

KRIBHCO in the Service of Farmers

KRIBHCO, a national level cooperative now producing and marketing more than 37 lakh mt urea, 1.5 lakh quintals high quality seeds and more than 600 mt of quality biofertilisers in more than 15 states of the country. Its dedicated field force of more than 500 agriculture graduates spread over most of the districts of the country, not only ensure farmers getting required agro-inputs on time but also educate them on latest techniques of farming. KRIBHCO's goal of farm advisory services remains, "Consumers' Prosperity through Sales Promotion" with three dedicated objectives of Agriculture Development, Cooperative Development and Rural Development. So far KRIBHCO has conducted 51 thousand programmes with direct involvement of 45 lakh farmers and cooperatives during 1984-2005 and 7.6 thousand programmes directly benefiting more than 9 lakh farmers during the last 3 years.

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KRIBHCO IS A NATIONAL LEVEL cooperative society based on the principles of cooperation which sufficiently stress on the importance of members education and concern for community. Since Primary Agricultural Cooperative Societies (PACS) are direct members of KRIBHCO and farmers are members of PACS, they indirectly become our members. Our six mobile soil testing vans have analyzed more than 4 lakh soil samples. Recently KRIBHCO has started a Krishi Pramash Kendra at NOIDA. The centre is providing farm technology transfer through full range of soil testing including micronutrients, irrigation water, etc. More than 4000 samples each for zinc, copper, manganese and iron have been analysed till date.

COMPANY'S PROFILE

KRISHAK BHARATI COOPERATIVE LIMITED (KRIBHCO) a multi-state cooperative society was incorporated on April 17, 1980. KRIBHCO was incorporated to manufacture and distribute fertiliser and allied farm inputs through cooperative and institutional channels. KRIBHCO has fully imbibed the cooperative philosophy and has made sustained efforts towards promoting the cause of modern agriculture and cooperative in the country. A cooperative thrives on the trust and goodwill of its members. Its membership are 6044 cooperative societies at village, district, state and the national level. KRIBHCO ammonia-urea complex is situated at Hazira near Surat in Gujarat, having four streams of urea plant. The

energy consumption for production of ammonia is lowest compared to similar gas based plants, resulting in low cost of production and lowest dependence on subsidy from Govt. of India.

KRIBHCO urea plants in 19th year of commercial operation have produced 18.06 lakh mt of urea and 10.92 lakh mt of ammonia in the year 2004-05 which corresponds to 104.41% and 108.9% of reassessed capacity of urea and ammonia respectively. The cumulative urea and ammonia production since inception crossed 32 million mt and 19 million mt respectively during the year. The society has occupied the first position in the country for similar plants.

The seed production programme initiated by KRIBHCO in 1990-91 to provide quality certified seeds of main crops to the farmers in 7 states. The seeds are being made available to the farmers through Krishak Bharati Sewa Kendras (KBSKs), Cooperative societies and State Cooperative Federations. The main crops taken under seed production are paddy, wheat, gram, pea, arhar, urd, moong, lentil, soybean, castor, cotton, hybrid bajra and jute. In order to provide quality seed, KRIBHCO has set up ten most modern seed processing plants located at Abohar (Punjab), Aligarh, Jangipur, Moth and Shahjahanpur (U.P.), Ajmer (Rajasthan), Dewas (M.P.), Godhra (Guj.), Hisar (Har.) and Nizamabad (A.P.). During the financial year 2004-05, the society has produced 1.54 lakh quintals and sold 1.48 lakh quintals of seed worth Rs.15.40 crores.

The society has been producing and marketing biofertiliser since 1995 being eco-friendly and cost effective fertilisers. During the year 2004-05 society has produced 560 mt and sold 611 mt biofertilisers. The society has been continuously promoting use of biofertiliser by educating farmers and making them aware about its benefits through field demonstrations, farmer meetings, crop seminars, kisan melas, exhibitions and free distribution of literature on biofertiliser application etc. Awards were given by National Productivity Council and FAI for production and popularising biofertiliser amongst farmers.

The society continues to provide services to the farming community by providing various agro-inputs and technical services under "Single Window Approach" through its 61 Krishak Bharati Sewa Kendras.

Gramin Vikas Trust was established by KRIBHCO and Government of India as an independent legal entity to implement two Rural Development Projects, namely, Eastern India Rainfed Farming Project (EIRFP) and Western India Rainfed Farming Project (WIRFP) funded by Department of International Development (DFID) U.K. The projects have been working for the enhancement of sustainable livelihoods for the tribal and rural population of Rainfed regions for alleviation of poverty through farming systems, development and research, institution building and beneficiary participation.

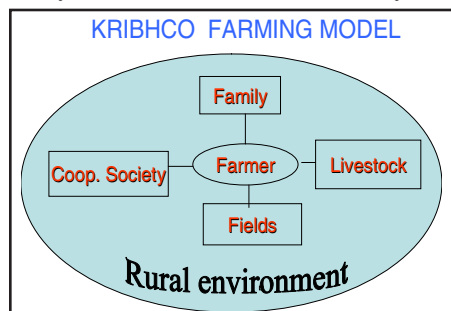
The trust is operating Western India Rainfed Farming Project for M.P., Rajasthan and Gujarat and Eastern India Rainfed Farming Project for Orissa, Jharkhand and West Bengal where hardly any government support is received. The project are spread over 202 core villages and 550 proximal villages. DFID funding for EIRFP ended on 31st March, 2005 and project is sustaining through KRIBHCO's support with a budget of Rs.115 lakhs for the year 2005-06.

EDUCATIONAL PROGRAMMES FOR FARMERS

KRIBHCO STARTED TRANSFERRING IMPROVED farm technology under the head Benefit to farmers programmes' since 1984, two year ahead of Hazira plant came into production, indicating a real concern for farmers, their cooperative societies and environment where they resides, i.e., rural areas.

In the past two decades, KRIBHCO has actively reached 45 lakh farmers benefiting them directly by raising their farm income through 51 thousand tailor-made programmes. This makes on an average one programme /day/state. This is the magnitude of our transfer of technology programmes. Since inception of marketing activities in 1984, KRIBHCO has evolved a strong promotional strategy employing more than 500 agriculture graduates and post-graduates to uplift farming community through its Farm Advisory Services. KRIBHCO has been organizing technology transfer programmes in more than 15 states through highly trained field force whose skills are updated regularly.

Over a period of time it was observed that farmers are hesitant to adopt new farm technology unless their whole system is likely to be benefited economically and



socially. KRIBHCO carefully considering the above observation adopted the following Farming Model which have 5 components, viz., farmers, his fields, livestock, family and cooperative society, all located in rural environment of his village:

Farmers are deeply attached to their fields, livestock and cooperative societies since these are their lifelines. They are also equally concerned about their family welfare including health and children education and improvement in rural areas where they spend most of their life time.



Keeping in view the above facts and accepting farmer as a theme person since farmers are our consumers through cooperative network, KRIBHCO designed the following Goal with well defined 3 objectives under *Benefit to Farmers Programmes* :

Goal : Consumers' Prosperity through Sales Promotion

Objectives :

- Agricultural Development
- Cooperative Development
- Rural Development

Agricultural Development

Agriculture is the main source of income for the farmers which includes their crops, animals and allied activities. So our first objective is to enhance the crop production by helping in supplying and educating him on efficient use of all essential agro-inputs, viz., fertilisers, seeds, biofertilisers, pesticides, farm machinery, credit, irrigation water, farm technology and recently, Insurance of farmers and crops by using services of Krishak Bharati Sewa Kendras, Promotional programmes and KRIBHCO



Krishi Pramarsk Kendra.

A variety of programmes, like crop seminars, farmers meetings, field demonstrations, field days, farmers' study visit, agricultural campaigns, village adoption, soil testing programme, KRIBHCO kisan helplines, information on regular farm operations, kisan mela/ exhibition, etc., are regularly organized for increasing farm production.

During the last 3 years more than 7653 programmes exclusively related to agriculture development were organized directly benefiting about 9.0 lakh farmers. Details are given in **Tables 1 and 2.** These programmes were instrumental in transfer of improved farm technology and have contributed to enhance foodgrains production in the country.

Table 1 - Highlights of KRIBHCO benefits to farmers programmes (1984-2005)

Total programmes organised	51 thousand
Number of direct beneficiaries	45 lakh
Main activities :	
Crop seminars	852
Field demonstrations	5933
Field days	2446
Kisan melas	380
Farmers' study visit	521
Agricultural campaign	1787
Soil samples tested	4 lakh
Technical folder distributed	17 lakh
Cooperative society adopted	1841
Village adopted	1336
Cooperative conferences	4156
Human health campaign	502
Veterinary campaign	518
Education aid to village schools	182
Drinking water facilities	180
Storage-cum-community centres built	109
Krishak Bharat Sewa Kendra	61
KRIBHCO Krishi Pramarsk Kendra, NOIDA	1
Mobile soil testing vans	6



Agriculture development programme

cooperative conferences, cooperative managers' study visit, adoption of cooperative societies, etc. Cooperative managers are educated on better business management and transfer of improved farm technology through cooperative conferences and study visits. Societies are adopted for face-lift, timely supply of quality agro-inputs and added farm modernization. Helping PACS is surely going to mutually benefit farmers, PACS, Kribhco and national agriculture as a whole.

During the last 3 years, Kribhco has organised more than 7653 activities for

Cooperative Development

Cooperative societies act as direct interface between farmers and Kribhco. Kribhco has a large number of member cooperative societies throughout India and also dealing with equal number of



Kribhco sewa kendra

non-member societies. This is an indirect route through which contact is established with million of farmers in the country. Cooperative societies are the member-farmers' shops where farmers buy all essential agro-inputs for farming and many times also sell their produce. These societies also cater to daily needs of farmers' household. Since Kribhco is routing its products viz. urea (18 lakh mt) seeds (1.5 lakh quintals) and biofertiliser (650 mt) through cooperative societies so keeping these societies healthy is one of the objectives. Kribhco has devised a large numbers of programmes to improve health of primary agricultural cooperative societies (PACS) by educating on management and efficient use of agro-inputs.

Some of the prominent programmes aimed at cooperative development are:

Table 2 - Kribhco benefits to farmers programmes : 2003-2005					
S. No.	Programme	2002-03	2003-04	2004-05	Total
Agricultural Development Programme					
1	Krishak seminar	57	-	9	66
2	Block demonstration	34	40	22	96
3	Field day	20	25	20	65
4	Technology mela / kishan mela	10	48	18	76
5	Farmers' study visit	18	38	19	75
6	Agri. campaign	52	7	19	78
7	Soil testing campaign	28574	41133	21200	90907
8	Village adoption/CADP	72	50	8	130
9	Tech. literature distribution	76000	210000	140000	426000
10	Minikit distribution	3520	20	7	3547
11	Krishak parivar sangam	15	16	15	46
12	Tech. wall painting	239	219	36	494
13	Farmers' meeting/training programme	-	36	86	122
Cooperative Development Programme					
1	Cooperative conference	123	379	197	699
2	Cooperative society adoption	106	67	30	203
3	Cooperators study visit	3	-	4	7
4	RGB members Visit	-	-	9	9
5	Group discussion	151	132	174	457
6	State cooperative workshop	-	-	5	5
7	State consultative committee meeting	2	1	1	4
Rural Development Programme					
1	Drinking water provision	30	27	-	57
2	Construction of school room/ laboratory	-	1	-	1
3	Human health campaign	27	4	-	31
4	Veterinary health check-up campaign	35	-	-	35
5	Other RDP programme	-	-	1	1
6	Construction of storage cum community centre		109		
	Total No. of programmes	4876	1731	1046	7653
	Total No. of participants (in lakh.)	3.5	2.5	3	9



Health campaign

transfer of improved farm technology through cooperative channel. This has proved true in the past 2 decades as 100% production of KTRIBHCO products was gladly accepted by our cooperative societies and made available to farmers as quality agro-inputs.

Rural Development

Village is the place where farmer lives with his family. Villages unlike towns are

place of poverty, poor hygiene and lacking in basic amenities like drinking water, primary education, roads, drainage system, basic health services for farmers and his livestock, infrastructure for celebrations, etc.

KTRIBHCO along with agricultural and cooperative development, also lays special emphasis on rural development as caring rural areas result in faster acceptance of improved farm technology

by farmers which is again in national interest.

Storage-cum-community centres built by KTRIBHCO in rural areas are used for organising marriages, other social functions and festivals as well as storage of agro-inputs or crop produce.

Some of the other steps taken in this direction are: drinking water facilities through hand pumps and water tank construction, etc., educational aid to village schools, human health and veterinary health check-ups, rural sports, income generation activities, etc.

Construction of 109 storage-cum-community centres, installing 57 drinking water facilities and 66 health check-ups for human and animals are few significant activities undertaken by KTRIBHCO in rural areas during last 3 years. This again makes an easy route for acceptance of improved technology transfer by KTRIBHCO field force. These caring activities have brought us very near to farming community which reflected in our image as farmers' (consumers) friendly organisation at national and international level.

Krishak Parivar Sangam programme is also organised once in a year to promote national integration alongwith agriculture and cooperative development. In this programme farmers from different states are brought to one state to share each others experiences in agriculture advancements besides cultural and lingual exchanges.

KTRIBHCO KRISHI PRAMARSH KENDRA

KTRIBHCO HAS RECENTLY STARTED THIS high-tech centre for providing the following agriculture-related services to farmers from KTRIBHCO Bhawan, NOIDA.

Farm productivity has been stagnant for some time and total foodgrains production in India is hanging around 210 million tonnes/annum. KTRIBHCO took it seriously and came forward to contribute in enhancing the productivity through identifying the causes. One of



Drinking water facility, rural spots and poultry farming

the most important cause is widespread micro-nutrient deficiency in India. Our Krishi Pramars Kendra has state-of-the-art micronutrient and other testing facilities as listed below:

Testing Services

Macronutrients soil testing (N, P, K, Ca, Mg, S)

♦ Micronutrients soil testing (Zn, Fe, Cu, Mn, Mo, B, Cl)

♦ Soil reclamation (alkaline, saline, acidic)

♦ Irrigation water testing (canal, tube-well, pond, etc.)

Soil samples for micronutrients are collected by our field staff throughout the country and sent to KRIBHCO Krishi Pramars Kendra, NOIDA through courier. After testing the samples, results along with recommendations are sent through e-mail to our area offices which in turn distribute these reports in promotional programmes within 15 days. Farmers can also directly bring/send samples and get report from Krishi Pramars Kendra, NOIDA.

Advisory Services

Farmers are advised on agriculture-related problems personally or through Kisan Helplines. Main services offered are :

- ♦ Crops package of practices on computer
- ♦ Kisan helplines on phone and e-mail
- ♦ Printed farm literature
- ♦ Fertilisers recommendations
- ♦ Other farm-related advice

Exhibition

Farmers on visit to Pramars Kendra are explained visuals on various agricultural techniques for fast learning, and are shown quality agro-inputs for safeguard against spurious agro-inputs. Main exhibits includes :

- ♦ Panels on plant nutrients deficiency
- ♦ Panels on improved farm implements
- ♦ Panels on insect – pests
- ♦ Panel on bio-technology

♦ Exhibits on soils, fertilisers, biofertilisers and seeds

Meteorological Information

Weather related information play very important role in Indian agriculture since 60% of our cultivated land is rainfed. These informations help in planning crop sowing, predicting insect-pest and disease attack, organising promotional programmes and estimating the time and quantity of agro-inputs required at particular time and place. The following agro-meteorological information are made available through IMD :

♦ Weather (rainfall, temperature, relative humidity, rainy days)

♦ Monsoon movement (onset and withdrawal)

♦ Linking weather forecast with :

- ♦ Crop operations
- ♦ Promotional programmes
- ♦ Demand for seeds, urea & biofertilisers
- ♦ Heavy rainfall warning

KRIBHCO Kisan Helplines

Helplines through phone as well as e-mail is meant for answering farmers queries related to farming. These helplines first started at KRIBHCO Krishi Pramars Kendra NOIDA, are now available at all state offices, area offices, field offices and Krishak Bharati Sewa Kendras. A good number of farmers are

making use of this facility.

Mobile Soil Testing Service

As an extended arm of Krishi Pramars Kendra, NOIDA, our six mobile soil testing vans located at Karnal (Haryana), Jaipur (Rajasthan), Ahmedabad (Gujarat), Aurangabad (Maharashtra), Bhopal (M.P.) and Lucknow (U.P.) also visit villages and test soil (except for micronutrients) and irrigation water at farmers' fields, and make on the spot recommendations. Samples requiring micronutrient testing are sent to KRIBHCO Krishi Pramars Kendra, NOIDA.

During the last 3 years, about 91 thousand soil samples for macronutrients/irrigation water and 560 soil samples for micronutrients like Zn, Cu, Mn and Fe has been tested and advice on farm-related problems provided through KRIBHCO kisan helplines. Many farmers from adjoining states have visited KRIBHCO Krishi Pramars Kendra NOIDA and shown satisfaction with the facilities and working of the Kendra.

Today KRIBHCO is recognized at national as well as International level as one of the great cooperatives which is whole-heartedly dedicated to the cause of farming community.

Awards

♦ Sardar Vallabh Bhai Patel Agriculture & Technical University, Meerut – All India Farmers Fair & Agro Industrial Exhibition – First Prize to KRIBHCO on 10.03-2005.



Mobile soil testing van

♦ Chandra Shekhar Azad Agriculture & Technical University, Kanpur – All India Farmers Fair and Agro Exhibition – First Prize to KRIBHCO on 3-6 October 2004.

♦ KRIBHCO has won First Prize for Biofertiliser Production, Marketing & Promotion Award for the year 2003-2004 by National Productivity Council (NPC).

♦ Third prize to KRIBHCO, Surat for 6th All India Awards to CD/Video Production on 12-13 Feb, 2005 by Hyderabad Chapter Public Relations Society of India.

♦ Town Official Language Implementation Committee (TOLIC), NOIDA awarded Third Prize for Hindi Correspondence during 2002-2003 on 11.03.2005.

♦ Award from the South Gujarat Chambers of Commerce and Industry for Outstanding Performance in Pollution Control & Outstanding Achievement in Agriculture & Agro Industry.

♦ “Greentech Safety Silver Award” under Fertiliser Category by Greentech Foundation, New Delhi for Good Safety

Performance during 2003-04.

♦ “Certificate of Honour” under Gujarat State Safety Award Scheme for working 3-million man hrs. continuously without reportable accidents in the year 2003.

♦ “Yogyata Praman Patra” Under Safety Awards – 2003 by the National Safety Council, Mumbai.

♦ Special Participation Award in Corporate Sector event “Vyapar 2005” organised by Southern Gujarat Chamber of Commerce and Industries from February 11-16, 2005. The theme of the pavilion was “Development of Bio-Technology in KRIBHCO.

♦ Our Managing Director Mr. V.N. Rai received “Ugadi Puraskar (Samaikya Bharat Gourav Satkar) – 2005” by Delhi Telugu Academy for his outstanding contribution in Fertiliser Industry & Cooperative Sector.

♦ Second Prize awarded by FAI in 2004 for the Best Article published in *Indian Journal of Fertilisers* to three executives

of KRIBHCO.

♦ An Executive of KRIBHCO has been awarded the second prize for Best Article in Marketing by FAI in 2004.

CONCLUSIONS

THE PROMOTIONAL AND AGRICULTURAL activities of KRIBHCO do not limit itself towards increased use of fertilisers only but also aim at overall improvement in the socio-economic standard of the farming community. The society has taken upon itself the responsibility to carry out different programmes for rural upliftment to fulfill its social obligations. KRIBHCO has also extended help in construction of class rooms, distribution of study materials, supply of safe drinking water facilities in the villages apart from regular social and community development activities. The basic philosophy is that having gauged their major issues, society aim is to work out programmes that are sustained by the farming community over a fairly long period. ●

FERTILISER STATISTICS - 2004-05

Price Rs. 750+Rs.60 extra for Packing, handling and postage

For FAI Members : **Price Rs. 500+Rs.60** extra for Packing, handling and postage

Foreign: **US \$ 50** including packing, handling and postage by Air freight

FAI Overseas Members : **US \$ 35** including packing, handling and postage by Air freight

Fertiliser Statistics – 2004-05 is also available in **CDs**. Price of CD is same as hard copy. However, discounted price of hard copy and CD together for each set are as follows :

Rs.1150

Indian Members : **Rs. 750**

Overseas : **US\$ 75**

Overseas Members : **US \$ 55**

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