



Center for International Trade in Agriculture and Agro based Industries

A Company limited by guarantees –

- not for profit, under section 25 of companies Act, 1956
- not having a share capital

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Main Objects

- **To keep farming community, their assoc. and concerned stakeholders informed** about the latest developments and trends in agriculture, agri-business, agro-food processing and related activities in WTO regime and
- **to interact** with various Government & other policy making bodies to **get their feedback**

Sectors

- **Wheat, Rice and Pulses**
- **Cotton**
- **Horticulture, Vegetables and Floriculture**
- **Oilseeds and Edible Oils**
- **Sugar and Sugarcane**
- **Milk and Milk Products**
- **Poultry and Poultry Products**
- **Spices and Tea**
- **Sericulture**
- **Alcoholic Beverages**

Outreach Programmes

- **Presentations**
- **Training Programmes**
- **Mass Media**
 - **Sharad Krishi - in Marathi, Hindi and Kannada**
 - **Plans to expand into more languages**
 - **Important aspects of post harvest handling, quality management and marketing covered**
 - **In house research support**





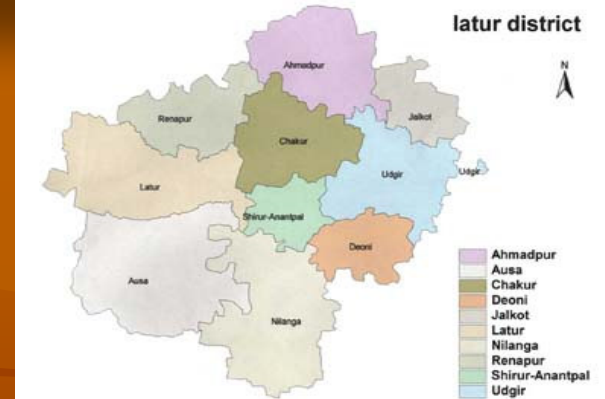
Agri Business Cluster : Latur

**- a case study of possible integration
of production and consumption**





Why Latur?



- Moderate Climate -

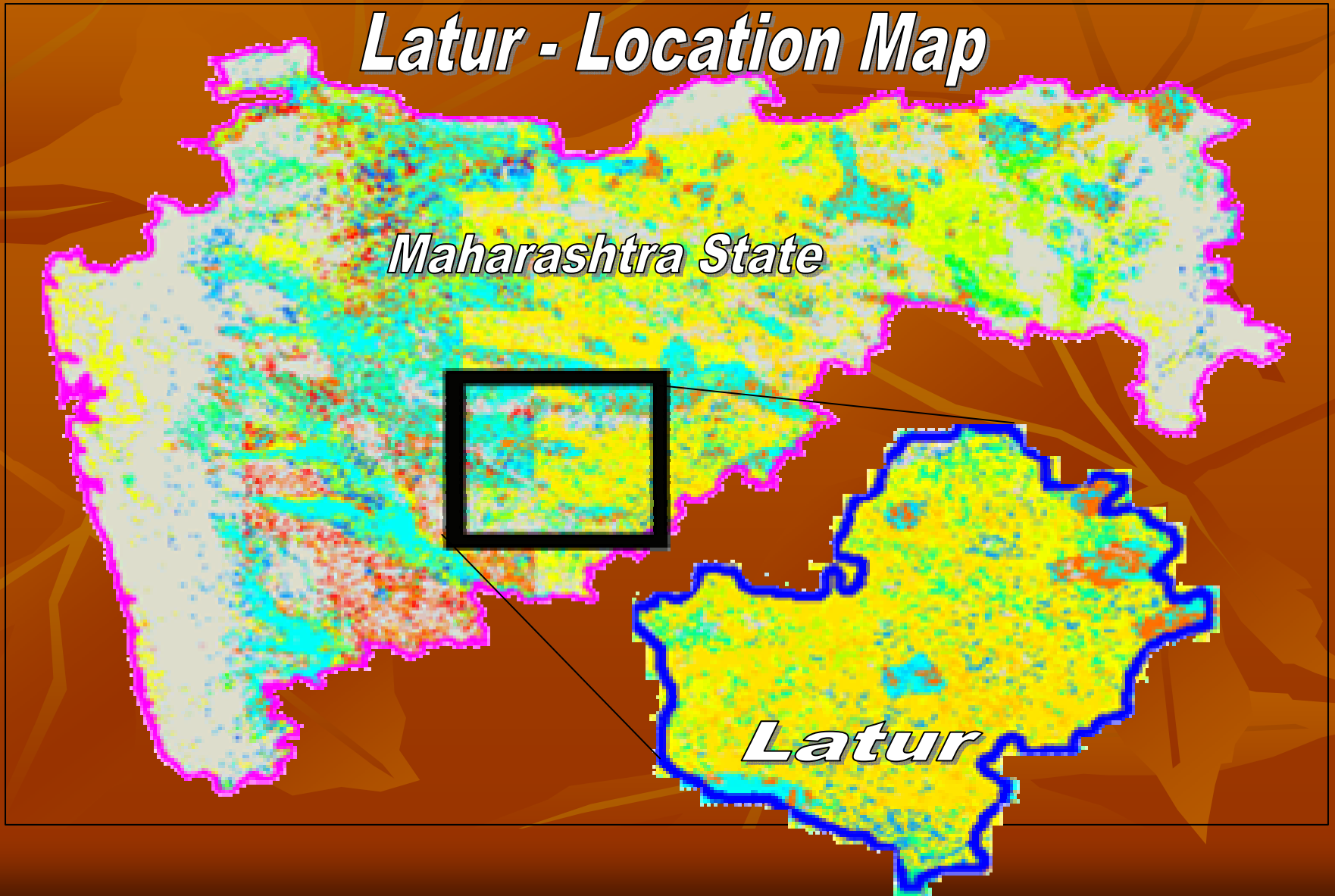
- Temperature - Max. 39.6C, Min - 13.9C
- Average Rainfall - 802.4 mm

- Crop Diversity -

- Cereals, oilseeds, pulses, grapes, vegetables
- scope for productivity enhancement & processing

Project Location

Latur - Location Map



Need of a Cluster

- Changing value chain of agri produce -
 - organised retailing, retail chains
 - exports
- Changes needed on supply side -
 - value addition and
 - productivity enhancement

CITA's Approach



Project Concept : ABC Latur



Cluster - I : Non Perishables

A. Foodgrains Section

- Jowar, Bajra - Flakes, ready to eat / cook snacks, ethanol
- Maize - Snacks, Poultry /animal feed
- Wheat - Direct sale, flour, ready to cook food

Cluster - I : Non Perishables

Crop	Area (ha.)	Yield (Kg/ha)
Jowar (Kharif)	1,32,500	200
Jowar (Rabi)	2,65,00	856
Bajra	6,500	300
Maize	3,700	400
Wheat	3,72,00	1303
Rice	9,600	200

Cluster - I : Non Perishables

B. Pulses Section

- Branded pulses, bran based food / feed, snacks & ready to eat food

Crop	Area (ha.)	Yield (Kg/ha)
Red Gram	60,300	600
Green Gram	20,300	80
Black Gram	73,000	125
Gram	52,400	657

Cluster - I : Non Perishables

C. Oilseeds Section

- Groundnut - retail consumption
- Edible oil
- Oil cake based feed

Crop	Area (ha.)	Yield (Kg/ha)
Groundnut	6,800	325
Sunflower	11,500	200
Sesamum	6,000	70
Soybean	1,26,700	500
Safflower	19,400	558
R. Sunflower	52,600	634

Cluster - II : Perishables

A. Fruits

- Collection centres
- Fresh fruits
- Processed fruits
- Further value addition

B. Vegetables

- Collection, processing, direct retailing, exports, value added products

Cluster - II : Perishables

C. Health Food

- Low calory, low fat foods
- Nutraceuticals
- Organic products

D. Diversification

- exotic / continental vegetables, mushrooms etc.

Crop statistics

Fruit Crops	Area (ha.)	Vegetable Crops	Area (ha.)
Mango	11929	Tomato	568
Cashewnut	9	Brinjal	185
Ber	2601	Okra	101
Custard Apple	562	Onion	543
Aonla	150	Cabbage	71
Tamarind	1980	Fenugreek	66
Coconut	44	Guar	43
Orange	40	Ridge Gourd	21
Sweet ornage	557	Bitter Gourd	21
Sapota	848	Spinach	21
Guava	442	Cucumber	15
Pomegranate	782	Chawali	9
Jamun	15	Bottle Gourd	5
Fig	234	French Beans	5
K. Lime	212	Pea	5
Med & Aro.	3	Cauliflower	5
Other	6		
Total	20414	Total	1684

Cluster - III : Medicinal / Aromatics

A. Ayurveda preparations

B. Aromatic bases and value added products

C. Beautification products

Role of Cluster - FACILITATOR

Infrastructure

- Land acquisition and development
- Common infrastructure facilities
 - Roads, power, water, sanitation, effluent treatment, storage etc.
- Multi modal transport hub
- Information flow

Role of Cluster - FACILITATOR

Services

- Market facilitation
 - Common branding, tieups
- Export facilitation
- Financial facilitation
- Contract farming
- Relief and rehabilitation - Risk management
- Forward trading

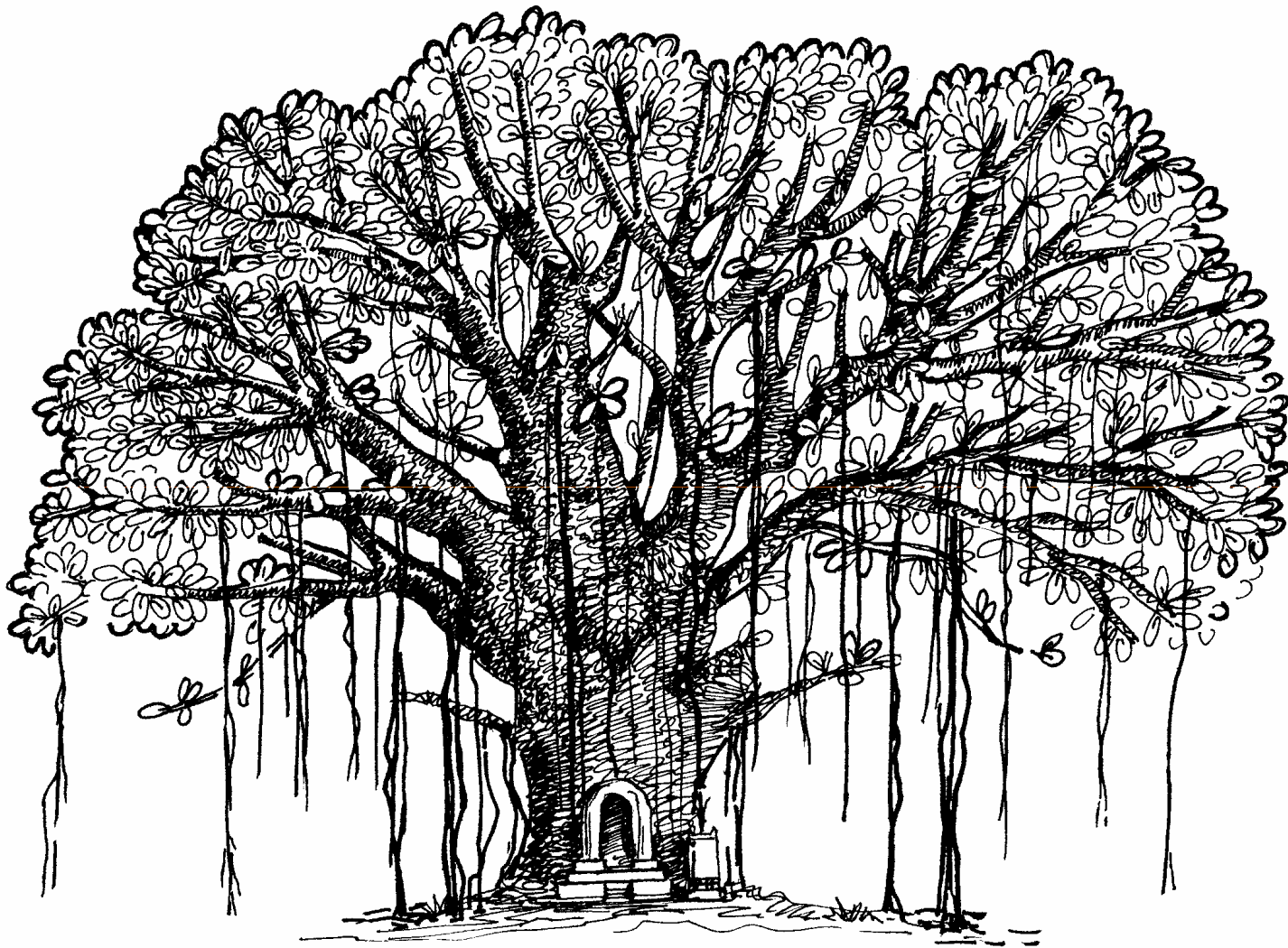
Strategy

- Special Purpose Vehicle (SPV)
 - Corporate House
 - Latur DCC Bank
 - APMC Latur
 - Co-op Sugar Mills in the area
 - Leading entrepreneurs / industrialists



Strategy

- Backward Linkages
 - Producer companies
 - Self Help Groups
 - Co-operatives
- Forward Linkages
 - Long term contracts
 - Structured agreements



Thank You