

Directorate of Agriculture Engineering M.P. Bhopal

SUCCESS STORY (RKVY)

1. **Title** : Establishment of Custom Hiring Centres spreading happiness and joy among the farmers and rural youths in Madhya Pradesh.
2. **Category** : Agriculture Development and Farmer's welfare through farm mechanization
3. **Challenges/Gap** : Small land holdings is a big challenge to own a machinery is unviable for small farmers. For instance, 85% of farm holdings in state belong to small and marginal farmers cultivating less than two hectares. A tractor needs at least 1,000 hours of operation every year to be economically viable, while two hectares means at most 100 hours. So use of tractor and improved implements was just a day dream to small and marginal farmers. While it is well known to all of us that at present scenario most farm operations are merely impossible without mechanization. To address this challenge field units of Directorate of Agriculture Engineering rendering custom hiring services to farmers. Limited man and machineries within the department causes exhausted waiting list of farmers was very disappointing. In the year 2010-11 some 850 custom hiring centres were established under RKVY through primary agriculture cooperative societies and departmental farms and units. These centres are equipped with tractors and a set of improved implements. Now farmers getting services of these centres on hiring basis to carried out their farm operations. But again the facility of these centers is constraint to pulse producing farmers only. So it is felt that such centres must be promoted through private entrepreneurs to cater the need of farmers of all categories.
4. **Initiative** : Under Rashtriya Krishi Vikas Yojna the state had first initiated the scheme in year 2012-13, to assist young entrepreneurs in establishing CHCs. Rural youth has given a big response to the scheme,

which assist in establishing the CHCs in the state. To establish CHCs the eligible beneficiary initially will get an assistance to the tune of 40% of the cost of tractors and implements up to a maximum limit of Rs. 10 lakhs. The beneficiary will have to keep compulsory tractor and a set of implements including plough, rotavator, cultivator/disc harrow, seed cum fertilizer drill, thresher/straw reaper and raised bed planter/rice transplanter beyond this they can buy other implements also as per specific need of local farmers.

5. **Key Results/Insight/Interesting Facts** : Under the scheme, after its start in 2012-13 the rural youth have established about 1000 CHCs so far. Popularity of this scheme can be judged by hundreds of applications received against one digit target allotted to each district. Initially first come first serve was the criteria of selection of applications. Due to huge response received from applicants and to offer equal opportunity to all applicants now transparent lottery system is adopted for fair selection of applicants.
6. **Impact** : Impact Assessment Study of Assistance to Individuals for Establishing Custom Hiring Centers in M.P. carried out by National Academy of Agriculture Research Management Hyderabad. Report of this study revealed that
 - Out of the 35 respondents 34 were found to be fully satisfied and delighted with the scheme.
 - Due to the availability of the modern implements in the CHC there is a remarkable addition in the land use by the owners as well as users of the CHCs.
 - Since the establishment of CHC an additional 107 hectares have been brought under the cultivated area by each center
 - due to ease and timeliness of farm operations, which was otherwise near impossible.

- Due to more efficient operations in existing fields the beneficiaries reported a hike in income generation from agriculture in the range of 0% to 50%.
- The reason for this hike in income is not entirely Agri. Implements but also due to increase in cropping intensity.

7. Lesson Learned : Multi-dimensional success of custom hiring of agriculture implements pretend to establish such centers for horticultural equipments and processing and value addition machineries. Govt. initiated krishak udyami yojna to establish custom processing centre in the state.

8. Supporting quotes and images :



Pic-1. Custom Hiring Center Haskhedhi Simariya tal



Pic-2. Farmers visiting custom hiring center to hire services for their farm operations



Pic.-3. Field operation carried out by custom hiring center tractor and implements



Pic.-4. Farmers enjoying services of high value implements and machines at their field



my whole project was of 20 lakh rupees,

Pic.-5. Applicant showing list of services available with his custom hiring centre



Pic.-6. Applicant narrating benefits of custom hiring center to officials