

Assessment of Market Linkages for WADI Farmers-Scope
and Challenges” with Special Reference to Sarada Block of
Udaipur District

By

Paramveer

*Dissertation submitted for the partial fulfillment of the
MBA Rural Management*

Academic year, 2016-2018



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Assessment of Market Linkages for WADI Farmers-Scope
and Challenges” with Special Reference to Sarada Block of
Udaipur District

By

Paramveer

*Dissertation submitted for the partial fulfillment of the
MBA Rural Management*

Academic year, 2016-2018

Gayatri Seva Sansthan, Udaipur



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

TO WHOMSOEVER MAY CONCERN

This is to certify that **Paramveer** student of **MBA Rural Management** from **The IIHMR University**, Jaipur has undergone internship training at Gayatri Seva Sansthan, Udaipur from **7th Feb 2018 to 4th April 2018**.

The Candidate has successfully carried out the study designated to him during dissertation training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dr (Col) Ashok Kaushik

Dean, Academics and Student Affairs

The IIHMR University, Jaipur



Professor Rahul Ghai

Associate Professor

The IIHMR University, Jaipur



This certificate is awarded to

Mr. Paramveer

In recognition of having successfully completed his dissertation in

Gayatri Seva Sansthan, Udaipur

And has successfully completed his study on

“Assessment of Market Linkage for WADI Farmers - Scope and Challenges”

(With special reference to the Sarada Block of Udaipur district in Rajasthan)

Duration of three months (February 2018 – April 2018)

Organisation:-

Gayatri Seva Sansthan, Udaipur.

He comes across as a committed, sincere & diligent person who has a strong drive and
zeal for learning.

I wish him all the best for future endeavours.

(Dr. Shailendra Pandya)
Joint Director



CERTIFICATE BY SCHOLAR

This is to certify that the dissertation "**Assessment of Market linkage for Wadi Farmers**" submitted by **Paramveer** Enrollment No- **IIHMR-U/01/2016-18/0490** under the supervision of **Professor Rahul Ghai** for award of MBA in Rural Management of the University carried out during the period from **7th FEBRUARY 2018 to 04th April 2018** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

ACKNOWLEDGEMENT

The Dissertation opportunity I had with GayatriSevaSansthan(GSS), Udaipur (Rajasthan) was a good chance of learning and professional development. I am also grateful for having a chance to meet so many wonderful people and Development professionals who led me through this dissertation period.

I am using this opportunity to express my deepest gratitude and special thanks to Mr. Chetan Pandya (CEO of GSS) who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my dissertation.

I express my deepest thanks to Professor Rahul Ghai, Associate Professor at IIHMR University and my mentor for giving me necessary advices and guidance to make this study easier. I choose this moment to acknowledge their contribution gratefully.

I perceive this opportunity as a milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

Sincerely

Paramveer

MBA RM o5

THE IIHMR UNIVERSITY, JAIPUR

TO WHOMSOEVER MAY CONCERN

This is to certify that **Paramveer** student of **MBA Rural Management** from **The IIHMR University, Jaipur** has undergone dissertation training at GayatriSevaSansthan, Udaipur (Rajasthan).

The Candidate has successfully completed the study assigned to him “**Assement of Market Linkage for WADI Farmers– Scope and Challenges**” during his dissertation training and approach to the study has found sincere, scientific and analytical.

The dissertation is for fulfilment of the course requirements.

I wish him all success in all his future endeavours.

Dr. Ashok Kaushik

Dean, Academics and Student Affairs

The IIHMR University, Jaipur

Prof. Rahul Ghai

Associate Professor

The IIHMR University, Jaipur

Content

Acknowledgements

Executive Summary

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Design and Methodology

Chapter 4: Analysis and Findings

Chapter 5: Conclusions: Challenges and Scope for Market Linkages

References

Executive summary

This Study on attempts to understand challenges and scope of market linkages for tribal farmers who are participants in the Wadi programme of GSS in Sarada block of Udaipur district.

Objective of the study -

- To determine the status of Market Availability for the tribal farmers.
- To study the Market linkage of tribal farmers.
- To determine the scope and challenges to access market for tribal farmer.

RESEARCH METHODOLOGY -

Area of study – Five Villages of Sarada Block of Udaipur District.

(Village name - Gatod, Sarsiya, Kejad, Lalpuriya, Mayar & Mokatfala).

Sample size – 98 Primary producer of Agriculture and participants of WADI(Orchid) Project and wholesaler. 94 are respondent are farmers and 2 were retail shop person and 2 are small traders which are also involved in agriculture. All 98 respondent belongs to Sarada Block from different villages, 3 have shop of vegetable & fruits and 1 have small shop in Udaipur market.

Duration of study – 45 Days.

Source of Data – Primary Data collected from the farmers on their field through Focused Group Discussion and Personal Interview.

Data Analysis – MS-Excel

Data Collection Procedure – In-depth Interview of farmers and observation checklist.

Universe and Unit of Study :

Five villages of Sarada block (Gatod, Sarsiya, Mayar, Lalpuriya and Kejad) of Udaipur District.

Overview of the Research Area:

In this region the govt. facilities and infrastructure is not so good. the major source of livelihood are seasonal labour, agriculture and cattle rearing. the status of agriculture is not good and it is

unable to generate adequate income to fulfil their daily requirement of their family. the main reason behind agriculture failure is lack of water availability whether groundwater or canal water another thing is the land is not so fertile and it is very hard & sloppy. More than 80 % families not having more than 2 acre of land which is not enough to feed and fulfil their daily needs 6 people (average family size).

Major Findings :

- Farmers are not having access of the bank credit facilities due to the lack of financial literacy and lack of awareness about the govt. Schemes which are planned for providing benefits to the farmers.
- Lack of water resources for irrigation and poor irrigation system i.e no sprinkler and drip irrigation system).
- Poor approach to the market of the farmers due to less production and exploitation of the farmers by the commission agents in the market and poor connectivity to the market due to large distance and lack of transportation and infrastructure (Road).

Conclusion:

- WADI is a good initiative by NABARD for the tribal farmers to enhance their livelihood and to reconnect them to their land and reduce their migration but at ground reality farmers are having many problems regarding water scarcity and other input like fertilizers, pesticides. If some farmers have good production then their is very less availability of market due to poor road connectivity and large distance which increases the other overheads like transportation and charges to commission agents for selling their produce in market(*mandi's*).

Chapter 1: Introduction

The study attempts to understand challenges and scope of market linkages for tribal farmers who are participants in the Wadi programme of GSS in Sarda block of Udaipur district.

GayatriSevaSansthan(GSS) is a Non Governmental Organisation established in October 1986 in Udaipur district of Rajasthan. In their initial stage early of its journey GSS realized that the only way to bring the marginalized tribal communities of difficult and deprived regions to the mainstream was a multi-dimensional development approach for their sustainable overall upliftment.

WADI is the Scheme of NABARD to connect tribal farmers(people) to their land and forests which are the ancient property of these tribal families gifted by nature. But after the acquisition of these forest covers by Govt. of India these farmers have no rights over these forests to utilise the produce of forest and if little bit then, that is not adequate to generate livelihood for their families. The agricultural land mass holding in tribal area are also very less per family which is 2 hectare (5 Bigha) on an average in Sarada which is not sufficient to carry their daily needs. So, these families and farmers get tends to move towards nearby cities and town to generate livelihood for their family and get engaged as seasonal labour at construction sites, rickshaw driver etc.

So, NABARD takes the initial step to rehabilitate these farmers and to stop their migration towards cities and town as an unorganised labour (seasonal labour) by attracting these farmers to hold their land and start to plant “WADI” on their 1 bigha (.4 hectare) land to sustain their livelihood. (NABARD) provides all the plantation cost, tool kit, fencing, vegetable and crop seeds for cultivation in gaps of WADI plants which are free of cost. These all the things are provided by NABARD for two years because first two years WADI plants do not give any produce and to sustain the livelihood of WADI farmer these are provided.

After two years, WADI plants starts producing their produce and implementing agency have to provide linkages to sell their produce in market at good prices. For this, Implementing agency have to form the FPO/C(Farmer Producer Organisation/Company) of WADI farmers and if any FPO already exists then they have to join that FPO to sell their Products at good prices.

LIVELIHOOD THROUGH WADI -

In Livelihood enhancement through WADI is majorly working on agriculture with the tribal families in which they have WADI (Orchard) Project sanctioned by NABARD (National Bank for Agriculture and Rural Development) from TDF (Tribal Development Fund) in which they are providing 50 saplings of Lemon and Guava each. Farmers who belongs to ST(Scheduled Tribe) category they are getting benefits of this project. In this Project GSS (Implementing Agency) and NABARD are giving all the benefits to farmer over one acre land in which farmer gets 50 sapling of lemon & guava plant, 50 forest plant, fencing, Orchard toolkit, pipeline and vegetable seeds for intercropping. Farmers who don't have land get benefits in form of Goat (3+1), Rabbit, poultry and Band – Mandap System for landless ST people.



WADI (Orchid) of Gatod Village.

Farmer of WADI and intercropping of Wheat.

GSS also formed two FPO (Farmer Producer Organisation) in 2017 for the mainstreaming of WADI beneficiary to the market so that they can have reduce their input cost by having good quality seeds, fertilizers, pesticides through FPO and access big market and earn more profit. GSS is also planning to set brand marketing of the FPO and its Future Products i.e. Lemon, Guava, and vegetables.

Chapter 2: Review of Literature

The following select readings give us an overview of the issues and themes of discussion in the context of wadi farmers, markets linkages and value chains in general. The section also briefly outlines some successful case stories of market linkages and value chains.

N L Agarwal, Agricultural Prices and Marketing in India, Mittal Publication, 2008

According to this book which is written over the grain market of Rajasthan and it covers Six Important Food grains - Wheat, millets (Barley Jowar Bajra) Maize and Gram, over 89.83% of the total food grains production from 80.14% of the total food grains area of the Rajasthan. The book examines price structure of food grains, seasonal price behaviour and returns to storage, spatial price variation among the different level markets, returns to transportation, price fluctuation concepts, price policy of food grains, and pricing efficiency of the markets and competitiveness of the primary and secondary wholesale food grain markets of the state. The study has also examined the impact on reduction in seasonality of prices among food grains or otherwise due to the start of various programmes by the government such as regulation of markets, announcement of procurement and support prices etc.

According to John, Shank and V.Govinarajan(1993) describe the value chain in broader terms. they stated that “the value chain for any firm is the value creating activities all the way from basic raw material sources from the component suppliers through the ultimate end use product delivered into the final consumers hand” This description views the firm as part of an overall chains of value creating processes.

Acc. to shank and Govindarajan, the industry value chain starts with the value creating processes of suppliers, who provides the basic raw materials and components. It continues with the value creating processes of different classes of buyers or end use consumers.

Value Chain Flow in India:

Vendor/wholesaler ↘
Fruit and vegetable market → Collection centre → Distribution centre → Retail store → Consumer
Primary Producer ↗

As per (Kumar *et al.* 2011) The agriculture system in India has undergone rapid transformations over the past few decades particularly after the economic reforms of 1990s. The emergence of integrated agriculture, food supply and value chains is one of the most visible market phenomena in India. Increasing focus on processing, marketing and export is being observed in all the segments of the chain. The traditional way of food production is being replaced by practices more similar to manufacturing processes, with greater co-ordination across farmers, processors, retailers, exporters and other stakeholders in the agriculture value chain.

According to Joshi *et al.* 2007, Agricultural Gross Domestic Product (GDP) increased at an annual rate of 3 percent between 1980 and 2012-13, making India the third largest agricultural producer by value after China and USA. However, this sector is yet to realize its full potential. The sector currently fulfils only 60 percent of yield for most crops, particularly fruits and vegetables. Yet for many crops India does not have global scale processing facilities. In India only 4 percent of the fruits are processed compared to China (23 percent), Indonesia (50 percent) and Brazil (70 percent) (Shiva kumar 2016). Apart from these, another issue is loss of agricultural products. Post-harvest losses in India are too high (25-30 percent of total production)

Thus, (Shiva kumar 2016) determine that fruits and vegetables are suitable areas for consideration to revive Indian agriculture. Fruits and vegetables can provide 2-4 times higher incomes to farmers and consume 40-80 percent less water per hectare in comparison to cereals. China's success in apple can be a meaningful lesson for India where China's export of processed apple increased from US\$50 million to more than US\$1.4bn in eight-nine years.

Apart from this, with the instant rise in income of middle class, change in preferences and lifestyle, transformation in work profiles and demography has created a huge demand for high-value commodities and products, such as fruits, vegetables, livestock products etc. Apart from these also changes in tastes, preferences and food-habit of Indian towards frozen and pre-cooked or ready-to-eat items have also rise. Particularly youth, working class and with the rising numbers of shopping malls and eating joints. This has also necessitated changes in quality and safety of products, production and processing process and distribution methods. Farmers have to grow and try to diversify their production systems accordingly and in some of the areas they are trying to do this. This also opens a huge opportunity in the expansion of domestic market for non-conventional, crops, such as fruits and vegetables.

Some examples of market linkages

Pepsico-

PepsiCo's agricultural operation in India is an example. At present, PepsiCo is earning 26 percent of its turnover from processed agricultural products (such as rice, potato, peanut butter, tomato, chilly, garlic and ginger pastes etc. The company has signed contracts with Punjab Agro Industries Corporation and Punjab Agricultural University for contract farming and research purposes. The company provides inputs and technology to the farmers. Returns to the farmers have also gone up as now farmers supply agricultural products to the company at an agreed price and for a fixed quantity. Direct involvement of company's agents with farmers ensures good quality for company as well as cover risks to farmers from crop infestation and bad weather etc. (Punjabi 2015).

Mahagrapes-

Mahagrapes is a cooperative and partnership firm of various cooperative societies spread all over Maharashtra state in India. It was established in Pune in January 1991 to export fresh grapes (mainly seedless grapes) from India. It was established by the support from National Cooperative Development Corporation (NCDC), Government of Maharashtra and other related government agencies involved in agricultural product export. Mahagrapes has established itself as a reputed brand in European, Sri Lankan and Middle Eastern markets.

Currently, it comprises 16 grape growers' cooperative societies having strength of more than 2500 grape growers with 6000 ha of land under grapes from Sangli, Solapur, Latur, Pune and Nasik. Mahagrapes also provides support to small farmers by bulk-buying/in house production of inputs. Apart from it, farmers receive price based on the quality of their output. To maintain standard, quality and safety it also provides materials, technical help and infrastructure support, such as cold storage to the farmers (Mahagrapes 2015). Mithofer and Waibel (2011) argued that farmers do earn significantly higher profits compared with those outside the Mahagrapes scheme. The success of Mahagrapes demonstrates that multi-specialized intermediaries can play in linking small farmers to overseas export markets.

PRAN-

The PRAN (Program for Rural Advancement Nationally) group started in 1981 in Bangladesh. It has now become Bangladesh's largest grower and processor of fruits, beverages and vegetables. Other than Bangladesh it supplies processed products of fruits and vegetables to more than 75 countries, including India. The PRAN group has also set up a processing plant in Tripura state of India.

The Tripura government has allotted land to the PRAN group in Bodh jungnagar to set up their unit, where already 500 people, mostly local residents and women, have been employed. It is expected to reach 1,000 workers by 2017 after the expansion of the unit. The group is also setting a processing unit at Kalyani in West Bengal's Nadia district. It also plans to set up units in Odisha and Siliguri in West Bengal to receive other agricultural products from North Eastern parts of India (PRAN 2016; Business Standard 2015).

Vasundhara Agri-Horti Producer Co. Ltd. (VAPCOL):

Vasundhara Agri-Horti Producer Co. Ltd (VAPCOL) is a multi-State second-tier farmer organisation which was registered in 2004 as a Producer Company under the Companies Act. Its members are first-tier Farmer Organisations (registered or unregistered) having primary membership of individual farmer producers. Farmers Organisations are equity holders in VAPCOL. The Company also has non-equity-holding Institutional Members who play a supportive role to the Farmers' Organisations .

After an initial period of building a member-base, it began operations in 2008-09. VAPCOL was formed for the purpose of carrying out the business of procurement, grading, marketing, selling, export of primary produce of the members or procurement of goods or services for their benefit. Today, the producer company has a membership base of 55 producer organizations spread across the country, representing a primary membership base of 41,000 farmers. VAPCOL deals with multiple commodities produced by its members, primarily fruit and nuts.

Chapter 3: Design and Methodology

Overview of the Research Area:

It is a Block of Udaipur district surrounded by Aravali range and land covered by deciduous forest. In Sarada 90% population is ST in which the major no. of family are Meena tribe.

In this region the govt. facilities and infrastructure is not so good. the major source of livelihood are seasonal labour, agriculture and cattle rearing. the status of agriculture is not good and it is unable to generate adequate income to fulfil their daily requirement of their family. the main reason behind agriculture failure is lack of water availability whether groundwater or canal water another thing is the land is not so fertile and it is very hard & sloppy. More than 80 % families not having more than 2 acre of land which is not enough to feed and fulfil their daily needs 6 people (average family size).

GayatriSevaSansthan is implementing a project name “WADI project” which is funded by TDF (Tribal Development Fund) department NABARD (National Bank For Agriculture and Rural Development).

“WADI” means an orchid and in this project NABARD selected many implementing agencies for the implementation of this project “WADI” in different division of Rajasthan and in Udaipur Division GSS is that implementing agency in which GSS have to plant 900 WADI’s and has to provide the channel for to sell the wadi production in main markets of the Rajasthan and even North India through the formation of Producer Organisation. the area of project has been decided by the NABARD in which two cluster Tidi and Jaisamand has been selected in which 14 and 15 villages were selected in these cluster respectively.

Methodology:

Area of study – Five Villages of Sarada Block of Udaipur District.

(Village name - Gatod, Sarsiya, Kejad, Lalpuriya, Mayar&Mokatfala).

Sample size – 98 Primary producer of Agriculture and participants of WADI(Orchid) Project and wholesaler. 94 are respondent are farmers and 2 were retail shop person and 2 are small traders which are also involved in agriculture. All 98 respondent belongs to Sarada Block from different villages, 3 have shop of vegetable & fruits and 1 have small shop in Udaipur market.

Duration of study – 45 Days.

Source of Data – Primary Data collected from the farmers on their field through Focused Group Discussion and Personal Interview.

Data Analysis – MS-Excel

Data Collection Procedure – In-depth Interview of farmers and observation checklist.

OBJECTIVE:

- To determine the status of Market Availability for the tribal farmers.
- To study the Market linkage of tribal farmers.
- To determine the scope and challenges to access market for tribal farmer.

Chapter 4: Analysis and Findings:

Current Status of WADI project in Sarada Block:

Now WADI Plants have been of one and half year and till now wadi are not profitable but after six months plants in wadi will get flowering. Now, farmers are taking benefits by cultivating intercrops between WADI plants in which they cultivate the



hybrid seeds of different vegetables and cereals which are provided by the Implementing Organisation. Farmers are getting benefits through vegetable cultivation in between wadi plants.

WADI Farmers and Market Linkage: Now in sarada their are two FPO which are established by the Implementing organisation GSS which will provide the linkage to different markets of the state and will also setup the grading and sorting machine with the help of Govt. of Rajasthan. Till now the small farmers who produces vegetables in their small field are used to



supply that vegetable on daily basis to Udaipur and Sarada vegetable vegetable on their own. Most of WADI farmers are used to sell their produce directly to Wholesalers in which wholesaler came to their villages with vehicle and purchases the produce. Also some farmers are used to supply their produce to local hotels and restaurant. Majorly they produce vegetables (tomato, lady finger, Brinjal, Taroi, cucumber, Green Coriander, lemon).

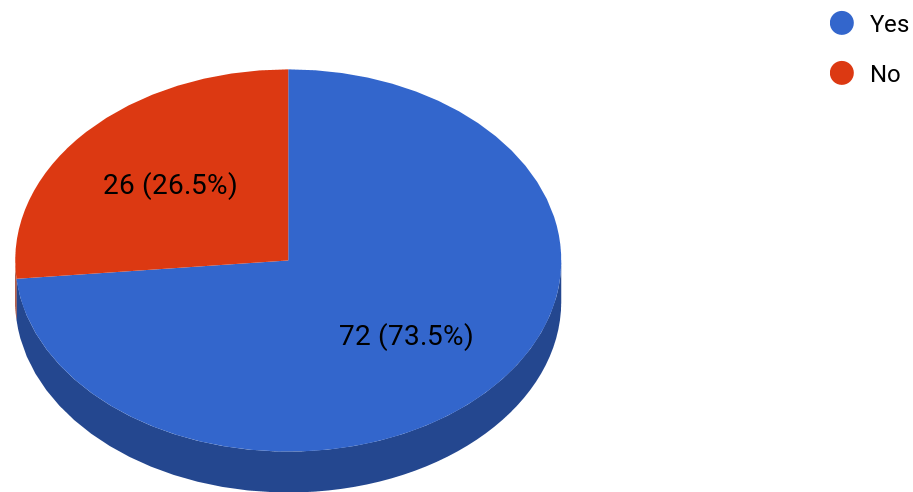
Rupa lalmeena of Gatod Village.

Homa ji meena of Sarsiya village.

GRAPH REPRESENTATION:

No. Of Farmers and Bank A/c Status.

No of Respondent - 98



No. of Total Respondent - 98

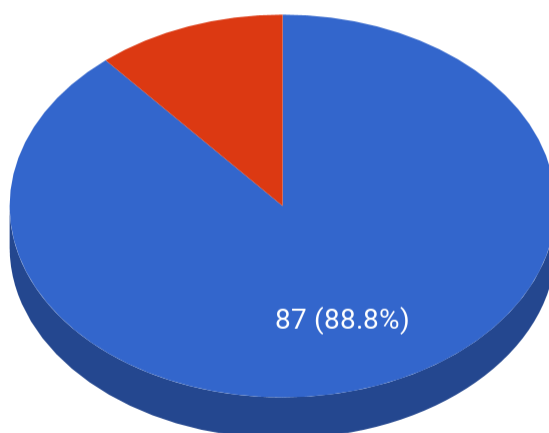
Fig. 1 Bank Account status of farmers to have transaction of money from the wholesaler and direct transfer of fund to WADI beneficiary.

This Graph shows that 73.5%(72 farmers of Sample size) are having Bank Account and 26.5% (26 Farmers) are not having bank account.

No. of Farmers and their FPO Membership Status.

No. of Respondent -98

● Yes
● No

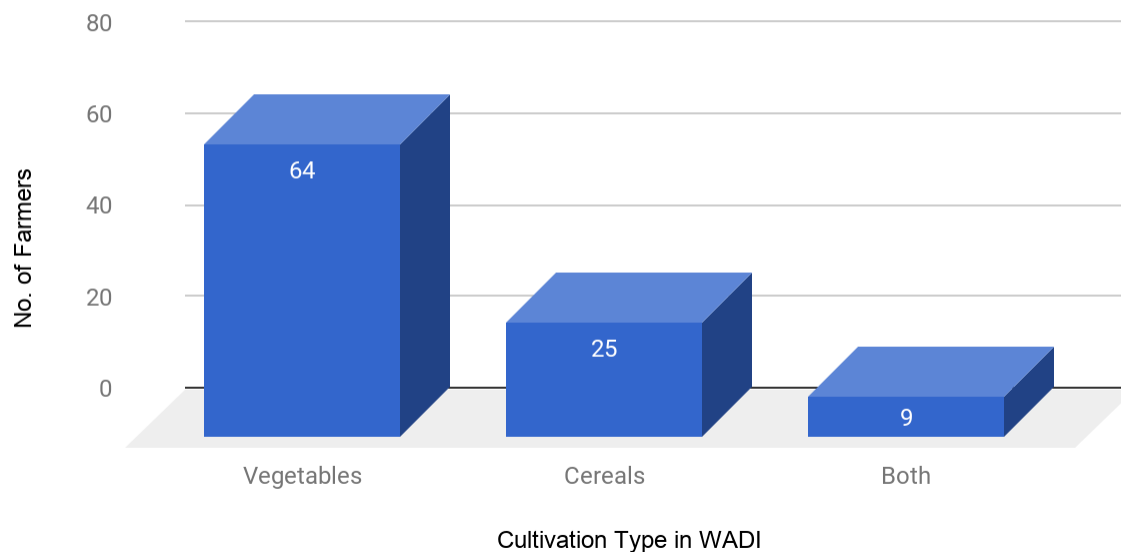


No. of Total Respondent - 98

Fig. 2 This Pie Chart shows that the No. of Farmers and FPO Memberships to Access Market and Have more selling Price of their production. This Graph shows that 88.8 % farmers of WADI are Member of FPO for Future Benefits and 11.2% of farmers have not joined any FPO.

Inter Cropping In WADI.

No. of Respondent - 98

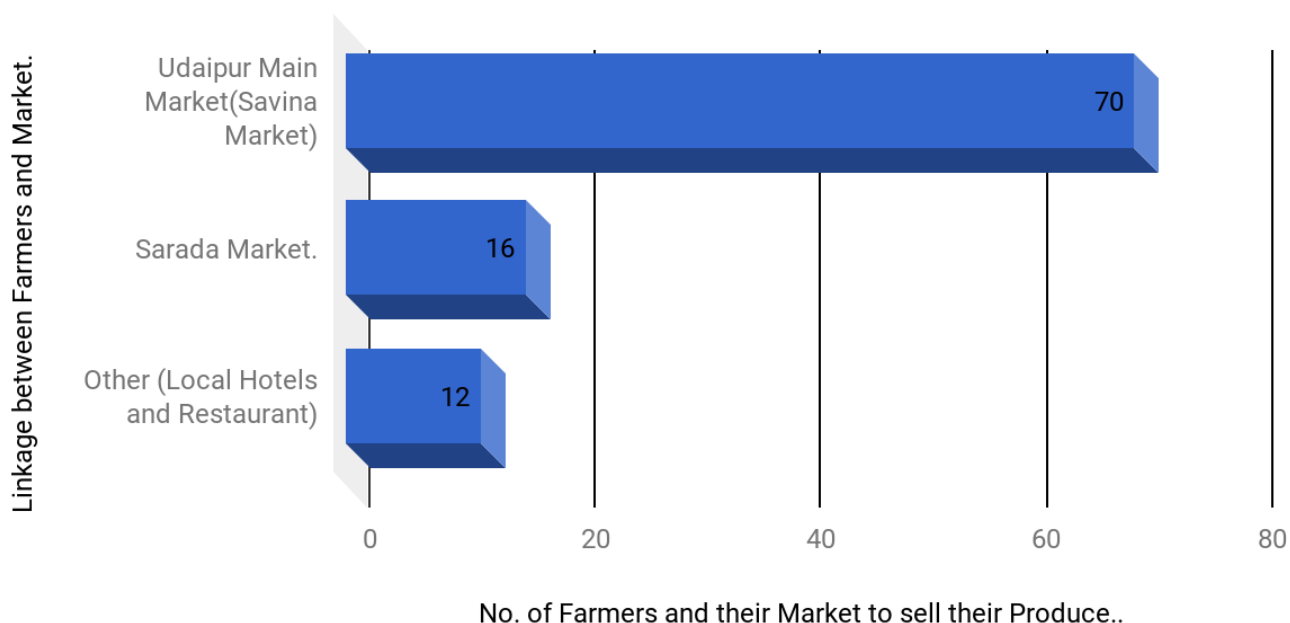


No.of Total Respondent - 98

Fig. 3. This Graph shows the No. of farmers and their Cultivation of Inter Crop. In this graph, it is shown that 65.3% of farmers are cultivating vegetable, 25.5% are cultivating cereals and 9.1 % of farmers are cultivating both cereals and vegetables in WADIs.

Linkage between Farmers and Market.

No. of Respondent - 98



No. of Total Respondent - 98

Fig 4. This Graph Shows the No. of Farmers and their Different Markets to sell their Production. This graph shows the linkage of 98 farmers(Sample Size) to the Market in which 71.4% farmer sell their production to Savina Market of Udaipur, 16.3% farmer sell their production in Sarada mandi and 12.2 % farmer sell their production to local hotels and restaurant.

Irrigation Facility and No. of Farmers.

No. Of Respondent - 98.

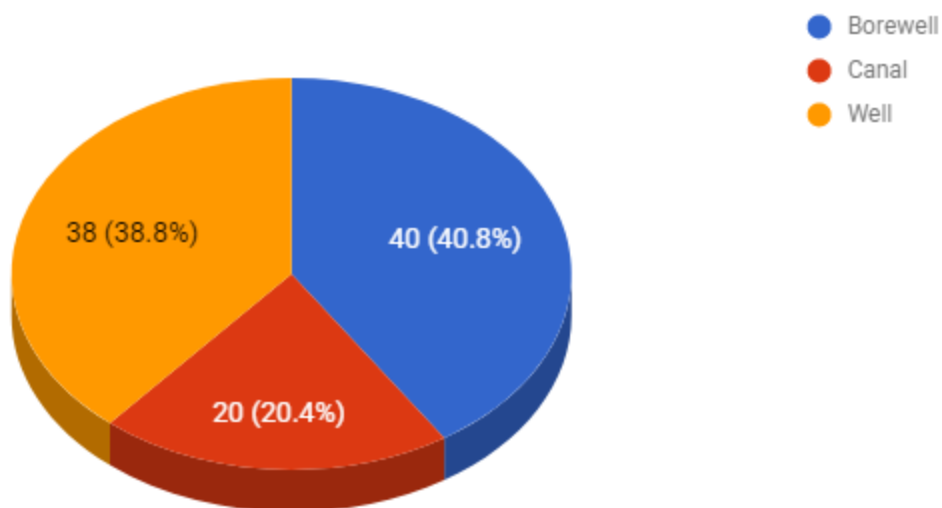


Fig. 5 Irrigation Facilities and No. of farmers in which farmers (40.8%) having borewell water, 20.4% have canal water and 38.8% have open well water as a source of irrigation.

Chapter 5: Conclusions: Challenges and Scope for Market Linkages

1. Farmers are having very limited water resources and irrigation system in which farmers who do not have any water resource. They have to take water from their neighbouring field for which they have to pay high charges at the rate of per hour and farmers. The Ground water level is app. 400 feet so per bore well costs rupee 60,000 which are not affordable by the small farmers. Those farmers who have open well cannot cultivate their lands in summers as these open wells dry.
2. Poor connectivity to markets due to lack of transportation so they have to sell their produce to local traders who have transport facility to sell produce in City market and if any farmers approach market then they have to pay taxes to the commission agents in market to sell their produce (Generally 8% of the sell).
3. Highly unstable market price changes instantly and sometimes price fluctuation are very high and instantly price goes very up and down and due abundance supply during harvesting season and cultivation season. During harvesting season farmer do not have the storage so they have to sell their produce instantly so they do not get good price of their produce.
4. Poor credit facilities for farmers and small traders due not having bank account to farmers, less land holding so they have very small credit(KCC) (If have account) and less knowledge of goverment schemes of credit and subsidy for the farmers and small (local) traders.
5. Very less facility of cold storages to farmers and small traders (vendor) to make stock of their production so that they can sell their produce during high price of their commodity and due to this they have high risk of loss especially during summer.
6. In Market(*mandi*) poor management is there and do not having any effective committee(Krishi Upaj Mandi) for the proper regulation of *mandi's* and unable to take benefits of govt. scheme to make proper warehouse & their maintenance, Cold storage for the small traders. If any market having cold storage then that are private cold storage and so charges are very high that are not payable by the farmers and small traders.
7. Farmers and small traders are having very less knowledge of online marketing and price

checking of commodity.so they don't know the actual price of their commodity which they are selling.

8. The production level is low due to the less fertility of soil because of sloped land over hills and so water penetration is low also due to the having hard land surface with pebbles.
9. Farmers have low production and after that they do not get good prices of their production so they are unable to make profit and get proper return of their input costs.
10. Less credit to farmers so that they can fulfil their daily house needs and wait for the wadi production.
11. More overheads when farmers approach to market like transportation and labour cost of one day of the farmer.
12. In Market very less focus has been given in Grading and Sorting in agriculture which can increase the profit of farmers.

Scopes of market linkages for WADI farmers

- Development of Village Institution (FPO, Kisan Club &Kisan Samiti).
- Transfer of Information via different channels i.e mobile messaging, E-chaupal system.
- Grading and sorting facility in Market(Mandi)
- Process point for improving the quality of produce for cleaning, washing, packaging of the produce.
- Linkage and formation of cold storage Warehouse to store the produce for taking better price from market by Govt.
- Minimum support price for each commodity and regular updation in price.
- Transparency and fair price trading in Mandi.
- Provision for instant credit for small farmers.

The study concludes that WADI is a good initiative by NABARD for the tribal farmers to enhance their livelihood and to reconnect them to their land and reduce their migration. But at ground reality farmers are having many problems regarding water scarcity and other input like fertilizers, pesticides. If some farmers have good production then their is very less availability of market due to poor road connectivity and large distance which increases the other overheads like transportationand charges to commission agents for selling their produce in market(*mandi's*).

References:

<https://www.accessdev.org/our-model/>

<http://krishikosh.egranth.ac.in/handle/1/93847?mode=full>

http://www.baif.org.in/agri_business.asp

http://www.cuts-citee.org/pdf/Agricultural_Value_Chains.pdf

https://www.researchgate.net/publication/268280558_Agriculture_Supply_Chain_Management_A_Scenario_in_India

