



Leveraging Farm Mechanization to Enhance Farm Productivity
3 – 5, December- 2009, Indian Agriculture Research Institute
(IARI), Pusa, New Delhi (India)

TENTATIVE PROGRAMME

10.00 - 11.00 a.m. *Inaugural Session*

11.00 - 11.30 a.m. *Tea Break*

11.30 – 01.00 p.m. *Plenary Session I: Issues and Challenges in Farm Mechanization in India*

Indian agriculture has been registering impressive growth with record production of wheat and rice, despite the productivity levels in major crops having stagnated over the past two decades. One of the factors that could tip scales in India's favor and strengthen Indian agriculture on global map is farm mechanization. However, the country suffers from low levels of farm mechanization, which stems from numerous impediments, both at policy & operational level. This session would identify and deliberate on resolving issues inhibiting the growth of farm mechanization, measures needed to meet these challenges and roles the various stakeholders have therein.

Chairman: Shri T Nanda Kumar, Secretary, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India

Presentations

- **Farm Mechanization: Issues and Challenges across the chain**
Mr M M Pandey, Deputy Director General (Engg), ICAR
- **Strategies to improve farm productivity through farm mechanization**
Mr Rohtash Mal, CEO, Escorts Tractors India Limited
- **Framework for developing affordable agriculture machinery and equipments**
Secretary (Agriculture), Government of Tamil Nadu

Question & Answer

Concluding Remarks by the Chairman

01.00 – 02.00 p.m. *Lunch Break*

02.00 - 03.30 p.m. *Plenary Session II: New Framework for making Custom Hiring an Organized Sector*

Custom hiring of farm machinery was first introduced in Indian agriculture in 1912 when a 30-inch (diameter) steam thresher was used for custom hiring in Layallpur district of Punjab. However, since then and moreover since independence, agriculture has undergone a sea change in terms of sources of energy & power, farming practices and technology. Much of this is now beyond the reach of most of the farmers. As a result, calls for encouraging custom hiring of agricultural equipments by small and marginal farmers is gaining foothold. Until now, there has been a lack of concerted efforts towards making custom hiring an organized business. This session will focus on possible ways to develop an organized market for custom hiring of agriculture machinery and equipments and accelerate the farm mechanization in India.

Chairman: Shri N K Das, Additional Secretary, Department of Agriculture and Cooperation,

Ministry of Agriculture, Government of India

Presentations

- **Past trends and challenges associated with in custom hiring in India**
Representative, Punjab Agro Industries Development Corporation
- **Creating an enabling environment for growth of organized custom hiring market**
Director General, MANAGE

Question & Answer

Concluding Remarks by the Chairman

03.30 – 03.45 p.m.

Tea Break

03.45 – 05.15 p.m.

Plenary Session III: R&D, Testing and Certification Issues in Farm machinery

Session will focus on need of strengthening of farm mechanization through innovation in R&D which should be inclined towards the demands and varied requirement of equipment for each agro climatic zone. Secondly, the session will also focus on the issues in quality certification and modernization of testing and certification facilities with a view to assess functional suitability and performance characteristics of equipments.

Chairman: Shri M M Pandey, Deputy Director General (Engg), ICAR

Presentations

- **R&D in agricultural mechanization and scope for public-private partnerships**
Dr Gyanendra Singh, Vice Chancellor, Chitrakoot Agriculture University
- **New Framework for testing and certification in farm mechanization**
Dr Marathe, Director, ARAI
- **Representative**, ENAMA

Question & Answer

Concluding Remarks by the Chairman

Day 2: December 04, 2009 (Friday)

10.00 – 11.30 a.m. *Plenary Session IV: Financing Options in Farm Mechanization Sector*

Agriculture equipment market in India is in a nascent stage and with very low levels of penetration. The farm equipment sector shows the same potential, and in the consumer durables and automobiles sector, where low penetration rates coupled with high quality & technology products and easy finance created a booming sector. However, current finance models need to be revisited to improve and facilitate larger numbers of existing and first time buyers to buy farm machinery equipments. Pertinent issues such as idling time of the agriculture equipment during non-agriculture season need to be taken into account while designing financial schemes would be discussed in this session. This session would deliberate on innovative financing models that are needed to give an impetus to this sector

Chairman: Shri U C Sarangi, Chairman, NABARD

Presentations

- **Gaps and challenges in the current finance models for farm equipments**
Mr Anup Banerji, Deputy Managing Director, State Bank of India
- **Innovation in the finance models to capture the untapped potential**
Representative, Rabo Bank / Mr Kumar Ashish, General Manager (RMAG), ICICI Bank Ltd

Question & Answer

Concluding Remarks by the Chairman

11.30 – 11.45 a.m. Tea Break

11.45 – 01.00 p.m. *Plenary Session V: SMEs in Agriculture Implements and Machinery*

There are large number of SMEs manufacturing agriculture machinery and implements in India. While most of these SMEs are successful in catering to the needs of local demand, their presence in global markets is insignificant. What are the Issues and challenges faced by these SMEs in exporting agriculture machinery? Can we create an institutional mechanism to handhold these SMEs and strengthen them?

Chairman: Managing Director, John Deere Limited

Presentations

- **Challenges faced by SMEs involved in Agriculture Machinery Manufacturing**
Mr Beri, Managing Director, Beri Udyog Limited
- **Roadmap for providing impetus to SMEs in farm machinery manufacturing**
Mr Surendra Singh, Project Coordinator (FIM), Central Institute of Agriculture Engineering
- **Case Study of Italian SMEs in Agriculture Machinery**
Representative, UNACOMA
- **International experience in Agro-industry and benefits to Indian scenario**
Representative, Club di Bologna

Question & Answer

Concluding Remarks by Chairman

01.00 – 02.00 p.m. Lunch Break

02.00 – 03.30 p.m. *Plenary Session VI: International Best Practices in Farm Machinery Sector*

The Session will deliberate on some of the successful international case studies or business models in the farm machinery sector. The Session will also take a look at how government policies around the world have made the companies to leapfrog and succeed in farm machinery domain.

Chairman: Mr Gavin Wall, Country Director, Food and Agriculture Organization

Presentations

- **Farm Mechanization: A Global perspective**
Representative, Club of Bologna
- **Successful International Business Models in Farm mechanization: Key learnings**
Representative, John Deere Limited
- **Policy reforms in other countries which have accelerated the pace of farm mechanization**
Dr Gajendra Singh, Consultant, Food and Agriculture Organization (FAO)

Question & Answer

Concluding Remarks by Chairman

03.30 – 04.30 p.m. *Valedictory Session*

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ⁱ * Confirmation from some speakers awaited