



# **CONTRACT FARMING & AGRI PROCESSING ROAD TO DOUBLING FARMERS' INCOME**

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**EARLIER POLICY**

**FARM TO FORK—SUPPLY DRIVEN**

**NEW PARADIGM**

**FORK TO FARM—DEMAND DRIVEN**



**CONTRACT FARMING IS  
ESSENTIALLY DEMAND DRIVEN. EFFECTIVE SUPPLY  
CHAIN MAKES IT SUSTAINABLE.**

**ANCHOR CUSTOMER & AGRI PROCESSING MAKES IT  
MORE SUSTAINABLE.**



**FOR SUSTAINABLE CONTRACT FARMING IT IS NECESSARY TO  
FORM RELATIONSHIPS THAT ARE LESS FORMAL (LEGAL)  
AND ARE BASED ON MUTUAL TRUST.**

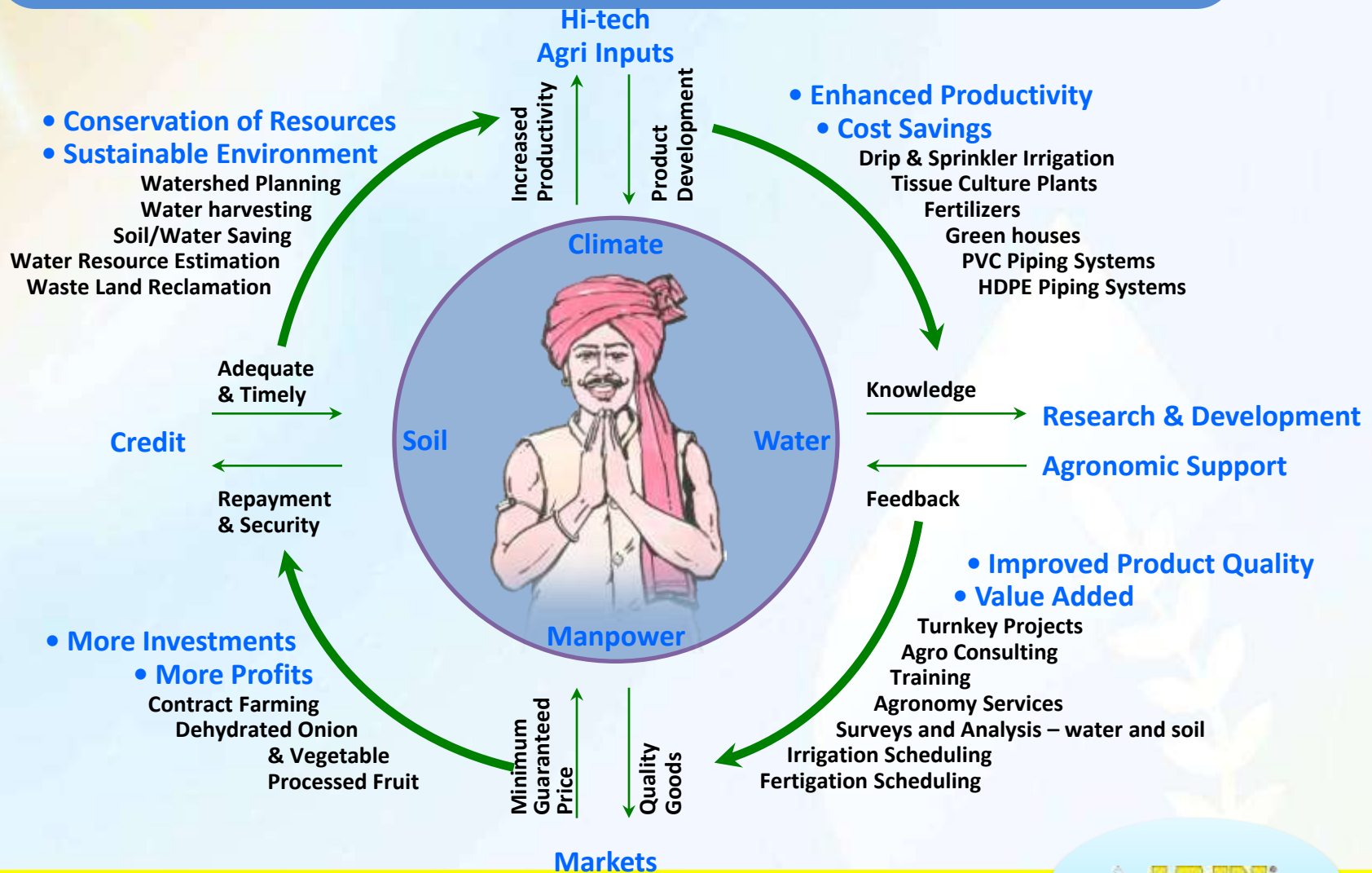
**A PATRIACHAL/FIDUCIARY RELATIONSHIP THAT  
KEEPS FARMERS INTEREST **CENTRAL** WILL SURVIVE.**



**CONTRACT FARMING HAS TO BE NURTURED.  
ALL RELATED LINKAGES HAVE TO BE DEVELOPED  
& CLOSELY SUPERVISED.**



# Jain Integrated Model



Unique Total Solution offered to Farmers



**AT JAIN IRRIGATION SYSTEMS Ltd**  
**CROP SPECIFIC CHALLENGES ARE IDENTIFIED**  
**AND**  
**SOLUTIONS INNOVATED. CROP MANAGEMENT**  
**SUPPORT WITH JAIN GAP PROVIDED TO FARMERS.**



# PROGRESS IN IRRIGATION TECHNOLOGY





## IRRIGATE THE CROP, NOT THE LAND WITH DRIP IRRIGATION



**AVOID WASTING WATER  
PRODUCE MORE WITH LESS**





## BETTER SEEDS & PLANTING MATERIALS



### ADOPTION OF TECHNOLOGY

- 30,000 acres covered already in the last 3 years since TC Pomegranate Project was launched.



# SOLUTIONS FOR CROP PRODUCTION - BANANA

- **Challenge:** The traditional variety – *Basrai* – in the banana bowl of Maharashtra (Jalgaon dist.) is low yielding, with poor fruit quality and short shelf life.
- **Solution:** A high yielding variety, Grand Naine with Internationally acceptable fruit quality and longer shelf life was introduced and virus free planting material made acceptable to banana growers.
- **Result and impact :** Very high adoption of the variety and the improved agronomy that were extended to the grower.





# BANANA

## Immediate solution:

- Introduction of new variety
- Provide quality, disease free, virus free planting material.
- Training and extension hi-tech cultivation practices.

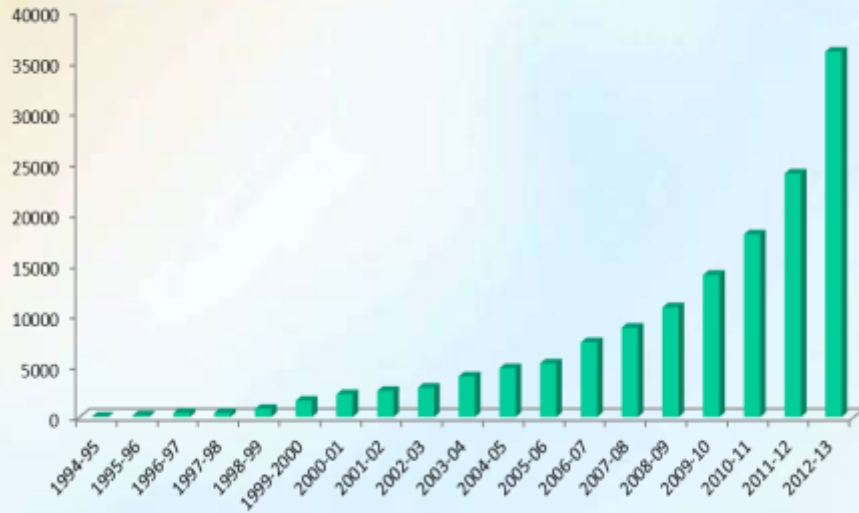
## Long Term solution:

- Developing disease resistance through RNAi



# BANANA TECHNOLOGY ADOPTION

Growth of TC plant adoption (acre)





# ONION - CHANGE IN AGRONOMY

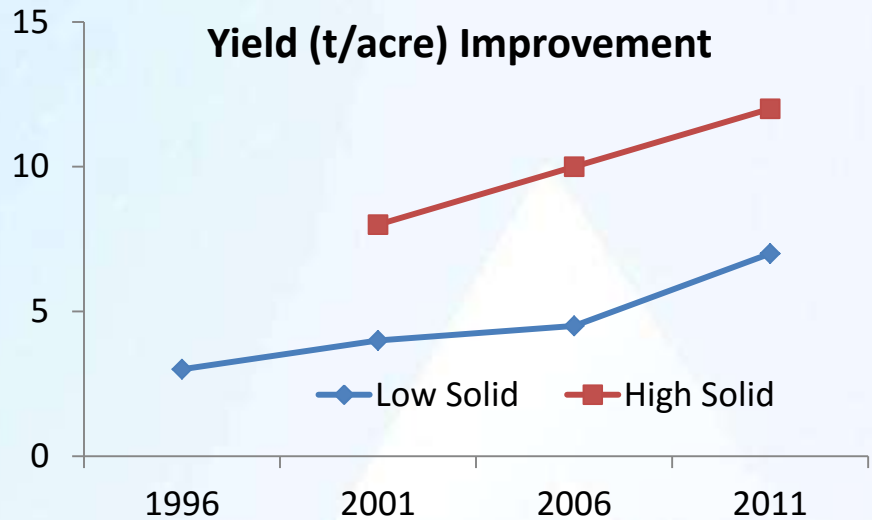
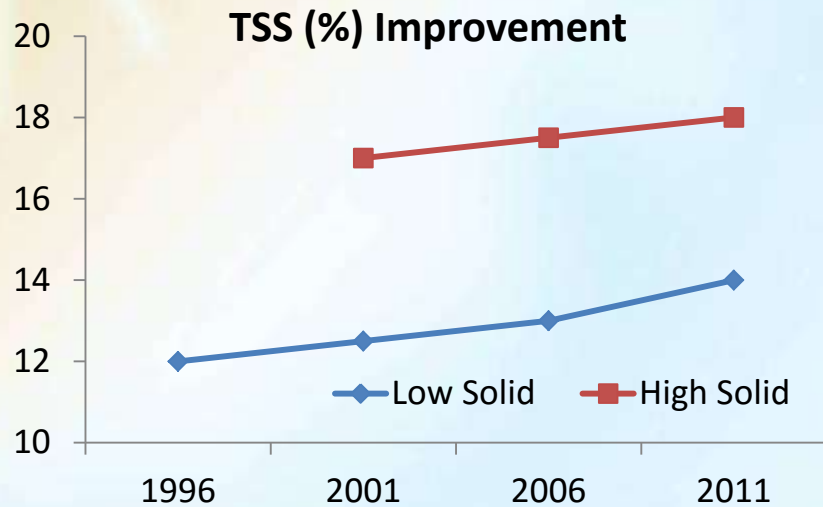


***CHANGE!***





# IMPROVEMENTS IN ONION





# Onion Productivity Increase In Farmers Field Due To Technological Interventions

*\*Data from farmer's fields from Maharashtra*

Onion Yield in Farmer's field*		
Before technology intervention (t/ac)	Range of yield due to Intervention (t/ac)	Average yield after intervention (t/ac)
6	09-14	10



# MANGO

## Challenges

- Long gestation period for yield and income realization
- Alternate year bearing habit in some commercially known varieties
- Low yield

## Solutions

- Ultra high density Plantation with Canopy management and improved Agronomy

## Result

- Fruiting in 3<sup>rd</sup> year
- Regular bearing
- Very high and stable yields from 4<sup>th</sup> year.



# TRAINING PRIMARY BRANCHES as PART OF MANAGING CANOPY ARCHITECTURE





# ULTRA HIGH DENSITY PLANTING





## 2 YEAR 10 MONTH OLD PLANTATION

**EARLY FRUITING (3<sup>rd</sup> year); HIGH YIELD (9 t/ac in 4<sup>th</sup> year) ; LOW GESTATION PERIOD**





# POMEGRANATE

## Challenge

- Devastation of plantation due to bacterial blight.
- Total crop loss to growers.

## Solution

- Provide quality, disease free planting material.
- Training and extension on better orchard hygiene.



# POMEGRANATE



***BLIGHT INFECTED FRUIT***



***DISEASE FREE TC GENERATED PLANT***





# SAFL<sup>®</sup>

Sustainable Agro-commercial Finance Ltd.  
सस्टेनेबल अॅग्रो-कमर्शियल फायनान्स लि.









## ***ROAD MAP TO DOUBLING FARMERS INCOME:***

- 1. FARMER EMPOWERMENT WITH SCIENCE, TECHNOLOGY, CAPITAL.***
- 2. INCREASED PRODUCTIVITY. CREATE VALUE CHAIN TO CAPTURE VALUE.***
- 3. TARGET INCREASED PROPSEITY & ALL INCLUSIVE GROWTH.***





**Small Ideas! Big Revolutions<sup>®</sup>**

**THANK YOU**