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**NATIONAL INSTITUTE OF AGRICULTURAL MARKETING**  
**PGDM (ABM)**



## Strategies to Combat Post Harvest Losses

Post-harvest losses of fruits, vegetables and other perishables, have been estimated to be over Rs. 1 Trillion per annum, 57 % of which is avoidable wastage and the balance due to avoidable costs of storage and commission.

**PRACTICES TO REDUCE POST HARVEST LOSSES:** Care starts from the field till it reaches table. Management differs for agricultural and horticultural crops as horticultural crops require more attention and care. Following practices aid in reducing losses.

**RIGHT FROM HARVESTING :** Skilled labor employment

**SORTING AND GRADING :** Sort into high, middle and low graded products

**Packaging:** Protection from damage  
However, the type of packaging used can account for 15 to 20 % of post-harvest loss in fresh produce.

Recommended packaging materials:

- Perforated plastic bags
- Ventilated plastic crates
- Solid black crates and polypropylene bags



**STORAGE:** Fresh fruits and vegetables spoil quickly at room temperature (27-33° C) and hence Cold storage could be used with temperatures between 7 -15° C.

**TRANSPORT:** Improper transportation can result in 10 to 20 % post-harvest losses. The government intends to go beyond Food Security and give back a sense of income security to our farmers, in this regard, Government allotted Rs. 35,98s4 Crores for agriculture and farmers' welfare. Farmers can use storage and warehousing facilities along with packaging and transportation for maintaining quality. Moreover, biological and environmental factors involved in post-harvest deterioration should be taken into account for maintaining quality and quantity of produce.

**MD. SHAHRUKH QURESHI**  
**PGDM (ABM) 2017-19**

# GST AND AGRICULTURE

## GST and Agriculture

THE IMPACT OF GST ON AGRICULTURE IS YET TO BE SEEN BUT IT IS EXPECTED TO BE POSITIVE IN LONG RUN.

### HOW GST WILL HELP TO DOUBLE FARMER'S INCOME

GST was launched on 01 July, 2017. With the Introduction of uniform taxes, seamless transport of agricultural commodities is expected. Earlier VAT taxes varied across states through discourage transportation to distant markets. Almost all goods produced by farmers like cereals, milk and jaggery are entirely exempted from tax. There are few states like Punjab which impose a purchase tax at 4% on paddy, wheat, cotton, sugar and cane milk. This will go under GST regime. Thus farmers would get better price for their produce enabling them better incomes.

GST will facilitate ease of doing business in Indian market as it may result in the export of more Agri-Products from India which will increase farmer's income consequently. GST will strengthen e-NAM (National Agriculture Market project) that provides the online portal for electronic trading of farm produce to different 'mandis' across India. GST provides India with its first National Market for the agricultural goods. Thus we can say that GST is a game booster, which helps our farmers to double their income since they are getting the new platform and open boundary to sell their commodities. Hence we can hope that GST will help in doubling the farmer's income.

ASWINI AK  
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### Advantages :

- ⇒ GST will help in enhancing supply chain mechanism in terms of transparency, reliability, and timeliness, which in turn will ensure a reduction in waste and cost of agricultural produce.
- ⇒ It is expected that GST will have an enhanced competitiveness for producers, gain to manufacturers and exporters, and ease of tax collection for government complying with an important tool of taxation.
- ⇒ All basic agricultural goods (not processed) which were not chargeable under previous VAT laws are still not charged to tax in GST.
- ⇒ GST has helped in breaking inter-state barriers on movement of goods with uniform IGST rate being in place. According to statement by Mr. Pawanexh Kohli, chief executive officer, National Centre for Cold-chain Development recently, post-GST, the operational efficiency of trucks carrying agricultural and horticultural produce stored in various cold storage houses from the beginning to the end point has increased to the extent of 550km a day.
- ⇒ The scheme for the promotion of National Agricultural Market will be strengthened because of GST as they both have a common objective of a unified market.

### Disadvantages:

- ⇒ As the inflation with currently 4% VAT would be increased to 8% under GST, it would impact the price of food items as the exemption would be limited to only unprocessed foods.
- ⇒ To conclude, it is expected that the cost of few agricultural products will face hike due to the rise in inflation index for a lesser period. But, in the long run, GST will benefit the farmers with a single market in place and would help them to sell their produce at best available prices.

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## DOUBLING FARMER'S INCOME

**DYK?**  
INDIA HAS 32 MILLION TONNES  
COLD CHAIN STORAGE CAPACITY

### ROLE OF FARM MECHANIZATION

Although India's mechanization has been a story of Tractorisation, still India lags far behind in tractor penetration by global standards. But the need of the hour is promotion of efficient equipment, tools and small engine driven tractors, for the purpose of meeting the requirements of small farmers.

#### Some of the key areas that need specific interventions include:

- ⇒ Custom Hiring Centers (CHC) for various purposes
- ⇒ Creating an institutionalized framework for custom hiring in the country
- ⇒ 'Make in India' support for farm implements
- ⇒ Alternate route for the subsidy
- ⇒ CSR funds with a purpose:

though mechanization has seen success in improving agriculture in certain parts of the country, it still comes a long way down on an average farmer's priority list, and it will remain so unless measures are taken to drive farmers towards the adoption of farm mechanization practice. With the realization for a need of a second Green Revolution due to the persistent stagnation in agricultural production, farm mechanization has potential to play a critical role in increasing farm productivity, improving rural employment generation and fortifying the income of farmers.

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### ROLE OF COLD CHAIN STORAGE

- ⇒ More than half of India's populations' primary occupation is agriculture, yet prosperity for our farmers is still out of reach. In a speech, in February 2016, Prime Minister Mr. Narendra Modi raised a very important issue regarding farmers' income. One of the key features is to develop 'cold chains'- as an integrated network of refrigerated buildings and vehicles in order to transport the produce from farm to the shop in a good and acceptable condition.
- ⇒ Presently, cold storages are existing only in few states and 80-90% of them are mainly concerned about storing potatoes.
- ⇒ Recently Ministry of Food Processing Industries (MoFPI) has announced sanction of 101 new integrated cold chain projects throughout the country. The projects mainly focus on fruits and vegetables, dairy, fish, meat, marine food, poultry, ready to eat/cook sectors.
- ⇒ This will create an additional capacity of 2.76 lakh MT of controlled atmosphere storage and 29 refrigerated/ insulated vehicles.
- ⇒ This is an important step towards doubling farmers' income because it will not only provide a handsome income to the farmers but will also provide a big leap in the growth of food processing infrastructure in our country.
- ⇒ There are government policies and schemes, like – the scheme for cold chain and value addition infrastructure provides financial assistance up to Rs. 10 Cr for entrepreneurs.
- ⇒ Since farmers are our 'feeders', their condition needs an immediate improvement. This single step taken would open up a plethora of ways to alleviate the farmers from their problems and ultimately would help us grow together.



In our country the biggest private sector business no doubt is agriculture, there are nearly 119 million farmers working in land and nearly 144 million laborers whose daily needs are satisfied by agriculture according to census data 2011. But One must think “Do this biggest private sector is getting its value in this nation? “

There are some basic things which makes you think about. The first is that this is the only business whose innovation makes our country a hub of debate, it becomes a national issue. In case of Genetically Modified crops if we want to introduce new technology in country then it will affect our future generation, it will create environmental problems, health issues, also will affect the growth of nation, same point had arised in case of introducing dwarf wheat and rice varieties in 1960's, but we know the results now. Then why can't we believe in GM crops in same perspective? We will not argue when the Android phone's spoiling mentality and thinking of new generation, when automobile industry creating pollution issue, we never considered the technologies as disadvantages. Even no one had argued when GM yeast cell vaccines of Hepatitis B was introduced. Then why in case of Genetically Modified vegetables ?

If we feel that agriculture is really a business like other businesses, it is necessary to give a chance to grow more and a chance to those farmers who feed us everyday.

Past strategy for the development of agriculture helped overcome severe food shortage that emerged during mid-1960's. As India adopted green revolution its food production multiplied 3.7 times while the population multiplied by 2.55 times. During early 1980's farm income per cultivator was just 34 per cent of the income of a non-agriculture worker. The past four years 2012-13 to 2015-16 again witnessed a deterioration in relative income of farmers.

### DEVELOPMENT INITIATIVES

*Pradhan Mantri Krishi Sinchai yojana  
Prampragat Krishi Vikas Yojana  
Pradhan Mantri Fasal Bima Yojana.*

Public investments must be raised to 4% from the initial 2.76% of GDP in agriculture

### TECHNOLOGY AND INNOVATIONS-

Sustainable growth in productivity and farmer income requires a shift from input intensive technologies which have dominated Indian agriculture since green revolution.

### POLICIES-

Removal of licensing requirements on specified foodstuffs order, 2002 and 2003.

Milk and milk products, removal of the restriction on setting up of new capacity in milk processing.

Removal of prohibition on further trading in any commodity, in the year 2003.

**INSTITUTIONS-** Till June 2016, SAFC has promoted 510 FPO's with a membership of 5.71 lakh farmers in 28 states of the country. Some state government and NABARD are also promoting FPOs.

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RISHABH MANGROLE &  
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Experiencing the incredibility of India with its display of varied cultures and talents of the beautiful people from the majestic mountains of Himachal Pradesh in the north, to backwaters of Kerala in the south and from West Bengal in the east to Gujarat in the west, life at NIAM is offering a tremendous exposure for us to see India, through the eyes of its people.

The grandeur of NIAM lies in its standard of living and how it brings so many different states at one place which really is an awe-inspiring experience as people bring to table their great episodes and experiences of life, be it corporate or other job experiences or simply what knowledge they own through their life experiences.

The prepossessing and scenic campus with its mesmerizing Mughal style garden, well-managed infrastructure, and an excellence in academics makes NIAM the undisputed top Agricultural Marketing Institute since 1988



**STUDENTS PERFORMING EXTRA-CURRICULAR ACTIVITIES TO EXPRESS THEMSELVES**



**THE BEAUTIFUL GARDENS DESTRESSING THE STUDENTS**



**VIMESHWAR SINGH  
PGDM (ABM)  
2017-19**

**SMT. IRINA GARG (DIRECTOR GENERAL,  
NIAM) ADDRESSING STUDENTS OF  
PGDM (ABM) & MOTIVATING THEM**

**LIFE AT NIAM**

## Jinks at NIAM

In addition to the thrills of the game in action, Sports have a power of bringing people together. It's a language, just like music, that everyone understands. Ergo, as the new session begins and the fresh faces start rolling in, the very first event organized is the Annual Sports Event, "SPANDAN".

Spandan'17 commenced on 8<sup>th</sup> August 2017. The Event Included games like Basket-Ball, Volley-Ball, Badminton, Chess, Carrom, Table Tennis, Tug of War & Kabaddi. There was a palpable surge in energy throughout the campus. The minute one set foot in the sports center, one could feel the vibrancy. The event lasted one week and was filled with zeal, enthusiasm and exuberance where everyone came together in good-spirit and made the event successful. Of course, there were wins and losses but sports are far more than medals won and records broken.

As Mary Lou Retton said,  
"A trophy carries dust. Memories last forever."



SPANDAN 2017

SET YOUR HEART ON FIRE



## NIAM's FOUNDATION DAY

Chaudhary Charan Singh National Institute of Agricultural Marketing celebrated its foundation day on 08 August, 2017 recently. It was a milestone in the journey of the institute as it celebrated its 30th Foundation Day. The event started with the lighting of the ceremonial lamp by Smt. Irina Garg, (Director General), Dr. Vikram Singh (Dean) PGDM-ABM, Dr. Hema Yadav (Director) PGDM-ABM, Dr. Ramesh Mittal (Deputy Director) PGDM-ABM & Dr. Shuchi Mathur (Assistant Director) along with other dignitaries. Saraswati Vandana was performed by students of PGDABM. Later, Smt. Irina Garg, addressed the gathering and expressed her satisfaction and pride over the achievements of the institution and encouraged all including students of PGDABM to make constant efforts to improve themselves and bring glory to the institution.

## INDEPENDENCE DAY CELEBRATIONS



August 15, 1947 marked a revolutionary moment in India commemorating the nation's independence from Britain and annually it is celebrated by flag-hoisting ceremonies, parades and cultural events all over India. The event at CCS National Institute of Agricultural Marketing began with flag-hoisting by Smt. Irina Garg (Director General) and followed by the National Anthem which was succeeded by a motivational speech by Smt. Irina Garg (Director General). Further the prize distribution to winners of Spandan 2017 (Sports Event), was carried out. Tree Planting was done to make the day Count. A small cultural program was organised where Mime, Group dance, Solo dance, Vandana and Group Singing boosted spirits. The event concluded by a vote of thanks to Smt. Irina Garg and a group photo.

**FREEDOM IN THE MIND, FAITH IN WORDS, PRIDE IN YOUR HEART AND MEMORIES IN OUR SOULS, LETS SALUTE THE NATION ON THIS AUSPICIOUS DAY.**



The students of NIAM attended the National Summit on "Regenerating Agriculture through Smart Marketing Solutions to Double Farmer's Income" organized by FICCI at New Delhi.

Hon'ble Director NIAM- Dr. Hema Yadav was the Session Chairman and Moderator for the Panel- "Development Policies & Agricultural Markets: State Level Initiatives" The platform being a crucial interface for students of agri-business, provided them with the opportunity of interacting with eminent companies and start-ups.

## DID YOU KNOW ??

India is the largest producer of cotton in the world accounting for about 26% i.e. 5.88 million MT of the world cotton production in 2016-17.

During the year 2014-17 Rs. 4510.55 crore has been released for micro-irrigation which is 21.92% more as compared to year 2011-14 (Rs. 3699.45 crore).

596 high-yielding climate resilient crop varieties/ hybrids of field crops released during last three years.

Substantial increase of 176% area under organic farming during 2014-17 as compared to year 2011-14.

In the year 2011-14 there were only 15 mini laboratories sanctioned which has increased to 9063 during 2014-17.

Under Soil Health Card no amount was released during 2014. During 2014-17 Rs. 253.82 crores were released under this scheme.

383 FPOs have been registered during 2014-17 as compared to 223 FPOs during 2011-14 with total increase of 71.74% towards collectivization of farmers.

This story is about **Amar Singh** from Kumher block of Bharatpur, Rajasthan. He left school after Class XI in 1976-77 when his father Vrindavan Singh died, leaving acres of farmland behind. His two brothers and a sister being very young, Amar Singh was stuck with the responsibility of his family's farming legacy.

Before becoming a successful farmer and entrepreneur, he tried his hands at auto driving and owning a photo studio with the help of his uncle. One morning in 1995, a torn piece of Hindi newspaper which stated health benefits of Amla (Indian gooseberry) caught his attention. He then began collecting information on how he could plant Amla in his 2.2-acres of loamy, fertile land. On his request, Bharatpur Horticultural Department got him 60 Amla saplings at ₹ 19.50 each. Patience bore fruit after 4-5 years. Some of those amla trees produced 5 kg fruit while others bore 10 kg, and Amar Singh was able to save Rs 7 lakh in the first year of the trees fruiting. The business ran smoothly for few months but later the traders did not give him the fair price. So he sought the help of Lupin Human Welfare Research & Foundation (LHWRF), a local NGO, which was training the village women in making murabba. He took complete training in making various food products from Amla. In 2005, he set up Amar Self Help Group with an investment of ₹ 5 lakh. In the first year 70 quintals of Amla was processed for making murabba. Lupin helped him at various stages in the form of providing loans at very low rates, and getting him the license of FSSAI. He has expanded his business with the help of Lupin and his farm has now 100 prolifically fruiting Amla trees, each bearing on average 200-225 kilos of fruit a year.

"Everything from cultivating to processing, packaging and transporting the finished products are done from here," Amar Singh says. "I don't have to go to the traders now; rather they come here." Despite his annual turnover of ₹ 26 lakh, he continues to live simply. The success story of Amar Singh proves that the persistent efforts in right direction can reap the rewards.

## SUCCESS STORY OF MR. AMAR SINGH



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