

6th November, 2009



Role of Industry initiatives in extension activities in India



Dr G Raviprasad

This presentation was made at the IPI-OJAT-IPNI International Symposium, 5-7 November 2009, OJAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.



Agencies for extension activities

- Government Agencies:
 - State department of agriculture
 - KVKs
 - Agricultural Research Institutes of ICAR
- NGOs
- Agri Input Companies



This presentation was made at the IPI-OJAT-IPNI International Symposium, 5-7 November 2009, OJAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

The mandate of Industry

- Brand building
- Introduction of new product
- Introduction of new technology/concept
- Developing awareness of latest products/molecules
- Providing solutions for better production and better protection
- Creating awareness for integrated nutrient management and integrated pest management
- Differentiating its product viz a viz competitors.



Why industry should participate in extension activities

- The Government wing: lack of manpower and infrastructure. Maximum time is being spent on administration than on extension
- NGOs: Mostly engaged in socio-economic developmental segment and lack of coordination due to presence of too many agencies. Less accountability
- Agri Input Industry: Immediate concern is higher sale of its own brand. But since most of the new technologies come through industry it is mandatory for them to develop the concept which in turn helps the farming community.



Different extension approaches taken by industry

- Individual Contact
- Farmer meeting
- Crop Seminar
- Result Demonstration
- Soil testing
- Local Talent
- Exhibition
- Farmer mailers
- Farmer testimonials
- Radio Programme
- TV programmes
- Radio and TV commercials
- News paper articles
- News paper advertisements
- Hoarding
- Agricultural fairs



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Individual Contact



- Individual company representatives meet the farmers at their home/farm and explain them about new technologies and products. This is the best method for rural marketing as far as adoption rate is concerned
- Tools used: leaflets, product brochure, crop kits, detailing chart
- Advantages: The success rate is very high as you spend a lot of time enforcing the communication
- Cost: The cost for this activity is very high
- Constraints: The availability of qualified manpower and high attrition rate across companies



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Farmer Meeting, discussion forum



- Organising a group meeting for farmers at their village in some common area like choupal/village temple etc. This is another very successful method of technology dissemination.
- Tools used: Leaflets, product brochure, Multimedia, film shows etc.
- Advantages: Many farmers can be educated at a given point of time. Two companies with complementary products can do it jointly
- Cost: cost depends on the number of participants but definitely cheaper than individual contact
- Constraint: you need a qualified person for organizing such events who can answer questions covering all aspects of agriculture



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Crop Seminar



- Organising a technical meeting for farmers in collaboration with scientists at a research station or good location. This is another very successful method of technology dissemination.
- Advantages: Many farmers can be educated at a given point of time. Scientists can add real value in participating in this kind of programmes.
- Cost: cost depends on the number of participants but definitely cheaper than individual contact



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Farmers testimonials



- Using farmers testimonials in meetings and in mailers is a good method of extension where the farmers share the benefits of the technology with his peers
- Advantages: It has got a good impact as the news spreads very fast and farmers believe what their peers say.
- Cost: The cost of mailers is very cheap
- Constraints: You need a have a good farmers data base.



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Result demonstration, Harvest days



- Organising a result demonstration in a prominent and easy to access farmers field with a control plot and show the farmers the benefits of new technology. The farmers are normally taken to the plot at different stages and shown the benefits. Concluded by a harvest day.
- Advantages: Many farmers can be educated at a given point of time. Seeing is believing
- Cost: cost depends on the plot size and number of farmers taken to the plot
- Constraint: It is difficult to monitor the farmers field on a regular basis and the results are dependent on many uncontrolled factors



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Mass campaign through decorated vans



- Normally a decorated jeep or van is taken through the villages and a combination of individual contact and farmers meeting is used
- Advantages: Many farmers can be educated at a given point of time and easy to get attention of the farmers.
- Cost: cost is high
- Constraint: Logistics is the most critical issue to handle and the process requires number of permission from competent authorities.



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Soil testing/leaf analysis at Lab



- Soil sample/leaf sample can be collected from the farmers field and send to company lab or any other designated labs.
- Advantages: Many number of tests can be done in a year and result can be given in 15 days with good IT support system. Along with NPKS, EC, Ph and organic carbon, micronutrients can also be tested
- Cost: cost to company is high. Normally micronutrients and leaf analysis are done with some minimum fees from the farmers as the cost is very high.
- Constraint: sample should reach the plant in proper condition with appropriate marking



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Soil testing through kits



- A handy kit carried is by the company representative and soil testing can be done at the farmers field in half an hour .
- Advantages: around 20 tests can be done in a day by a person and the result can be given there itself. The kit can be used for Ph, EC, Soil sulphur and Organic carbon
- Cost: cost is less compared to other forms of testing
- Constraint: Most of the tests are qualitative in nature



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Mobile Soil testing Van



- A mobile van with soil testing kits goes to a selected areas and organizes soil testing camps there.
- Advantages: around 50 tests can be done in a day and the result can be given there itself. The van can conduct NPKS, EC, Ph and Organic carbon tests
- Cost: cost to company is high
- Constraint: Logistics is the most critical issue to handle and requires a dedicated soil testing specialist.



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Farmers call centre



18004252828
Hello Gromor

- A toll free number where farmers can call about their agricultural problems and get a solution through a panel of agricultural experts.
- Advantages: The farmers can call at their own time and the company can get valuable farmer data base
- Cost: cost to company is high
- Constraint: sometimes solution to pest or disease related issues can not be solved over phone. Normally the company representative needs to visit the farmer for a follow-up



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Farmers event



- The company can organize an event or take part in an existing event. Normally knowledge dissemination happens through leaflets and small group meetings along with the event.
- Advantages: the participation and enthusiasm level is very high among farmers
- Cost: cost to company is medium
- Constraint: It is difficult to have very serious meeting along with the same. But an excellent brand building tool



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Local talent/Puppet Show



- Daskathia, Burakatha, Puppet show, Kirtan are the different forms of local talent programmes where local artists perform on the stage on some mythological stories. They also build up a story based on the message you want to convey.
- Advantages: Excellent participation and the message goes right into the mind of the farmers as they relate to it quickly
- Cost: cost to company is high
- Constraint: If the message is not clear it will have only entertainment value.



Newspaper article



- Newspaper articles with technical issues or product is a good way of spreading your message.
- Advantages: Very high reach and farmers trust the words in newsprint
- Cost: cost to company is high
- Constraint: If used only for product publicity it is treated as a propaganda by the company.



Exhibition



- Farmers fair and traditional fairs are a good medium to participate. You need to have a good stall with multimedia and few agricultural experts to solve farmers issues
- Advantages: The footfall to your stall will be high and with some qualified experts you can very well spread the technology.
- Cost: cost to company is high
- Constraint: All persons visiting the stall may not be farmers



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Channel training



- Technical training programme is organised for dealers and retailers where detailed technical session is conducted along with commercial sessions.
- Advantages: Channel members are the persons who are in touch with the farmers. Proper training for them helps in better technology dissemination.
- Cost: cost to company is high
- Constraint: for technical programmes you should select participants carefully for a better learning experience.



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Training of extension personnel



- Technical programme for extension personnel like sugarcane officers, officers of state department of agricultures, VLWs is a good tool in informing them about new technologies.
- Advantages: it is a good public private partnership model where both the agencies can learn from each other and work out ways to reach the farmers
- Cost: cost to company is high



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Mass Media-TV, Cable TV, Cinema Radio, Newspaper

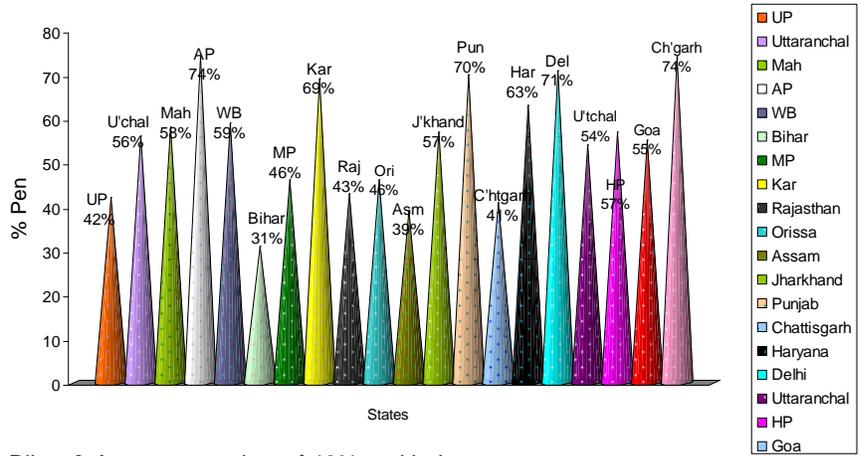


- Mass media can be used in various forms like participation in agricultural programmes in TV and Radio.
- The medium is mostly used for brand building exercise
- Advantages: High reach.
- Cost: cost to company is high
- Constraint: you get limited exposure where the message should be concise as the cost is high. You need to choose the state based on media reach



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

C&S Penetration – States – (On TG Base HHId's)

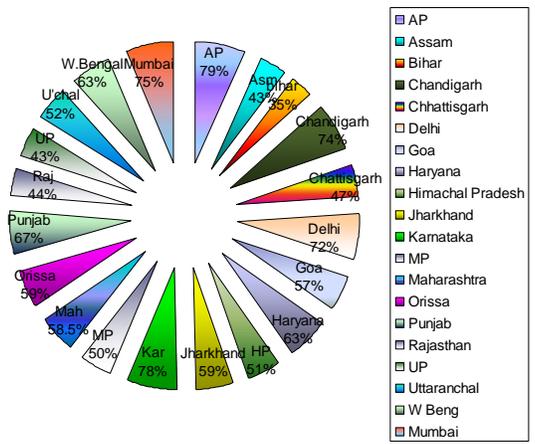


UP, Bihar & Assam are at low of 40% and below.



This presentation was made at the IPI-OJAT-IPNI International Symposium, 5-7 November 2009, OJAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

% Reach of Media - Satellite

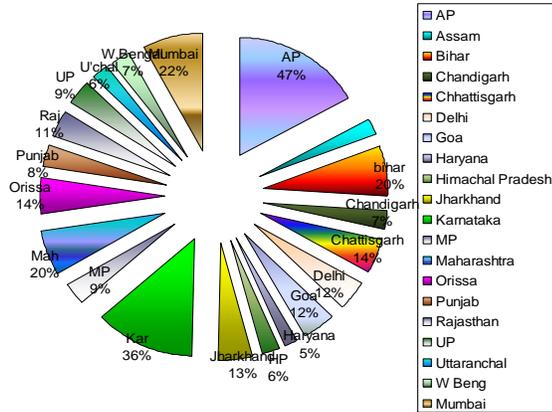


Mumbai, Delhi, Karnataka, AP & Chandigarh have highest reach above 75%. Punjab, Haryana, WB are close at above 65% reach. All other states except Assam, Bihar, Raj. & UP have above 50% reach. These 4 states are in the range of about 45% reach.



This presentation was made at the IPI-OJAT-IPNI International Symposium, 5-7 November 2009, OJAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

% Reach of Media - Cinema

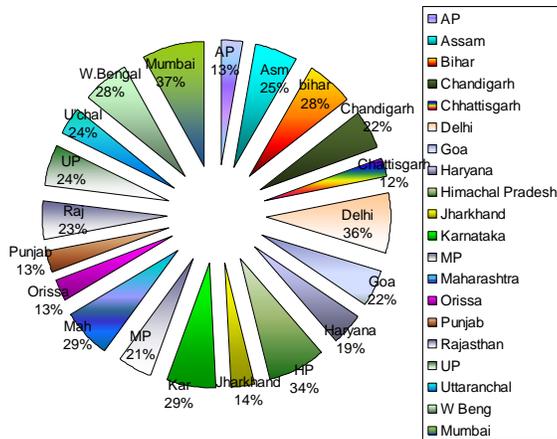


AP has highest cinema reach at about 50% followed by Karnataka which is 36%. Bihar, Mah, Mumbai are closed to 20% reach. Delhi is surprisingly is very low at 12% and WB which is even lower at 7%. All other states have poor reach below 15%.



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

% Reach of Media - Radio

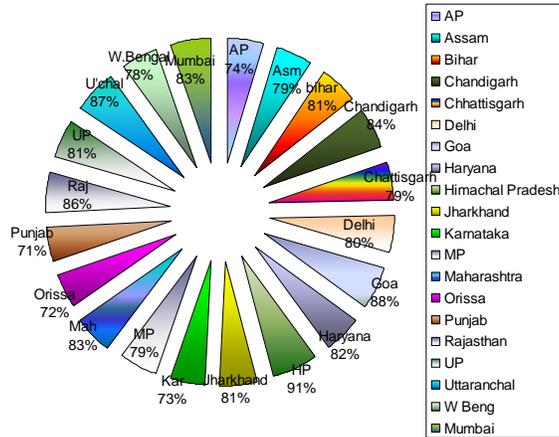


Mumbai & Delhi with HP have highest Radio reach at above 37% followed by Karnataka, Mah, Bihar, WB which are between 28 to 29%. UP + U'chal, Assam, Chandigarh, Goa, Raj & MP range between 21% to 24% reach. All other states are below 20% reach.



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

% Reach of Media - Print



Reach of Print is extremely good in all the states with HP scoring the highest at 91%.



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

Coromandel-CANPOTEX-IPNI joint extension activities



CFL-CANPOTEX-IPNI Activities 2008-09 - Andhra Pradesh

Branch/Activity	Actuals
Demonstrations	75
Retail Executives trainings / Field Staff Training Programs	26
Farmer meets Number	125
Crop Seminars	14
Harvest days / Field days	20
A V Van months	14.5
Dealer training Programmes	1
Radio Programs - AP	5
State level scientific workshops	1



This presentation was made at the IPI-OUAT-IPNI International Symposium, 5-7 November 2009, OUAT, Bhubaneswar, Orissa, India. The Role and Benefits of Potassium in Improving Nutrient Management for Food Production, Quality and Reduced Environmental Damage.

What Industry has done in India

- Products like DAP, 28-28-0, MOP, Urea are in fact popularized by industry only through its strong extension work. Brands like Gromor, Godavari, Nagarjuna, Paras are household names for farmers today.
- The concept of sulphur fertilisation is developed in India by Coromandel and its flagship brand Gromor Sulphur is used by more than 3 million farmers.
- The concept of water soluble fertilisers was started in India by Nagarjuna Fertilisers and today with the entry of Coromandel with its strong extension network, the technology has grown manifold to the benefit of India farmers



What Industry has done in India

- All new molecules of pesticides are developed by industry only, thereby giving farmers the most important tool for plant protection.
- Bt cotton seed has been popularized in India by Industry
- Indian implements industry has taught farmers the use of tractors and other advanced implements



In short industry is the source of new technologies today and thus the onus is on the industry to disseminate the same to the farmer for the benefit of Indian Agriculture



www.coromandel.biz

