



DEVELOPING LOCAL AND REGIONAL MARKET

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INTRODUCTION

- 1. Present Market scenario in Asian Countries.**
- 2. Indian scenario.**
- 3. Consumer's Behavior.**
- 4. Development Efforts for Local Market.**



Local Supply chain

Producers

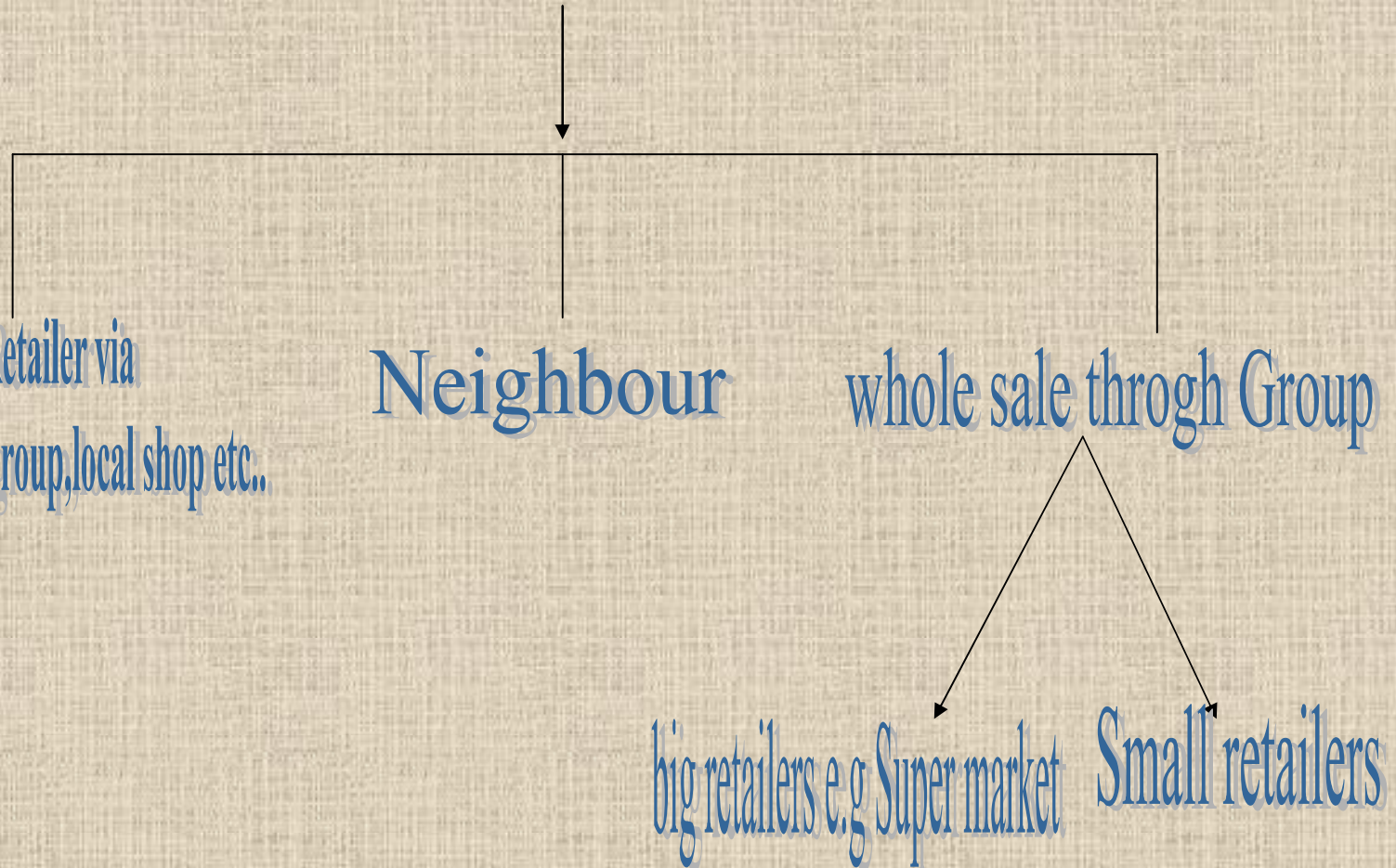
Local Retailer via
e.g NGO, small group, local shop etc..

Neighbour

whole sale through Group

big retailers e.g Super market

Small retailers





PRINCIPLES OF ORGANIC FARMING

- 1. Selection of Crop Variety and Inputs.**
- 2. Optimum Utilization of Natural Resources with it's proper Conservation Efforts.**
- 3. Crop rotation, Mix crop, Inter crop, Trap crop etc.**



SOCIAL IMPACT

- * Organic Farming is a not only Farming but it is way of the Better Life.
- * It should be balanced instead of Market Oriented.
- * Entire Family should be Convinced and their Involvement.
- * Community Development through Sharing Organic Farming Experience.



ECONOMIC

- * 15 to 20 % Reduction in Input Cost Like Pesticides.
- * Additional Benefit of Premium.
- * Rotational Crop Marketing Support.



ENVIRONMENTAL

- * It Improves Health & Minimize Air, Water & Soil Pollution.
- * 20 % Water can be Save.
- * 0.25% Organic Carbon can be increased with help of Organic farming.
- * It helps to Create a Good Ecology.



CROP HARVEST SCHEDULE

SEASON	CROP	Month	
		Sowing	Harvesting
Monsoon	<p><u>Food grain</u> : (Pearlmillet, Maize, Sorgum, Rice) <u>Pulses</u> : (Greengram, Blackgrams, Browngrams, Kidneybean, Cowpea) <u>Oil Seeds</u> : (Pnut, Sesame, Sun Flower, Soyabean, Safflower, Castor)</p>	June	October
Winter	<p><u>Food grain</u> : (Wheat, Sorgum, Paddy) <u>Pulses</u> : (Gram) <u>Oil Seeds</u> : (Mustard, Rapseed, Safflower, Sunflower, Niger, Linseed) <u>Spices</u> : (Cumin, Psylum, Fenugreek, Coriander, Onion, Garlic)</p>	November – October	February
Summer	<p><u>Food grain</u> : (Permillet, Sorghum, Maize) <u>Oil Seeds</u> : (Seasume, Peanut, Sunflower) <u>Pulse</u> : (Greengram, Cowpea, Clusterbean)</p>	January – February	May

Note : Crop like Cotton, Sugarcane, Stands for round the Year.



CERTIFICATIONS

- National and international Certification agencies.
- * Participatory Assessment System.
- * Certification through NGOs.
for Local Market.



PRICE MANAGEMENT

- * Price Should be Fair for Farmers and Customers.
- * For Farmers It should Cover at least Production Cost with Reasonable Margin e.g. Minimum Fair Price.
- * Insurance Provision for Farmers Family and Crop.



CODE OF CONDUCT

- * Some Special provision should be there when Severe attack comes in Field.
- * Long term Partnership with Commitment.
- * Mutual Relationship between Producer and Customers.



FUTURE

- * Development starts from the grass root level (Producer, producer group, cluster).
- * Decrease the risk e.g Crop, Contamination, Price fluctuation, Production.
- * Opportunity of the value addition.
- * Customer base can be increased.
- * Overall Management become easy.



SUGGESTIONS

- * Think on Controversial Price between different countries.
- * Proper Utilization of Natural Resources.
- * To Minimize the Certification cost.
- * Declaration of Minimum Fair Price for Organic Produces.