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**Case Study on
interventions in Agri &
Allied Sector**

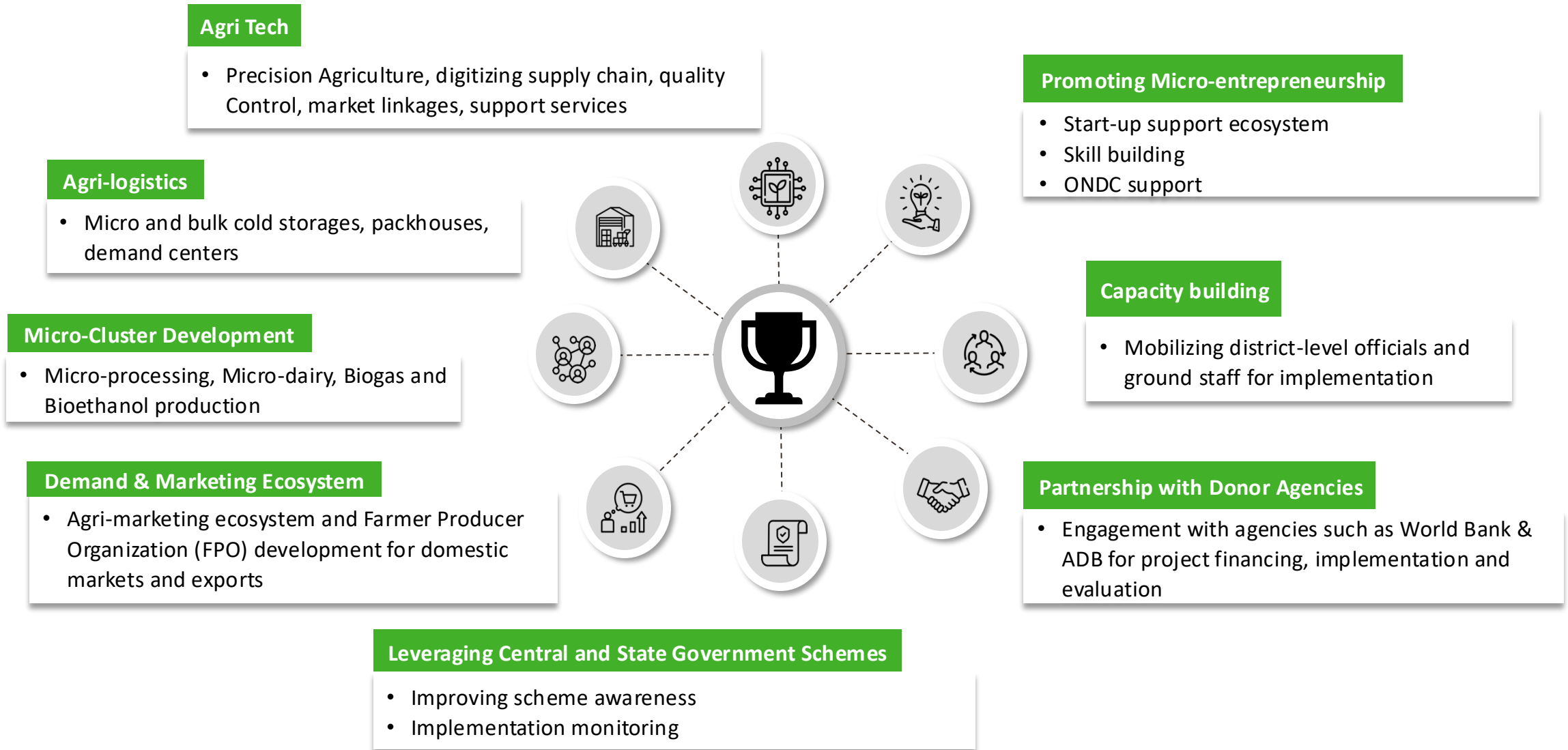
January 2025



Sectoral Initiatives: Critical Success Factors & Key Strategies



Critical Success Factors



Key Strategies for Agri and Allied Sector



Agriculture



Crop yield improvement: through **Seed Parks, block-level best practices, farm mechanization, micro-irrigation, improved seeds & NPK mix, credit access**



Agri-tech:

Agri Data Exchange Platform, Agri tech Sandbox, Agriculture Data Management framework, Agri tech policy, innovative Physical technology



Crop diversification: Pulses, millets, oilseeds, maize for self-sufficiency
Exports: Basmati rice, Kalanamak rice, & Sesame through market development and marketing support



Dairy and Milk processing



Yield improvement:

Breed improvement, leveraging sorted-sex semen technology, improving fodder availability and farm management



Improving milk processing:

from **10% to 25%** through focus on quality standards, micro-processing clusters, exports & forward linkages



Dairy Tech:

Quality improvement through traceability, Livestock management, RFID tags



Animal waste, stray-cattle management:

Cluster based approach for bio-gas production and vermicomposting;
Increasing coverage of gaushalas (Cattle Shelters)



Horticulture and Food processing



Agri-marketing infrastructure for fruits, vegetables and flowers:

Branding, Marketing & establishing forward linkages of production clusters with high potential markets enabling higher price realization



Horticulture processing:

Utilize large Horticulture produce as an input for processed food, Nutraceuticals manufacturing & Alkaloids extraction



Cluster development for horticultural produce:

Develop clusters for fruits, vegetables, spices, medicinal & aromatic crops for better market access and develop processing hubs



Livestock, Poultry & Fisheries



Thrust on fisheries:

Increasing production & productivity in fisheries through increased **utilization of ponds, quality seeds & feed**, promotion of **new technologies** and promoting rearing of **Shrimps**; promoting cluster-based development & processing through **Integrated Aqua Parks**







Thrust on poultry:

Yield and production improvement through better quality of inputs and market linkages for demand to become **self reliant** and **net exporter** of poultry produce; encouraging **large players**, facilitating district level **Farmer Producer Organizations (FPOs)**





Sectoral Initiatives: Highlights & Key Activities







Key Activities- Agriculture and Allied (Agriculture Crops)

Major Recommendations	Key Activities	Expected Outcomes
 <p>Strengthening Seed Ecosystem</p>	<ul style="list-style-type: none"> • Seed Policy: Seed Policy development along with seed rolling plan to ensure sustainable availability of seed and planting materials • Seed Park: Development of integrated Seed Park to attract seed producers • Seed Park Incentive Structure 	<ul style="list-style-type: none"> • Attain self sufficiency in quality seed production • Availability of better varieties ultimately resulting in better value realization of vast network of growers
 <p>Agri-tech</p>	<ul style="list-style-type: none"> • Agri-Tech policy: Development and implementation of Agri tech policy majorly focusing on Agri Data Exchange platform, Agri tech Sandbox, Data management framework, Agri tech promotion fund etc. • Incorporation of new & innovative physical technology (mechanization) 	<ul style="list-style-type: none"> • Access to quality inputs at fair prices, credit & Insurance • Market Linkages through digital tech for better price realization • Productivity Improvement with increased level of mechanization
 <p>Crop Diversification</p>	<ul style="list-style-type: none"> • Crop diversification: Suggestion on maize redevelopment program; inclusion of Maize in different seasons. Similar initiatives across- pulses, oilseeds and pulses • Intensive extension for adoption and Best Package of Practices • Millet Revival Program • Reduced focused on Rice and Wheat and Sugarcane:focus on high value crops 	<ul style="list-style-type: none"> • Import Reduction in oilseeds and pulses • Improved earnings for the growers & enable increased processing avenues
 <p>Crop Mapping</p>	<ul style="list-style-type: none"> • Crop Mapping: Digital crop survey to realize uncaptured potential • Soil Organic Carbon status and measure to improve land degradation 	<ul style="list-style-type: none"> • More accurate data on production and productivity • Increase in crops acreage through sustainable production system




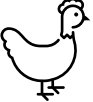
Key Activities- Agriculture and Allied (Horticulture Crops)

Major Recommendations	Key Activities	Expected Outcomes
 <p>Per Block One Crop</p>	<ul style="list-style-type: none"> • Increase in productivity through improve supply of inputs, promotion of good agricultural practices, value addition and infrastructure development • Crop-wise acreage expansion for focused interventions • Intercropping practices increase cropping intensity 	<ul style="list-style-type: none"> • Increase in Gross Cropped area through cropping intensity • Yield Improvement
 <p>Promotion of Horticulture Technology</p>	<ul style="list-style-type: none"> • Innovative technologies promotions for better efficiency & resource utilization • Mechanization in Horticulture: support Productivity improvement • Capacity Building: Training on Package of Practices including post harvest management 	<ul style="list-style-type: none"> • Yield Improvement • Higher quality produce
 <p>Infrastructure Development & Processing</p>	<ul style="list-style-type: none"> • Hi-tech Nursery: for quality planting materials • Increase in Cold storage capacity to reduce post harvest losses • Farm linked infrastructure like packhouse, irradiation facility, refrigerated vehicle, farm gate processing (Primary) 	<ul style="list-style-type: none"> • High quality produce • Lower post harvest losses • Better exposure to export post development of farmgate infrastructure
 <p>Export Promotion</p>	<ul style="list-style-type: none"> • Amendment of Agriculture Export Policy aligning with the vision of OTDE • Creation of dedicated Export promotion cell • Capacity Building: Training of Farmer Producer Organizations (FPOs) on export led production methods e.g. Global GAP Certification 	<ul style="list-style-type: none"> • Higher price realization • High quality produce • Improvement in State's export potential realization

Key Activities- Agriculture and Allied (Dairy)

Major Recommendations	Key Activities	Expected Outcomes
 Mission Feed and Fodder	<ul style="list-style-type: none">Stakeholder consultation with feed and supplement companiesEvaluation of status of grazing & pasture landsFodder & Feed policy, Cattle, Poultry and Fisheries Feed Promotion Policy	Balanced ration through fodder and feed to help increase milk yield and Fat %
 Increasing AI Coverage and Breed Improvement	<ul style="list-style-type: none">Launch of Mission 1 Mn (sexed-sorted AI)Workshop on increasing pvt. participation in AIEstablishment of sub-zonal/ district Liquid Nitrogen (LN2) centers at district level	<ul style="list-style-type: none">Increase in Artificial Insemination coverage in the stateEnhance productivity and production
 Improving data collection & price realization	<ul style="list-style-type: none">100% shift to use of digital app for capturing milk collection dataData strengthening exercise by inclusion of all milch animals	<ul style="list-style-type: none">Accurate estimation of actual milk outputStrategies around building efficient supply chain
 Enhancing Dairy Processing	<ul style="list-style-type: none">Rollout of Dairy Policy to attract investmentLaunch of Dairy Portal for investors to apply under various schemesFormation of Investment Support Cell- to facilitate investment attraction	<ul style="list-style-type: none">Enhance investment in the state to boost processing and value add

Key Activities- Agriculture and Allied (Animal Husbandry & Fisheries)

Major Recommendations	Key Activities	Outcomes
 <p>Enablers- Training & Extension, Dairy Credit & Dairy-Tech</p>	<ul style="list-style-type: none"> • Model Dairy Farmer program • Financial inclusion for dairy farmers • Technological interventions in Digital Supply Chain, Livestock Care and Management, marketplace activation and support services 	<ul style="list-style-type: none"> • Capacity building around better farm management • Access to input and advisory for optimize cost
 <p>Revitalization of Dairy Co-operatives</p>	<ul style="list-style-type: none"> • Priority Procurement: Subsidized procurement of milk poured by active farmers • Exclusive access to Captive markets • Market creation for value-add products 	<ul style="list-style-type: none"> • Revival of dairy cooperatives for improved income of the dairy cooperatives and thereby farmers
 <p>Fisheries: Utilization of Resources, Inc. Productivity, Promote Diversification</p>	<ul style="list-style-type: none"> • Increase utilization of existing water bodies • Productivity enhancement measures through development of new hatcheries and quality fingerling distribution • Promotion of Fish Species Diversification: Introduction of new species like pangasius to promote species diversification 	<ul style="list-style-type: none"> • Increase in area under aquaculture • Target larger markets through diversification
 <p>Poultry</p>	<ul style="list-style-type: none"> • Development of Poultry policy to encourage investment in the state • Cluster development for Public Private Partnerships 	<ul style="list-style-type: none"> • Make state self sufficient in egg and poultry

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Thank You

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