

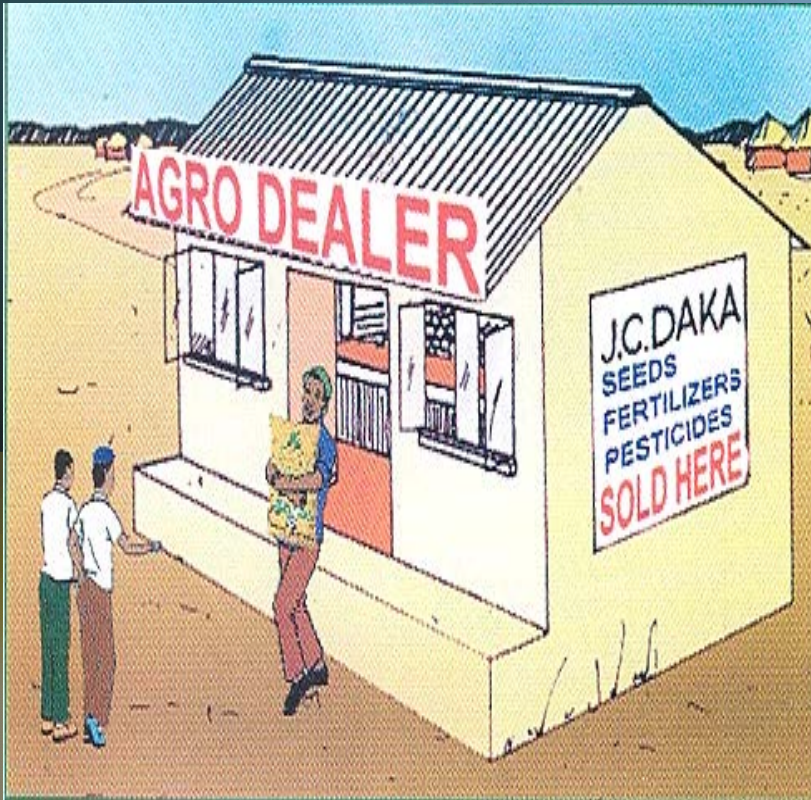


**Low fertility soils – low input use
- poor soils and**

Poor farmers

Role of Agro-Dealers

Provide a place of business:



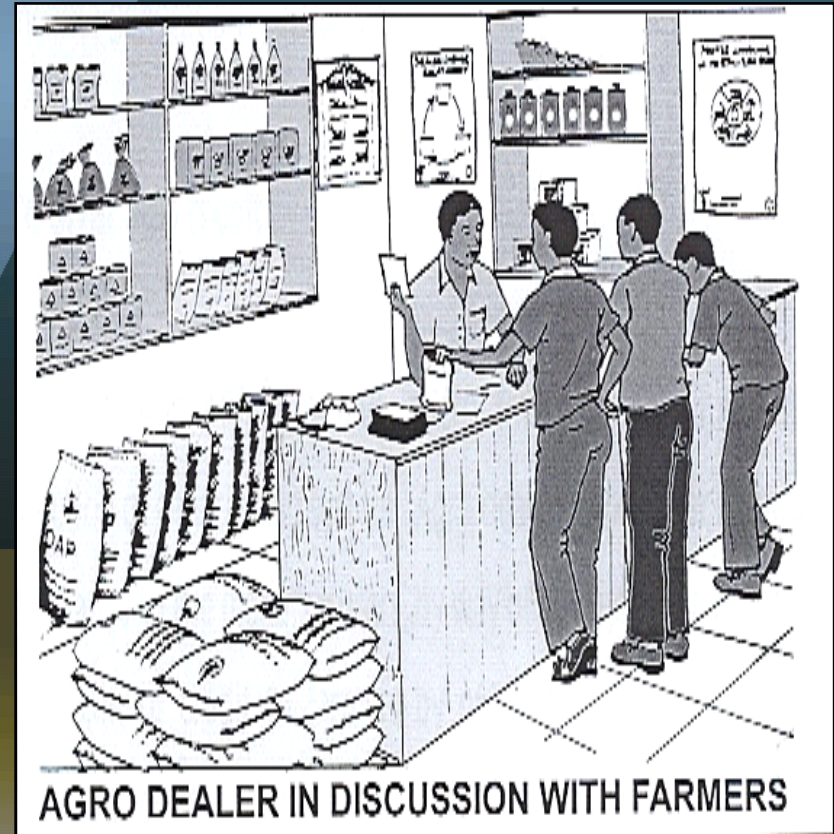
An agro-dealer provides a place for the sale of inputs and crop produce.

Timely Supply of Agri-Inputs

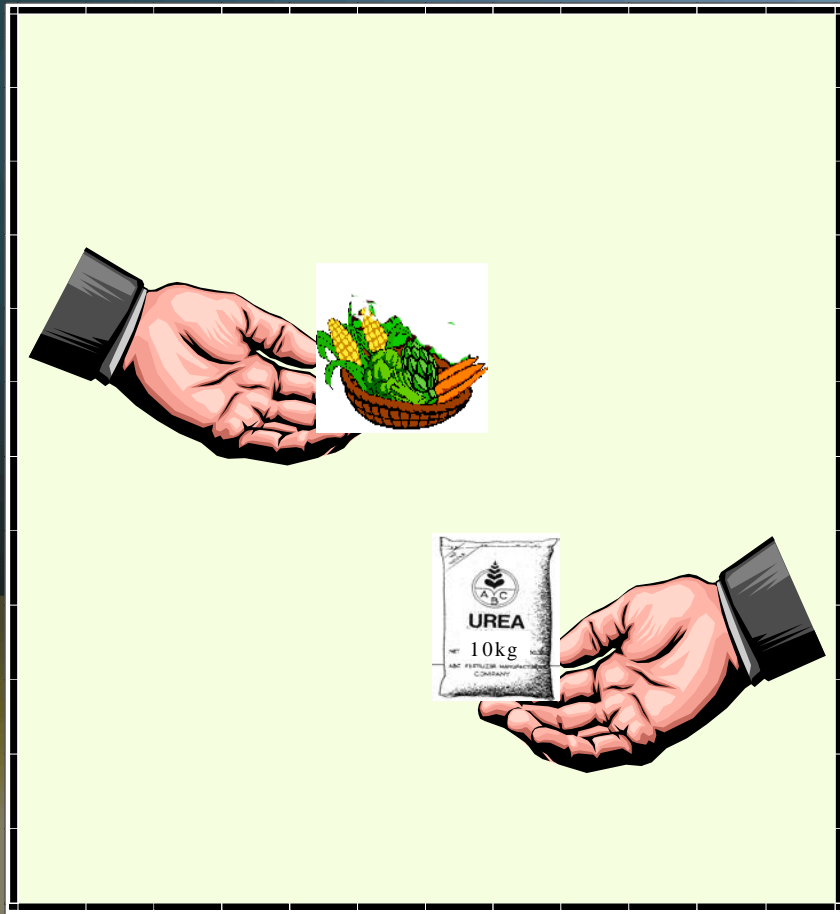
Timely supply of inputs (and procurement of crop produce) are important profit-driven functions. Delays are not acceptable in private business.

Sale Promotion

Through product publicity and personal dialogue, dealers educate farmers on proper use of agri-inputs.



Barter System



A dealer may exchange crop produce with agri-inputs or household goods without involvement of CASH.

Value addition-agro-Processing

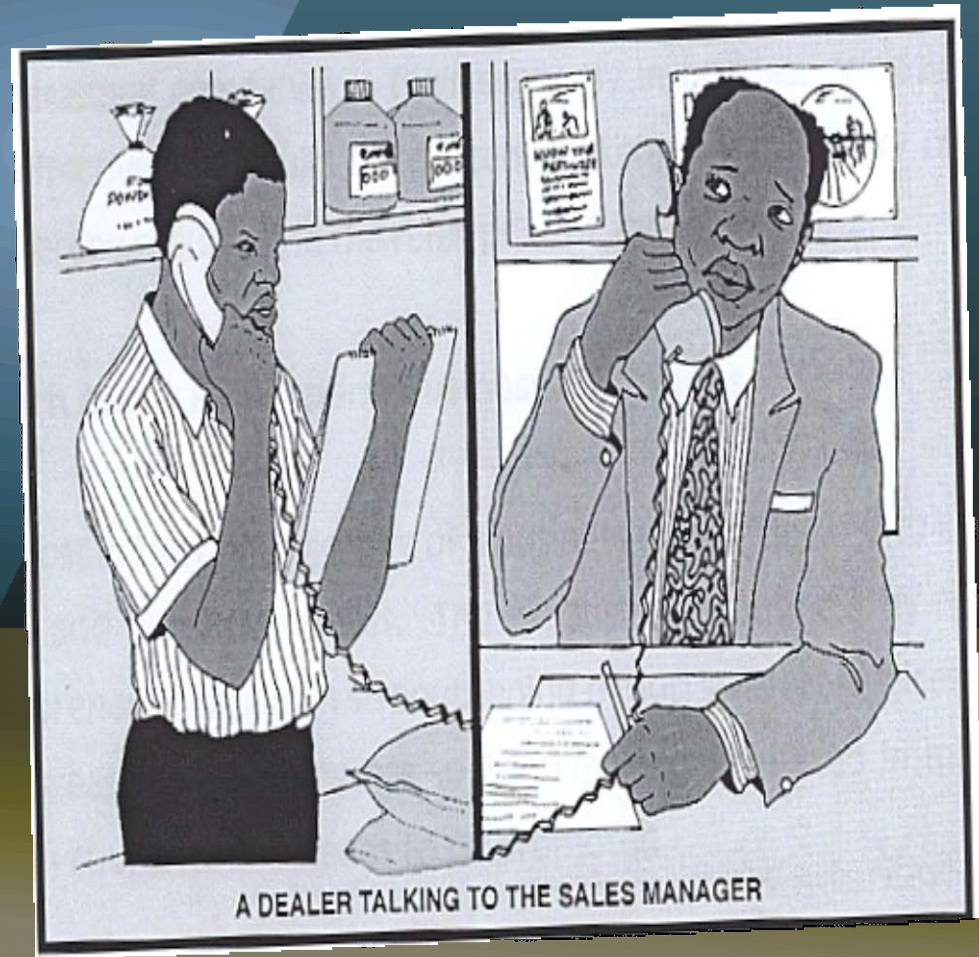
Processing of crop produce into high value/low volume food products is a profitable business that can be undertaken by rural entrepreneurs.

Private Micro Finance

The sale of agri-inputs as crop loan is an important function of agro-dealers. Agro-dealers have the potential to be a major source of micro credit.

Provision of Market Information

The agro-dealer is the best source of information on product acceptance, pricing, quality, competition, market conditions, and inputs demand and helps in planning marketing strategies.



Economy and Efficiency

Reduction in marketing and delivery costs and thereby lower retail price is the essence of private business.

Business Expansion

Business expansion and increased profits are important goals of a business.

This leads to strengthening of agri-support services in rural areas.

Facilitating the Development of Agro-Dealers

A network of trained agro-dealers is an essential component of agri-market development and rural economic growth.

Facilitating the Development of Private Dealers' Network

- ❖ Enabling policy environment conducive for private sector investment
- ❖ Minimum government interventions in business
- ❖ Improved access to finance at reasonable interest
- ❖ Creation of public/private sector partnerships
- ❖ Development of market places with necessary facilities

Facilitating the Development of Private Dealers' Network

(Cont'd)

- ❖ Creation of warehousing facilities
- ❖ Establishment of reliable market information system
- ❖ Facilitation of business training activities
- ❖ Development dealer networks need government support and not direct interventions
- ❖ Sound quality control system in place

THE END

□ THANKS