Market Linkages to Upscale Non-Chemical Sustainable Food Production

Ravindra Adusumilli
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CROP DURATION:

June to March - 300 days

NO OF CROPS:

8 + Vegetables
Natural Farming Products..

• Small quantities of larger number of crops (diversity & Volume)
• Non-uniform produce: physical appearance
• And, from rainfed areas..
  • Irregular supplies
  • Interior areas

Market systems that have evolved / designed for products of UNIFORM, LARGE VOLUMES, STORED IN FUMIGATED GODOWNS and related value chains **work for non-chemical food?**
• Janjeevana MACS, Anantapur District, AP
• Works with over 2000 farmers
• Has a turnover of over Rs.2.00 crores
• Supplies to Safe Harvest Pvt Ltd & others
• NPM/ uncertified organic produce
• NABKISAN
Groundnut
State Warehousing Corp Godowns
Collateral Management Agency,
HDFC Bank, 9% @i Agreed for Rs.5 cr
FPOs; 10 X of share capital

Millets
Marketing Coop Society
NeRL
Bank tie up
500 tons godown
NeRL eWHR
WDRA registration
No BIS standards for millets
Standards developed – and given
Question of fumigation still remains
• Availability of warehousing for
  • non-chemical produce
  • Multiple produce in small quantities
  • At a nearby place?
• Accepted BIS/ AgMark standards for all these products
• WDRA – registration protocols of the warehouses
• Banks lending cap on FPOs (as multiples of networth / share capital)
• Primary processing infrastructure (who invests?)
• Would it be still economical after all these efforts!
  Would there be any margin left for FPOs?
Popular Narrative..

• FPOs & FPOs ..

• Organised Retails will bring in premium to incentivise farmers to do non-chemical agriculture ..?

• Certification ..

• Organic value chain..

Would they enable larger-scaling up?
• Share of organised retail in food market .. 3% to 7% ..??

• 93% unorganised retail sales .. Isn’t it the ‘market’

• Share of FPOs..?

Can they be market drivers for ‘scale’?

What could be potential market drivers?
And where do we make public investments?
Kiosks (Millet based Tiffin Centers) at GP/ Block/ District level

- 107 nos. of Millet Shakti Tiffin Centres have been established. On an average one tiffin center is making business of Rs **19-20 thousand a month** and earning profit of **5-6 thousand Rs.**

- 5 no. of Millets on Wheels has been setup

- Millet Shakti Café in Keonjhar Collectorate is working well. 2 more will be inaugurated soon.
3 Millet Shakti Café/Outlet
Functional in Keonjhar, Sundargarh & Bhubaneswar
Millet Shakti Café by WSHGs in Urban Locations
Millet Recipe Training to SHGs and other cooks
Mini De-huller - To Increase HH consumption

Nano Enterprises
Ragi Ladoo as morning snack in ICDS in Keonjhar and Sundargarh

<table>
<thead>
<tr>
<th></th>
<th>Sundargarh</th>
<th>Keonjhar</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>No of Children Covered</td>
<td>60,000</td>
<td>80,000</td>
<td>1.4 Lakh</td>
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<tr>
<td>No of AWCs covered</td>
<td>3809</td>
<td>3257</td>
<td>7,066</td>
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<tr>
<td>No of SHGs engaged in supply of Laddu Mix</td>
<td>39</td>
<td>21</td>
<td>60</td>
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</tbody>
</table>

Future Plans

- Expansion of Ragi Laddu as snack in ICDS in all Districts
- Pilot of Ragi Based THR
- Pilot of Little Millet Khichri as hot cooked meal in ICDS
Training to the Anganwadi functionaries on millet recipes preparations and the nutritive values of millets
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Food festivals at community level
Public Procurement of Food Grains

3,23,000 Quintals
Ragi Procured in Odisha
During Kharif Marketing Season 2021-22 from
41,286 Farmers
Key Questions..

• What is the **Ecosystem of Support** Required for strengthening decentralised markets for non-chemical food.

<table>
<thead>
<tr>
<th>At Farmers – Market Level</th>
<th>At Local Enterprise Level</th>
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<tbody>
<tr>
<td>• Primary processing</td>
<td>• Small enterprises</td>
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<td>• Storage</td>
<td>• Technology</td>
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<td>• Warehousing</td>
<td>• Investment on</td>
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<td>• Bank finance</td>
<td>consumer sensitivity</td>
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• Where should public investments be made to build a market ecosystem