

## **INCREASE IN INCOME OPPORTUNITIES DUE TO INCREASE IN AGRICULTURAL BUSINESS**

Himalayan Action Research Centre (HARC) is working in more than 70 villages in Naugaon and Purola Developmental Block since the past 10 years to increase agriculture based business. To increase the agri based business systematically in this area, HARC made regular programme based intervention in phases.

### **FIRST PHASE**

In this phase, awareness was created towards increasing agriculture-based products. For this, HARC organized an interaction session with more than 500 farmers of this state with the motivated farmers of other states. Along with this, the farmers were helped to keep contact with different technical institutes. This motivated the farmers to increase their production.

### **SECOND PHASE**

In this phase, a drive was conducted to form a team of Para technicians at the village level for imparting technical information to the farmers. A team comprising more than 50 Para technicians on various subjects and experts were formed. People were encouraged to participate in the selection of the Para tech team. Congenial atmosphere in the villages was created to increase production and to help the Para technicians to disseminate technical information. These Para techs were imparted training in various technical institutes and agriculture universities on production of off-season vegetables, to develop nurseries for vegetables, processes to save plants from pests and insects, horticulture management, cattle management etc. Dr. Y. S. Parmar Forest and Horticulture University, Pashulok Rishikesh, G B Pant Agriculture and Technological University are some of the universities that played an important role in training the para technicians. Apart from this, some technical people like Shri Chetram Dhani, Shri Surya Prakash Bahuguna, Shri Mahesh Singh, Shri Vineet Shah were involved in training the Para technicians.

### **THIRD PHASE**

Special attention and importance was given to increase production in the third phase. In this phase, special attention was given to increase production of tomato, capsicum, French bean, pear, plum, khumani, brinjal etc. For this, 10 people from each village were chosen. This procedure helped to increase production. The production was then marketed to the wholesale markets of Dehradun, Vikasnagar and Saharanpur. There are many factors that help in marketing the products. Packaging materials is one such important factor for marketing. In the beginning, products were marketed in wooden boxes. But as time went by, the price of the wooden boxes increased and the producers started losing a lot of money. This compelled them to get together to solve this problem collectively.

### **FOURTH PHASE**

Increase in production started creating marketing problems. The farmers could not get good price for their products due to excessive supply of products in the same *mandies*. To solve this problem the para technicians resolved to form a committee. During this time the Rawain Valley Fruit and Vegetable Producers Association came into existence. In the beginning around 100 farmers got together. But at present more than 1000 farmers have become members of this

Association. To increase systematic production and marketing, the Association established Farmer Self Help Groups at the village level. These groups help in coordination between production and marketing at the village and cluster level. At present around 4 such groups are operating in different regions to increase production in the Yamuna Valley. Through this effort, production of more than Rs 5000 crore is being marketed. Fruit and Vegetable Association - Purola, Kamal Valley Fruit and Vegetable Producer Association - Netri, Devrana Valley and Vegetable Producer Association - Dhari Kaffnaul are active apart from Rawain Valley Fruit and Vegetable Producer Association are the different farmer associations that are active in this region.

Producers who were marketing their products on their own are now joining the Association. Hundreds of farmers from the regions of Sirai, Pounti and Barkot are growing various kinds of crops. The farmers of these regions are marketing off-season vegetables worth Rs 50 crore throughout the year. Increase in production has benefited the farmers economically. Along with this the farmers are earning in other different ways. The main ones are as follows –

- Income through transport.
- Income by selling Agri inputs.
- Packaging Material.
- Working as farm laborers.
- Income through eateries and hotels.

### **Income Through Transport System**

Since the past 5 years the vehicles used for transportation has increased manifold. The vehicles that are being used for transportation are Utility, Tata 407, 608 and LP vehicles.

#### **Details of various vehicles that have started plying since the past 5 years**

<b>Kind of vehicle</b>	<b>No. of vehicles in 2001</b>	<b>No. of vehicles in 2005</b>
Utility	05	55
Tata 407	07	21
Tata 608	05	15
LP	00	10
Tata 1210	10	25
Total	27	126

### Income Cycle of the Vehicles

S.No	Month	Crop	Total Production (in tons)
1.	March-April	Pea	1000
2.	May-June	Pea, French bean, Potato, Khumani, Plum	1500
3.	July	Tomato, French bean, Pear	4500
4.	August	Tomato, Apple, Pear	450
5.	September	Apple, Pea	8000
6.	October	Apple, Potato, Pea	3000
7.	November	Potato, Pea	500
8.	December	Ramdana, Rajma	100
			19050

Around 20,000 tons of produce is marketed to different *mandies* from this area throughout the year. To market these products, around 5000 vehicles are required but if the transporters have around 200 vehicles then one vehicle is able to earn more than a month's income that is generated through agricultural production.

### Income Generated Through Mules

Slope cultivation is being done in the hilly regions. Due to the absence of roads in the interiors mules are used for transportation. More than 400 mules are at present being used for transportation. More than 200 families are earning by engaging their mules for transportation. Each mule earns around Rs 150 in one day. In this way 400 mules are earning more than Rs 60,000 per day. Depending on the kind of cultivation, each mule earns money worth of 60 days in a year. Approximately Rs 36 lakhs are being spent in a year for using mules in transportation of agricultural. In this way, the families who are involved in this business are earning around Rs 18,000 in a year.

### Income generated through Supplying of Agri Inputs

Due to growth in agricultural business in this area different business programmes are being planned to supply agri inputs. The main ones are –

- Supply of seeds, fertilizer and pesticide.
- Supply of agricultural machines.

Around 10 shops have opened in this area to sell agri inputs like seeds, fertilizer and pesticide. Due to these shops, the producers are able to get seeds, fertilizers and pesticides on time. Through these shops more than 20 youths are gainfully employed. The turnovers of these shops are around Rs 2 lakhs in a year. The following are the names of some the agro input enterprises.

S.No	Name of the Enterprise	Main inputs	Companies attached
1.	Sagar Pesticides-Naugaon	Seeds, medicines & Agricultural machines	Rajdhani, Golden seeds, Endofel
2.	Deep Seed & Pesticide- Naugaon	Seeds, medicines, fertilizer, Agriculture machine, Packaging materials	Choice, Nunhems, Golden seeds
3.	Nautiyal Beej Bhandar- Naugaon	Seeds, medicines, fertilizer, Agriculture machine, Packaging materials	Choice, Indo American
4.	Mahavir General Store- Naugaon	Seeds & Agriculture machine	Nunhems, Indo American
5.	Chauhan Beej & Medicine Centre Purola	Seeds, medicine, Agri machine, packaging material	Rajdhani, Choice, Golden
6.	Kamalghati Kissan Seva Kendra- Purola	Seeds, fertilizer, medicine, Agriculture machine	Rashtriya Beej Vikas Nigam, Rajdhani Seeds, Cijenta
7.	Krishi Seva Kendra-Purola	Seed, fertilizer, medicine, Agriculture machine	Rashtriya Beej Vikas Nigam, Rajdhani Seeds, Cijenta
8.	Rawat Krishi Beej Bhandar-Barkot	Seed, medicine, fertilizer	Nunhems, Choice

Apart from the above-mentioned enterprises, many seed companies are directly supplying agri inputs to the federation. The cost of such inputs is approx. Rs 10 lakhs. Seeds of some crops mainly potato, tomato, and pea are made available to the farmers straight from the wholesalers of different *mandies*. Depending on the experience of the farmer, seeds worth 10 tons of pea are being made available to the farmers on loan. On the same lines, the wholesalers are selling pea seeds to farmers of Hanuman Chatti, Rajgadi and in Kharadi. Altogether approximately seeds worth Rs 50 lakhs are being supplied to the farmers of this region under this scheme. In the past 2-3 years the wholesalers are supplying 50% of seeds that they were supplying in the past. This reduction is due to the shops that have opened in the vicinity. The turnover of these shops is increasing day by day. One such shopkeeper's turnover in the past 5 years has increased by 10 times.

It is also being predicted that agriculture based enterprises that supply agriculture inputs like packaging material, seed and fertilizer, will further increase in this area. Two or three new shops are opening every year in this area. The big companies want to develop their own distributors in this area that will generate more income facility in this area.

### **TRANSPORT BUSINESS AND PACKAGING MATERIAL**

In the past 5 years, business in the field of transportation has increased for supplying fruits and vegetables to Naugaon, Purola and Barkot towns. Under this system, the shopkeepers store the products in their godowns. This assures the farmers of getting transport facilities and timely payment for their products. Mainly the local youth is involved in these activities. The businessmen are earning a good profit. Around 10 transporters are involved in this area. Uttarand Transport, Deep Transport, Rawain Jaunupur Truck Operators, Sethi Transport are some of the main transporters of this region. The turnover of this business is approximately Rs 20 lakhs per year and is increasing by 20% every year. The packaging materials are reaching the producers through these transporters. The transporters are earning a good amount of profit as commission for supplying these materials. The following packaging materials are being transported –

<b>S. No.</b>	<b>Name of the product</b>	<b>Uses</b>	<b>Yearly net profit in Rupees</b>
1.	Wooden boxes for packing Tomatoes	Packaging of tomatoes	8 lakhs
2.	Cardboard cartons for tomatoes	Packaging of tomatoes	.5 lakhs
3.	Cartons for packing apples	Packaging of apples	60 lakhs
4.	Wooden boxes for packing apples	Packaging of apples	30 lakhs
5.	Sacks for potatoes	Packaging of potatoes	10 lakhs
6.	Sacks for peas	Packaging of peas	5 lakhs
7.	Sacks for pears	Packaging of pears	0.5 lakhs
8.	Cartons for Capsicum	Packaging of Capsicum	0.5 lakhs
9.	Wooden boxes for plums	Packaging of plum	0.7 lakhs
10.	Sacks for Ramdana	Packaging of Ramdana	0.5 lakhs
11.	Sacks for other products (Rajma, Anardana and pulses)	For packaging	5 lakhs

The above packaging materials are being used for supplying of products. Apart from this, plastic crates are also being used to supply products to the markets of Delhi, Dehradun, Saharanpur and Vikasnagar. Approximately 4000 plastic crates are being used at present from which approx. Rs 20 lakhs are being earned as commission.

## **Agriculture related labor**

Opportunity of income for laborers has increased due to increase in agriculture related business. Families that work as laborers are the ones who are gaining the most due to this boom. This has also increased the opportunity for most of the family members to get employed gainfully. Income opportunities have also increased for the people who do not have any land or have very small land holdings. The traditional system of income generation is also changing in these areas. Involvement of people in agricultural activities has increased due to cash income. The laborers get employment in other villages also. Income for laborers has increased in various fields.

- Working in the fields
- Shops of agricultural products
- Packaging of the products
- Loading and unloading of products in the trucks.
- Protecting the crops.
- Through grading and packaging.
- Harvesting of crops and its selection.

Work worth Rs 20 lakhs is being generated for the laborers in a year in this area. Approximately Rs 200 is being paid to the experienced laborers for grading and packaging per day. In the same way, people are earning as *chowkidars* who are employed to protect the crops from unwanted elements. A lot of money is being spent towards this. Laborers earn almost a months salary in cutting and pruning. Almost 100 people are earning by transporting products from one place to another.

## **Income through STD Booths and Hotels**

Due to the increase in the production of fruits and vegetables in this area, a lot of businessmen from different places come here for business. To keep contact with the businessmen, the farmers need the facility of a telephone because of which more than 20 STD booths have come into existence in these hill towns. Due to the visits of the representatives of agri product companies the hotels have started to do good business even during the off-season (December-March) when there are no tourists

Business in fruits and vegetables are increasing day by day in the Yamuna Valley of Uttarkashi district. Along with this, other job opportunities of the residents of this area have increased. Income generated by marketing products worth Rs 50 to 100 crores is going straight to the different strata of people. This helped in sustainability of the business. Most of the stakeholders in this business are the local people. This business is not only helping in economic development but is also strengthening the society. Efforts are being made to have independent and strong people in the Yamuna Valley and the formation of farmer institutes is a positive indicator to a strong society.