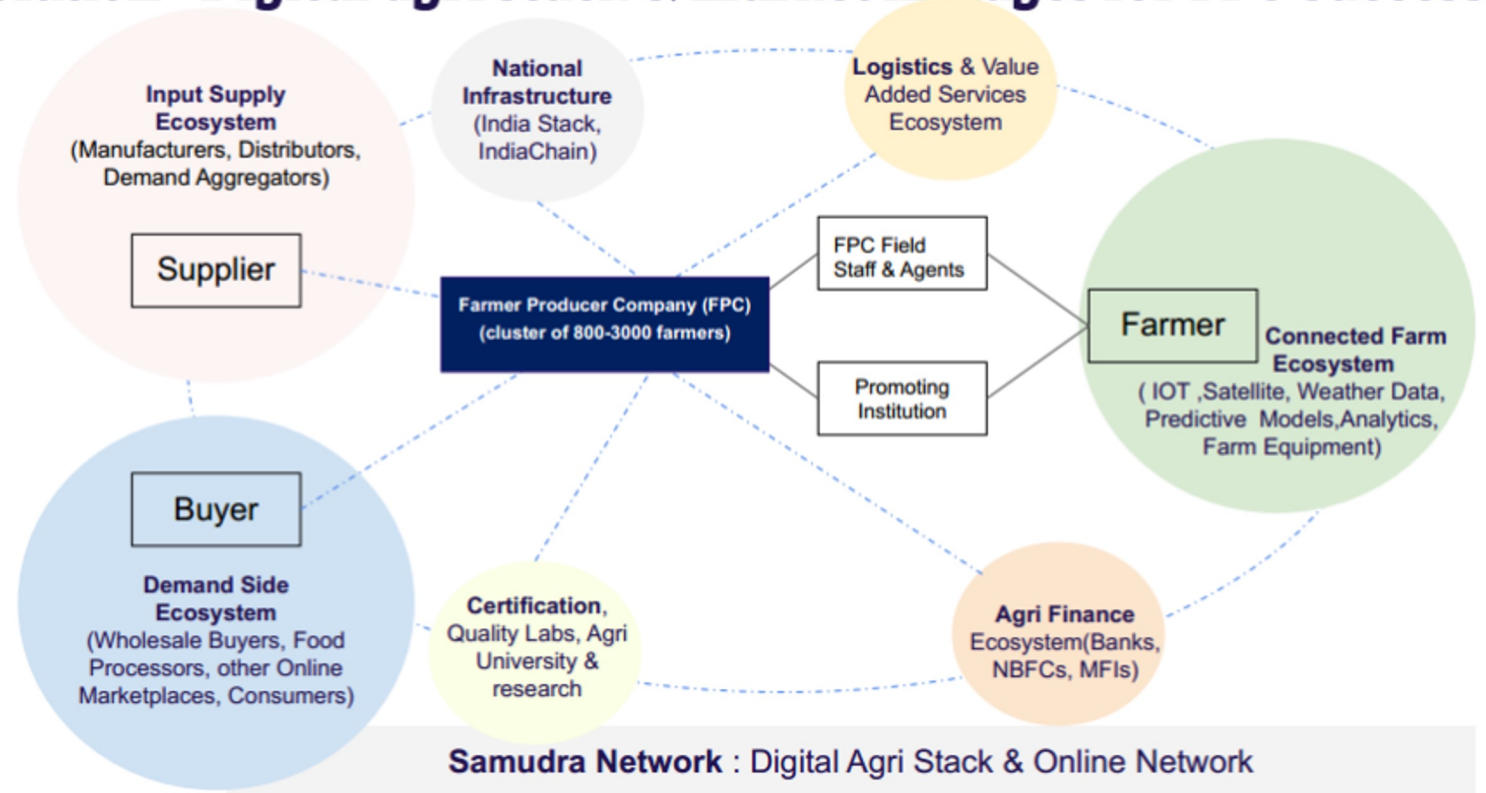
Bangalore, Karnataka

A Mobile first Farmer Producer Organization (FPO) operations digital stack product offering to be powered by blockchain

Helping FPOs in marketing linkages

Training farmer groups in technology adaptation

Solution - Digital agri stack & market linkages for FPO success

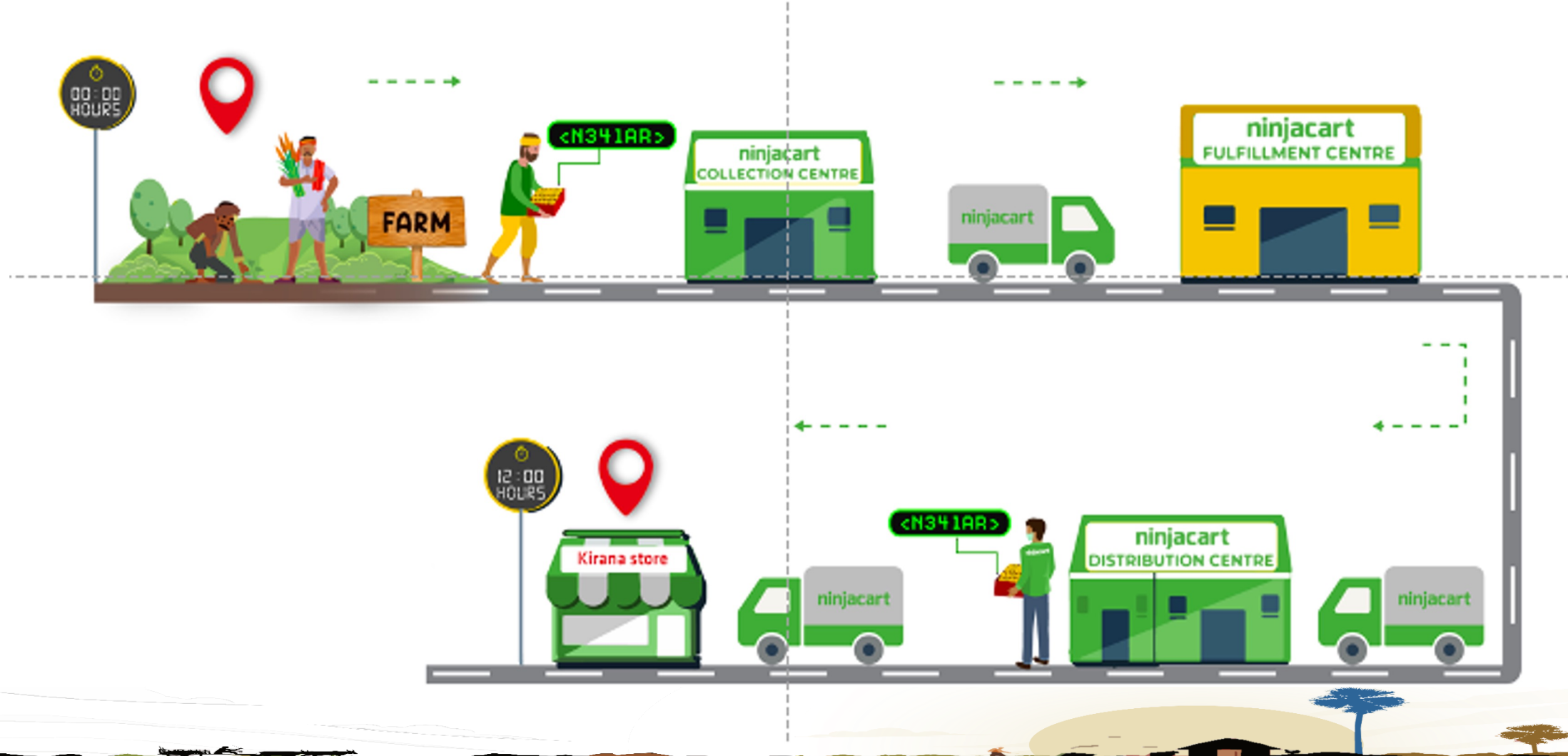


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RKVY RAFTAAR- MANAGE Supported Startup

Full stack technology powered supply chain platform that procures directly from farmers and delivers to retailers - ninjacart

supply chain network sources from 50K+ farmers across 200+ villages while catering to retailers across across ~100 cities,



Waycool- E Distributors of farm products

- ❖ Operation has spread across product sourcing, food processing, branding and marketing, last mile distribution, and farm inputs
- ❖ End-to-end control over the food value chain



350+ tonnes of food products per day



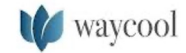
across 18,900 clients



network of 50,000+ farmers



more than 50 regions



Milk products to a top brand in delivering tender Coconut

- A consumer-centric daily essential brand aims at addressing the disappointment of the tender coconut consumers in the city viz., uncertainty in amount of water, taste, access from home and struggle in opening a coconut.
- Country delight assures 300 ml of water, natural sweetness and innovative packaging for easy consumption.





Green Gears Agro Tech- Gearing up for green



URL

www.greengearsagrotech.com

Focus Area

Waste to wealth, agri input & green energy

Founded In

2021

Location

Office: Door No.16-12-9,
Seepannaidu Street,
Fazulbepeta, Gujarathipeta Post, Srikakulam-
532001

Incubated at :

R-ABI, Acharya N. G. Ranga Agricultural University, Tirupati

Problem Statement

Limited options available for utilization of agricultural waste.

Tech Brief

Processing agricultural waste and producing sustainable and bio-degradable packaging material.

Product USP

Customized products with varied varieties.

Video Link:

https://www.youtube.com/watch?v=EaR9bEbZ-3o&ab_channel=GreenGearsAgroTech

5

UNITS SOLD

02

Direct
employment

10

CUSTOMERS

000

Indirect
employment

Contract farming in Coconut-

A case of DAVIDSUN COCONUTS



- Largest manufacturer and exporter of fine coconut products
- Manufacturing facilities are strategically situated in the heart of Coconut cultivation zones in India, Sri Lanka, Indonesia and the Philippines
- DAVIDSUN COCONUTS has an extensive variety of product offerings, including Organic Virgin Coconut Oil, Desiccated Coconut, Coconut Chips/Flakes, Creamed Coconut, Coconut Milk, Coconut Cream, Coconut Water, Defatted Coconut, Coconut Flour and other superior coconut items



Contract farming arrangements by Davidson Coconut

- ❖ High quality raw material
- ❖ End to end track system
- ❖ Reasonable price and support to our farmers
- ❖ Premium quality ingredients supply
- ❖ Double testing program
- ❖ Reasonable pricing for customers
- ❖ Rapid local & international delivery
- ❖ Worldwide marketing office
- ❖ Guaranteed supply chain
- ❖ First class customer care



Retail marketing of coconut products- A case of Cocofit

- ❖ Launched in August 2019, Cocofit is first company in India to start franchising based on coconut based beverages and food products
- ❖ The brand is presently offering more than 120 varieties of items
- ❖ Offers end to end solutions to franchise partners
- ❖ Unique sourcing strategy help supply of all raw materials round the season



Marketing initiatives by farmers cooperatives

- ❖ The main objective of farmers cooperatives is to focus on marketing, processing, boost the export, enhance the profit of the growers and update the farmers on latest technology in farming
- ❖ Mahagrapes, Mahabanana, Mahaanar, Mahaorange, Mahamango of Maharashtra, India
- ❖ Mundappuram's company, Nata nutrico in Taliparamba, Kerala, India has developed 11 diversified products from coconut such as jelly and vinegar from coconut water.



FPO – First Step for Success

Commodity Interest Groups

- Commodity producers associations
 - Rural Biofuel growers association, Hadonahally
 - Chawki rearing centres, Gulya and Gangasundra
 - Organic farming farmers association, Karnala
 - Flower Growers Association, Hadonahally
 - Jackgrowers Association, Kachahalli
 - Corn growers association, Hadonahally
 - Federation of women SHGs, Tubagere
 - Fish farmers association, Tubagere
 - Fruits and Vegetable growers association, Hadonahally
 - Agro-processing centre, Melkote
- Mahagrapes
- Abhinav Farmers Club
- Mango fair, ATMA Ratnagiri
- Crop Diversification with Market Tie up – ATMA, Chittoor, Andhra Pradesh



Empowering FPOs

- ❖ Encouraging the coconut growers to establish FPOs and accommodate in Government schemes for successful implementation of it.
- ❖ Empower producers with market information to undertake market-driven production and supply
- ❖ Provide Multiple Choice and competitive Marketing Channels to farmers
- ❖ Attract Large Scale investments needed for building Post-Harvest infrastructure
- ❖ Promote state level linkages to facilitate marketing and effective training in timely delivery of coconut
- ❖ Improving the value addition machinery availability in the areas of higher coconut cultivation
- ❖ Link with Startups
- ❖ Export earnings are to be explored from global demand of coconut.



Revitalizing Extension Approaches

Orienting towards Market Led Extension

1. Individual to Group Led Extension
2. Production to Market Led Extension
3. Manual to ICT Led Extension
4. Public to Partnership Led Extension
5. Agripreneurship Led Extension



A low-angle photograph looking up at several tall palm trees. The trees have long, slender trunks and large, feathery fronds that spread out against a clear, bright blue sky. The perspective makes the trees appear to converge towards the top of the frame. The lighting is bright, suggesting a sunny day.

Thank You!