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# Farmer Behaviors & Codes of FBMP in India

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India

**IFA workshop on FBMP 6<sup>th</sup>-9<sup>th</sup> March 07, Brussels**

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## Farmer Behaviors-Today

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**Awareness : Low to medium**

**Skill : Low to medium**

**Motivation:Low**

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## **Farmer Behaviors-Desired**

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**Awareness : High**

**Skill : High**

**Motivation : High**

## **Farmer Behaviors -Tools**

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**Sensitization**

**Training**

**Regulations**

**Farmers School**

**Resource Pool**

**Customized Product/services**

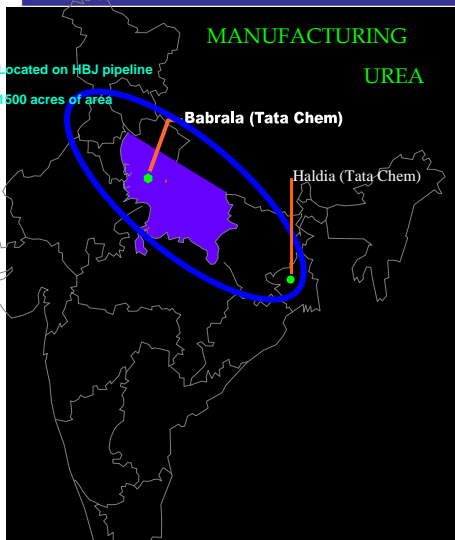
# Tata Kisan Sansar

*(“Farmers’ world” by Tata)*

*Exclusive retail network.....*



## ...our Fertiliser businesses





## Resource Centre – A Hub



- Farmers Training Centre
- Soil Testing Lab
- Farmers Library
- Warehouse
- Demo Farm
- 3 – 4 acre land



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## TKS – A Spoke



### Products

- Seeds
- Fertilizers
- Pesticides
- Speciality Fertilizer
- Organic Fertilizer
- Farm Tools

### Services

- Relation Building
  - Crop Seminar
  - Small Farmer Meeting
  - TKS membership
  - Soil / Water Testing

### Revenue Generation

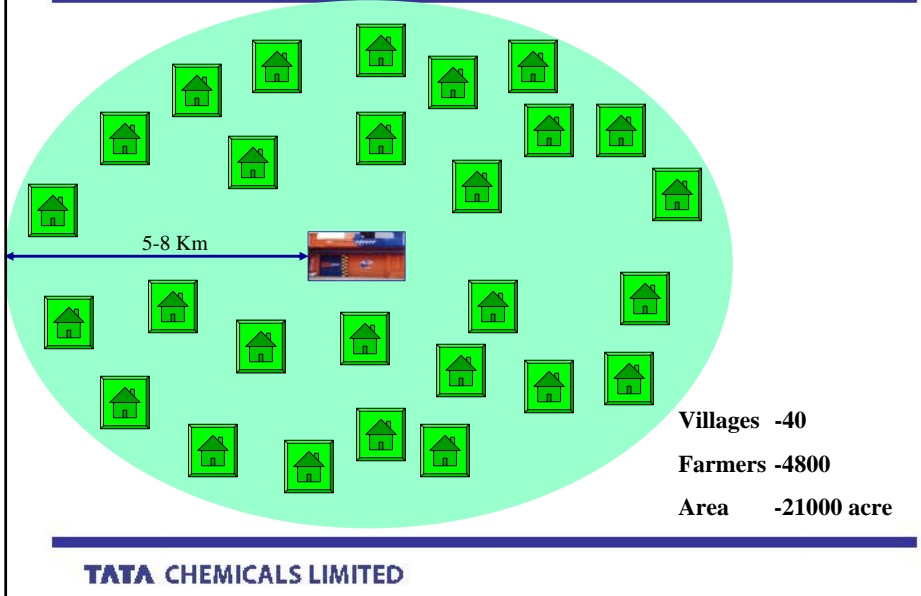
- Contract Farming
- Crop Loan
- Application Services



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# TKS-Operations



# Brand Communication



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क्वालिटी कृषि निवेश,  
एक ही स्रोत से

Quality Agri Inputs  
from one source

ASATAF, MASTER, Captaf, NAGATA, Contaf, AMIMES, REEVA, 750

कृषि आय के लक्ष्य उपाय

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## Agronomist – the brand's human face



TKS Agronomist to play a crucial role in customer interface



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## A TKS Function



## TKS training for farmers



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## TKS-Reach



<b>Number of TKS</b>	-	<b>550</b>
<b>Number of Farmers</b>	-	<b>2.8 mill</b>
<b>Cultivated Land</b>	-	<b>4.0 mill ha</b>
<b>Business turnover</b>	-	<b>\$ 83 mill</b>
<b>Number of Footfall generator</b>	-	<b>550</b>
<b>Number of crop specialists</b>	-	<b>80</b>
<b>Number of Agri-experts</b>	-	<b>60</b>

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## Farmers' engaged with TKS



<b>Membership of TKS</b>	<b>-0.04 mill Farmers</b>
<b>Contract Farming</b>	<b>-0.03 mill Farmers</b>
<b>Soil Testing</b>	<b>-0.05 mill Farmers</b>
<b>Transactions</b>	<b>-0.44 mill Farmers</b>
<b>Training</b>	<b>-0.17 mill Farmers</b>

*Farmers engaged for behavioral changes-26 %*

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New Approach.....



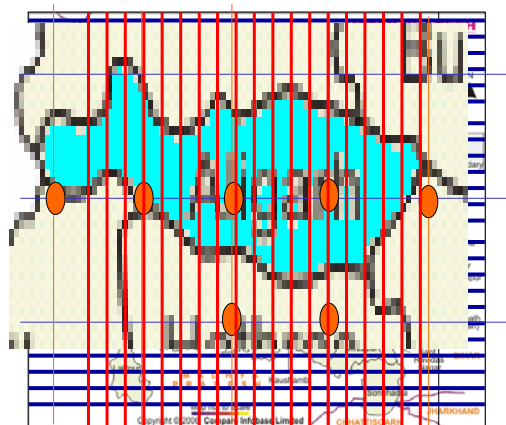
# Customization of Product and Services

## .....Customized Fertilizer

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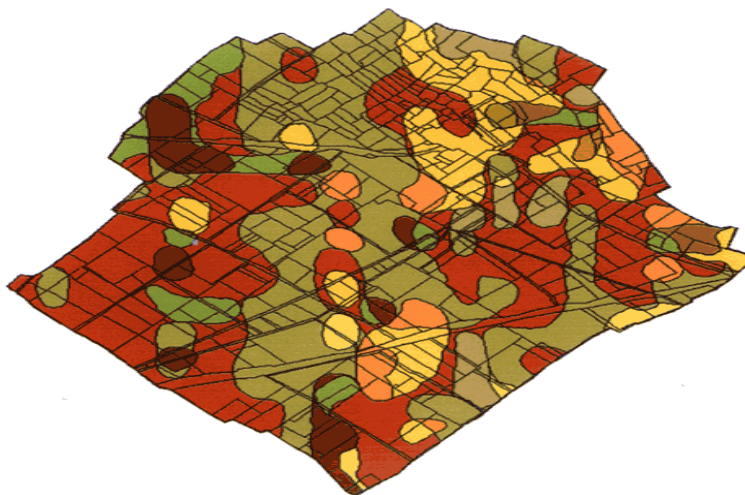
Concept Demonstration



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## Soil Fertility Map of a Village



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## Computation of customized Fertilizer Grades



Process For Computation of CF Grade

Soil Nutrient Status	Kg				ppm	
	N	P2O5	K2O	Zn	S	B
	98.7	23.816	124.63	0.44	10	0.5

Crop	Nutrient Removal/tonn produce					Kg
	N	P2O5	K2O	Zn	S	B
Rice	20	11	30	0	3	0

Target Yield (MT/ha)	Rice
	4.5

Rice	Total Nutrient Removed					Kg
	N	P2O5	K2O	Zn	S	B
	90	49.5	135	0	13.5	0

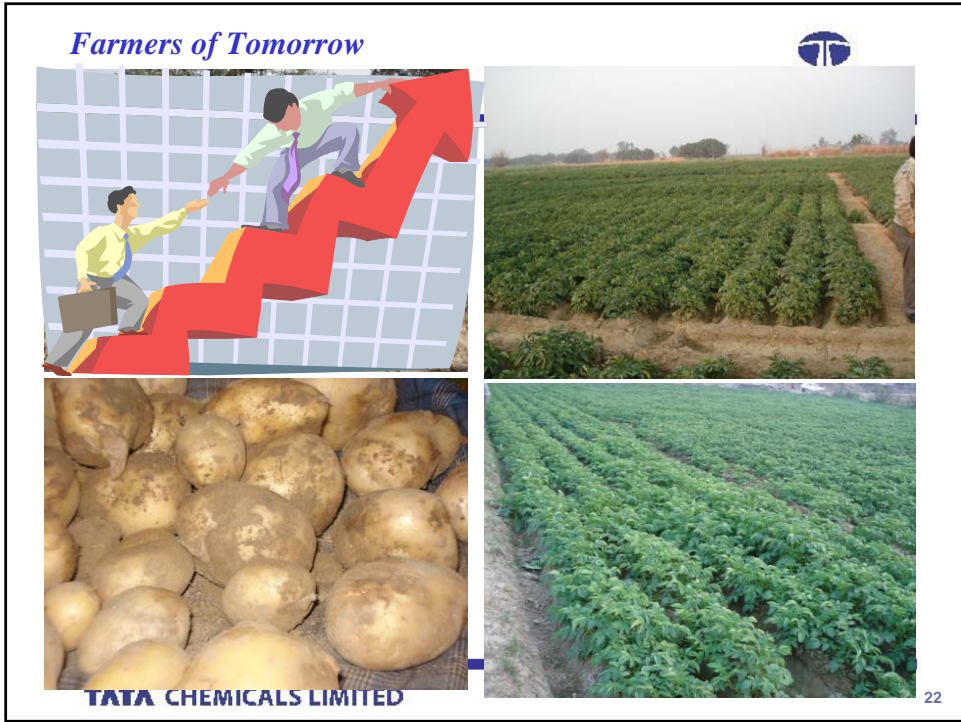
Nutrient Use Efficiency						(%)
	N	P2O5	K2O	Zn	S	B
	30	15	60	3	5	2

Use Brays' Equation and Regression Analysis to determine-

Customized Fertilizer Grade	N	P2O5	K2O	Zn	S	B
Rice (Kg/ha)	0	60	30	1.2	15	0

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*Tankyouwell*

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