

Krishi Rupantar



Assam Agribusiness and Rural Transformation Project

APART

Monthly E-Newsletter

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Assam Agri-business and Rural Transformation Project (APART) has launched 'Kshyamata' to promote Agri Enterprises in Assam. This initiative will enable the youth, existing Agri enterprises and start-ups in Agri and allied sector, thus, creating a vibrant agribusiness ecosystem in Assam.



The program aims to support 1300 Agri enterprises, both new and existing Agri enterprises and facilitate their growth and expansion through technical assistance and integrated business support services thus increasing the sustainability of an early-stage enterprise.

The program would facilitate establishment and growth of Agri enterprises through different services (business development, technology access, experts and continuous hand holding) while emphasizing building capacity, facilitating access to market, access to finance through convergence with various government schemes.

In the first phase, the initiative is covering Kamrup, Jorhat, Sonitpur, Goalpara, Golaghat, Nalbari and Cachar districts. The other districts are planned to be taken up in subsequent phases.

Sofar, 1200 enterprises/entrepreneurs have enrolled themselves in the program covering Cachar, Goalpara, Golaghat, Jorhat, Nalbari, Sonitpur, Kamrup (M), and Kamrup (R) districts.

PROGRAM OFFERINGS



Capacity building of agri enterprises



Business Development Services



Facilitating access to finance

Message

of the State Project Director

Respected Readers,
Namaskar,

Through this column, I would like to extend my gratitude to everyone working towards achieving the Project Development Objective (PDO) of APART “add value and improve resilience of selected agriculture value chains, focusing on small-holder farmers and agro-entrepreneurs in targeted districts of the State of Assam”,

In these recent pandemic times, despite many challenges, the Project has been able to reach out to the beneficiaries at the field level and provide every support to help them in their farming and marketing of their produces.

In this edition of “Krishi Rupantar”, we bring forth inspiring stories from the field for our esteemed readers.

I hope these inspiring stories will motivate every team member to work with enthusiasm to achieve the objective of self-reliant Assam.

Thank you.

Laya Madduri
State Project Director,
ARIAS Society

Niroda deori: a story of women Empowerment

Niroda belonged to a farmer's family and was actively involved in farming with her father who did commercial cultivation of ridge gourd. She continued with her farming even after her marriage to Shri Bijoy Deori, a progressive farmer and since the last 15 years, she has been supporting her husband in earning their livelihood through farming of different agri-horti crops. She grows paddy, Potato, Mustard and different vegetables like Cabbage, Cauliflower, Chilly, Cucumber etc in her one hectare (ha) fertile land.

Under the Assam Agribusiness and Rural Transformation Project (APART) with technical guidance from the International Potato Centre (CIP), the demonstration of the climate-resilient processing potato variety was taken up in Upper Deori village of Jorhat district and Niroda Deori was selected as a beneficiary for the cultivation of potato for the demonstration of climate-resilient production to be carried out with Best Management Practice (BMP) under ATMA, Jorhat during 2019–20. The new processing variety, Lady Rosseta, was introduced with a plan to promote potato cultivation in the village by running Potato Value Chain School initiative under APART. The demonstrations were taken up by the District team of Agricultural Technology Management Agency (ATMA).

With guidance from the District ATMA team, Jorhat, Niroda took up the cultivation of high yielding processing potato variety, Lady Rosseta in her farm in an area of 0.15 ha. She was provided with seeds (tubers) along with Best Management Practice (BMP) technology, Fertilizers, Plant protection measures and one Battery operated sprayer. The potatoes were sown manually and the management of the crop was as per the technical guidance of the International Potato Centre (CIP), the technical knowledge partner of APART.



Niroda Devi and her husband in their potato plantation plot



Niroda Devi planting potatoes in her plot

Production and Income

Niroda harvested around 3.01 MT from 0.15 ha of land with an average yield of 20.05 MT per ha of land, whereas she got 13.48 MT per ha in the control plot where she grew the local variety. She harvested Lady Rossetta with 8-10 nos of tubers per plant with uniform size and is satisfied with the harvest. The potatoes were sold mainly in Mariani Weekly Market, New Sonowal Weekly market and Nagajanka Weekly Market, Jorhat with a very remunerative price ranging from of Rs.2500 to Rs 4000 per QTL. She carried the potatoes hiring a vehicle to these distant markets of around 40 km from her farm gate. She was able to get good returns besides being able to have a quick sale of the potatoes.

Niroda is also a member of Dagaiba Self Help Group of Upper Deori Gaon for last seven years and a member of Potato Value chain School (VCS) of the village. She actively participates in different activities of Potato VCS, where value addition and processing of potato is promoted. Niroda along with other members of the VCS is now preparing the production of potato chips, initially targeting the district market. "I have kept some potatoes to be used as seed for the next season and found its keeping quality is good in open-air", she said. Niroda is satisfied with the variety and the technology provided to her through the Project.

Submitted by ATMA, Jorhat



Potato Chips of different flavors prepared under the technical guidance of CIP in the VCS

Scaling of mechanisation to cope with the labour scarcity

In the ongoing Sali season, 2020, Krishi Vigyan Kendra, Morigaon has demonstrated flood-tolerant rice varieties in 158.3ha land in Morigaon district under “Assam Agribusiness and Rural Transformation Project (APART)”. For the purpose, a total of 5815kg certified seed of Ranjit-Sub 1, Bahadur-Sub 1, Swarna-Sub 1 and BINA Dhan 11 varieties were distributed among the farmers under IRRI (International Rice Research Institute) supported climate-resilient, market-led production demonstrations. These stress-tolerant rice varieties (STRVs) have the capacity of surviving complete water submergence for two weeks.



Activities in the field scaling of Mechanisation to cope with the labour scarcity

The performance of these STRVs since their introduction through APART demonstrations in 2018 has started to create an impact in the lives of Assam farmers, owing to their ability of survival under flash-flood condition. Therefore, KVK Morigaon in collaboration with IRRI is trying to popularize these varieties among farmers of Morigaon district. Besides the improved STRVs, IRRI along with KVK is also promoting mechanization in paddy cultivation among the farming community of the district, to meet the labour demand during peak scarcity period of agricultural operations. Different alternate crop establishment techniques like Mechanically Transplanted Rice (MTPR) and Direct Seeded Rice (DSR) using Mechanical Transplanter and Drum Seeder, respectively have been introduced in the district. Many other types of machinery for inter cultural operations, harvesting, threshing and other post harvest machinery have also been introduced under the APART.

Mechanically transplanting of rice has many advantages over traditional methods of transplanting, and most significantly time and labour saving. Last year, a Custom Hiring Centre (CHC) with a Farmer Producer Company (FPC) named “Poohar Agro Producer Company” was inaugurated with the technical support of Krishi Vigyan Kendra, Morigaon and IRRI in Manaha Kacharigaon under Mayong

block of Morigaon district, which is providing services for land preparation, transplanting, weeding, harvesting and threshing to the farmers of Morigaon district. In this season, including the demonstrations, the CHC has targeted about 52.5 bighas of land to be transplanted mechanically through mechanical transplanter in Duroni and Jurgaon village of Bhurbandha block, with 22.5 bighas and 30 bighas, respectively.

A team of Project experts Mr Baljeet Singh, Market Analyst cum Operational Specialist, IRRI, Dr Kanwar Singh, Resident Consultant, Dr Kasturi Goswami, Junior Researcher and Dr Rijusmita Sarma Deka, Senior Scientist and Head, KVK Morigaon, Mr Saurav Baruah, SMS (Soil Science), KVK Morigaon and Mr Sanju Borgohain, Assistant Project Scientist, APART visited Jurgaon on 18th June 2020.



Activities in the field scaling of Mechanisation to cope with the labour scarcity

Different types of demonstrations, including MTR and DSR, have been conducted in this village. These demonstrations have been laid out under the supervision of KVK with the technical support of IRRI with proper guidance and training to the farmers. The first mat-type nursery was raised in the first week of June for 1 ha area and subsequently, staggered nurseries were raised for the remaining 6 ha of land at an interval of 3 days. The team of experts visited mat-type nurseries sown on different dates and also the wet DSR plot of Ranjit-Sub1 variety. In an interactive session with the farmers, Dr Rijusmita explained the objectives of APART to uplift the economic conditions of the small and marginal farmers and informed that KVK is always ready to address the agricultural issues of the farmers and keep them updated about the benefits of various government schemes and projects like APART. She also shared that this village has been selected to provide various mechanized demonstrations, training and other technical guidance from time to time.

Addressing the farmers, Dr Kanwar Singh shared that IRRI along with KVKs and Department of Agriculture, Govt. of Assam is trying to promote STRVs like Ranjit-Sub1, Bahadur-Sub 1, Swarna-Sub 1 and Bina Dhan II among farmers, in the areas where flood occurrence is common during Sali season, as these varieties can tolerate flooding up to two weeks, unlike the traditional non-sub1 varieties which generally do not withstand floods. He also emphasized to adopt the best management practices to improve yield and the importance of line transplanting, split application of fertilizers, judicious use of pesticides etc.

Mr Baljeet Singh told the farmers of Jurgaon about the market opportunities under APART. He informed the farmers about the Paddy Procurement Centre (PPC) to sell their paddy at minimum support price (MSP) of Rs 1815/- per quintal which is much higher than the rates offered by the local traders. He further added that the project is planning to set up a few more PPCs so that the farmers may have easy access to these centres. The farmers of Jurgaon village were delighted to learn about the benefits given under the project and assured that they will work as per the instructions of KVK and IRRI. They also looked forward to getting the support of these organisations in future.



Activities in the field scaling of Mechanisation to cope with the labour scarcity

The transplanting has already been completed in all the targeted areas. The CHC has charged Rs. 500 for transplanting 1 bigha of land, and after deducting the fuel cost, operator cost and other miscellaneous charges managed to save Rs.250-300 per bigha. The farmers were benefited by saving in time and labour cost of more than Rs 1000/bigha. Mr Robin Bordoloi, a beneficiary farmer mentioned that ***“for transplanting, earlier I hired 5 labours @ Rs.350/bigha and spent about Rs.1750-2000/ bigha. Moreover, I could only transplant 1 bigha of land in 1 day last year. But by transplanting through mechanical transplanter in this season, I saved Rs 1250-1500/ bigha and completed transplanting of my 4 bigha land in a single day.”***

Mr Sashidananda Bordoloi, President of the Poohar FPC and CHC said ***“the mechanical transplanter is a promising alternative to manual transplanting in Morigaon district, as it is very easy to operate, low fuel consumption, and the labour required can be saved to a large extent. It will prove to be a very good business opportunity for local youths if the availability of spare parts in the local market and some initial technical support for its repairing is provided. We are hoping to get a good profit with this in the current season.”***

State Project Director visits APART Project areas

Laya Madduri, IAS, State Project Director (SPD), ARIAS Society visited Nalbari district on 17th June 2020 to review the various APART activities implemented in the field. She visited the Integrated Crop Management Demo (ICMD) plot in Paschim Khatar Kalakuchi, Paddy cum Fish demo in Pub Kalakuchi and Carp Mola Polyculture demo in Nankarbhayra. SPD also visited the private fish brood bank centre run by Shri Debojit Barman in Nalbari. During her visit, SPD interacted with the FPGs, beneficiaries and Departmental officials of the Project. A team from the Project Coordinating Unit (PCU) accompanied SPD during her field visit.



SPD during her field visit to the Project fishery cluster



SPD interacting with the banana farmers in Rangjuli cluster

The SPD had also earlier visited Rangjuli Block in Goalpara district on 4th June 2020, to review the various APART activities implemented in the field. She visited the Banana, Fishery and Piggery clusters, to have a primary assessment of the status of APART's intervention at the grass-root level, and also interacted with the beneficiaries and department officials. SPD was accompanied by officials from APART PCU, District ATMA, Fishery and Veterinary departments during her field visit.

Stress tolerant rice varieties

a boon to paddy farmers in Golaghat

Shri Nitu Bora (43) of Balidua village, Dergaon Development Block, Golaghat district is a progressive farmer associated with District Agriculture Office, Golaghat.

Last year, District Agriculture Office, Golaghat had organized a training program on Good Agriculture Practices (GAP) among others to promote submergence-tolerant rice varieties: Ranjit-Sub 1, Bahadur-Sub 1 and Swarna-Sub 1 under the World Bank-financed Assam Agribusiness and Rural Transformation Project (APART). District Agriculture Officer: Golaghat, Assistant Director cum Nodal Officer of APART: Golaghat and Deputy PD of ATMA were the key speakers in the program.



Nitu Bora in his paddy field

Days later, Shri Nitu Bora along with other fellow farmers from West Brahmaputra area (One of the Flood affected areas) visited the District Agriculture Office and met the officials associated with APART and expressed their keen interest to grow Ranjit – Sub 1 variety in their paddy fields.

At Balidua, transplanting had been completed and the crop was at tillering stage when floods came. The crop was submerged for 15 days at a stretch when APART officials visited the plots in the 2nd week of August 2019. The three farmers: Nitu Bora, Luhit Bora & Babul Bora, were disheartened but the officials assured them that the crops would come up again as the variety had the submergence tolerant gene.

“Patience is not the ability to wait, but the ability to keep a good & positive attitude while waiting” – The plots of Ranjit – Sub 1 revived even after submergence. The flood could not affect the plots of Ranjit – Sub 1 unlike the plots of traditional varieties. The yield achieved in Ranjit – Sub 1 was 5.6 tons/hectare while the traditional varieties’ plots were destroyed by floodwater.

The beneficiaries were happy because for them it was just like a ‘Miracle’. Nitu Bora adds and says, “Ranjit-Sub 1 can endure underwater conditions for 14 to 15 days without losing potential yield whereas the traditional varieties (Viz. Prasad Bhog, Mono Ari, Ranjit, Bor Dhan etc.) can barely last only five days of submergence”.

“...I am happy that I get the needful support timely from District Agriculture Office–Golaghat and APART team. I would also like to thank the Block Technology Manager of Dergaon Development Block and Research Technician of APART–Golaghat for their valued guidance, motivation and timely monitoring”

--- Nitu Bora.

Submitted by: Abhishek Singh, Research Technician, APART Golaghat,

Rice plantation ceremony in Nagaon

ATMA Nagaon organized demonstrations of 242 Integrated Crop Management Demonstrations (ICMD) and 588 Minikit of Stress Tolerant Rice Varieties (STRVs) for Sali paddy in consultancy with the International Rice Research Institute (IRRI).

The launch program of the demonstrations as held on 23rd July 2020 at Nonai Dewrigaon, Hahilapathar, Nagaon, where Shri Rupak Sharma, MLA, Nagaon (Sdr) joined the farmers and officials of ATMA in the rice plantation ceremony.



Shri Rupak Sharma, MLA, Nagaon (Sdr) joined the farmers and officials of ATMA planting rice.

Response to African Swine Fever (ASF) Outbreak in Assam

African Swine Fever (ASF) was reported in Assam and Arunachal Pradesh on 26th April 2020 which were the first reported cases of ASF in India. The International Livestock Research Institute (ILRI) has been actively working with the Govt. of Assam in designing the ASF control programme for the state. Dr. Ram Pratim Deka, ILRI's Scientist based in ILRI-Guwahati Assam has been notified as one of the members of the high level Core Group of Experts Committee constituted by the Govt. of Assam vide Notification No. VFV.218/2020/8 dated 2nd May 2020 to guide the government on ASF control. Further, at the request of World Bank and APART, ILRI developed a draft ASF control plan which was vetted by the World Bank and shared with AHVD, Govt. of Assam for their needful. In addition, ILRI supported AHVD by producing three brochures on ASF and organized one virtual training for the Veterinary Officers of AHVD.

আফ্রিকান ছোবাইন ফিভাৰ (ASF)
অসমত নতুনকৈ প্ৰাদুৰ্ভাৱ হোৱা গাহৰিৰ এক ঘাতক ৰোগ
ASF ৰোগৰ কোনো চিকিৎসা নাই, প্ৰতিষেধক নাই, নিৰাময় নাই

এই ৰোগ সম্পৰ্কে ভ্ৰান্ত ধাৰণাৰ বিপৰীতে সত্যতা

- ASF ৰোগ ক্লাছিকেল ছোবাইন ফিভাৰ (CSF) আৰু ছোবাইন ফ্লুতকৈ সম্পূৰ্ণ পৃথক।
- ASF মানুহলৈ কোনো কাৰণতে সংক্ৰমিত নহয়, গাহৰি মাসে মানুহৰ ভক্ষণৰ বাবে সম্পূৰ্ণ নিৰাপদ।
- ক্লাছিকেল ছোবাইন ফিভাৰ ৰোগৰ প্ৰতিষেধক হিচাপে ASF ৰোগৰ সৃষ্টি নকৰে আৰু ইয়াক প্ৰতিৰোধ কৰিবও নোৱাৰে।

এই ৰোগ ASF ভাইৰাছৰ পৰা হয় আৰু ই ঘৰুৱা আৰু বনৰীয়া দুয়োধৰণৰ গাহৰিকেই আক্ৰান্ত কৰে, কিন্তু অন্য কোনো ঘৰুৱা জীৱ-জন্তুলৈ সংক্ৰমিত নহয়। এই ভাইৰাছ বিভিন্ন ধৰণৰ কলুণিত সামগ্ৰীত ৩ (তিনি) বছৰ পৰ্যন্ত সক্ৰিয় ৰূপত থাকিব পাৰে।

প্ৰধান লক্ষণ সমূহ:



গাহৰিটোৰ কাণ, পেট, বুকু, নেজ আৰু পিছ টোৰে ছালত বহু চকলা দেখা দিয়ে আৰু পিছলৈ এইবোৰে নীলা-বেঙুনীয়া বৰণ ধাবলৈ কৰিব পাৰে।

হাস-প্ৰশ্বাসত কষ্ট হয়।

নাৰেৰে তেজমিহলি বেন বাহিৰ হয় আৰু খাবলৈ অনিচ্ছা হয়।

গাহৰিটোৰ অতিপাত জ্বৰ উঠে (৪১°-৪২° সেলচিয়াচ)।

বমি আৰু হাঁপনী হয়, কোনো কোনো ক্ষেত্ৰত বমি আৰু হাঁপনীৰ লগত তেজ আৰু শাঁও পৰে।

১-১৫ দিনৰ ভিতৰত মৃত্যু মুখত পৰিব পাৰে। কিন্তু ক্ষেত্ৰত গাহৰিটোৱে কোনো লক্ষণ দেখা নিদিয়াকৈও মৃত্যু মুখত পৰিব পাৰে।

আফ্রিকান ছোবাইন ফিভাৰ (ASF) : নতুনকৈ প্ৰাদুৰ্ভাৱ হোৱা গাহৰিৰ এক ঘাতক ৰোগ
ইয়াৰ প্ৰতিকাৰৰ ক্ষেত্ৰত গাহৰি মাসে প্ৰস্তুতকাৰীসকলৰ ভূমিকা

ASF এক চিকিৎসাৰিহীন, প্ৰতিষেধকৰিহীন আৰু নিৰাময়নিহীন ৰোগ।
ই মানুহলৈ সংক্ৰমিত নহয়।

এই ৰোগ ASF ভাইৰাছ (বিষাক্ষৰ পৰা উৎপত্তি হয়। এই ভাইৰাছ বিভিন্ন কলুণিত সামগ্ৰীত, প্ৰধানকৈ মাসে আৰু মাসেহাত সামগ্ৰীত, ৩ (তিনি) বছৰ পৰ্যন্ত সক্ৰিয় ৰূপত থাকিব পাৰে।

গাহৰি এটা ASF ৰোগত আক্ৰান্ত হৈছে বুলি আপুনি কেনেকৈ সন্দিহান হ'ব?



যদিহে গাহৰিটোৰ নাৰেৰ পৰা তেজ মিহলি বেন নিৰ্গত হয়।

যদিহে গাহৰিটোৰ কাণ, পেট, বুকু, নেজ আৰু পিছটোৰ ছালত বহু চকলা হাড়ক কৰে আৰু পিছলৈ এই চকলাবোৰ নীলা-বেঙুনীয়া ৰং ধাবলৈ কৰে।

হৃদপিণ্ডটো (Heart) হাসৰীয়া বহুৰ জলীয় ৰূপৰে পূৰ হৈ পৰে।

স্প্লিনটো (Spleen) আকাৰ বৃদ্ধি হয় আৰু এইটো অতিশয় ভৰপূৰ হৈ পৰে।

হাঁও-মিও (Lungs) দুটা জলীয় ৰূপৰে পূৰ হৈ পৰে।

গাহৰিটোৰ অতিপাত জ্বৰ উঠে (৪১°-৪২° সেলচিয়াচ)।

গাহৰিটোৰ হাস-প্ৰশ্বাসত কষ্ট হয় আৰু পাতল পাখ্যানা আৰু বমি হয় (পাতল তেজ / শাঁও থাকিব পাৰে)।

আফ্রিকান ছোবাইন ফিভাৰ (ASF) প্ৰতিৰোধৰ বাবে অবলম্বন কৰিবলগীয়া পৰিষ্কাৰ-পৰিচ্ছদতা আৰু বীজাণুনাশন ব্যৱস্থাসমূহ


"চিকিৎসাতকৈ প্ৰতিৰোধেই শ্ৰেয়"

পৰিষ্কাৰ-পৰিচ্ছদতা আৰু বীজাণুনাশন, এই দুয়োটাই ASF ৰোগৰ সংক্ৰমণ আৰু বীজাণু বৃদ্ধি প্ৰতিৰোধৰ অন্যতম উপায়।

পৰিষ্কাৰ-পৰিচ্ছদতা আৰু বীজাণুনাশন প্ৰক্ৰিয়াসমূহ দুই ভাগত ভগাই ল'ব পৰা যায়। নিম্নলিখিতবোৰে ল'বলগীয়া ব্যৱস্থাসমূহ আৰু ASF ৰ ক্ষেত্ৰত বিশেষভাৱে ল'বলগীয়া ব্যৱস্থাসমূহ।

নিম্নলিখিতবোৰে ল'বলগীয়া ব্যৱস্থাসমূহ:

- গাহৰিৰ মল-মূত্ৰ, খাদ্য, পামৰ পেলনীয়া যিকোনো ধৰণৰ সামগ্ৰী ইত্যাদি প্ৰতিদিনে চাফা কৰি জৈৱ সাৰৰ গাঁতত পেলাব।
- গাহৰিৰ পাম, গাঁৱলৰ জপনা, মজিয়াৰ বেৰ, মাজৰ ঠাই, দানা আৰু পানীৰ পাত্ৰ, নলা ইত্যাদি যদি সাৰি-মুহি ধুই চাফা কৰি বীজাণুনাশক ছটিয়াই বীজাণুনাশন কৰি ৰাখিব।
- গাহৰিৰ পাম, গাঁৱলৰ বাচন-বৰ্তন, কাপোৰ, গাম জোতা, চেপেল ইত্যাদি চাফা আৱৰ্ণাৰে ধুই পৰিষ্কাৰ কৰি বীজাণুনাশক জ্বাবোৰে বীজাণুনাশন কৰি ৰাখিব।
- "ফুট-বাথ" প্ৰতিদিনে চাফা কৰি ৰাখিব। পটাছিয়াম পাৰমেংগেণেট পানী প্ৰতিদিনে দুবাৰ সলনি কৰিব।
- মজিয়াখন মাটিৰ হ'লে মজিয়াৰ ওপৰৰ তলপটো প্ৰয়োজন সাপেক্ষে চুৰুকি পেলাই নতুন শুকান মাটিৰে সজাই দিব।
- গাঁৱলৰ মজিয়াখন সম্পূৰ্ণভাৱে শুকান, চাফা আৰু পৰিষ্কাৰ-পৰিচ্ছদ কৰি ৰাখিব।
- গাহৰি গাঁৱলৰ আশে-পাশে থকা আৱৰ্ণা, অলগাতিয়াৰ গছৰ ডাল আদি কাটি আঁতৰাই সম্পূৰ্ণকৈ চাফা কৰি পৰিষ্কাৰ আৰু বীজাণুমুক্ত কৰি ৰাখিব।
- গাহৰি গাঁৱলৰ বেৰ, চিলিং, বাঁহ আদিত চুন সানি ৰাখিব আৰু মাজে সময়ে বীজাণুনাশক জ্বা প্ৰয়োগ কৰিব।
- গাঁৱলৰ মজিয়াখনত থকা গাঁত বা অন্যান্য ভগা-ছিঙা অংশসমূহ মেৰামতি কৰি ৰাখিব যাতে পানীৰ ভোঙা, মল-মূত্ৰ বা খাদ্য বৰ্জৰ পেলনীয়া অংশৰ জৰিয়তে ভাইৰাছ সংক্ৰমণ হ'ব নোৱাৰে।



Informative leaflets on African Swine Flu

Market linkage for maize & pineapple facilitated under CDTA, APART

With the sudden outbreak of COVID 19 pandemic in India and countrywide lockdown, farmers mostly relying on MSME also had to face marketing challenges due to the closure of the industries. With the ongoing harvest of maize & pineapple, a huge quantity remained in stock with the farmers. Grant Thornton, the Cluster Development Technical Agency (CDTA) of APART took up the initiative to help the farmers in marketing their harvested maize and pineapple, at different levels.

Linkage for maize

The total Market linkage between enterprises and farmers facilitated by Grant Thornton for Maize (including MOU) is 483 tons / Rs 61.63 lacs.

Maize link Wages (A)				
Enterprise Name/ Buyer	Farmer/Seller	Quantity Sold (tons)	Average rate per ton (Rs)	Total (Rs)
HMS Animal Fish Feed Industry, Morigaon	Sonai FPO, Morigaon	99	12,846	12,71,794
Suguna Feeds, Nagaon	Sonai FPO, Morigaon	50	13,200	6,60,000
Suguna Feeds, Nagaon	Sonai FPO, Morigaon	90	13,000	11,70,000
D B Projects, Kamrup	FPO Kurihamari Agroni Krishak Samabay Samity and farmers of Ramdia, Kamrup	43	11,160	4,79,880
		282		35,81,674

Maize MOU (B)				
Enterprise Name/Buyer	Farmer/Seller	Quantity Sold (tons)	Average rate per ton (Rs)	Total (Rs)
HMS Animal Fish Feed Industry, Morigaon	Sonai FPO, Morigaon	201	12,846	25,82,126
	Total quantity sold (tons)	Total (Rs)		
Total maize linkage (A+B)		483	61,63,800	

Key benefits to farmers

- » Direct linkage to enterprises enabling better prices as middleman commission of Rs 0.20–0.50 per kg is not required.
- » Better prices of Rs 11.16–13.20 per kg as during lockdown the maize prices had decreased to as low as Rs 9.50–11 per kg.



Transportation of Maize

Linkage for Pineapple

Market linkage has been facilitated between enterprises and farmers by Grant Thornton for Pineapple. Total linkage 71000 pieces / Rs 8.86 lacs

Pineapple linkages				
Enterprise Name/ Buyer	Farmer/Seller	Quantity Sold pieces	Average rate per piece (Rs)	Total (Rs)
Sunny Agro Pvt Ltd, Cachar	HMAR FPO and Pineapples growing Community of Lakhipur, Cachar	10,000	11	1,10,000
Sunny Agro Pvt Ltd, Cachar		15,000	18	2,70,000
Real Natural Fresh, Cachar		12,000	11	1,32,000
Purbanchal Food Products, Cachar		4,000	11	44,000
Fakar Uddin Dealer, Karimganj	Pineapples growing Community of Lakhipur, Cachar	30,000	11	3,30,000
		71,000		8,86,000

Key benefits to farmers

- » Direct linkage to buyers who procure from source and offer better prices
- » Saving on the transportation cost as enterprises purchase from the farm
- » During lockdown farmer losses due to wastage was reduced because of these linkages.

Key benefits to enterprises

- » Direct linkage to farmers and savings of INR 8-10 per piece. Earlier they procured from open market at 20-25 per piece

Grant Thornton India LLP as the Cluster Development Technical Agency (CDTA) under Component B1 of APART is in continuous discussions with enterprises, FPOs & farmers with support from ARIAS Society, Department of Industry and Department of Agriculture & Horticulture to creating linkages between the farmers and the enterprises. The linkages aim to ensure that the farmers get a better result of their products and at the same time decrease the expenses of the enterprises in line with the objective of APART.



Transportation of pineapples from Cachar

“Kew variety of Pineapple : holds promising future for Pineapple growers of Hmarkhawlien”

Hmarkhawlien is a village near Fulertol of Lakhipur block, Cachar district. (24.78° N, 93.03° E). The predominant inhabitants of the village are mostly Hmar tribes. Hmarkhawlien village of Lakhipur block is popularly known for the Pineapple (*Ananas comosus*) cultivation. The plantation in Hmarkhawlien was founded in 1932 by a Welch Baptist pastor named by James Roberts who brought the saplings from Tripura and enhanced its sweet flavour through various farming experiments. According to the pineapple growers in Hmarkhawlien, the age of the plantation is about 90- 100 years old. The variety of the pineapple is Kew. It is preferred due to its appealing sweet flavour (TSS Content of 190 Brix) and aromatic juiciness. The plantation of the pineapple is traditional in nature and organic by default with zero usage of fertilizer, with only vermicompost and farm manures being used as inputs. Inputs such as pesticides, weedicides, and fungicides had never been used in the cultivation. The time of pineapple plantation is during the month of May to July and it is planted with the rate of 6000 nos./ bigha. While Planting row to row distance is kept 60 cm and plant to plant distance is kept 60 cm. The duration of the variety is 24 months. Planting materials used in the plantation are suckers, crowns and slips. Most of the plantations are ratoon that has been giving surplus yield since long times. The pineapple orchards are mostly in the hill slopes. As good drainage is essential for pineapple production, the topography is suitable for the pineapple plantation. Excessive sunshine and rainfall sometimes affect the pineapple yield. Mice and squirrels also damage the fruit. The average yield of pineapple is 5000 no.s/ bigha (apprx). Normal time of harvesting is from 15th May to 15th August (Kharif season) and November to January (Rabi season).



Kew Variety Pineapple

Pineapple is cultivated in three blocks of Cachar district namely Lakhipur, Rajabazar, Binakandi. The rest of the two blocks adopted the plantation from Lakhipur, Hmarkhawlien in later stages. Blockwise annual production details are mentioned below in the table:

Sl. No.	Name of the block growing pineapple	Area (Ha)	Production (MT) (2019-20)
1.	Lakhipur	1080	31320
2.	Rajabazar	400	11200
3.	Binakandi	50	1400
Total		1530	43920

Pineapples are graded and sold in three categories

- » Less than 1 kg and less than 14 inch circumference/ girth @ Rs. 11/ piece
- » 1 to 1.5 kg having circumference/ girth of 14 inch and length 6.5 inch (without crown) @ Rs 16/piece. (with half crown)
- » Exportable grade is more than 1.5 kg having circumference/ girth of 16 inch and length of 7 inch @ Rs 18/piece (Full crown).

Farmers usually sell their produce at farm gate & road side. The pineapples are transported from the field by head load. Due to lack of infrastructure such as Cold Storage, Pack House, Weigh Bridge, Processing Plant (mechanized) and market, the pineapple growers of Hmarkhawlien are deprived from achieving the full potential value of their produce.

An FPC Hmar Agro Organic Producer Co. Ltd. has been set up by organizing pineapple farmers of the of the locality. The FPC is promoted by the Directorate of Horticulture & FP, Assam under Mission Organic Value Chain Development (MOVCD). It comprises of 1000 shareholders. The FPC has achieved C3 Certificate in 2020. The FPC has successfully made its first consignment of pineapple en route to Dubai. The maiden refrigerated container laden truck with 15 MT (10000 pc) (apprx) pineapple had been flagged off by the then Cachar's Deputy Commissioner, Ms. Laya Madduri, IAS. The initiated was led by the Department of Horticulture & FP, Assam and executed through Agriculture and Processed Food Products and Export Development Authority (APEDA).

Recently, Pineapple has been included as a commodity under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) for value chain interventions. In Cachar, three blocks have been identified for Pineapple i.e. Lakhipur, Rajabazar and Binakandi. The Project Development Objective (PDO) of APART is to "Add value and improve resilience of selected agriculture value chains,

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Recently, Pineapple has been included as a commodity under the World Bank financed Assam Agribusiness and Rural Transformation Project (APART) for value chain interventions. In Cachar, three blocks have been identified for Pineapple i.e. Lakhipur, Rajabazar and Binakandi. The Project Development Objective (PDO) of APART is to "Add value and improve resilience of selected agriculture value chains, focusing on small holder farmers and Agro entrepreneurs in targeted district of the state of Assam". With the interventions of APART, in the pineapple blocks of Cachar district, a systematic approach would be taken to organize the pineapple producers and accordingly plan would be initiated for high yield, extension of cultivation, training on GAP and market led climate resilient production demos and need based infrastructure development etc. The interventions of APART will successfully help the pineapple growers and agri entrepreneurs (pineapple value chain) of the locality to fulfill their dreams in terms of optimal income realization from pineapple. A study on pineapple is currently underway by the district APART team. While some of the preliminary findings of the study have been discussed above, the report is likely to be finalized within August 2020. After analysing the findings of the study, systematic approach would be formulated, organised and executed. As pineapple of Cachar district have been included recently in the APART i.e. in the year 2020. Therefore the execution part of the pineapple will be generated shortly.

APART Facilitates Market

Linkages of Lakhipur Pineapple Farmers

The sale of a consignment of 4000 pieces of matured pineapple (each 1 kg apprx) has been facilitated by the APART and ARIAS Society in coordination with the District Administration Cachar, District APART team and DAO team, Cachar. The consignment was procured by North Eastern Regional Agricultural Marketing Corporation (NERAMAC) through Hmar Agro Organic Producer Co. Ltd. dated 30/07/2020. The pineapples were loaded in a 407 truck maintaining the post harvest management protocols (Full crown and 0.5 inch stand). As demanded by the buyer's 3500 piece of matured unripe pineapples and 500 pieces of large size (1.3 to 1.5 kg) pineapples were loaded and delivered in Guwahati. Cachar's Deputy Commissioner Ms Keerthi Jalli, IAS flagged off the laden truck with pineapples from Lakhipur (Fulertol) for Guwahati in presence of Assistant Commissioner Shri Vibhor Agarwal, District Agricultural Officer Shri LI Singh, DHC APART Shri Gaurab Kalita and RT Shri Deepjoy Paul. As per the discussion, APART DHC Shri Gaurab Kalita and RT Shri Deepjoy Paul facilitated the quality and quantity check at the loading point at Fulertol, Lakhipur. DAO, Cachar Shri LI Singh has managed to provide the by-road transit pass from Cachar to Guwahati via Meghalaya for easy thoroughfare. Successfully the laden truck with pineapples reached Guwahati at 6 AM of next day.



Deputy Commissioner, Cachar Ms Keerthi Jalli, IAS flagged off the laden truck with pineapples (left) and APART DHC Shri Gaurab Kalita checking the quality and quantity of the pineapples at the loading point (right).



WAMUL

REACHING OUT IN SOLIDARITY TO THE MILK FARMERS OF FLOOD AFFECTED VILLAGES IN ASSAM


WAMUL

ACTIVITY FOR BENEFICIARIES IN JULY' 20 Animal Health Camp at Lachon Chapori (Majuli)

Veterinarians crossing barefoot during flood to ensure animal safety and health



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