

# THE HINDU

## PM calls for a ‘tricolour revolution’



India needs to harness its ‘demographic dividend’, preparing a generation of teachers to educate not just in India but also abroad if it is to move ahead, Prime Minister Narendra Modi said, in a significant speech on his priorities in tackling the economy.

Mr. Modi, who spoke extempore in Hindi at the launch of a book by the Washington-based Carnegie Endowment for International Peace, titled *Getting India Back on Track*, was hosting the first such public function since he moved into the PM’s official residence at 7 Racecourse Road here.

Mr. Modi also fleshed out his campaign theme of what he calls a “tricolour revolution,” referring to a second green revolution focusing on growing protein-rich pulses, of a white revolution focusing on the care of cattle and livestock, a saffron ‘energy’ revolution looking at solar energy, and a blue revolution on clean water, and the welfare of fishermen. Blue is the colour of the Ashok Chakra.

In a lighthearted jibe at the pace at which the bureaucracy works, the Prime Minister said “files in government move so slow, I wonder what fuel they run on. Often the files move in reverse gear.” The only member of Mr. Modi’s Cabinet present was Finance and Defence Minister Arun Jaitley, but the audience comprised several senior officials, including the Foreign Secretary, the secretaries for Mines, Commerce & Industry, and Civil Aviation, as well as National Security Adviser Ajit Doval.

### **Jaitley’s caution**

At the function to launch a compilation of essays edited by former US diplomat Ashley Tellis and economist Bibek Debroy on various aspects of reviving the economy, Mr.

Jaitley warned that the government would require “credibility” to carry out the reforms advised. Striking a cautionary note ahead of the Budget to be presented in this Parliament session, Mr. Jaitley said it would be better if India didn’t adopt a course of “transient and temporary populism” and pay for it later in the government’s tenure.

Speaking to journalists after the function, Mr. Modi also listed foreign policy objectives of the government, emphasising that relations with India’s neighbours would always be his first priority.

*Modi emphasises that relations with neighbours would always be his first priority*

VELLORE

**More shops in farmers’ shandy soon**

Collector R. Nandhagopal has ordered the construction of shops in Uzhavar Shandai located at toll gate, Vellore.

He inspected the shandy on Sunday and enquired *inter alia* about the quantum of vegetables that arrived and the number of farmers attached to the shandy. Officer in charge of the shandy Ashok Kumar briefed Mr. Nandhagopal.

The Collector also interacted with farmers and consumers. Mr. Nandhagopal then gave orders for the construction of roofed shops on the vacant land available in the middle of the shandy and construction of additional shops along the fence in the northern side of the facility.

MYSORE

**Farmers advised to become self-reliant in seed production**

Will the days when farmers were producing seeds using traditional methods for sowing make a comeback in the years ahead?

A group of farmers has taken up the cause of achieving self-reliance on sowing seeds by educating other farmers in the Mysore region on the importance of producing seeds locally and thereby reduce dependence on companies.

“It (awareness on producing seeds) is catching up gradually. Farmers are realising the importance of becoming self-reliant in seeds. We have been educating farmers about the benefits of producing seeds themselves which will go a long way in mitigating the farm

crisis and making agriculture sustainable,” says Kurubur Shanthkumar, president, Indian Sugarcane Farmers’ Association.

Mr. Shanthkumar, a farmer from Mysore district, told *The Hindu* that the association is alerting farmers in parts of Mysore and Chamarajnagar districts about the idea of attaining “independence” with regard to seeds.

“Whenever we interact with farmers we make it a point to advise them on making agriculture sustainable by producing seeds and compost, instead of depending on seeds from corporate firms,” he said.

Mr. Shanthkumar added: “We are not expecting change overnight. Our efforts will continue to change farmers’ approach and help them take up initiatives that make agriculture profitable and reliable.”

He said there were times when farmers used to produce seeds using traditional methods for sowing. With growing dependence on seeds supplied by firms, farmers — barring a few — have stopped producing seeds. Though it is not simple to stop using chemical fertilizers immediately, it can be done away with gradually by producing organic manure, Mr. Shanthkumar said.

“During interactions with farmers, we provide them statistics on why seed production and organic manure are good for agriculture. Some farmers had restarted seed production on a small scale and are using them for sowing this season,” he said.

Mr. Shanthkumar suggested that the Department of Agriculture must come up with initiatives to encourage farmers to take up seed production.

“If the department starts awareness programmes at least this cropping season, some farmers can store seeds for sowing for the next season,” he said.

More sugarcane farmers were opting for drip irrigation in Mysore region. “This has perhaps helped in conserving water to a modest extent as drip irrigation cuts down water use by at least 40-50 per cent besides increasing sugarcane yield, a water-intensive crop,” he said. Even for horticultural crops such as papaya, plantain and marigold, farmers were adopting drip irrigation to achieve higher yields. The departments of agriculture and horticulture provide subsidy to farmers going for drip irrigation.

At present, 80 per cent subsidy is given for up to two hectares (ha), and 50 per cent up to five ha. Barring crops such as coffee, tea and rubber, subsidy is given for setting up drip irrigation systems for all other horticultural crops, according to department officials.

UDUPI,

### **Farmers can bank on Brahmavar Sugars revival**

*Construction of VLBC will happen within next four to six months*



Construction of Varahi Left Bank Canal has been completed upto 26 km

Farmers in Udupi can look forward to the revival of the ailing Brahmavar Cooperative Sugar Factory, after receiving assurances that the construction of the Varahi Left Bank Canal (VLBC) upto the 30th kilometre will finish within the next four to six months.

The total length of the VLBC is 44.35 km. Its construction had been completed up to the 26th km and work was under progress for the next four kilometres.

The construction of the remaining 14.35 km would be taken up after land acquisition.

Major and Minor Irrigation Minister M.B. Patil, who visited the Varahi Irrigation Dam site on April 30, made the assurances to the farmers.

Brahmavar Sugar Factory, established in 1985, stopped crushing cane due to mounting losses in 2004.

The factory was established on the premise that the Varahi Irrigation Project, when commissioned, would provide irrigation to a minimum of 12,000 acres of land in Udupi district, which would help in the production of sugarcane.

This cane would be supplied to the factory, helping it to make a profit.

Though the foundation stone for the factory and the Varahi Irrigation Project was laid at the same time in 1980, the former started operations in 1985, while the latter was still under construction.

According to M. Jayasheela Shetty, Chairman of the Brahmavar Cooperative Sugar Factory, the completion of work up to the 30th km of VLBC would provide irrigation to nearly 10,000 acres of land in Shiriyar, Yedthady, Kedur, Belur, Molahalli, Hombady-Mandady, Kalavar and Japti villages.

“The VLBC with its distributaries will provide farmers with water supply water round the year and encourage them to grow sugarcane,” he said.

The crushing capacity of the Brahmavar Sugar Factory is 1,250 tonnes per day. A tonne of sugarcane, when crushed yields approximately 90 kgs of sugar.

Farmers of the district were of the opinion that cultivation of sugarcane was more profitable than that of paddy. Mr. Shetty, who himself grew sugarcane on three acres of field from 1990 to 2004, said, “Cultivation of sugarcane, which is a commercial crop, is several times better than that of paddy. Since the cane would be cultivated within a 25 km radius of the factory, the transportation costs too will be meagre,” he said.

B. Ramakrishna Sharma, president of Udupi Zilla Krishik Sangha, said that farmers were always ready to cultivate sugarcane because it was more profitable. They could get Rs. 2,000 to Rs. 2,200 per tonne of cane.

“The factory must be revived. We only want prompt payment of dues from the factory. Since water levels go down during summer, irrigation pumpsets are of little use. But the VLBC will ensure water supply to cane fields even during summer,” he said.

The factory management plans to hold a meeting with the farmers to decide the future of the factory. The date for the meeting would be decided on June 6, Mr. Shetty said.

The construction of the Varahi Right Bank Canal (VRBC) and Varahi Lift Canal (VLC) are expected to take two years. When the VLBC, VRBC and VLC are completed, they would provide irrigation to 15,702 hectares of land in the district.

MARAYUR (IDUKKI DISTRICT),

### **Pest attack troubles sugarcane farmers**

*Woolly aphid cases were first reported in 2006*



Leaves of sugarcane affected by woolly aphid, a pest that lives on plant fluids, at Marayur in Idukki district.— Photo: By Special Arrangement

The attack of woolly aphid, a pest that lives on plant fluids, has considerably affected the sugarcane cultivation here.

The disease, locally known as White Aswini, can result in low jaggery production as it sucks the sweet cells of the sugarcane.

A senior agriculture officer here told *The Hindu* that the disease was first noticed in 2006 and it spread from the sugarcane plants replanted here. Officials suspect that the pest spread from the low lying areas of Tamil Nadu from where the disease-hit plants were brought for plantation in Marayur.

The disease is now fast spreading in some areas.

Rajkumar of Kocharam area whose four-acre cultivation was totally affected with woolly aphids said he had applied pesticides as per the directions of the experts but could not



control the disease. The experts of Coimbatore Agriculture University had visited his farm recently.

Murugan, another farmer, said the disease resulted in stagnant growth of the plants, decrease in the quantity of sugarcane juice and subsequent fall in jaggery production.

The farmers said the varieties traditionally cultivated were Manjula and CU-L and the disease was found after the new varieties from Tamil Nadu were used for replanting. It was with the aim of increasing the jaggery production because the growth period of the new varieties was only nine months.

The growth period of traditional varieties is 12 months.

Marayur is the main sugarcane field in the district and the Marayur jaggery is famous for its quality.

KANNUR, June 9, 2014

**'Kaipad' rice included in GI registry**



The 'kaipad' rice cultivated in the brackish water tracts of northern parts of the State has been included in the Geographical Indications (GI) registry in the country which is part of the Intellectual Property regime.

The notification of inclusion of the 'kaipad' rice varieties in the GI registry followed an application submitted by the Malabar Kaipad Farmers' Society (MKFS) of Ezhome here. The society has been formed for the promotion of 'kaipad' farming in Kannur, Kasaragod, and Kozhikode.

The society has now got the final GI tag after technical clearance for the inclusion in the registry granted in July last year. It was the initiative of the College of Agriculture at Padannakkad in Kasaragod through its Intellectual Property cell that led to the granting of the GI certification for the rice varieties cultivated by the society.

A delegation of representatives of the society and the college made a presentation before a team of experts under the Controller General of Patents in Hyderabad in July. Securing GI tag for the rice variety was one of the objectives of the project for the comprehensive development of the rice tracts in the region implemented in 2010-11 under the Paddy Mission programme of the Rashtriya Krishi Vikas Yojana, said project's principal investigator T. Vanaja of the College of Agriculture who was among the delegation that made the presentation. The organic farming promotion programme of the Planning Board launched under the leadership of M. Govindan of the college also envisaged GI tag for 'kaipad' rice.

The 'Kaipad' fields are salinity-prone natural organic rice cultivation fields in the northern districts. Kannur accounts for the large extent of 'kaipad' fields. The traditional 'kaipad' system of rice cultivation is an integrated organic farming system in which rice cultivation and aquaculture go together in coastal brackish water marshes rich in organic matter.

Traditional varieties such as 'Orkayma' and 'Kuthiri' are popular in the 'kaipad' fields. The GI tag is expected to benefit paddy farmers in the region, including the traditional farmers in the Kattampally area here known for its large extent of 'kaipad' fields. Efforts are now on to revive 'kaipad' farming in the brackish water areas on either side of the Kattampally river decades after the fields were left fallow.

'Kaipad' rice fields are also located in Ezhome in the district.



VIJAYAWADA,

**Flower prices hit the roof, thanks to VIP rush**



Chain reaction: A flower vendor arranging garlands at his stall in Vijayawada on Sunday.  
-PHOTO: V. RAJU

With several VVIPs visiting the city to attend the swearing-in of Chief Minister N. Chandrababu Naidu on Sunday, it had a telling effect on the flowers market as prices skyrocketed.

A host of Chief Ministers, Union Ministers and Ministers of neighbouring States, MPs, MLAs, MLCs, film actors, industrialists and other guests arrived in the city to take part in the mega event.

**Shortage of flowers**

Heavy rush was seen at the flower stalls since Saturday night as the party workers made beeline for the stalls to buy garlands and bouquets. Adding to the VVIP rush, poor transportation due to traffic restrictions imposed by the police hit the market creating shortage of flowers, said the stall owners.

**Traffic restriction**

“On Saturday night, we sold a pair of garlands for Rs.600 to Rs.800 and bouquets at Rs.200 to Rs.500. There were no stocks on Sunday due to traffic restriction,” said G. Siva Shankar, owner of Rama Flower Stall.

“The demand for loose flowers and garlands was also high near the temples as many VVIPs visited the shrines. The price of jasmine is about Rs.150, roses and lily Rs.60 per

basket,” said M. Siva Reddy, a wholesale flower trader. Even the demand for flower petals was good as the party activists purchased them to welcome their leaders. As there was shortage of flowers we could not send stocks to the neighbouring districts, which we used to do daily, said Mr. Reddy.

*The demand for loose flowers and garlands was also high near the temples as many VVIPs visited the shrines. The price of jasmine is about Rs.150, roses and lily Rs. 60 per basket.*

**M. Siva Reddy**

*Wholesale flower trader*

**KRISHNAGIRI**

### **Mango pulp units to apprise Centre of their problems**

A five-member team of All India Farmers’ Coordination Committee will submit to Union Government officials and Ministers, details of the problems faced by the mango pulp industry, K.M. Ramagoundar, State General Secretary, Tamil Nadu Vivasayigal Sangam and secretary of Indian Turmeric Farmers’ Association, said here on Sunday.

About 30 representatives of Mango Producers’ Association (two from a State) had participated in a meeting held in New Delhi recently on the problems faced by the mango sector.

### **Second meeting**

Of these, five members have been invited for a second meeting, he said.

The mango pulp industry in the State faced several problems such as non-availability of State-of-the-art machinery and lack of financial support or subsidy.

### **Technology upgradation**

The industry also wanted guidance on technology that could be adopted, he said.

## **Mango Tango**



Mango as macaroons, smoothies, mousse , tarts, ice creams and pastries. Here's a chance to savour the mango in various forms at 'Mango Tango', a food festival dedicated to the King of Fruit, at Crowne Plaza.

MANGALORE

### **Training on jackfruit processing**

Farmers and food processors from Dakshina Kannada interested in processing of jackfruit can attend two-day training at College of Agricultural Engineering and Technology, Dr. Balasaheb Sawant Konkan Krishi Vidyapeeth, Dapoli, Ratnagiri district, Maharashtra on June 12 and 13.

Nayansingh J. Thakor, professor and head, Department of Agricultural Process Engineering at the college said in a release that the training covered actual practical aspects such as cutting, dressing, drying, powder making etc.

One has to pay a training fee of Rs. 1,000 which included the cost of accommodation, food and training for two days. For details, call 02358-282721 or e-mail:apedapoli@gmail.com.

The festival will conclude on June 15.

TIRUNELVELI,

### **Micro irrigation technique yields benefits in horticulture**

*Farmers switching over to sustainable use of water resource*



eye-candy: S. Raja Mohamed, Deputy Director of Horticulture, inspecting a field at Valliyur in Tirunelveli district where micro irrigation facility has been installed.

This district, which has witnessed fifth monsoon failure since 2009, has finally started switching over to micro irrigation techniques to minimize its irrigation water requirements while getting a decent yield in horticultural crops.

On farm scientific water management through micro-irrigation (MI) is the most suitable method to boost horticultural production especially in fruits, vegetables, flowers, say progressive farmers in the district, who suffered a lot due to water scarcity.

There is high strain on availability of water for irrigation and this is forcing people towards sustainable use of water to improve productivity.

MI techniques have proved successful for horticultural crops and tested successfully for even paddy, cotton, maize, sugarcane and red gram.

Micro Irrigation system scales down requirement of labour and takes care of application of fertilizers. Moreover, to attract the farming community towards MI, the government offers 100 per cent subsidy for drip irrigation to small and marginal farmers holding up to five acres of land. Area under cultivation could be doubled with introduction of drip irrigation system. Drip irrigation will not only scale down production cost and reduce water use substantially but also help farmers achieve better yield.

Ever since this subsidized scheme was introduced in 2000, 2,160 hectares were covered under MI till 2011 with a subsidy of Rs. 4.96 crore. Between 2011 and 2014, another 2,115 hectares have been brought under MI as more farmers were attracted towards this technique and 100 per cent subsidy of Rs. 6 crore offered by the State Government.

More precisely, 538.97 hectares have been covered under MI during 2012 – 2013 and 810.84 hectare during 2013 – 2014 alone. Totally, 1,337 farmers have benefited during the past two years.

“The farmers, who have cultivated bitter gourd, mango, acid-lime, cocoa, coconut, banana, brinjal, cluster beans, chillies, curry leaves under MI in 13 blocks of the district, are getting attractive yields and income while water available for irrigation is really less. So, we appeal to the farming community to switch over to the MI technique,” said Deputy Director of Horticulture, Tirunelveli, S. Raja Mohamed.

KATTAPPANA,

### **Fish seed distribution**

Fish seeds will be distributed free of cost to farmers under the Matsya Samrudhi scheme. The farmers should contact fisheries coordinator of the Vazhathoppe grama panchayat.

HYDERABAD,

### **Farm loan waiver will be implemented: KCR**

Chief Minister of Telangana K. Chandrasekhar Rao has asked farmers not have any doubts and fears about the farm loan waiver scheme as his government is committed to implement it, as promised in the election manifesto.

“No work related to the issue has been done yet in the absence of details and the bankers are yet to come up with details of farmers’ outstanding dues. It will take at least 10 to 15 days to finalise the details, get clearance from the finance department and get the RBI approval before it actually come into force”, Mr. Chandrasekhar Rao said while addressing mediapersons in Delhi before returning to Hyderabad on Sunday.

Some people were projecting it as if the TRS Government had deceived the farmers and the media was blowing it out of proportion even before a decision was taken, the Chief Minister said and suggested the media to play a constructive role instead of running a false propaganda. “We know how our enemies are awaiting opportunity for mudslinging. We kept quiet, in spite of some damage being done, so that people become aware of their designs”, Mr. Rao said.

He, however, admitted that in spite of suggesting his Cabinet colleagues to speak anything after weighing pros and cons, one of them had spoken something knowingly or unknowingly and that had led to some confusion.

“We are expecting that waiver of farm loans up to Rs. 1 lakh will require Rs. 8,000 to Rs. 12,000 crore and we won’t go back on it, even if it goes up by another Rs.10,000 crore,” the Chief Minister said adding that it was only eight days since their government had taken over and there were no officers in many departments including the CMO and there was hardly anybody to give details due to the delay in allotment of officers.

Stating that about 20 to 23 lakh farmers were likely to get benefited from the loan waiver, Mr. Chandrasekhar Rao explained that the State Government would apprise the RBI of loan waiver details and in turn the apex banker would examine the economic buoyancy of the State before giving its approval. Then alone it would take a practical shape, he noted.

SALEM,

### **Flow into Mettur dam drops**



The flow into the Stanley Reservoir at Mettur dropped from 7,198 cubic feet per second (cusecs) on Friday to 3,324 cusecs on Sunday morning.

Public Works Department officials said the storage stood at 44.10 feet as against the full reservoir level of 120 feet. The storage was 14.298 thousand million cubic feet (tmc ft) against its capacity of 93.470 tmc ft. Water released for drinking purpose was 801 cusecs.

Poor rain in the catchments is the reason for the sudden drop in the flow, they added.

With the Tamil Nadu government ruling out water release for irrigation on the scheduled date of June 12 and the southwest monsoon not expected to bring in much rainfall, officials hope copious water will be released from Karnataka dams.



TIRUCHI, June 9, 2014

### Water level at Mettur

The water level in the Mettur Dam stood at 44.22 feet on Sunday against its full level of 120 feet. The inflow was 3,292 cusecs and the discharge, 803 cusecs. — Special Correspondent



Chennai

Chennai - INDIA

#### Today's Weather



Partly Cloudy

**Monday, Jun 9**

Max Min

36° | 28°

Rain: 0

Humidity: 51

Wind: normal

Sunrise: 05:41

Sunset: 06:33

Barometer: 999

#### Tomorrow's Forecast



Rainy

**Tuesday, Jun 10**

Max Min

38° | 28°

#### Extended Forecast for a week

Wednesday

**Jun 11**



40° | 29°

Partly Cloudy

Thursday

**Jun 12**



41° | 29°

Partly Cloudy

Friday

**Jun 13**



40° | 28°

Sunny

Saturday

**Jun 14**



40° | 28°

Partly Cloudy

Sunday

**Jun 15**



39° | 27°

Partly Cloudy

#### Airport Weather

Chennai

Chennai

Rain: 0

Sunrise: 05:41

Humidity: 89

Sunset: 06:34

Wind: normal

Barometer: 1000

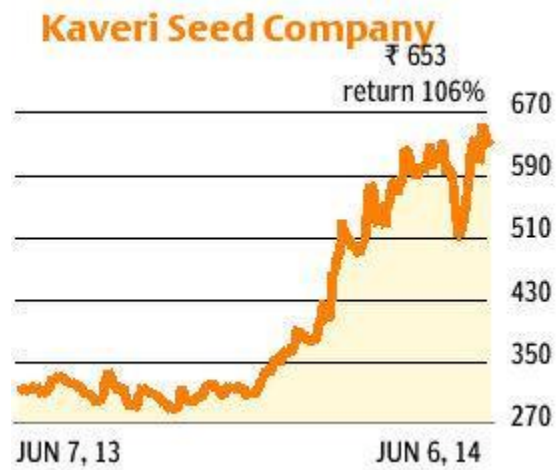


# THE HINDU BusinessLine

## Reaping a rich harvest



Product mix A change in favour of corn and rice will boost margins



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Given the potential for paddy hybrids, Kaveri Seeds' revenues may spurt in the next two years.

The stock of Kaveri Seeds has more than doubled since our recommendation last July. Despite the strong rally, it remains a good investment idea for a one- to two-year horizon, for three reasons.

First, market share gains in the Bt cotton, hybrid corn and paddy seed segments may help Kaveri sustain revenue growth. Second, economies of scale and price increases in the cotton seed segment should drive up the company's overall operating margin.

And, third, even after the robust rally, the stock is still not too expensive. At the current price of Rs.653, it trades about 16 times and 13.5 times its 2014-15 and 2015-16 earnings respectively. This translates into a 30 per cent and 58 per cent discount to peers Monsanto India and Advanta India's 2014-15 valuations respectively.

The Bt cotton seed segment, with flagship brands Jadoo and Jackpot, accounts for a little less than a third of Kaveri's revenues. The company has been steadily ramping up market share in the cotton seed segment; from 5 per cent in 2011-12 to 17 per cent in 2013-14.

This aided the impressive 55 per cent growth in the segment's revenues in 2013-14. Kaveri's cotton seed sales are expected to grow in excess of 20 per cent over the next two years; the company plans to capture a fourth of the hybrid cotton seed market over the next two to three years.

### **Better margins**

In addition to sustaining good growth momentum, margins in the cotton seed segment may expand over the next two years on two counts. First, while inventory may decrease, production is expected to increase, leading to economies of scale. Lower dealers' discount will further aid margin improvement.

Second, State governments such as Andhra Pradesh and Maharashtra are likely to approve a hike in Bt cotton seed prices.

The company's share in the hybrid corn seed market has risen from 8.8 per cent in 2012-13 to almost 13 per cent currently. This now accounts for over 17 per cent of overall revenues. Revenue from hybrid corn seeds grew 40 per cent in 2013-14.

Increasing hybridisation, stable prices and healthy demand from the poultry and starch industry may help Kaveri sustain growth in excess of 20 per cent in the corn segment. It

is the paddy hybrid seed segment, however, that is most likely to drive Kaveri's next leg of growth.

Currently, hybrid seed adoption for paddy is very low in India, at less than 10 per cent. Kaveri holds about 6 per cent share in this market. The rice hybrid seed segment contributes about 8 per cent to Kaveri's consolidated revenues now.

### **Rice, potential booster shot**

A strong pick-up in hybrid paddy sales will not just aid revenue growth but will also help the company improve margins. The operating margins in corn and rice are higher than cotton. A change in product mix in favour of corn and rice will aid overall margins.

This should alleviate the concentration risk, given that the two Bt cotton brands, Jadoo and Jackpot, currently account for over 60 per cent of Kaveri's overall revenues. Even as fears of a below-normal monsoon linger, the impact may not be pronounced as the bulk of seed sales happens much ahead of the monsoon (in the April-June period).

In 2013-14, Kaveri's revenues grew 41 per cent to Rs. 1,002 crore, helped by growth across segments — corn, cotton and paddy. Operating margins improved by 2.4 percentage points to about 23 per cent last fiscal. Net profit jumped 64 per cent to Rs. 211 crore.

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### ***DID YOU KNOW?***

***With strong demand from the starch and poultry segments, hybrid corn accounts for over 17% of Kaveri Seeds' revenues***

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### ***WHY***

- Market share gains in cotton and corn seeds***
- Paddy hybridisation, a long-term driver***
- Reasonable valuation***

## Mustard to splutter on output drop



Ads by Google

Drop in production and long-term technical support on the chart will aid price reversal

Mustard seed (rapeseed) prices are under pressure because of decline in demand from crushers. The mustard seed futures contract traded on the NCDEX has declined 6.4 per cent from its high of ₹3,614 per quintal recorded on April 28 to now.

From here, however, the price fall should be limited as production in 2013-14 season has declined.

According to data from the US Department of Agriculture, the global production of mustard seed in 2014-15 is expected to drop by 3.4 per cent to 68.64 million tonnes from 71 million tonnes a year ago.

### **Lower production expected**

On the domestic front, data from the Solvent Extractors' Association of India shows that the sowing area under mustard seed has increased to 71.38 lakh hectare for the 2013-14 crop year (October to September), up 5.8 per cent from the previous year.

However, the third advance production estimate from the Department of Agriculture reveals that in 2013-14, mustard seed production would drop to 78.29 lakh tonnes, down by 2.5 per cent compared with the year earlier.

The unseasonal rainfall and hailstorm earlier this year could be a reason for a lower production estimate.

Given that India is expected to get below-normal monsoon this year and the expectation of El Nino setting in, plantings of mustard which begins in November as part of rabi farming operations could be affected. As such, a drawdown in production could limit the price fall in this commodity and could cause a reversal in the coming days.

**Long-term outlook:** The NCDEX mustard seed future contract (₹3,381 per quintal) is in a strong downtrend since September 2012.

But this downtrend is nearing a very crucial and a long-term trend line support at ₹3,270 per quintal. The 55-month moving average support level is also poised near the same place at ₹3,286. So, a break below the ₹3,286-3,270 support zone might not be very easy for the contract. As such, technically, the downtrend since 2012 could be coming to an end.



A reversal from ₹3,270 can take the contract higher to ₹3,800 initially. A breach of ₹3,800 will then open door for the next target of ₹4,000 and ₹4,200.

As mentioned above declines below ₹3,270 looks less probable now. However, if it so happens, then the contract can extend its down trend towards ₹3,150 and ₹3,000.

**Medium-term:** The trend is down. The contract has strong resistance at ₹3,650.

The outlook will remain bearish as long as the contract trades below this resistance level. Also, the inability to break the intermediate resistance at ₹3,500 over the last few weeks keeps the contract pressured.

As such, a fall to ₹3,300 and ₹3,270 looks likely in the medium-term time frame.

The presence of a long-term support at ₹3,270 could limit the fall to this level. A reversal from this support can take the contract higher again to ₹3,650. For the outlook to turn bullish, the contract will have to breach ₹3,650 decisively. Such a break can take the contract higher to ₹3,750.

**Short-term:** The NCDEX mustard seed contract is consolidating in a sideways range between ₹3,380 and ₹3,650 in the short term.

The contract is now poised at the lower end of this range.

A bounce from ₹3,380 can take the contract higher to ₹3,650. This will keep the sideways consolidation intact and the contract can continue to trade sideways for some more time.

A breakout on either side of ₹3,380 and ₹3,650 will then determine the ensuing trend. A break below ₹3,380 can take the contract lower to ₹3,280.

On the other hand, a bullish breakout above ₹3,650 can take the contract higher to ₹3,700 and ₹3,750 in the short term.

## **MP Raju Shetty to raise farmers' demands with Modi**

Hatkanagale MP Raju Shetty said that he would press for various demands of the farmers to Prime Minister Narendra Modi in a letter in the next two days. He was in the city to attend a programme on Sunday.

"Though the party is part of the Mahayuti (BJP-Shiv Sena-RPI alliance), the issues of farmers would be raised," he said.

"I would request the PM to start a cluster of agriculture for collective farming on lines of industrial cluster. An initiative similar to the NABARD's farmers' club can be undertaken with the farmers having legal authority over their lands. If a cluster of about 400 acres of land is started, the farmers would also be able to demand subsidies," Shetty said.

The MP said he would request Modi to provide loans to the farmers for carrying out agriculture-related activities at low interest rates. "I would press for making better roads and providing basic infrastructure facilities through technology to reduce pre and post-harvesting losses," he added.

Shetty said he would raise demand for a mandate to provide 85% loans to those storing crop produce in warehouses.

"The letter would also mention making special arrangement in trains for transporting vegetables and fruits to avoid losses. I will request for a fixed policy on cotton rates, which would help in creating employment opportunities in agricultural and industrial sectors," he said.

The other demands would include releasing a 15-day bulletin at the national level on rainfall and the estimated land available and taken under cultivation. "This will facilitate better crop management and help the farmers in understanding the market in a better way as per the available resources," he said.

The Swabhimani Shetkari Sanghatna leader added that he would appeal to Modi to

reduce imports on crude oil, pulses and oil seeds which will help strengthen the rupee against the dollar.

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### **'Farmers whose land will be acquired for airport upgradation to get compensation'**

As the land acquisition authorities have issued notification before fixing the rates for acquisition of land from farmers for the upgradation of Sahnewal airport, the authorities are likely to give compensation to the farmers as per the New Land Acquisition act.

Giving details, Kuldeep Singh, additional chief administrator GLADA, said "We have already submitted the objections from the farmers of the villages in which land is being acquired after we issued notification under section 4 of the Land Acquisition act in June last year. On May 30 we also issued notification under section 6 of the land acquisition act after which we are calculating the rates for the land to be acquired". "The process of fixation of prices of the land will be completed within a month or two. The compensation is likely to be given to the farmers before the end of this year". He added that the farmers will be given rates as per the new land acquisition act and according to that they will get twice the rate than the collectorate rate given previously.

Officials in GLADA which is acquiring the land for the project say that whereas the collectorate rate for an acre of land previously was around 35-40 Lakhs per acre but as per the new land acquisition act, the farmers may get around Rs 80 lakhs for the same piece of land.

In the meanwhile farmers whose land is being acquired are not happy with the double the collectorate rate.

Says Amar Singh, a farmer of Neechi Mangli, "We had heard that rates will be four times of the collectorate rate but two times is too less a price for the land. Once the authorities announce the rates for the land, we will decide next course of action".

# THE ECONOMIC TIMES

## **HSAMB smartcards to be launched in Haryana; targets to prevent exploitation of farmers**



Official channels for crop remuneration will finally open for farmers in Haryana in the upcoming rabi season. The Haryana State Agricultural Marketing Board's (HSAMB) smartcard is targeting to do away with exploitation of farmers at the hands of commission agents, private and public authorities.

It is also likely to fix delay or inconsistency in payments that are faced frequently by farmers. "It will establish financial status of farmers based on his income from farming. Currently, due to cash payments and no documentation, incomes are not known to banks. It leaves farmers no choice but depend on commission agents for credit to spend on anything from pesticides and fertilisers to tractors and weddings. Every farmer raises credit from a commission agent who releases income to a farmer after deducting his share of interest on the loan," a senior PNB BSE 1.81 % official pointed out.

The scheme comes before the paddy season and will cover rice-sellers and private purchasers. Replete with ATM card features, the smartcard will also store details of commodity, quantity and sale. Punjab National Bank BSE 1.81 %, Canara Bank BSE 3.29 %, Axis Bank BSE 0.30 %, Union Bank and ICICI Bank BSE 1.14 % will set up dispenser machines at the gates of 100-odd mandis across the state.

Once in possession of the smartcard, a farmer will have to swipe while entering the mandi. After the sale, farmers will be able to withdraw from any of the 22 nationalised banks or regional rural banks in the state. The banks will bear the fee of Rs 4 per

transaction.

A pilot scheme has already been run in mandis of Karnal, Hisar and Sirsa. "The results have been more than satisfactory," said an official handling the IT part of the project. As many as 5,000 smartcards have already been issued to commission agents. "In the first year, the scheme is optional for farmers but mandatory for aarthiyas (agents)," said manager of agriculture business at HSAMB, SK Goel. "It will bring Rs 40,000 crore informal credit market within banking network," the PNB official added.

By issuing cards to commission agents, vendors and officials of HSAMB too, exploitation of commission agents at the hands of government officials will be curbed. "Most of the time, delay in payments to farmers is due to laxity on part of agencies or government officials," said an agent based at Hisar mandi.

"It will boost revenue generation for the government as leakages will be plugged," noted a senior official of HSAMB.

On the insistence of chief minister Bhupinder Singh Hooda, the scheme is being named after the chief minister of undivided Punjab, Pratap Singh Kairon, acclaimed for drawing the blueprint of progress in the state. "It is the first serious effort to unshackle farmers from exploitative informal debt market ruled by commission agents," a senior official in Haryana government claimed

### **More than 1,000 kg of artificially ripened mangoes seized**



More than 1000 kg of artificially ripened mangoes worth around Rs 35,000 have been seized by health department officials from vendors at various places in Kanchipuram district.

Joint Director of health department, Dr Krishna Rajan said officials conducted raids at Sunguvachathiram, Kanchipuram and Uthiramerur yesterday and seized 196 kg, 800 kg and 63 kg of chemically ripened mangoes from vendors, following frequent complaints from the public.

The vendors usually conceal calcium carbide in between stacks of mangoes to hasten the ripening process. Use of the chemical for ripening fruits has been banned and experts have warned that consumption of such fruits could lead to severe health problems.

### **Mumbai's much-loved mangoes, Alphonso, turning bland and harmful due to artificial ripening**



MUMBAI: Mumbai and mangoes have always gone together. Mangoes feature in perhaps the earliest printed reference to the name of the islands on which the city was built. This was in the Portuguese naturalist Garcia de Orta's Colloquies on the Simples and Drugs of India, a fascinating book written in the form of dialogues between Orta and a friend (and one of the first printed in India, in Goa in 1563).

At one point the conversation is interrupted by a servant boy who tells Orta his tenant in Bombaim, the island whose lease Orta was given as a sinecure, has just sailed in with a basket of mangoes to give the governor of Goa.

Orta happily uses this as a chance to expound on the wonders of mangoes and when his servant says he will send them to the governor, he hastily interjects: "Give them here.



They ought to be cut with a sharp knife that the slice may not be injured and I want to taste them first..." Mumbaikars would sympathise. There is no better gift than mangoes in season, yet it is just natural for givers to feel a pang at the pleasures given up.

The variety Orta received from Bombay is not known and perhaps it is unlikely they were Alphonsos, the only kind many Mumbaikars bother with today. These were probably developed in Goa, where the Portuguese had introduced the grafting techniques needed for good mangoes, but it is unknown if this had happened in de Orta's time.

They were well known by the time of the Rising of 1857. The Times of India, looking back at it 17 years later, in a long piece printed on November 13, 1874, wondered how Nana Saheb, the Peshwa prince, had become one of the leaders: "Up to 1857 there was no Prince better known in these parts... he used to be the boon companion of British officers, to whom he gave the finest cherry brandy, and Alphonso mangoes brought up by special dak from Bombay."

The British kept up the royal connection. In April 1937, ToI wrote that the government was going to ship mangoes to London for the coronation of King George VI: "Elaborate arrangements have been made at Crawford Market to make the shipments successful. The alfonso has been selected as the ideal mango for export."

Two local fruit sellers were to accompany the fruit on the SS Ranchi and to oversee their final sale at London's Covent Garden market. It is little wonder the world believes that Alphonsos are the best mangoes there are.

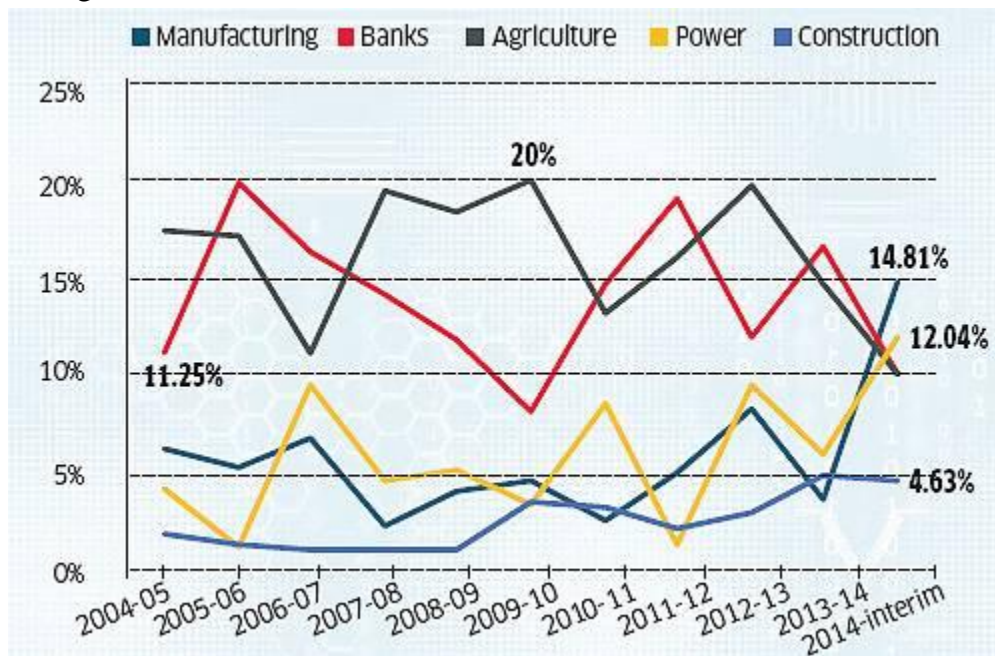
A more nuanced view of that statement from 1937 would confirm they are the best for export since they have thick skin and withstand transportation better than fabled local varieties such as Tamil Nadu's Imam Pasands or Goa's Mankhurados, both wonderful, but poor travellers. The well-established systems for growing, trading and transporting them from the Konkan have also helped make Alphonsos the best mangoes that are relatively easy to get across India and abroad...

## Agriculture sector tops UPA budget mentions

The agriculture sector appears to have dominated the mindspace of the previous government, going by the number of times the word "agriculture" has been mentioned in the United Progressive Alliance's budget speeches from FY2005 to FY2014.

The same is true of "banks" and "finance". In contrast, mentions of "manufacturing", "power", and "construction" are comparatively fewer during FY05 to FY14. However, in the interim budget for 2014-15, the trend seems to have reversed for "power" and "manufacturing".

Incidentally, the manufacturing sector registered a marked slowdown in FY13 and suffered a decline in FY14. Here's an analysis of budget speeches of finance ministers during 2005 to 2014:



**Note:** per cent refers to the share of key-word mentions with respect to other key words. Also, words used in the same sense (agriculture/agricultural & banks/banking) have been included in the same category (agriculture & banks).

THE  NEW  
**INDIAN EXPRESS**

**'Agro Units will Spur Development in AP'**

VIJAYAWADA: Union minister of state for commerce Nirmala Sitharaman has said that agro-based industries have to be developed in AP for putting the state on the track of progress and development.

Nirmala Sitharaman was in Vijayawada Sunday to take part in Chandrababu's swearing-in ceremony to be held opposite ANU.



Nirmala Sitharaman, Union minister of state for commerce Speaking in Vijayawada Nirmala Sitharaman said that AP being a region rich in agriculture had scope for developing agro-based industries.

She said that besides contributing to the improvement of the financial position of farmers, agro-based industries would also create employment opportunities to a large number of youth.

Assuring all help from the Union government to AP, the Union commerce minister also pointed out construction of ports and development of IT sector would be given priority.

Nirmala said that rising prices had become a cause for concern as they had increased the burden on the common man.

She said that the Union government was committed to bringing prices down and would soon take steps to deal with inflation.

She visited AP state BJP office in Vijayawada and interacted with party workers. Later, she left for Guntur to participate in the swearing-in ceremony.