

# Kisan Morcha Training Guidebook



Pt. Deendayal Upadhyaya  
Prashikshan Mahabhiyan 2018



**Bharatiya Janata Party**



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**B.J.P.**

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**Pt. Deendayal Upadhyaya  
Prashikshan Mahabhiyan 2018**



**Bharatiya Janata Party**

6A, DDU Marg, New Delhi-110002

Phone : 011-23500000, Fax : 011-23500190

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## Preface

Bharatiya Janata Party (BJP) has emerged as the largest political force in India with the world's largest membership base. Now it not only governs at the central level, but also has governments in more than half of the states. With such a massive mandate, the party now occupies a very significant position in Indian political system.

Bigger the trust of the people; greater is the responsibility of the party and the workers. Hence capacity building of the cadre and preparing them for the next level of leadership is of paramount importance. Understanding this, the BJP initiated properly organised training programmes for its cadre and also the office bearers. Training to the political workers has always been a hallmark of the BJP right from its inception, and even before that from the Jana Sangh days. The main idea behind training activities has been to strengthen the democracy at the grass-roots level and to have trained political workforce, who is rightly oriented to serve, deliver and satisfy the aspirations of the people.

The training for the BJP's political workers was scaled-up in 2015 under the "Pt. Deendayal Upadhyaya Prashikshan Mahabhiyan" and it touched a new epitome of success as the first and largest training programme for political workers anywhere in the world. Thousands of training programmes were held from Mandal level across the country to the national level under the first phase.

Now under the second phase of the training programme, specialised training for political functionaries working in various Cells (Morchas), Departments and Divisions of the party is being held. This is a new dimension to the training programme. Under the second phase, specialised training of the workers engaged



in the activities dealing with the farmers and agriculture has been planned. Farmers have also been at the core of the BJP's priorities. During the formation of the first non-Congress Government at the Centre (the Janata Party Government in 1977) when the Jana Sangh was one of the main constituents of the Government, the policies of the Bharatiya Jana Sangh centred around the farmers. If one recalls the election symbol of the Janata Party, one finds that the symbol of the party was a farmer carrying a plough. During the Governments led by Prime Minister Shri Atal Behari Vajpayee also, the farmers and farming were on top of the BJP's priorities.

After forming the Government at Centre in 2014, the BJP once again extended top priority to the agriculture sector in Government policies and started concrete reforms in this sector with the inclusive approach. The farm sector of the country was in the highly poor state following the wrong policies and gross negligence by the successive Congress Governments during all these years. Our Government led by Prime Minister Shri Narendra Modi has worked tirelessly to change the condition of the farmers and farm sector during the last four years.

Shri Narendra Modi enjoyed a miraculous track record of agricultural reforms even when he was the Chief Minister of Gujarat. After becoming Prime Minister, he continued his agricultural reforms based on the Gujarat experience at the national level also. The impact of the work that the BJP Government has done in the field of agriculture, will extensively be visible on the ground in coming years. It will also reestablish Bharat once again at the centre of the global agricultural economy.

This booklet mainly provides information about the party's basic vision about the farmers, capacity building and introspection, contribution of agriculture in our life, tradition of the *rishi* and *krishi*, schemes by the Centre and the BJP-ruled States for the benefit of the farmers, our thinking about food



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security and commercial farming, history of farming in India, problems of the Indian farmers and their solutions, future plans, use of social media for political activities, etc. The material compiled in the booklet, supported by interactions with the expert trainers, should provide sufficient motivation to the workers and the elected office bearers to enhance their learning and skill sets. This booklet should be seen as a starting point in this process.

I hope the booklet will help in achieving the objectives envisioned by the party.

**P. Muralidhar Rao**  
(National General Secretary)  
In-Charge, Pandit Deendayal Upadhyaya  
Prashikshan Mahabhiyan



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# 1. HISTORY AND DEVELOPMENT OF BHARATIYA JANATA PARTY

- The freedom movement of India was polluted by the idea of two-Nations. Due to appeasement of communal separatism and lack of proper vision of nationalism, the then leaders accepted Partition of the country on the basis of religion. Due to strong opposition of the Partition, the Congress government under the false allegation of Mahatma Gandhi's murder banned the Rashtriya Swayamsevak Sangh (RSS).
- Dr. Syama Prasad Mookerjee strongly agitated against giving the whole Bengal to Pakistan. Consequently, Pakistan could get only half of Bengal. On the advice of Mahatma Gandhi, Dr. Mookerjee was included in the Central Cabinet, but due to India's subdued policy with Pakistan and being against the Nehru-Liaquat Pact expressing indifference to the security of Hindus in Pakistan, Dr. Mookerjee resigned from the Cabinet.
- These two contexts gave birth to the Jana Sangh. Dr. Mookerjee met the second RSS Sarsanghachalak Shri Guruji and the process of forming the Jana Sangh was started. Having been started in May 1951, this process was completed on October 21, 1951 with the formation of the Bharatiya Jana Sangh under the presidentship of Dr. Syama Prasad Mookerjee. It was formed at the Raghomal Kanya Madhyamik Vidyalaya in Delhi. Rectangular saffron flag was accepted as its flag and *Deepak* inscribed on it was accepted as the election symbol. In the same inaugural session, the manifesto for the first general election was also approved.
- In the first general election, the Jana Sangh got 3.06 per cent votes and three MPs, including Dr. Mookerjee, were elected. Jana Sangh got the status of a national party. In the Parliament, 'National Democratic Front' was formed under the leadership of Dr. Mookerjee. Akali Dal, Gantantra



Parishad, Hindu Mahasabha, Tamil Nadu Toilers Party, Commonweal Party, Dravid Kazhagam, Lok Sevak Sangh and independents together had 38 MPs (32 Lok Sabha and 6 Rajya Sabha) in this Front. In this manner, president of the Bharatiya Jana Sangh Dr. Mookerjee was the first informal Leader of the Opposition of the country.

- On May 29, 1952, Jammu-Kashmir Legislative Assembly accepted the proposal of autonomous state under Indian Federation and on July 24 Nehru-Abdullah Agreement was signed. It was a conspiracy to create controversy and separate state of Jammu-Kashmir, which had already merged with India. Under this, arrangements for separate Constitution, separate Prime Minister and separate Flag were made for the state. Praja Parishad strongly agitated against this and the Bharatiya Jana Sangh supported it. In Parliament, Dr. Mookerjee delivered strong speech against it. Agitation became intense in Jammu & Kashmir.
- First conference of the Bharatiya Jana Sangh was held in Kanpur from December 29 to 31, 1952. Pt. Deendayal Upadhyaya became its general secretary. Deendayalji moved the resolution of Cultural Renaissance expressing 'Geo-cultural Nationalism'. It was the first ideological resolution. State Reorganisation Commission was demanded.
- In March 1953, a *satyagraha* was started in Delhi with the demand of complete integration of Jammu & Kashmir. On May 11, Dr. Mookerjee entered Jammu-Kashmir without permit under *satyagraha*, was arrested and taken to Srinagar. To enter Jammu-Kashmir, over 10,750 *satyagrahis* participated in the agitation from all over the country. On June 23, Dr. Mookerjee attained martyrdom. *Satyagraha* was withheld.
- As a result, on August 9, Sheikh Abdullah had to be arrested after being removed from the post of Prime Minister.



Ultimately, permit system was also abolished.

- From January 22 to 25, 1954 second conference of the Jana Sangh was held in Bombay in which a call was made for Swadeshi. The Five Year Plan formulated in imitation of Russia was also strongly opposed.
- Britishers had left India in 1947, but Goa-Daman-Diu and Pondicherry were still parts of the Portuguese and French empires. The Jana Sangh started movement for their freedom. Jana Sangh *karyakarta* Shri Narvane freed Dadar on July 22, 1954. He also led the freedom of Naroli Island on July 29. A Jana Sangh *karyakarta* Shri Hemant Soman hoisted the tricolour on the Portuguese Government Secretariat in Panaji on August 15. A group of 101 *satyagrahis* entered Goa under the leadership of All India Secretary of the Jana Sangh Shri Jagannath Rao Joshi. They were arrested and tortured brutally. Shri Rajabhau Mahakal of Madhya Pradesh and Shri Amir Chandra Gupta of Uttar Pradesh were martyred.
- With the call of changing the education system, third conference of the Jana Sangh was held in Jodhpur from December 28, 1954 to January 2, 1955. Pt Prem Nath Dogra, the leader of the movement for Jammu & Kashmir integration, became the president. From April 19 to 22, 1955 the fourth conference was held in Jaipur. Renowned mathematician Acharya Ghosh became the president. Fifth conference was held in Delhi. States were being formed for building a case for federation. 'Regionalism and Violence' were seen in their naked form. The Jana Sangh demanded 'Integral Administration' decentralised upto districts. At Delhi Conference itself the resolution of 'Bharatiyakaran' against communalism was passed and the manifesto for 1957 general elections was also drafted.
- On August 8, 1957, first 11-day study camp of the Bharatiya Jana Sangh was conducted in Bilaspur.



- Under the presidentship of Acharya Debaprasad Ghosh, sixth conference was held in Ambala from April 4 to 6, 1958. Constitutional arrangement for electoral reforms was demanded. The seventh conference of the Jana Sangh was again held under the presidentship of Acharya Ghosh in Bangalore from December 26 to 28, 1958. In the 1957 general elections, Jana Sangh won four seats and the vote percentage almost doubled to 5.93%.
- On September 10, 1958, Nehru-Noon Pact was signed. Consequently, the Berubari Union of Jalpaiguri was handed over to Pakistan. The Jana Sangh organised countrywide agitation to save Berubari.
- In 1959, strong voice was raised against the infiltration of China on the borders. The Jana Sangh demanded for liberation of Tibet. Mass awakening programmes were organised throughout the year.
- From June 27 to July 6, 1959, 10-day study workshop was organised in Pune for the MLAs and MPs.
- From January 23 to 25, 1960, the eighth conference of the Jana Sangh was held under the presidentship of Shri Pitambardas in Nagpur. Programmes to make government cautious against the illusion of "Hindi-Chini Bhai-Bhai" and raising of the voice against Chinese aggression continued throughout the year. From December 30, 1960 to January 1, 1961, the ninth conference was held under the presidentship of Shri Rama Rao. The tenth conference was held under the presidentship of great linguist Acharya Raghu Vira from December 29 to 31, 1962 in Bhopal. Unfortunately, on May 14, 1963, Acharya Raghu Vira died in a road accident and Acharya Ghosh was again elected president. Eleventh conference was held under the presidentship of Acharya Debaprasad Ghosh from December 28 to 30, 1963 in Ahmedabad.
- In 1962, 14 MPs were elected from the Jana Sangh and the



vote percentage was 6.44. In the history of the Jana Sangh, the year 1964 has been a milestone. From August 10 to 15 a study camp was held in Gwalior where 'Principle and Policy' draft was conceptualised in which 'Integral Humanism' was implicit. In November 1964, the National Executive accepted the draft and in the 12th All India Conference held under the presidentship of Shri Bachh Raj Vyas from January 23 to 26, 1965 in Vijayawada it was officially declared philosophy of the party. In December 1964, the Jana Sangh demanded the making of the atom bomb.

- In March 1965, Pakistan captured Kanajarkot in Kutch and continued its aggression. The Government of India wanted to make peace agreement with Pakistan, which was strongly opposed by the Jana Sangh. In July-August, Jana Sangh planned for countrywide demonstration. Demonstrations were held at around one lakh places across the country and on August 16, over 5 lakh people from every part of the country gathered in Delhi for the largest demonstration in the political history of the country against Kutch Agreement. The slogan was '*Fauj Na Hari, Kaum Na Hari, Haar Gayi Sarkar Hamari*' (Neither our army nor our people were defeated, but the Government was defeated).
- Prime Minister Lal Bahadur Shastri drew strength from it and he got ready for the War. On September 1 the war started. The Jana Sangh worked with the Government and the Army shoulder to shoulder. Indian army was victorious. Ceasefire was declared on the mediation of Russia and a Summit was decided to be held in Tashkent. The Jana Sangh opposed it. In Tashkent, at night Shastri ji signed the Agreement handing back to Pakistan the areas won by our forces and in the same night he died due to heart attack. Bharatiya Jana Sangh openly opposed the Tashkent Agreement.
- In April 1966, 13th All India Conference of the Bharatiya



Jana Sangh was held under the presidentship of Prof. Balraj Madhok in Jalandhar. In 1967, fourth general election was held. Jana Sangh had by now become number 2 political party after the Congress. In Lok Sabha, 35 members of the party were elected and vote percentage increased to 9.41. In the Legislative Assembly also the Jana Sangh became no. 2 all India party. In the entire country, our 268 MLAs won the elections.

- In March 1967, first non-Congress government was formed in Bihar and the Jana Sangh was part of it. Thereafter, Samvid governments were formed in Punjab, Delhi, Uttar Pradesh, Haryana and Madhya Pradesh, and the Jana Sangh was part of all the governments.
- From December 26 to 30, 1967, 14th all India Conference of the Jana Sangh was held in Calicut, Kerala. The Jana Sangh was being nurtured by Pt. Deendayal Upadhyaya as general secretary. Then he was elected president of the party. Deendayalji delivered historic presidential speech. The leader who was working from behind came to the lime light. But destiny was perhaps something else on February 11, 1968, Deendayalji was martyred. It was a major shock and loss for the country's politics.
- On February 13, 1968, Shri Atal Behari Vajpayee was elected president of the Jana Sangh. From July 8 to 11, first All India Women Study camp was held in Nagpur. From April 25 to 27, 1969, 15th all India Conference was held in Bombay in which Shri Atal Behari Vajpayee was again elected as its president. It was at this conference where the slogan '*Pradhan Mantri Ki Agali Bari, Atal Behari, Atal Behari*' was raised. From July 2 to 8, all India study camp was organised in Raipur.
- The 16th all India conference was held in Patna under the presidentship of Shri Atal Behari Vajpayee from December 28 to 30, 1969. Against the nexus of Congress, Communist and Muslim League trio the country was cautioned through



the slogan '*Tin Tilange, Karte Dange*'. The slogan echoed in the entire country. 'Swadeshi Plan' was announced in Patna itself. Again the slogan of 'Bharatiyakaran' was raised. In July 1970, declaration was made for 'Plan for Complete Employment'.

- In January 1971, general election manifesto was released in the name of 'Declaration of War against Poverty'. The defection politics in Samvid government and division of the Congress by Indira Gandhi had raised the political temperature of the country. The Jana Sangh was part of the non-Congress governments. It witnessed a slide for the first time since its inception. In Lok Sabha, its number came down to 21 from 35 and vote percentage too came down. Smt. Indira Gandhi registered a historic win.
- In December 1971, Pakistan attacked India and Bangladesh war started. The Jana Sangh again worked with government and the armed forces shoulder to shoulder. India emerged victorious and Bangladesh as an independent country was formed. The Jana Sangh organised a huge demonstration in Delhi with demand to give recognition to Bangladesh. On April 2, the Jana Sangh organised 'No to Second Tashkent' Day.
- Against the oppression of Dalits, the Jana Sangh president Shri Atal Behari Vajpayee sat on symbolic fast in Bombay's Hutatma Chowk.
- Jana Sangh opposed the 'Shimla Agreement' after the victory in war. Against the returning of Gadra Road on the border of Rajasthan to Pakistan, Shri Atal Behari Vajpayee carried out a *satyagraha* by going to Gadra Road. Huge demonstration in front of the Parliament against 'Shimla Agreement' was held. On August 3, Shri Jagannath Rao Joshi held *satyagraha* in Siyal Kot sector and Dr. Bhai Mahavir in Suigam, Gujarat.
- The Jana Sangh celebrated Aurobindo centenary as 'Akhand Bharat Diwas' on 15th August.



- The victory of 1971 made Indira Gandhi arrogant. Corruption, arrogance and oppression became synonymous with her rule. In December 1972, the 18th Conference of Jana Sangh was held in Kanpur under the presidentship of Shri Lal Krishna Advani. There was a churning in the country due to 'Nav Nirman Movement' in Gujarat and 'Samagra Kranti' in Bihar. Babu Jayaprakash Narayan became the leader of the movement. Akhil Bharatiya Vidyarthi Parishad (ABVP) was leading the movement from the front. Jana Sangh was with the movement. Shri Nanaji Deshmukh played a significant role in bringing JP into the movement. Shri Lal Krishna Advani who became president of the Jana Sangh for second time, invited JP in the all India Conference (from March 1973), where JP said, "If Jana Sangh is Fascist, then I am also Fascist".
- Congress was defeated in the by-election and on the petition of Shri Rajnarayan, Allahabad High Court declared election of Smt. Indira Gandhi invalid and disqualified her from contesting elections. Emergency was declared in the midnight of June 25, 1975 and democracy was suppressed. All leaders were either jailed under MISA or went underground. The Rashtriya Swayamsevak Sangh (RSS) was banned. The next year general elections were scheduled to be held, but by amending the Constitution the tenure of Lok Sabha was extended by one year, consequently elections were not held.
- Babu Jayaprakash Narayan handed over the responsibilities of Lok Sangharsh Samiti to Shri Nanaji Deshmukh. Widespread movements took place throughout the country and a large number of people were jailed. The *karykarts* of Jana Sangh and Swayamsevaks of the RSS were in the forefront of this movement. Elections were held in 1977. It was a silent revolution in India. Not only the Congress, but Indira Gandhi and her son Sanjay Gandhi also lost elections. In these elections, the Janata Party was in front of the



Congress. Under the leadership of Jayaprakash Narayan, Bharatiya Jana Sangh, Samajwadi Party, Bharatiya Lok Dal and Congress Organisation had come together to form one party. After the elections on March 23, 1977 the end of Emergency was declared. The Jana Sangh merged with the Janata Party. Three leaders of the Jana Sangh joined the Government.

- The Janata Party became victim of the mutual rivalry and power politics. In the contest for supremacy, the question of 'dual membership' was raised against the *karyakartas* of the Jana Sangh. Either the people of the Jana Sangh should leave the Janata Party or end their relationship with the RSS. On this issue, the leaders of Jana Sangh left the Janata Party and on April 6, 1980 formed the Bharatiya Janata Party (BJP) on the basis of *panchnishthas* (five commitments).
- Indira Gandhi had already won 1980 Lok Sabha by-election. After the split of Janata Party, again efforts were made for bringing together non-Congress parties to fight the Congress. The Jana Sangh leaders who were 'once bitten, twice shy' were very cautious and felt they would never again enter into an alliance which could affect their identity. On October 31, 1984 a personal security guard of Indira Gandhi assassinated her. Widespread anti-Sikh riots took place. The Jana Sangh and the Sangh *karyakartas* actively tried to foil all those efforts, which created enmity between the Hindus and Sikhs. Then President of India Shri Gyani Jai Singh administered the oath of Prime Minister to Rajiv Gandhi on October 31 itself. Lok Sabha elections were declared. The elections were washed away in the sympathy wave of Smt. Gandhi. It was the first election for Bharatiya Janata Party and it could get only two seats.
- A critical appraisal took place in the party. A working team was constituted under the leadership of Shri Krishna Lal Sharma, which recommended that 'Integral Humanism' should again be declared basic ideology of the party.



Consequently, in the National Executive held in October 1985 at Gandhi Nagar, it was included in the party constitution. The resolve to make the BJP a cadre-based organisation was taken. In 1986, the responsibility of presidentship of the party came on Shri Lal Krishna Advani.

- Shri Rajiv Gandhi was becoming very popular. He had an image of 'Mr. Clean'. The BJP seemed to be dragged on the sidelines of politics. But it was not a reality. In 1987, Bofors scam came to light in which senior minister Shri VP Singh revolted. The image of 'Mr. Clean' was demolished.
- In the Shahbano case, his minority vote-bank politics was exposed. The BJP activists organised huge public awakening programmes on this issue, and common civil code was demanded again. In January 1988, the BJP demanded resignation of Rajiv Gandhi and declaration of mid-term elections. *Satyagrahas* were held throughout the nation. On March 3, 1988, Shri Lal Krishna Advani was again elected president of the party. In August 1988, National Front was formed and NT Rama Rao became its president and VP Singh the convener. In this way, Janata Dal was born.
- On September 25, 1989, the BJP and the Shiv Sena alliance was formed. The election results were on expected lines. The Rajiv Gandhi Government was thrown out of power. In 1984, the BJP had got two seats, but now its tally increased to 86. Along with Bofors issue, the BJP also focused on the slogan 'Justice for all, Appeasement of none' in these elections. Shri Lal Krishna Advani was elected to Lok Sabha for the first time.
- In June 1989 at Palampur (Himachal Pradesh) National Executive, it was decided to support Shri Ram Janmabhoomi movement. It was a burning issue of cultural nationalism. It was a struggle between pseudo-secularism and real equal respect to every religion. The Ram Rath Yatra of Advaniji started from Somanth on the birth anniversary of Pt. Deendayal Upadhyaya on September 25 and it was



supposed to reach Ayodhya on October 30 to participate in the 'Karseva'. The Rath Yatra received unprecedented support from the people.

- On October 23, the Rath Yatra was stopped in Samastipur in Bihar and Shri Advaniji was detained there for five weeks. *Karseva* was held on October 30 throwing away all the government prohibitions. Shri Chandrashekhar became the Prime Minister with outside support from Congress and he tried unsuccessfully, though honestly, to resolve the Ayodhya issue. Rajiv Gandhi withdrew Congress' support from his government within seven months. In the Uttar Pradesh state assembly elections, held in July 1991, the BJP emerged victorious. Pseudo-secularism was defeated. Shri Kalyan Singh became the Chief Minister. In the course of Lok Sabha elections, Rajiv Gandhi was assassinated and the Congress got sympathy votes. BJP's tally increased from 86 to 119. Congress government was formed under the leadership of PV Narasimha Rao. Ram Mandir issue could not be resolved and during the *karseva* of December 6, 1992, the so-called Babri structure was demolished by the anguished *karsevaks*.
- In 1996, 1998 and 1999 three Lok Sabha elections were held in which the BJP emerged as the single largest party. Shri Atal Behari Vajpayee remained Prime Minister of India first for 13 days, then for 13 months and after that for four and a half year. It was not only the BJP, but the NDA rule. The NDA lost the 2004 Lok Sabha elections.
- For ten years, the party played active and constructive role as opposition. In 2014 under the leadership of Shri Narendra Modi, for the first time, absolute majority government of the BJP was formed in the country, which is now rebuilding a glorious India with the declaration of 'Sabka Saath, Sabka Vikas'. The BJP has also become the world's largest political party with 11 crore members under the leadership of Shri Amit Shah.

**Bharat Mata ki Jai!**





## 2. OUR PRINCIPLE

- Bharatiya Janata Party is a political party, which is based on some principles and ideals. It is not the party that centres around any particular individual, family, dynasty, caste or section of the society. We are driven by our principles.
- The slogan '*Bharat Mata Ki Jai*' explains our principles and ideals. Rather, it is the foundation of our principles. It is because of this slogan that we are called the nationalist. '*Bharat*' (land), '*Mata*' (culture) and '*Jai*' (people's aspirations) are the expressions. Since the nation emerges from the union of land, people and culture, therefore patriotism is the basis of our work. We have faith in cultural nationalism. The idea of political imperialism and separatism is opposed to the cultural nationalism.
- The Rashtriya Swayamsevak Sangh (RSS) strongly opposed the Partition of India and Dr Syama Prasad Mookerjee saved Bengal from Partition. Bharatiya Jana Sangh was established after the consultations between the then RSS Sarsanghachalak Shri Guruji (MS Golwalkar) and Dr SP Mookerjee. Dr Mookerjee became a martyr in the movement for complete integration of Jammu & Kashmir. It is because of his martyrdom that Jammu & Kashmir is today an integral part of India.
- For complete integration of India, the Bharatiya Jana Sangh organised various movements including the Berubari Movement and the Goa Liberation Movement. Many *karyakartas* of the Jana Sangh sacrificed their lives in Goa among whom Raja Bhau Mahakal of Madhya Pradesh and Amirchand Gupta of Uttar Pradesh are prominent. The movement to oppose the Kutch Agreement and also the movement to oppose Tashkent Agreement tainted by the death of Lal Bahadur Shastri also need special mention.



National integration is not a political slogan for us, but a matter of commitment.

- In 1947, we achieved freedom from the Britishers, but we could not get freedom from the Western or British ideas. While opposing the five-year plans based on the Soviet Sangh inspired Socialist centralisation the Jana Sangh called for 'swadeshi economy' the basis of which was 'economic democracy' and 'decentralisation'. Pt Deendayal Upadhyaya called it '*arthayaam*' (economic dimension).
- During the initial days after Independence itself, the Bharatiya Jana Sangh gave a new direction to the country's politics, which was trapped in the debate of Western Socialism and Capitalism. 'Integral Humanism' was declared the philosophy of Bharatiya Jana Sangh at Vijayawada convention in 1965.
- The philosophy of 'Integral Humanism' stresses on the integration of individual and society, society and creation or nature and also calls upon the society to experience this integration and reflect it in practice. The integration of *vyashti*, *samashti*, *srishti* and *parameshti* is implicit in the existence of man.
- Indian politics was also becoming a follower of secularism, which emerged from the reaction to Western theocracy. In India, neither was there theocracy ever, nor it can be in future. Indian culture is '*panth nirapeksha*' and 'equal respect to all religions'. Shri Lal Krishna Advani renamed the so-called 'secularism' of the Indian political parties during his Ram Rath Yatra as 'pseudo-secularism'. We are supporters of the non-communal 'Dharma Rajya'. The constitutional phrase near to 'Dharma Rajya' is 'constitutional self-rule'.
- Democracy is hitherto the best system discovered by man. For it, Deendayal ji presented the concepts of 'Indianisation of Democracy' and 'Chastening the Public Will'.



- The imposition of Emergency in 1975 had engulfed the democracy in India. In order to protect democracy, massive agitations took place under the leadership of Babu Jayprakash Narayan all over the country. Finally, democracy was restored, but in the political events that unfolded the need for collective politics was felt. And the Bharatiya Jana Sangh was merged into the Janata Party. On this so-called collective politics, the politics of power started dominating and the activists of the Jana Sangh started feeling irritation for those in power. Finally, following the Janata Party split, the Jana Sangh again emerged in the form of Bharatiya Janata Party.
- In its first convention the BJP declared '*panchnishtas*' (five commitments) as its principle:
  1. Commitment to nationalism and national integration,
  2. Commitment to Democracy,
  3. Commitment to Gandhian Socialism (Gandhian approach to socio-economic issues leading to the establishment of a *samaras samaj* free from exploitation),
  4. Commitment to positive secularism (*sarva dharma sambhava*), and
  5. Commitment to the value-based politics.
- The Bharatiya Janata Party was formed on the principle of five commitments. With time, it was felt that the complete philosophy, which the Jana Sangh had accepted in 1965 at Vijayawada in the form of 'Integral Humanism' expressing basic commitment to the Indian culture should be accepted by the BJP again. Therefore, the 1985 National Council accepted 'Integral Humanism' as its basic principle.
- As a political party, taking up the responsibility of opposition or ruling party and using the constitutional system is our 'means' and to lead the society on our principle is our 'end'. The much we work on this 'means-end' proposition, the



much we will get the results. Unprincipled politics leads to chaos and ultimately damages the country. We should always remember '*Bharat Mata ki Jai*' and '*Vande Mataram*'. We are the worshippers of national integrity, and our slogan is '*Jahan Hue Balidan Mookerjee, Wo Kashmir Hamara Hai*'.

**Bharat Mata Ki Jai!**





### 3. THE IDEOLOGICAL FAMILY

- With the achievement of political Independence in 1947, an opportunity to initiate deep thinking over the national reconstruction emerged before the entire nation.
- As the Rashtriya Swayamsevak Sangh (RSS) was already involved in man-making task since 1925, the need to start work in various fields of social and national life was sincerely realised.
- The process of expansion particularly began in the 1950s and the Sangh workers gradually started autonomous organisational structures in different walks of social life.
- Today the organisations sharing common goal and ideology are working not only in all the sectors, but also are effectively strengthening the task of national reconstruction.
- The objective of such activities is very clear to start work of national reconstruction in any segment of life as per the needs of that segment and put all possible efforts to achieve the desired change.
- In 1949, the Akhil Bharatiya Vidyarthi Parishad (ABVP) was formed. It was the initial experiment, but later many other organisations were also formed. Today the number of organisations working with the common goals is about 40-42.
- The ideological background of RSS forms the basis of all these organisations' principles look at the nation in totality, national interest is supreme, development of dedicated and committed workers force, respect the Indian traditions, history and knowledge, and build a healthy society by eradicating all the problems in the area where the work has been started.



- All the organisations sharing common goals and ideological base are independent and autonomous. Their working methods are as per their organisational nature and needs. Their work is gradually expanding showing impressive results.
- It is a unique organisational structure—broadly the ideology is same, but working methods are different. In other words, the ideological family is the same, but every organisation has created its own mechanism of organisational control, regulation and workers' strength through their own efforts.
- The organisations engaged in the upliftment of the deprived and downtrodden sections of the society through educational and other *sewa* activities have done wonderful work. The *sewa* activities and single teacher schools run by the organisations like Vidya Bharati, Vanvasi Kalyan Ashram and Sewa Bharati have set an example of positive social change.
- Despite all the organisations being independent and autonomous, a structure has been created in the ideological family to ensure proper coordination between them and also to ensure that there is no deviation from the core ideology.
- All the organisations are working for effective social change with perfection and they are now in the lead role in their respective areas of working. For example, Bharatiya Mazdoor Sangh is the number one labour organisation of the country. Akhil Bharatiya Vidyarthi Parishad is the largest and most disciplined students' organisation of the country. Equally, Vishwa Hindu Parishad has emerged as the strongest voice of the Hindutva.
- The role of all such organisations is not to seek and enjoy political power. Their activities might create a support base for a nationalist political party, which is natural, but they do not use their cadre and organisational base for any political



gain.

- Despite all the organisations working in diverse fields, they enjoy common vision and social outlook—an integrated and unscattered feeling towards the society, social harmony, unity in diversity, caste conflicts are not in social interest, one people-one nation-one culture, feeling of sacrifice for the society, etc. These values have been emulated by all the organisations.
- The creation of this ideological family is inspired by the spirit of achieving the pristine glory i.e. *param vaibhav* of our nation. This is the basic inspiration. It is the feeling that drives all the workers of all the organisations to conduct their activities in their respective areas, maintain cordial relations with one another and stay committed to the cause.
- All these organisations are now strong powers in their respective areas of working. This organisational strength is neither against anyone, nor in competition with anyone or to monopolise anything. It is inspired only by the spirit of national reconstruction. ○



## 4. CHALLENGES BEFORE THE NATION

Bharat, once famous globally as a golden bird, today faces innumerable challenges. Apart from the internal challenges like unemployment, illiteracy, malnutrition, female feticide, poverty, etc the external challenges too are countless. Most of the external challenges have been posed by our neighbouring countries. Strategically, China has been posing different kinds of challenges, while Pakistan has particularly hit our unity, integrity and economy.

The incessant infiltration from several neighbouring countries too has emerged as a major challenge for our political and economic stability. The growing infiltration in the name of refugees also is a warning bell and Bharat needs to be careful. It seems a calculated move on the part of some of our neighbours as well as the terrorist outfits to change our demography and also to farther their evil designs. Similar problems are emerging from some areas of Assam bordering Bangladesh.

Fake currency being supplied from Pakistan is also a big challenge. It is a direct threat to our economy. We should also be cautious of the hawala rackets being operated with the help of our neighbouring countries. Recent raids have exposed that our enemies are shifting thousands of crore rupees from India through hawala operators. There are evidence of a nexus between the terrorist groups, hawala operators and some anti-national non-governmental organisations (NGOs). It seems to be a conspiracy to hit our economy.

The threat of cyberterrorism has also grown manifold. Today, one who completely controls the air-waves is the most powerful. China and the US are regularly inventing the satellite-based equipments, which can keep a close watch on every activity of



other countries. India faces more threat from China than the US, because China has tried to hack our websites many times in the recent past. There are allegations that some Chinese IT companies are repeatedly indulging in spying on the US and Europe. The improved information technology may also be used as a weapon against one another in coming days.

The foreign funded terrorist outfits, their suicide groups and also the emergence of terrorism in newer forms are big threats to us.

In order to formulate schemes for lasting development, there is a need to manage the population growth properly. If we continue to ignore the uncontrolled population growth due to political reasons, the situation may turn extremely explosive in coming days. It may also lead to a war like situation within the country.

## **External Challenges**

- Since India has border disputes with both China and Pakistan, these neighbouring countries can create repeated troubles at the border and also at the domestic fronts.
- Both China and Pakistan possess nuclear weapons and both these countries have established strong diplomatic relations with each other to hit Bharat, the fast emerging global power.
- None of these countries is ready to declare 'no first use of the nuclear weapons', while Bharat is committed to this declaration.
- Thousands of people in India have lost their lives following Pak-sponsored terrorism and still hundreds of Pakistan controlled terrorist modules are active in our country. The entire world today knows that Pakistan is the breeding ground for terrorist activities and it supplies terrorists the world over. It still operates terrorists' training camps near the Indian border. It has not only provided shelter to India's fugitive terrorists like Dawood Ibrahim and Tiger Memon, it



repeatedly violates the peace agreements.

- India has to spend huge money on keeping a close watch over Pakistan sponsored terrorist modules, bringing the culprits of 26/11 to India for trial and to curb the Pak-sponsored terrorist activities in Jammu & Kashmir. It is the wastage of our national wealth.
- Although India is providing financial support and extending the status of the Most Favoured Nation, yet Pakistan never reciprocates with a similar status to Bharat, which hampers the Indian trade.
- Our border dispute with China is very old. However, earlier it appeared that China does not want its solution, but now there are positive signs on this front after the meeting of Indian Prime Minister Narendra Modi and Chinese President Xi Jinping in May 2018. Since then there is peace on the border and there are also no heated arguments. But despite that China continues to amass arms in huge quantity near the Indian border. It also continues to create a competitive atmosphere for India. It continued its anti-India stand on some issues in the UNO also.
- However, India has always adopted the policy of economic cooperation with China, it has always ignored the Indian economic interests—both diplomatically and as a country in the Indian Ocean.
- China is continuously strengthening its navy posing a grave challenge for Indian sea interests. It is a matter of worry for all of us.
- By building a huge road network near the Indian border, China is helping Pakistan and Sri Lanka. This has posed a big challenge to India's control in the Indian Ocean.
- Since the formation of the BJP Government at the Centre, Bharat has strategically been strengthening regional cooperation with Nepal, Bhutan, Myanmar, Bangladesh and



Sri Lanka. The visits of Prime Minister Shri Narendra Modi to these countries have developed a favourable atmosphere for Bharat. Bharat is taking all necessary and effective steps to strengthen its intelligence and security network to foil any threat from China and Pakistan.

## **Internal Challenges**

### **Maoism**

- Enjoying regular support from Pakistan and China, the Maoists are a big threat to India's internal security.
- Thousands of security personnel and ordinary citizens have been killed in the violence unleashed by the Maoists. The development process has been hampered due to the presence of these left-wing extremists in about 200 districts.
- The Maoists are reportedly conspiring to conduct joint strikes with the support of some terrorist outfits active in north-eastern states.
- The separatist outfits active in north-eastern states of the country are operating their anti-India activities and terrorist attacks from their secret hideouts in Myanmar and Bangladesh.

### **Forced Conversion**

- The conspiracy to change the demography of the country has been going on for several years in the guise of Jehadi and Masihi activities backed by money and muscle power. It is a big internal threat to the country.
- Some external agencies are also involved in conversions and they widely use money and goons for these activities.
- Forced conversion is a serious matter, because it disturbs the atmosphere of brotherhood and social cohesion.
- Conversion is politically a sensitive matter in our country, because some political parties either promote conversions or extend mute support.



- The speed of conversion has been so high in some states that it has completely changed their demography. The people in such states are extremely agitated over it and that anger may prove to be explosive any time.

### **Economic Challenges**

- The social, economic and caste census of 2015 reveals that a big part of the country's population is forced to live below the poverty line.
- The 60-year rule of Congress Party has rendered over 60 per cent rural population of the country economically deprived.
- The monthly income of the country's about 75 per cent population is below Rs 5000.
- For about 30 per cent population, still farming is the only means of livelihood.
- About 56 per cent of the rural population is landless.
- Lakhs of people still depend upon begging for their livelihood.
- About 13 per cent of the country's population still lives in kutcha houses.
- About 11 crore people of the country live in highly poor conditions.

### **Social Issues Related to Economy**

- The number of malnourished women and children is very high in Bharat.
- The maternal mortality rate is also very high, which indicates to the fact that large population is still away from the coverage of health facilities.
- The average ratio of girls and boys is still low in many states following female feticide and the infant mortality rate. It is at an alarming level in the states like Haryana, Punjab and



Uttar Pradesh.

- In order to curb this imbalance, the BJP has started 'Beti Bachao, Beti Padhao' campaign.
- The health facilities in rural areas are still away from the reach of the people.
- We must keep in mind that Modernisation does not mean Westernisation.
- The Indian traditions, culture and industries are being put at stake in the name of globalisation.
- Our traditional and small industries are in danger because India is being converted into a dumping yard of the foreign goods.
- Known as 'Vishwakarma', the 10 traditionally skilled communities of Bharat including carpenter, weaver, goldsmith, ironsmith, potter, cobbler, mason, coppersmith, etc are losing their traditional occupations and now they are forced to search other means of employment. The need of the hour is that they are trained and included in the Skill India Programme of the government.
- Some concrete steps have been taken to skill the youth and reorient them to employment during the last four years. Mudra Bank has emerged as a good solution to the problems.

## **Social Issues**

- The Government of India has started Clean India Mission to ensure cleanliness in the country.
- Cleanliness helps us in saving ourselves from various critical diseases.
- Clean Ganga Drive is a highly welcome step and it needs to be replicated on other rivers also.
- The historical and Puranic cities of the country need to be well maintained keeping them away from encroachment



and ensuring proper cleanliness there.

- The local people need to be awakened about maintenance and security of the historically significant places.
- Every citizen of the country should be ensured safe drinking water.
- Electricity and safe drinking water have to be ensured to every house and these should be among the top priorities of the BJP governments.
- Ensuring 100 per cent literacy in the country is also the objective of the BJP.
- The problems cannot be resolved only by formulating policies or enacting the new laws. The involvement of the people in their effective implementation is more significant.





## 5. CADRE DEVELOPMENT

- The Bharatiya Janata Party is a cadre-based organisation. Proper development of the cadre is the guarantee of healthy leadership.
- The power centric politics makes the workers competitor of one another. It leads to erosion of values. Hence, the BJP workers are cooperative and not competitors of one another. We know that we can achieve the great objective for which our organisation has been formed only through collective efforts and team spirit.
- Therefore, there should be proper arrangements for suitable training of the workers arming them with the proper knowledge of sociology and psychology and also motivating them to show exemplary conduct in practical life.
- Holding any responsibility in a proper responsible manner plays a decisive role in the development of the workers. Therefore, there has to be some task for every worker in the organisation and plenty of workers should be available for every task.
- Meetings for prior and complete planning strengthen the thinking and decision-making process among the workers. Therefore, there must be review meetings after every activity. The review meetings promote the feeling of introspection among the workers.
- Every worker should be part of some team and he/she must be given particular independent responsibility, as it develops in them the feeling of collective effort and leadership.
- We are 'mass organisation'. Therefore, the workers should be provided with sufficient opportunities to be public-oriented like addressing the corner and public meetings, conducting agitations, etc.



- Reading and study have no parallel. The workers should be motivated to study more. Therefore, proper arrangements should be made in the offices for libraries and reading rooms.
- Curiosity, tolerance, collectiveness and activeness are the keys to the personality development of the workers.





## 6. OUR WORKING METHOD

Our working method reflects our ideology. Working method is a well-conceived process to make the organisation stronger and embattled. We can also say that our working method is a medium to show our ideology in practice. If there are some shortcomings in the working method or we commit any mistake in following it, the whole ideology derails. Therefore, the working method is a medium for taking our eternal ideology to the masses.

There are two components of the working method:

- I. Organisational Working Method
- II. Individual Working Method

The obvious objective of both the organisational and individual working methods is to strengthen the organisation and make it stronger day by day.

Ideology is the objective of organisation and our inspiration too. We work for a pious mission primarily for the organisation and with the help of the organisation. Therefore, the organisational working method is of paramount importance.

The main components of the working method are as follows:

### **Organisation of the Human Beings**

We all know that the BJP is an organisation of the human beings. Therefore, we have to bring the people together in an affectionate and friendly manner. Efforts should be made that one who is associated with the party, stays connected and every 'member' should be transformed into a 'worker' and every 'worker' has to be transformed into an 'active worker' of the organisation. This should be the direction of all our efforts. In these efforts, we have to adopt the attitude that everyone is acceptable. The spirit to work for the organisation should be alive in every worker and everyone should remain committed



to the ideology and the organisation.

How should our thinking and conduct be as a worker?

- Easily accessible, simple, fearless, disciplined conduct, trustworthy, sensitive, punctual and good orator
- Refrain from criticising others, indulging in self-praise, having personal perversity and prejudices towards others.
- Have the feeling of responsibility, and not greed for the post.
- Respect for the old and welcome for the new workers.
- Maintain balance in preaching and action.
- Giving credit for good and success to others and owning the responsibility of failures.
- Hard to self, soft to others.
- Avoid speaking too much and praising on the face.
- Instead of delivering lectures, listen to others too and let them too speak

## **I. Mutuality**

The organisation moves forward with the help of one another. Therefore, cordial relations are a prerequisite of the organisation. Trust towards one another, regular and open dialogue and cooperation to one another are very important for mutuality. Competitiveness always dominates in politics, but we can reduce its impact through mutuality. Affection, goodwill and cooperation are the basics of the mutuality.

## **II. Collectiveness**

Collectiveness is another condition for a strong organisational foundation. Collectiveness means the thinking of conducting activities in a group. The key to collectiveness is "taking all together" or providing equal opportunities to everyone. We should have different workers for different activities and every worker should have some distinct



assignment. The feeling of collectiveness should reflect from our action. "Different opinions, but one decision" is the essence of our collectiveness.

### **III. Dialogue**

- In case of differences, dialogue helps in overcoming them.
- Despite diverse opinions, dialogue plays a significant role in building consensus.
- There should be equal dialogue at all levels.
- Dialogue helps in taking a formal decision.
- Communication gap many times leads to misconception, distrust and distance.
- Therefore, the problems should be resolved through dialogue and not through messengers.
- Discussion, meetings, letters, symposiums etc are the mediums of dialogue.

### **IV. Contact**

- Regular visits to the party office.
- Proper planning to utilise the time of the Pravasi Karyakartas.
- Instead of contacting for some particular task, there is a need for informal and family like regular contacts.
- Tours and meetings are the mediums of contact.
- The Pravasi worker who has good knowledge of political happenings can unite the society.

### **V. Discipline**

- The objective of maintaining discipline is not to disconnect the worker from the organisation, it is rather to handle him/her with care.
- In order to curb indiscipline, use the rules formulated in



the party constitution

- Training of practicing self-discipline.

## **Tools of Working Method**

### **1. Activities**

- Organisational, constructive, agitational.
- Serving the people during natural calamities like drought, floods, earthquake, etc.
- Constant struggle for basic needs of the people like food, clothes, house, education, health and employment.
- Formation of voluntary organisations and active involvement in their activities.
- Organisation of symposiums, workshops and training camps.
- Execution of the district level programmes by higher units.
- Agitation for the public woes in one's respective area.
- Planning activities as per the role of a ruling or opposition party.
- Election management for the organisation, local bodies, state and general elections.
- Work distribution, involvement of maximum workers, review meetings after every activity and corrective steps as and wherever required.

### **2. Meetings**

In order to maintain a positive atmosphere at the meetings of the working or other committees, there is a need to adopt some precautions. There should be advance planning of the meeting and proper execution of the decisions taken. The meetings of different units of the party should be held at least in the following duration:

- The meeting of the national council or state council



should be held at least once a year.

- The meeting of the National Executive and State Executive should be held quarterly at least (once in three months).
- The meetings of the regional committees, district committees or the Mandal Committees should be held bio-monthly (once in two months).
- The meeting of the local committee should be held at least once a month.

The meetings should be held with simplicity. The timings of the meetings should be fixed, issues to be discussed should be preplanned and the names of those who will conduct the meeting and also those who will participate in the meeting should be decided in advance.

### **The Basics of Working Method**

- Making the organisation *sarvasparshi* (acceptable to all sections), *sarvavyapi* (encompassing all sections), and *sarvagrahi* (omnivorous).
- Ensuring proper representation to all sections at all levels of leadership.
- Constant dialogue and contact with the social organisations, intellectuals, social workers and the media persons.
- Maintaining contacts with the media is necessary without becoming a puppet in the hands of the media in the greed of publicity.
- A worker should not be treated as an employee and the leader should not behave as a manager.
- Work for every worker and workers for every work.
- There should neither be shortage of funds nor the funds should impact the work.
- There should be a balance in money and the use of workers



in the organisation. The ideological and organisational training camps should be organised on a regular basis.

- Democracy in organisational activities, but efforts should be made for consensus.
- Visit every booth, roam in every street, knock at every door and speak to every voter.
- Proper management for the organisational, local bodies, state and general elections.
- Follow the rules formulated by the Election Commission.
- Extensive discussion prior to the selection of candidates, but honest efforts should be made to ensure the victory of the candidate once declared.
- Follow the rule of 'one man, one post' both in the organisation and the government.

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## 7. AGRICULTURE: A LIFE STREAM

Agriculture is the soul of Indian culture. It is our lifeline. Bharat is unique in many ways. This is a well-known fact that India is one of the most ancient nations, but how the nature has nurtured her landscape is remarkable in many ways.

### I. Biodiversity

The thorough distribution of seasons in India is unparalleled. Three seasons of winter, summer and rain spanning four months each or six different weather conditions of two months each is a living example of this thorough distribution. While Cherapunji is the place with maximum rainfall occurs, on the other hand we also have desert, which is equally attractive for the tourists. The snow-laden Himalayas are complimented with green hills. From the seashores of Kanyakumari to the mountain peaks of the Himalayas, and from the Gulf of the Arabian Sea to the Deltas of Sunderban, while India occupies only 2.4 per cent of the total land, she has a share of 8 per cent of the global biodiversity of different species of flora and fauna. The geographical landscapes comprise mountain peaks, lakes, desert, rain forest, tropical forest, delta, grassland, snow-laden peaks, small, medium and large rivers, both perennial and seasonal, coral reefs and a long coastal line. Similarly, while Rajasthan largely is made of the sand desert, Ladakh provides the view of snow desert. There are moist deciduous forests in Kerala including the Silent Valley, while Arunachal Pradesh has dense forests, which offer shelter to the rare wild animals and vegetations. There are so many micro and microscopic species in the rich biodiversity landscape and at present many more species are yet to be identified. Out of the total 18 identified biodiversity zones, two are in India—Western and Eastern Ghats. We have some 47,000 species of flora, and 89,000 species of fauna have been identified. Many micro and microscopic creatures live inside



the soil and help in increasing its fertility. Such a naturally rich landscape is not found anywhere throughout the globe. It is to be noted in this context that the traditions, practices and beliefs that have been transferred from one generation to the other as cultural legacy have been proved scientific even on the modern scientific parameters.

## **II. The Tradition of Rishi and Krishi**

The Indian way of life, serialised as a tradition by the sages of the land, is the most comprehensive and scientific method of keeping, not only the human beings but also every creature in the universe, completely healthy and fit. There is no doubt that rural economy and cow-based agrarian practices are the only sustainable development practices for the future. India is a country of *rishi* (sages) and *krishi* (agriculture) traditions. The ancient Indian agrarian practices were conducted under the guidance of the sages. The mention of agrarian practices in the Vedic hymns proves it. That is why agriculture is our lifestream. The family system in our society has also emerged from this life stream only. Our social, cultural, economic and political lifeline is also constituted by the agriculture. Some rituals are beneath these traditions. This is the complete eternal tradition, which is directly reflected through various rituals. Rituals are the base of eternal empowerment of Sanatan tradition. The way to curb the persistent erosion in Sanatan values will also emerge from the rituals. The expansion and empowerment of agriculture, the rise of self-reliant and self-respected society, Gram Swaraj, and the commitment for *swadeshi* economy are possible through the liveness of rituals.

The agriculture and its related activities have been considered as the top-rated practices in the Indian tradition. That is why agriculture-related activities and farming by farmers have been the central point of all the economic activities. It is not wrong to say that the Indian society has been dependent on the agro-based economy. The society, dependent on the



agro-based economy, has its own priorities and preferences.

### **III. Our Climate**

The Indian society is somewhat special in its own way because since time immemorial it has been dependent on agrarian practices. The primacy of agriculture is validated by the favourable climatic conditions. There is a reliable continuity in the climatic features on this landscape. For example, the ample and radiating availability of sunlight throughout the years and decades. This long and continued availability of the abundance of sunlight cannot be enjoyed in the landscapes such as Europe. There one does not have a guarantee that continuous sunlight will be received throughout the year. Therefore, the favourable conditions, which are bestowed upon Indian farmers by the climatic conditions of the landscape cannot be matched elsewhere, especially in Europe.

### **IV. Our Earth**

The soil in India is very soft and moist. This is not true in case of Europe. Therefore, the countries, which have hard soil, which cannot be cultivated easily, are not usually favourable for the primacy of agriculture. Agriculture is necessitated by soft and moist soil. That is why India can have primacy of agriculture. This has made the subsistence around farmland in India so easily achievable.

Secondly, people of the country are well aware of most of the causes and reasons related to the climatic conditions, weather, soil, etc. If it is said that Indian farmers are well-informed and equally intelligent, it won't be an exaggeration. They know when it is going to rain. They also know when the temperature is going to rise or dip. They also know when it is going to be cold and therefore they regulate and schedule their farming activities based on the same speculation.

Thirdly, the soil is very fertile and favourable for bumper farming produces. Fourth, mostly the climatic condition is



moderate, and not extremist like that of Europe. While countries in Europe can witness a dip in temperature to as low as  $-20^{\circ}\text{C}$ , such huge variance is not seen and felt in India. Water sources are also in abundance in this country. For thousands of years, water availability is abundant in India. Water from rainfall, underground and ponds is usually very high. Therefore, abundant water availability is another reason for the success of agriculture and prosperity of the farmers.

Some 300 years ago, agriculture in India was better off than that of any country in Europe. For example, let's take the case of England. Before 300 years, an acre of land in India used to produce three times more foodgrain than the same size of land holding in England.

## **V. Agriculture: A Noble Act**

British rule is usually supposed to have commenced in India in 1757. Since then, the laws, land settlements and regulations, which the Britishers imposed here, ruined the flourishing agrarian sector. By 1820, the wrecking havoc on the Indian agriculture was almost full. There was a time when India and China collectively used to have a contribution and share of around 60 per cent in the total agrarian produces of the whole world. This fact is sufficient to indicate the level of our agrarian prosperity in those days. Some two-three centuries ago, the most prosperous class in the society was farmers and the best profession in the society was farming. There is a popular saying in the country, which states that- 'Best is the farming, trade follows after that, job is the third way and begging is the worst of all.'

## **VI. The Tradition of Water Conservation**

When the Britishers arrived in this country and started ruling, even by then the condition of the Indian farmers was perfect. The better condition of the farming community is validated by the facts in various documents, which show that in a state called Mysore around 1750, there used to be around one lakh ponds.



Official documents suggest that before Independence, there were some 7.5 lakh villages in India, and there was not a single village without ponds and water conservation sources. There were many instances of the villages having more than one pond.

There were wells in ample numbers. Every raindrop was conserved as an asset. Rajasthan which is considered to be as a desert today, has enshrined the values of conserving and saving every drop of water and rainfall in that region through various conservation techniques. The area around Jaisalmer, which is considered to be heavily drought struck, has many large ponds around it. These are four to five centuries old and are still in operation filled up with ample water. The flourishing tradition of ponds was struck hard by the injustices committed by the laws framed by the British.

## **VII. The Cattle Wealth**

The cattle wealth in the country has been a continued feature alongside farming. Cattle have been domesticated in abundance and they have played a significant part in sustaining the farming practices. Millions of cattle have been domesticated from time immemorial including cows and bullocks. Their dung has been utilised well. That has been converted into manure and cow urine has been used as a pesticide.

## **VIII. Seeds**

Seeds have been rich in quality and quantity both. Before 150-200 years, we used to have around one lakh varieties of paddy seeds. Various documents testify it. There were hundreds of varieties of millets, jowar, and many other cereals. Higher and advance practices of agriculture have been possible by the richness of biodiversity.

## **IX. Food Security Versus Commercial Farming**

Breaking apart the tradition of food security, the British Government forced our farmers to adopt the commercial agriculture by producing products such as flowers (for fragrance),



spices, sugarcane, cotton, indigo, rubber and opium. This led to the shift towards the production of cash crops subsequently. The food security aspect bore a blow. Orissa and Bengal witnessed a severe famine around 1864. The British Government sent John Augustus Voelcker of Royal Society of Agriculture for suggesting reform measures. He toured the entire country for it. Before that, Alexander Walker had practised farming in India. In 1905, Albert Howard was sent to train our farmers to opt for chemical farming. The opinion of these three persons can be constituted into a cumbersome text. Alexander Walker said that the kinds of paddy, which he saw in Malabar, are unheard of in the world. The example of ways of cleanliness followed by the farmers of Gujarat was something to be followed. He also appreciated the fact that farmers in this country utilise the cow dung both as a fuel and more importantly as an organic fertiliser.

Voelcker in his report stated that farmers harvest many crops collectively here and the cyclical feature of this farming style is very beneficial. He also said that the best cotton is produced in this country. He concluded that if farmers of this country wanted they could have exported their high-quality seeds and got rich. But they preserved those seeds for the upcoming generations. He observed and felt the philosophy of 'Live and let live' in this country. When Howard arrived here in 1905 to impart training of chemical farming to our farmers, he was taken aback by the already prevalent rich practices of organic farming.

## **X. Agriculture is Our Dharma**

Agriculture has taken the shape of Dharma in rural India since time immemorial. This has led to the foundation of an agro-based civilisation, which was different from the urban-base. The various weather cycle based festivals in the country are a characteristic of the same agro-based civilisation. The calendar year starts with Navratri where small shrubs of wheat are used to worship the deity. The monsoon witnesses the



commencement of various Rath Yatras, which are again integrated with the agrarian calendar. Spring witnesses the coming of Goddess Saraswati. The inner malice is given up and all the communities of the society come together as one. The dwelling forests of spirituality in India since ages have manifested agriculture as one binding force and the national religiosity is based on the same. The inner divisions are given up to come together during the times of festivity, which are essentially related to the harvesting calendar. This is the main reason that despite having many differences of communities and castes, the national character and values in India never withered away. The amalgamation of the duties with religion made sure that everyone is alert to one's respective responsibilities. People never gave up their religiosity despite economic inequalities.

Agrarian civilisation ensured that along with labour and toil, cooperation around the centrality of agriculture also developed subsequently.





## 8. CONTRIBUTION OF AGRICULTURE IN INDIAN ECONOMY

The relationship of Indian agriculture with the Indian economy predates the medieval period. The glory of Indian farm produces had such a fame in the European and other Western countries that many traders used to come here from far off lands. It led to such an intense trading networks that by the time of Mughal period the export of Indian cotton, sugar and juicy fruits spread to the areas like North America, Islamic countries and the Middle East. Historians record that the per capita income of the Indians in those days was more than that of Europeans and because of the good production, the prices of food items in India were lower than those of Britain.

### **I. Havoc Wrecked by British Policies on Indian Agriculture**

The Britishers sold Indian products like rice, pulses, cotton and opium in other countries. It is also said that Britishers promoted the construction and expansion of canal system during their rule. However, data suggest that British policies didn't promote the traditional Indian farming system at all. Consequently, the growth rate of Indian agriculture remained almost nil between the period 1918 to 1939. During 1891-1946, there was a meager growth of 0.4 per cent in the total productivity, whereas the production of foodgrains remained almost stable. This led to the persistent scarcity of foodgrains during the British rule itself. Later, the population continued to grow and the production of foodgrains declined.

The population growth in Bengal between 1921 and 1946 was about 1 per cent, whereas the productivity of foodgrains declined at the rate of 0.7 per cent.



The Britishers completely ruined the Indian agriculture system during the last 20 years before their departure. Although, it is argued that British intervention encouraged and promoted industries, however, the truth is that Indian economy was totally dependent on agriculture by that time and by putting it in a loss the British policies wrecked havoc on the economy as a whole. The progress and development of the Indian agriculture in Independent India was a great challenge. It is because the largest contribution to the economy, which was almost 61 per cent, came from agriculture alone. The first Prime Minister of India, Pt Jawaharlal Nehru implemented many programmes to provide an impetus to the rise in productivity of foodgrains. It was also engrained in the outlook of the Five Years Plans. This helped a lot.

A campaign, 'Grow More Food' was conducted in 1940. Use of machines and chemical fertilizers was encouraged in the farms. However, the food scarcity became a challenge during the Second Five Year Plan itself and by 1958-59 it assumed an alarming form.

## **II. Food Scarcity of the 1960s**

The food scarcity became intense during 1960-66. However, in 1964-65, the foodgrain production was record high with 89 million tonnes. But, productivity again fell to 72 million tonnes in 1965-66. The Government implemented many schemes between 1960 and 1990. Green Revolution (1960), Yellow Revolution (Mustard, 1986-90), Operation Flood (1970-96) and Blue Revolution (1973-2002) were prominent among those schemes. However, the major changes in the Indian agriculture were witnessed after the economic reforms in 1991.

We witnessed remarkable changes in the living standard and economic prosperity of the Indians after the economic reforms of 1991. There was a decline in the consumption of foodgrains, which shifted from 192 kg in 1977 to 152 kg in



1999. However, there was a rise in the consumption of fruits, vegetables, milk and other milk products and non-vegetarian products. In rural areas alone during 1977 and 1999, the consumption of fruits increased by 553 per cent, vegetables by 167 per cent, milk and its products by 105 per cent and consumption of non-vegetarian products increased by 85 per cent. This consumption increased manifold in the urban areas.

One more significant aspect, which came out after 1991 economic reforms, was that of the cash crop. The number of cotton producing farmers increased substantially, while those who were growing BT Cotton weren't given the fair price and it led to a vicious cycle of credit trap, which resulted in suicides by many farmers. The contribution of agriculture in the country's economy can be understood from the fact that in 1961, out of total workers, 75.9 per cent were in the agriculture alone. Till 1990-2000, about 60 per cent males got employment from agriculture alone. When one says that India is an agrarian country, it is proved by these statistics.

### **III. Agriculture, the Source of Employment**

In 1999-2000, about 4.5 crore families were farm labourers. But, the economic reforms impacted the agrarian sector adversely. This resulted in the poverty of the families, which were majorly dependent on agriculture for subsistence from 1993 to 2000. Just after Independence, the share of agriculture in the country's economy was around 55 per cent, which reduced to 24 per cent by 2001 and further reduced to 13.5 per cent by 2014. During the regime of Atal Behari Vajpayee led NDA-Government (1998-2004) many new schemes were launched and steps were taken to improve the condition of Indian farmers. From 2003 to 2004 the contribution of agriculture in the Indian economy was 22 per cent. At that time, about 58 per cent people got employment in farm activities alone. During 1998-2004, the BJP-led NDA Government focused on five major areas to improve the condition of agriculture—easy and accessible credit,



transparent and effective market, use of science and technology, to come up with agro-based industries in rural areas and to prepare empowered farmers.

#### **IV. Agriculture as a Significant Part of Economy**

Agriculture has always been a significant part of the Indian economy, but this component requires a comprehensive policy. It was first realised under the Vajpayee-led NDA Government. The Atal Behari Vajpayee Government for the first time formulated a 'National Agriculture Policy' in 2000. For providing easy and accessible credit to the farmers, the NDA Government distributed some 3.5 crore Kisan Credit Cards. This resulted in the increase of credit limit for farmers by three times. The total credit limit which was ₹30,000 crore increased to ₹90,000 crore.

#### **V. Steps taken by the Vajpayee Government for Welfare of the Farmers**

- It was the Vajpayee Government, which first introduced insurance for farmers. Under this scheme, the Kisan Credit Card holders were to be provided with an insurance cover of Rs. 50,000 for untimely death and Rs. 25,000 in case of any physical disability.
- It is also necessary that farmers need not pay a large interest on the credit given to them. Taking this into consideration the Vajpayee Government reduced the interest rate to 9 per cent, which was earlier as high as 14-18 per cent.
- The Vajpayee Government increased the Minimum Support Price (MSP) of almost 25 farm produces, which helped the farmers in getting fair and just price for their produces.
- To preserve the farm produces from heat, the Government promoted the opening up of cold storages by offering them various incentives.



- Kisan Call Centres were launched for providing correct information to the farmers in time related to crop variety, weather forecast and other measures. The number of Krishi Vigyan Kendras were also increased substantially.
- To provide farmers with the fair and competent prices for their produces, the need for online competitive market was direly felt. The Vajpayee Government started the first online exchange regarding the same.
- National Commodity and Derivative Exchange (NCDEX) was established on April 23, 2003 under the Companies Act. Future trading was allowed for many commodities so that farmers could be compensated for the right price for their produce.
- NCDEX prepared an online market in Karnataka, which further launched the National Agriculture Market Scheme.
- Many new schemes were launched and implemented for farmers under the Vajpayee Government. However, one of the major problems was that in those times rural connectivity was very poor. Over one-third villages of the country were not connected to roads then.
- To improve rural connectivity, the Atal Behari Vajpayee Government came out with a revolutionary scheme of road construction and infrastructure development. Pradhan Mantri Gram Sadak Yojana was launched with an allocation of Rs. 60,000 crore.
- The Vajpayee Government started this scheme in 2000, and with the aid and assistance of the State Governments it completed road construction of 30,000 km connecting rural India. Special attention was paid to the villages of north-eastern states under this scheme.
- The bold decisions taken by the Vajpayee Government laid a strong foundation of modern agriculture. That



task is now being taken forward by the Modi Government.

- Even today, the share of Indian agriculture in the economy is more than the average of global share. While the share of agriculture in the global economy is about 6 per cent, India is far ahead. In the case of agriculture production also, India is at second place in the world.
- Agriculture is one of the most important sectors of the economy. While the share of agriculture in GDP is around 14 per cent, but more than half of the population is still engaged in farm activities.
- India has a share of around 7.68 per cent of the total global farm output. India is the biggest producer of pulses, wheat, rice and spices. It is the second largest producer of fruits and vegetables. For the last two decades, India has continued to be the biggest producer of milk and has a share of 19 per cent of the total global output.
- The agrarian economy of India has exceeded one trillion dollars in worth. Regarding the agricultural produce, India has become the third largest economy.
- After the Narendra Modi-led Government took over, the growth rate in agriculture has been slow for the last two years due to drought. But, due to the policy intervention, the growth rate has again risen to 4 per cent. In 2016-17, a record production of 275.68 million tonnes of foodgrains was registered. In 2017-18, a further record production is being speculated.
- In the Kharif season, the harvested area was more than the last year. December 8, 2017 data indicate that 442.29 lakh hectare area was sown in the Rabi season. Between April to August 2017, some 1,77,805 tonnes of Indian coffee was exported. The total contribution of



agriculture in export is about 10 per cent.

- In 2017-18, Basmati rice worth Rs. 22,000 crore is expected to be exported. In 2016-17, about seven lakh tonnes of groundnut was expected to be exported.
- In export of species, an increase of 9 per cent has been witnessed.
- Taking the Vajpayee Government's tasks ahead, the Narendra Modi Government has done much more for the development of the agrarian sector.

## **VI. New Steps by the Central Government**

The Central Government led by Prime Minister Shri Narendra Modi has been contemplating on doubling the income of farmers by 2022. This has been discussed in a separate chapter. But, one scheme which is very important is the National Agriculture Market Scheme, under which 585 Mandis have been interlinked online. A farmer sitting in any corner of the country can get connected to the traders in a transparent manner through an online portal.

- Considering the crucial contribution of agriculture in the Indian economy, the Government of India increased the share of allocations covering rural areas, farming and related sectors to 24 per cent in the budget of 2017-18.
- A special fund has been created with an initial allocation of Rs. 5000 crore. It would operate under the supervision of NABARD.
- A dairy fund has been instituted with the initial contribution of Rs 2000 crore to promote milk processing. There is a proposal to invest Rs 8000 crore in this scheme.
- MGNREGA has been allocated a rising allocation of 55 per cent with a total of Rs 48,000 crore.



- To facilitate easy and accessible credit at lower interest rates, farmers will be given a credit of Rs 3 lakh at an interest of 7 per cent.
- The farmers, who repay the loan in time, would be given a concession of 3 per cent. Thus, the interest rate for such farmers will be 4 per cent only.
- For innovation in the agricultural activities, a special scheme called Agro Udan Scheme has been started. Agri startup is also being promoted under this scheme.
- In order to get rid of drought, the Pradhanmantri Krishi Sinchai Yojana has been launched. With the fund allocation of Rs 5000 crore there is an objective to ensure water to every field through this scheme.
- Under Sampada (Scheme for Agro Marine Processing and Development of Agro Processing Clusters), food parks worth Rs. 6,000 crore are to be established.
- In order to improve the life standard of unskilled labourers, their wage has been hiked from Rs 160 per day to Rs 350 per day.

## **VII. New Reforms under NITI Aayog**

The NITI Aayog has suggested some measures to double the income of farmers. The government has started work on the schemes suggested by the NITI Aayog. Reforms in contract farming, to allow private traders to directly buy products from farmers, to enable the consumers directly to buy from the farmers, to issue a single licence for the trading of agrarian products, etc. have been recommended by the NITI Aayog. The Ministry of Agriculture and Farmers' Welfare is open to all the suggestions and recommendations related to different aspects of agriculture.

In the light of the promising welfare schemes and political will of the Central Government, it is expected that the farmers' income will get doubled by 2022.



The ever-improving irrigation facilities, diminishing risks of the farmers, better connectivity up to rural areas, increase in the number of cold storages and the rising expectations that the product would meet its maximum price have risen the hopes of major changes for betterment in the coming days for agriculture. In the light of huge development and growth in the Indian agriculture, foreign investment is on the rise as well. The scheme of Narendra Modi-led Government to become self-sufficient in the production of pulses is taking shape as well. It is expected that India would become self-reliant in production of pulses in the coming few years. The average income of farmers was Rs 96,703 in the year 2015-16, which has to be doubled (Rs 2,19,724) by the year 2022. It is for the first time that any government in the country has taken some bold steps to double the income of the farmers genuinely.

### **VIII. Some Historical Facts Related to the Indian Agriculture**

- The origin of agriculture is supposed to be 9000 BCE in the Indian sub-continent. Agriculture was completely allied with nature. Hence, the crops throughout the year were based on that only.
- During 8000-4000 BCE, human civilisation was not solely dependent on agriculture.
- The Archaeological evidences suggest that 7000-2000 years before the advent of the modern age, Mehargarh was an agrarian economy.
- There have been claims of sowing area of some 500 acres in the present day Baluchistan. Evidences to this effect have been found in the excavations took place during 1974-1986 and 1991-2000.
- Mehargarh is believed to be the civilisation before Indus Valley Civilisation. The period of Harappa Civilisation is believed to be 3300-1300 BCE. The civilisation that



flourished around the Sindhu River is believed to be among the oldest civilisations. Present day Bharat, Afghanistan and Pakistan were parts of it.

- During the earliest agrarian produce, there are evidences of wheat and barley. There are also references of rice and pulses.
- It is believed that irrigation of fields had begun during the Indus Valley Civilisation. There are evidences of drainage and sewer system during the Indus Valley Civilisation. There are also evidences of ponds for water conservation during that period.
- Outside the Indus Valley Civilisation, there are references of agrarian activities in the Deccan region, which is presently located in Bihar and Odisha.
- During the Gupta and Maurya periods, the agrarian practices were based on weather conditions. There are evidences of using pulses, vegetables, fruits and milk. There are also evidences of using technology in agriculture.
- The Greek Ambassador Megasthenese has described the prevalent agrarian practices during the Mauryan period in his book *Indica*. In the book, he mentions the use of bullock carts and horse carts.
- Much before the Mughal period, farmers in Tamil Nadu were harvesting produces such as rice, sugarcane, black pepper, coconut, cotton, turmeric, sandalwood and other products as well. The first dam on the Cauvery River was built during the first and second century. It is among the oldest dams in the world.
- Ponds were built in Tamil Nadu for agriculture. The evidences of ploughing and sowing are available from this period.
- Prior to the arrival of Mughals, Sugarmills were there in



India. The population of India increased fast after the arrival of Mughals and efforts were made to increase foodgrain production also to meet the food needs.

- Apart from foodgrain production like wheat, rice etc there are evidences of the beginning of non-food crops like cotton and opium during the Mughal period.
  - During the reign of Akbar (1556-1605), Todarmal surveyed and mapped the land and came out with important suggestions on the land settlement and management.
  - During the 17th century, the production of maize and tobacco had begun in India.
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## 9. HISTORY OF INDIAN AGRICULTURE

Food is the natural necessity of human beings, and collection of food is a laborious task. Human beings get involved in many activities for collecting the food, and farming is one of the prime activities in all those activities. It is the agriculture that provides food grains, pulses, fruits, vegetables, etc. Cattle rearing is also associated with the agriculture, as the human beings get milk from the animals. Therefore, despite not being an agricultural product, milk is connected with the agriculture. It is but natural that agriculture has been the first and the most significant economic activity and pursuit in the history of the mankind. That is why the invention of agricultural activities is regarded as the most significant turning point in the human history. The natural question, which arises here is 'How old is the practice of agriculture'?

### I. The Origin of Agriculture

It is believed that it was King Prithu who taught the mankind farming. According to *Mahabharata*, King Prithu was the fourth king in the world history. Prior to him, the human beings used to consume only the products, which grew on their own. But, King Prithu discovered and developed the techniques of farming and he taught those techniques to other human beings also. The period of King Prithu, according to the Indian calendar, begins a few years after the creation of human beings on the earth, which is crores of years ago.

### II. Description of Agriculture in the Vedas

The Vedas not only have the description of doing farming, but also explain the prosperity connected with it. The *Rig Veda* in one of the *mantras* states that 'the entire earth through the soil and solar energy, while following the system of universal



rules of the nature, has the unending capacity to provide highly nutritious and healthy foodgrains' (*Rig Veda* 6/70/1). A mantra of the *Atharvaveda* states the prayer that 'May the society and the women along with their children remain happy forever enjoying the agricultural produces and nutritious foodgrains produced with the help of the cows and their milk!' (*Atharvaveda* 2/26/5).

According to the *Rig Veda*, the cow may directly be seen giving milk, but indirectly she provides meals to the entire world through organic farming done with the help of the manure made of her dung and urine. In this way, we find mention of highly scientific methods of farming in the Vedas. The process, tools, etc mentioned in the *Rig Veda* about agriculture are still in practice. There is mention of cultivation of the field with the help of bullocks. The Fourth Mandal of the *Rig Veda* mentions bullocks, plough, farmer, etc. It says, May our bullocks gladly carry the load!, May the farmers joyfully do the farming work!, May the plough cheerfully work in the field!, May the plough gleefully cultivate the field!, May the ropes be tied contentedly!, May the stick to control the bullocks be used gently! (*Rig Veda* 4.57.4). Another Mantra in the *Rig Veda* says that May the bottom of the plough cultivate the field happily! May the farmer moves with the bullocks cultivating the field happily! May the clouds irrigate the earth with their sweet water! (*Rig Veda* 4.57.8). It has also been mentioned at a place—cultivate the field with plough, use the yoke properly! sow the seeds in the field cultivated for it! let there be bumper crops with our prayers! sickle reaches the ripe crops! (*Rig Veda* 10.101.3). There is mention of irrigation and wells too in a *shloka* (10.101.5.).

Similarly, Sukta 101 of the *Rig Veda* describes in detail how to sow the seeds in the properly tilled field, harvest the ripe crop, etc. Most of the agricultural activities are still carried out in the same traditional manner. There is also mention of the carpenters and blacksmiths who make the plough and other



tools needed in the farm activities and also how to use those tools in the field. Some of the tools mentioned are adze, axe, forge blower, etc. The evidences of some of the tools like adze, axe, sickle, handsaw, scalpel, etc have been found during the excavations in Indus-Saraswati Valley also. The use of these tools is still the same as had been in the ancient days. *Rig Veda* (5.9.5) explains how the blacksmith uses the forge blower (*dhaunkani*) to ignite the fire and how to make the fire smoke-free.

### **III. Remains of Agriculture in the Indus Valley**

During the excavations of Indus-Saraswati Civilisation, various remains related to agricultural activities have been found, which not only corroborate the description of agriculture in the *Rig Veda* but also underline their continuity connecting them with the present agricultural practices. For example, in the excavations of Kalibanga in Rajasthan (2800 BCE), a farm field was found, which was cultivated in the same manner as is done in the fields even today to sow the seeds. That field was cultivated in the longitudinal East-West direction. There are also marks of tillage in the North-South latitudinal direction at a certain distance. The field had perhaps been prepared for sowing the seeds. Apart from Kalibanga, the fields in Punjab, Haryana and Western Uttar Pradesh are even today prepared in the longitudinal rows from East to West and are used for sowing Gram. The latitudinal rows from North to South are used for sowing the mustard. It needs no further elaboration that this pattern has been in practice for a long time.

As per the modern calculations, the period of Indus Valley Civilisation, also called Saraswati Valley Civilisation by some scholars, is believed to be between 2600-1900 BCE. However, this calculation has been proved faulty by many scholars. The excavations at Kalibanga have proved that this calculation would go far back. There are evidences, which prove its duration between 3000-2800 BCE.



The Vedas also contain descriptions on how to turn the barren land into fertile. In the 47th Sukta of the Sixth Mandal in the *Rig Veda*, this process has been described in detail. It has been said that the lands where cows don't roam, turn barren. There are instructions to take the cows on the barren land and treat that through the cows. The 20th mantra of 27th Sukta in 10th Mandal of the *Rig Veda* describes that the cow urine kills the harmful worms in the soil and improves its fertility power, as happens with the Sunlight and rainwater. Similarly, in the 12th mantra of 72th Sukta of 8th Mandal in the *Rig Veda* it has been explained that cow rearing and *yajna* nurture the environment. They balance the rain occurrences. The cow dung and urine also maintain the moisture level of the soil.

The agriculture nurtured by the cow urine, cow dung and rains make the farmers so prosperous that even an ordinary person can adorn golden ornaments in his/her ears. Apart from the Vedas, almost all the sacred Indian texts discuss the significance of agriculture. In this series, one of the crucial texts is Kautilya's *Arthshastra*. The period of Kautilya or Chanakya is believed to be only 325 BCE in the modern calculation. This misconception has developed due to connecting the period of Sikandar with Chandragupt Maurya. But, the Indian evidences prove that the period of Chankaya and Chandragupta Maurya must have been minimum 1500 BCE. In this situation, how old is the period of the Indus Valley Civilisation is difficult to predict. Maybe they belonged to the Mauryan period. The *Arthashastra* of Kautilya described in detail the modern practices of agriculture. Chanakya has also stressed on developing irrigation means and turning the barren land fertile. That no farmer should lack the seeds or bullocks was ensured on the part of the state. Not only this, the farmers were also provided with loans from the state.

#### **IV. Agriculture in Kautilya's *Arthshastra***

Chanakya writes that it is the responsibility of the State to



develop and promote the sources of irrigation. Dams, embankments, wells, ponds, canals, all must be built by the State. The farmers who constructed the structures of irrigation on their own were assisted by the State in the form of various kinds of materials. The lands were allocated for temples, gardens etc. The fish in the large ponds, aquatic birds, etc and the products to be sold were all the property of the State. The State also made sufficient arrangements in the form of Mandis (agriculture markets) for selling the farm produces and also for their import and export.

It is because of such a rich and long tradition of agriculture in India that almost all the festivals in the country are associated with the agriculture. Before the advent of colonialism, Indian agriculture was in the highly advanced stage. The open loot by Britishers and limiting the local Kings to their palaces only grossly neglected the maintenance of water bodies used for irrigation. The farmers were completely ruined by the open loot of the Britishers and the agriculture proved to be devastation. Later, a colonial officer Dr John Augustus Voelcker was assigned the task of preparing a report on improving the condition of Indian agriculture. The Voelcker Report, which is still available, is a document, which shows the high standard of Indian agriculture in those days. For example, the British agriculture experts had admitted in 1832 that there was no need to introduce any reform in the Indian agriculture. They went on saying that the paddy production methods in India are so advanced that there would be no need for reform even for coming thousands of years. The details of the farm production that Voelcker provided in his report, presented no grim picture in any sense. The Report also recorded the rich irrigation methods prevailed in those days. Voelcker had suggested that the government should spend money on the maintenance of traditional resources of irrigation.





## 10. PROBLEMS OF INDIAN FARMERS AND THEIR SOLUTIONS

It is very unfortunate that agriculture is in very poor condition in the country where the sayings like “*uttam kheti madhyam baan, nishiddh chakari bheekh nidan*” (agriculture is the best, followed by trade; a job is at the bottom of the heap and begging is the worst) have been deep-rooted in the society. It needs no elaboration that agriculture has today become a loss-making venture in our country following growing production cost, increase in natural calamities, loss in fertility power of the soil, growing shortage of water, exploitative nature of the market, import of cheap farm produces, etc. About one and a half decade back the National Sample Survey Organisation's (NSSO) Report revealed that 40 per cent farmers are doing farming because they do not have any other means of earning. Instead of improvement, the condition only deteriorated in all these years.

The problems of low irrigation facilities, reducing size of the fields, shortage of electricity, water, seeds and fertilizers were already there for years, but the situation turned so much tragic that the farmers started taking the extreme step of suicide following loss in the farming. The farmers in our country have traditionally been growing variety of crops. Since animal husbandry has been an integral part of the life in our country, it somehow covered the loss, if any, in the farming. On the other hand, there was support of the united family also. But, now most of the farmers grow cash crops, which fetch a good price. The animal husbandry and united families are the matter of the past. In this situation, the entire burden of the family remains on the sale of the cash crops. When the crops of the farmers reach the market, the prices suddenly collapse, which makes it difficult even to recover the production cost. As the practice of opting for selected cash crops, instead of the variety of crops,



has strengthened, it has not only added to the woes of the farmers, but has also, in some cases, led some farmers to take the extreme step of suicide.

## **I. Dependence of Huge Population**

Dependence of huge population on agriculture is a big problem for the Indian farmers. The world trends show that as the contribution of agriculture decreases in Gross Domestic Products (GDP), the number of people depending upon it also starts decreasing. But, it does not happen so in India. The contribution of agriculture in Indian GDP was 55 per cent in 1950-51, which has now decreased to 14 per cent. But, during this period the dependence of people on agriculture has increased from 24 crore to 60 crore. This is the reason that the income of the people depending upon farming is decreasing.

It is because of low income in farming that the farmers are migrating to cities in search of alternate sources of income. The 2011 census proves it. The census statistics show a decrease of 90 lakh farmers in the last decade. It means a total of 2460 farmers are leaving farming every day. In Punjab, which has been the leader of the green revolution, about 10,000 farmers are leaving farming every year. One-third of them have sold their farmlands to others and are now working as labourers in the fields or other farmers or are working in the agriculture markets. The advocates of liberalisation may call it their success, but the fact is that the farmers are fast turning into labourers. It can be seen in the slums of any metro city where many people are seen living in a small room only.

## **II. Underdeveloped Agriculture Market**

Underdeveloped agriculture markets are also a major problem of Indian farmers. The Reserve Bank of India has been saying it repeatedly that strong agriculture market is a powerful tool of rural development and poverty alleviation. Despite that,



we are not able to milk the unique potential of the agriculture sector in poverty alleviation. Minimum Support Price (MSP) is fixed in order to ensure the fair price of farm produces to the farmers, but its mechanism is full of faults. The government fixes MSP for 24 crops, but the government purchases hardly a few crops like wheat, rice, sugarcane, cotton, etc. The government's purchases of these crops too are limited to the leading producer states. It is because of this that hardly 6 per cent farmers of the country are able to draw benefit from the MSP mechanism. And, 94 per cent farmers are dependent on the local moneylenders for sale of their farm produces. That is why hardly 10 to 30 per cent price paid by the consumers reaches the farmers.

### **III. Need to Maintain Balance in Agriculture Import**

Now the cheap farm produces imported from foreign countries are also increasing the problems of Indian farmers. It is to be noted that the government has liberalised the Indian agriculture sector, but it did not provide the required facilities to the Indian farmers so that they can sell their produces in the global market. On the other hand, the governments and agribusiness companies of the developed countries do not want to lose any opportunity to dominate the huge Indian market. The foreign farm produces, backed by huge government subsidies from their respective countries, are so cheaper that the Indian produces seem to be very costly before them. The major reason of the growing import of agriculture produces is that our governments are more worried of the price rise than increasing the income of our own farmers. That is why even a minor rise in the prices makes the government agencies restless and they immediately reduce the import duty. The Indian farmers have to pay a heavy price for it.



In 2015-16, when the prices of wheat started soaring due to low government purchase, the government completely lifted the import duty on wheat in December 2016. As a result, the agreements to import 35 lakh tonnes of wheat were signed till March 2017. When the Indian farmers protested against it and the wheat production in the country was impressive in 2017, the Government again imposed 10 per cent import duty on wheat. Despite that, the import of wheat continued. Then the government further increased the import duty from 10 to 20 per cent on November 8, 2017.

The same thing happened with the pulses. Disturbed over the rising prices of pulses the Government, in order to curb the prices, substantially hiked the minimum support price (MSP) of the pulses. As a result, the production of pulses shot up to 260 lakh tonnes in 2016-17. But with the import of 57 lakh tonnes of pulses during the same period increased the availability of pulses in the market and the farmers had to sell their pulses even at the lower price than the MSP. It can be understood more appropriately with the example of Arhar (red gram). The government fixed the MSP of Arhar at Rs 5050 per quintal. But, owing to the import of Arhar and poor network of the government purchase in India the farmers could not get more than Rs 4,200 per quintal for the Arhar they produced in the country. Similarly, the flood of imported black pepper following free trade agreement with Sri Lanka and import from Vietnam has created the situation in the country that the Indian farmers are finding it difficult even to recover the production cost. It happens with the onion almost every year. When the onion crop reaches the market, the government allows its export. But when the prices start shooting up the government allows import. It is relevant to mention here the untimely death of the yellow revolution. In order to ensure self-sufficiency in the edible oil sector, the yellow revolution was started in the 1980s, which



proved to be a big hit. But when the import of cheaper Palmolive oil increased in the country following Preferential Trade Agreements (PTA) with South-Eastern Asian countries, the Government of India stopped the government purchase of oil crops. As a result, the oil crops became a matter of loss and the farmers stopped producing them. Finally, India has today become the largest importer of edible oils.

#### **IV. Plenty of Trade Hindrances**

There are plenty of obstacles in the marketing of agriculture produces at every step in Bharat. Hundreds of steps like single window system, e-commerce, etc have been introduced to ensure ease of doing business in the age of liberalisation-globalisation but the trade of agriculture produces is at complete stagnation stage. It is because of such policies that the companies manufacturing slippers or shoes are free to sell their products anywhere, but not the Indian farmers. They have to sell their produces with the help of the middlemen and the consumers have to pay Rs 50 per kg of onion which is purchased from the farmers at Rs 5 per kg. The situation turns so pathetic that the farmers many times do not recover even their production cost. This loss sometimes even claims the lives of the farmers.

The biggest obstacle in the trade of agriculture produces is the Agriculture Produce Marketing Committee Act passed in 1953. Under this Act, the farmers have to take the help of the middlemen to sell their crops. It is because of this law that neither the new traders get licences easily nor the new Mandis are created. Today, the condition is that in the country where there are mobile phone shops and motorcycle stores in every street, the average distance between the Agriculture Mandi is about 435 km. The Mandis also require different kinds of licences and different fees have to be paid for them. There is complete lack of facilities in the Mandis to make the farm produces better as



per market requirements. There are not even electronic boards to display the prices of different produces. There is lack of transparency in the dealing following minimum use of technology. This is the reason that the market committees constituted by the state governments under this Act have become a medium of collecting revenues only and those committees want to continue the licences-permit raj. It is because of the growing influence of the middlemen in agriculture produce trade that the farmers who used to get 89 per cent of the amount paid by the consumers in 1950-51 now get hardly 34 per cent of the amount paid by the consumers. Hence, 66 per cent of the amount, paid by the consumers, slips down to the pockets of fake farmers (middlemen) who never went to the field. If we calculate this amount at the national level, it is about Rs 20 lakh crore annually. This amount is equal to the annual turnover of retail giant Walmart, which is about Rs 21 lakh crore.

## **V. Governments' Attention Must**

It needs no further elaboration that if the Central and State governments create the same kind of network for storage, processing and distribution of the agriculture produces as they do for the industrial products, the day is not far when the Indian agriculture produces will also dominate the global market. The unexpected growth in various diseases world over following the mindless use of chemical fertilizers and pesticides has led to the emergence of a big market for organic farm produces, where the consumers do not think of prices. If India formulates plans and policies as per the standards of organic farming for processing and distributing farm produces, the Indian farmers and the farm produces will be in the competition. The NDA Government in 2003 had enacted a model APMC Act after amending the existing APMC Act. The new law permits the private and corporate houses to set up their distribution networks. This law also provides provisions to curb the network



of bulk sellers and middlemen. But, most of the State Governments have not yet amended their APMC Acts as per this model Act—obviously due to the strong lobby of the middlemen and politicians and also the loss of revenue.

## **VI. The Monsoon Gamble**

It is a paradox that farming still depends upon Monsoon in the country, which launches the satellites of the world powers like the US. About 65 per cent of the total 14.2 crore hectare cultivable land in the country does not have irrigation facilities. According to government statistics, only 26 per cent farmland of oil crops, 16.2 per cent of pulses crops and 14.4 per cent of fat foodgrain crops have irrigation facilities. The irrigation facilities for the wheat and rice crops are comparatively better. Many areas of the country are in the grip of drought following poor or limited facilities of irrigation every year, while some are under floods. Apart from the drought and flood situations, there is a change in the rain pattern for some time. The incidents of flood, thunderstorm and cloudburst have also become common, which are highly dangerous for the crops. What pains more is the fact that some of our shortsighted policies have only helped the natural calamities to cause more havoc. Despite the uncertain nature of the Monsoon and shortage of irrigation facilities, the farming methods are being promoted in the country which require huge water. Not only this, but the crops, which require more water are being grown in the areas where water is scarce only in the greed of more profit. The crops of rice in Punjab and Haryana and sugarcane in Maharashtra are examples of it. The consequences of it are before us in the form of mindless exploitation of underground water and dark zones. Even the underground, as well as the water in rivers, is getting polluted due to urban and industrial wastes. The quality of water is also getting adversely affected due to contamination of pesticides and chemicals used in the farms. The area of barren land is



increasing due to reduction in moisture of the land, deforestation and reduction in the hilly areas. Also, the groundwater level is reducing as we are encroaching the forests and the hilly areas for construction of roads, setting up of industries and expansion of the cities. The need of the hour is that we develop the farming pattern which suits the local ecology and saves water.

## **VII. The Vicious Circle of Loan**

The growing vicious circle of loan has also emerged as one of the big problems of Indian farmers. About 70 per cent of the total 9 crore farmers in the country spend more than their income every month. The production cost in the farming sector has crossed all limits following costly seeds, fertilizers, pesticide, dropping groundwater level and growing labour. In this situation, farming is impossible without borrowings. However, the Government has tried to provide different kinds of agricultural loans to the farmers, it has not much helped in agriculture development. In the year 2004, the farm loans worth Rs 86,000 crore were distributed to the farmers. It has grown to Rs 10 lakh crore in the year 2017-18. Since adequate attention was not paid on the creation of a basic infrastructure of farming, the distribution of more loans only deteriorated the condition of the farmers. According to the 59th survey of the National Sample Survey Organisation (NSSO), 48 per cent farmers of the country had borrowed loan in 2003. It increased to 52 per cent in the 70th report of NSSO published in 2014 after a decade. Another tragedy with the farm loans is that their definition has been changing in a way that even the big farmers, traders and the urban people can also avail their benefits. According to the statistics released by the Bank Employees Union Association the farm loans worth Rs thousands of crores have been distributed in Delhi and Chandigarh during the last several years. The result of this farm loan distribution to the urban traders is that the real farmers are forced to land in the clutches of the



moneylenders. It, in many cases, forces the farmers to take the extreme step of committing suicide in case of crop loss.

### **VIII. Wrong Priorities**

The problems of farmers are not reducing because of our wrong priorities also. Long-term steps are not taken in the interests of the farmers in the greed of political gains. The leaders demanding loan waivers never think as to how to make farming the business of profit so that the farmers could return their loans happily. Another similar disputed issue is related to the sanction to GM crops. When the Indian farmers are fighting for getting fair prices of their produces, the supporters of new techniques are advocating to grant permission to GM crops. The ground reality is that the Indian farmers need irrigation, improved technology, information technology, rural roads, electricity, cold storages, modern Mandis etc and not the GM seeds so that they do not need to fight for a fair price of their produces. However, the Central Government led by Prime Minister Shri Narendra Modi is busy in ensuring basic facilities like National Agriculture Market (NAM), rural roads, electricity, irrigation, crop insurance, etc, the experts feel that the agriculture sector would not witness the revolutionary improvements until the State Governments also take similar concert steps. A few years back when the issue of allowing direct foreign investment in the agriculture sector was raised, the State Governments had strongly opposed it. Even then the investment in the areas of rural roads, uninterrupted electric supply, irrigation, cold storage, warehouses, processing and distribution etc is still a distant dream. The main focus of most of the State Governments is on increasing the number of below poverty line families and the schemes like loan waiver. This is the reason that the benefits of liberalisation have not yet touched the boundaries of the villages. It is the prime reason for the poor condition of Indian farmers.



## **IX. Growing Trend of Corporate Farming**

The growing intervention of agribusiness companies is also adding to the woes of Indian farmers. Instead of the small fields and local food markets, the process of creating global food supply chains that began in Europe and the US after the Second World War is now gripping the third world countries also. It is being done by the big agribusiness companies. In fact, these companies are conspiring to grab the farming system of the third world countries. The local food products popular in these countries are basically a big challenge before these big companies which have already grabbed the market of seeds, fertilizers, chemicals, pesticides, processing, etc. Therefore, companies have resorted to fake and misleading campaigns to popularise 'global' food in place of the 'local' food products. The best example of it is the growing use of Maggi, momos, chow mien, pizza, burger, chocolate, cold drinks, water bottles, etc. nowadays. Today you visit any part of the country or remote rural area, you may not find lemon-water, gur and sattu, but you will surely find Maggi, momos, chow mien, etc.

## **X. Multinational Companies Grabbing Farms**

The agribusiness companies are fast giving a global shape to the local food system. This is the reason that from harvesting to serving in the plate at the dining table, the food products normally cover the distance of about 1500 miles and there is a system of earning profit at every step. For example, about 93 per cent soyabean production and 80 per cent maize production in the US are monopolised by a single company, Monsanto. Only four companies control the world's food market. Half of the milk production in the world is controlled by 20 companies. The global market of pesticides is also controlled by global giants. As the monopoly of these companies is strengthening, the income of the farmers is reducing. It is because by controlling the purchase and sale system these companies are reducing



the options for the farmers.

The beginning of the monopoly of agribusiness companies begins with grabbing the control over the basic foundation of farming i.e. seeds. The patent and intellectual property rights act as the ladders for them. As a result, the global seed market is gradually shrinking to a single place. For example, about four decades back, thousands of seed companies were involved in seed production, but now four top companies of the world control 67 per cent of the total seed production of the world and their share is continuously growing. Similarly, top ten companies are controlling 90 per cent of the pesticide business. As the control of commercial seed process is increasing, the dangers for the biodiversity are growing.

The agribusiness companies and their supporters argue that not only the large-scale production is necessary to ensure food for the growing population but also a centralised supply chain is must for taking that production to the people. On the other hand, the ground reality is that about 70 per cent of the world population is still supplied the foodgrains by small farms and local ration shops. It can be understood more easily with the example of rice in the Asian region. About 99 per cent of the rice production in Asia comes from the farmers who have less than two hectares of farm land. No agribusiness company owns such a small landholding. This shows that the food to the growing population can be ensured through the small land holdings and not by the big agribusiness giants.

## **XI. Hope from Horticulture**

Keeping in view the growing scarcity of water and reducing income of farmers, the experts have been suggesting for a long time to opt for horticulture crops of fruits and vegetables. Today about 8.5 per cent cultivation land is used for horticulture, but it contributes to 30 per cent of the GDP. Also, the crops of fruits



and vegetables fetch four to ten times more return as compared to other crops. The demand for fruits and vegetables than other crops is growing world over due to growth in urbanisation, expansion of middle class, growing income, changing pattern of the food habits. In this situation, horticulture can resolve many problems of the farmers. But the problem is that despite being the second largest producers of fruits and vegetables, Bharat has not been able to register its presence in this market. It is to be noted that India grows 12.6 per cent of fruits and 14 per cent of vegetables, but its share in the global market of fruits and vegetables is only 0.5 and 1.7 per cent respectively. There are many reasons for this low share. The biggest reason is the high cost of transportation. The transportation cost of goods in India is 20 to 30 per cent more as compared to other countries. This makes the products 10-15 per cent costly in Indian retail market. For example, despite low production cost but because of huge transportation cost the contribution of India in imports of the Netherlands is merely 3 per cent, whereas the share of far Latin American nation Chile is 23 per cent. It happens only in the foreign markets, but in the local markets also our produces are found costly as compared to the imported items. Now the situation has deteriorated to the extent that the Indian producers are in trouble due to the presence of imported fruits and vegetables in our market. Secondly, there is also a shortage of quality standard regulations in our country as per the demand. There is also an acute shortage of required basic processing, packaging and cold storage system for fruits, flowers, vegetables, etc. Because of this about one-fourth of the total production goes waste every year.

Obviously, our horticulture crops will be able to find a place in the local and global markets if we ensure cheaper transportation and distribution infrastructure. It will happen only if we improve the condition of our roads, trains, ports, airports,



etc and also invest more in the processing, storage and cold stores. The Soumitra Chaudhary Committee on Horticulture Sector Development had also recommended the creation of the sophisticated system from seed development to storage and distribution. But the UPA Government did not pay attention to those recommendations. Now the way the present NDA Government under the leadership of Shri Narendra Modi is working to develop basic rural infrastructure and e-Mandis, it is hoped that it will not only curb the woes of the farmers, but would also help the Indian fruits and vegetables ensuring their strong presence in the global market.

The first step in the direction of improving the condition of Indian farmers should be to recognise the value of water and promote the crop pattern that suits the local ecological conditions. Also, the farmers should be armed with the modern techniques of irrigation so that more production can be ensured in less water. Secondly, steps should be taken to increase the income of the farmers by promoting the income from non-agriculture sectors like dairy, chicken, fish production, etc. It will not only improve the income of farmers but will also reduce the dependency on soil and water. Third, the food processing industry should be promoted. It will not only develop the agriculture-based industries but will also help in curbing the wastage of agriculture produces. There is much difference in the farm production in different regions. Therefore, input should be improved in the areas where the production is low. We also need to change the farming patterns keeping in view the change in the climate. Apart from strengthening facilities for irrigation, storage, distribution and small farm equipments, we also need to make suitable changes in the land laws so that sharecropping could be promoted. The farmers should be imparted training of information technology so that they start production as per the changing needs of the world.



After a long gap, there is a Government at the Centre, which is sincerely building basic infrastructure for the farm and the farmers. The Modi government has not only started Prime Minister Irrigation Scheme for improving the irrigation facilities but also has started connecting all Mandis of the country through National Agriculture Market to ensure fair prices of farm produces to the farmers. Prime Minister Corp Insurance Scheme has also been started. Neem coated urea has curbed the black marketing of fertilisers and the soil health cards are also being issued so that the farmers use the fertilisers which their soils basically require. Apart from ensuring electricity to every house by the end of 2018, the farmers are being imparted the training of improved methods of irrigation so that more production can be ensured from every drop. The Government has also extended top priority to the building of roads in the rural areas. ○



## 11. WELFARE SCHEMES FOR FARMERS BY THE BJP RULED STATE GOVERNMENTS

**"Neither would the production in the country increase, nor the prices will be stable until the farmers get a fair price of their crops." - Pt Deendayal Upadhyaya**

The Bharatiya Janata Party (BJP) trusts the life philosophy of its former general secretary and president, Pt Deendayal Upadhyaya. Therefore, apart from the Central Government, the BJP-ruled State Governments are also taking every possible step for the development of the farmers. Some prominent steps taken by some State Governments are as follows:

### I. Gujarat

When Shri Narendra Modi assumed the office of the Chief Minister Gujarat, he was confronted with many challenges including the huge devastation caused by the earthquake in Bhuj. Also the natural calamities like drought and floods blocked the speed of development. But, Shri Modi and his team not only successfully controlled the situation, but also accelerated the speed of development. The steps that he took as the Chief Minister for all round development of Gujarat, are now known as Development Model of Gujarat. In fact, the formation of Bharatiya Janata Party (BJP) Government at the Centre with thumping majority is credited to this Development Model of Gujarat to a great extent. This development model equally focuses on all the three significant segments of the economy-agriculture, industries and the service sectors. The events like Krishi Mahotsava held in the State acquainted the farmers with the improved farm technology and potential of the market. The State Government particularly focused on increasing the farm production. The Soil Health Card Scheme acquainted the



farmers with the total health of their soil and also what corrective steps they can take. Animal husbandry has also been one of the top priorities of the State Government.

### **Prominent Schemes of the State Government Saurashtra Narmada Avtaran Irrigation (SAUNI) Yojana**

Under this scheme, the dams in the state have been interlinked through pipelines. Started in 2016 the Scheme envisages filling 115 major dams of the arid Saurashtra region (11 districts of Gujarat) by diverting floodwaters overflowing from the Sardar Sarovar Dam across the Narmada in South Gujarat. It involves laying a 1,125-km network of pipelines to carry Narmada water to these dams, and irrigate the land. Under the first phase, ten dams are to be interlinked through pipelines. The project is expected to be completed by 2019. It is hoped that after completion of this project about 10 lakh acres of agriculture land would be irrigated.

### **Sujlam Suflam Yojna**

It is an ambitious scheme of the State Government particularly designed for North Gujarat. It is a good example of water conservation. Under this project, some rivers have especially been interlinked for irrigation and drinking water. A total of 174 ponds of Gandhinagar, Sabarkantha, Mehsana, Banaskantha and Patan have been connected through pipelines with the Narmada Canal and 210 ponds have been connected through Sujlam Suflam Spreading Canal.

### **Interest-Free Loan Scheme for Farmers**

The State Government has started an interest-free loan scheme for farmers. Amount up to Rs three lakh is given to the farmers and about 25 lakh farmers of the State are expected to be benefited with this scheme. The Scheme was declared by the State Government on October 16, 2017 during the Gujarat Gaurav Mahasammelan in Gandhinagar. Prior to this scheme,



the State Government was providing loan up to Rs three lakh to farmers at 1 per cent interest rate. In the beginning, the interest rate for the scheme was 7 per cent, but later it was reduced to 3 per cent. The Central Government provides loan to the farmers at 3 per cent interest rate, while the Gujarat Government was providing loan at 1 per cent interest rate, which too has now been reduced to zero.

### **Special Attention to Farmers in Budget**

No additional tax was proposed in the budget presented in Gujarat Assembly for the year 2018-19. Out of total Rs 1.83 crore budget, there are provisions of Rs 6,755 crore for farmers and Rs 3311 crore for water. Also, Rs 28.50 crore will be spent on ensuring sufficient quantity of fertilizers to the farmers, Rs 36 crore for purchasing equipments for rural milk diary cooperative committees, Rs 34 crore on National Live Stock Mission and Rs 25 crore on free treatment of animals. Apart from it, fishermen will be provided with Rs 10 crore for purchasing modern engines. Rs 3 crore have been earmarked for the new fish lake and Rs 60 lakh for the fishermen family group accident help scheme. Also, the State Government has announced a subsidy for youth to start self-employment.

## **II. Haryana**

### **Constitution of Farmers' Commission**

The Government of Haryana led by Bharatiya Janata Party has constituted a Farmers' Commission to study the condition of farmers in the state. The Commission would submit its recommendations with some practical steps to be taken. The Commission is particularly studying the problems of the farmers, the reasons why the condition of the agriculture is deteriorating and what steps could be taken. Then the state government wants to take some corrective steps.

### **Bhavantar Bharpai Yojana for Vegetables**

The State Government has started Haryana Bhavantar



Bharpai Yojana for farmers to ensure that they get at least the base price after selling vegetables. If the farmers had to sell vegetable below the fixed base price, the government would ensure the compensation. Suppose minimum support price (MSP) of onion is Rs 1000 per quintal in the state. Due to any circumstances, the farmer sold onion at Rs 700 per quintal, then under the Bhavantar Bharpai Yojana, the State Government would pay the remaining amount of Rs 300 per quintal to the farmer. The Scheme has been implemented since January 1, 2018. It mainly covers the vegetables like potato, tomato and onion. The MSP of all these vegetables has been declared. The eligible farmers are required to complete online registration to avail the benefits of the scheme.

### **Easy Loans for Farmers**

The State Government is already providing 50 per cent rebate on the purchase of agriculture equipments. There is no need of any security for the loan up to Rs one lakh in the state. Apart from it, the State Government provides farm loans to farmers at the interest rate of 7 per cent. Also, the Kisan Credit Cards worth Rs 50,000 are being provided to the farmers.

### **National Corps Insurance Scheme**

Under this scheme, the State Government provides insurance cover for the notified food crops, oily crops, annual horticulture and commercial crops. The premium rate under the scheme has been fixed between 9 and 11 per cent. For horticulture and commercial crops, it is 13 per cent. The farmers depending upon the premium slabs would be provided 75 per cent of the premium amount as a subsidy.

## **III. Uttar Pradesh**

### **Deendayal Upadhyaya Kisan Samriddhi Yojana**

The Uttar Pradesh Government has started Deendayal Upadhyaya Kisan Samriddhi Yojana for the treatment of barren, rough & rugged and water accumulative (Banjar/Beehad/



Jaljamav) areas. Production of foodgrains is not increasing in the state as per the speed of population growth. Hence the increase in foodgrain production is direly needed. But, the reality is that about 25-30 thousand hectares of agriculture land is being converted into non-agriculture activities every year. In this situation, ensuring meals to the growing population will prove to be a challenge. Therefore, under Deendayal Upadhyaya Kisan Samridhi Yojana the low fertile land is being made high fertile. All the farmers and farm labourers will be eligible to avail benefit of the scheme in the areas where it is implemented. The area, where the beneficiaries are more from SCs/STs, small and marginalised farmers will be given priority. A total of 1,71,186 hectares of agriculture land has to be treated under this scheme. Committees will be constituted for monitoring and review of the scheme under Agriculture Production Commissioner at State level, Divisional Commissioner at Division level and District Magistrate at District level.

### **Loan Waiver for Farmers**

The Uttar Pradesh Government has extended huge relief in the form of loan waivers to the farmers, who were in the debt trap. Loans of about 1.5 crore farmers worth Rs 36,359 crore have been waived. It is the biggest loan waiver granted in any state so far. Loans up to Rs one lakh have been waived for every farmer. It includes all the loans taken from any cooperative or any other bank. Particularly, the loans taken for rice, wheat, fertilisers or pesticides have been waived. The loans taken for consumer goods have not been waived. Also, only the loans, which were taken before March 31, 2016 have been considered under the scheme. This loan waiver cost the state exchequer Rs 36,359 crore. The loan worth Rs 5,630 crore, which had become NPA, was waived immediately. It will benefit 2.15 crore farmers. The maximum limit of the loan waivers has been fixed at Rs one lakh.



## **Village and Farmers Centric Budget**

The budget of Uttar Pradesh Government for the year 2018-19 has been village and farmers centric. Rs 100 crore have been earmarked for farmers for fertilisers. Also, 5,500 wheat purchase centres are to be opened. There is provision of Rs 1,614 crore for Sarayu Canal Project. Rs 5,000 crore have been provided under Panchayati Raj Swachh Bharat Mission. Apart from Rs 741 crore for Arjun assistant project, Rs 1701 crore have been earmarked for Central Ganga Canal Project. There is provision of Rs 500 crore for canal irrigation project. Rs 1,500 crore have been ensured for national rural drinking water project. Similarly, Rs 120 crore have been proposed for state rural drinking water programme.

## **IV. Uttarakhand**

The BJP ruled Uttarakhand Government has started Pandit Deendayal Upadhyaya Sahakarita Kisan Kalyan Yojana for the benefit of small and marginalised farmers. It is basically an agriculture loan scheme, which provides loan up to Rs one lakh to the farmers at the interest rate of 2 per cent. The farmers living in the border areas can draw the benefit of this scheme. The scheme was announced on 18th Foundation Day of the state on November 9, 2017 by state Chief Minister Shri Trivendra Singh Rawat. The farmers who avail the benefit of this scheme can return loan within three years. Those who fail to return the loan will be imposed compounding charge after one year. Apart from strengthening the rural economy, the scheme will also prove to be very beneficial for the farmers who are forced to migrate from the hilly areas. It will also improve the financial position of the farmers. The state government will distribute these loans through cheques to be distributed by organising special camps. The scheme will also help in achieving the dream of the Central Government to double the income of farmers by 2022. The interested farmers can set up small agriculture-based industries with the help of this loan.



## **V. Madhya Pradesh**

### **Bhavantar Bhugtan Yojana**

The Bhavantar Bhugtan Yojana in Madhya Pradesh was launched in October 2017. The aim of the Scheme is to primarily support the farmers in case of distressed sales in Mandis, which fetches them prices below the Minimum Support Price (MSP). The State Government has announced MSP for 25 crops. If the farmers found the market prices to be lower than MSP then they could exercise the option to sell the produces at MSP to the State Government. The scheme was launched to plug some of the loopholes in the system and ensure a reasonable price to the farmers. Under the scheme, the farmer will be compensated for the difference between the MSP and the price at which the farmer sold his produce in the Mandi. The model price will be calculated by taking the average price of the commodity in Madhya Pradesh and two other states, where the crop is grown. To avail the benefit of the scheme farmers are required to register for the scheme and sell their produce at registered agricultural markets. Currently, the scheme has been launched for eight crops—Soyabean, Groundnut, Til, Maize, Moong, Urd, Tuar Daal, etc.

### **Chief Minister Agriculture Productivity Scheme**

Under this scheme, the farmers in Madhya Pradesh will be provided with Rs 200 per quintal as encouragement amount for rice and wheat. Also, the prices of different produces will be displayed in 150 Mandis of the state along with rates in outside states with the help of price tracker. Grading and packaging plants will be created in 50 agriculture produce markets. Also, a scheme is to be launched for solution to the pending loans of the members of Primary Agriculture Credit Cooperative Societies. This scheme will be introduced in 4,523 societies at the moment. The payment date of the loans, distributed through primary agriculture credit cooperative societies, was extended from March 28 to April 30.



## **Kisan Credit Card to be Converted into RuPay Card**

The Kisan Credit Cards issued to the farmers who are members of the cooperative societies will be converted into RuPay Cards. Also, micro ATM machines will be installed in the primary agriculture credit cooperative societies. The farmers who rear cattle will be issued Animal Husbandry Credit Cards for the activities related to animal husbandry.

## **Acharya Vidyasagar Gau Samvardhan Yojana**

Earlier, under this scheme, 1,500 beneficiaries were benefitted, but now its benefits have been extended to 15,000 beneficiaries. The crop share farmers also now get the benefits of various schemes in the state. In the case of electricity, if the farmers bring the transformer in the village themselves, transportation charges will not be charged from them and transformer connection would be interest-free. If the transformer is burnt within three months of the installation, no charges will be imposed. In order to double the income of the farmers, the defaulter farmers will also now get loan.

## **Interest-Free Loan to Farmers**

The farmers who are not able to repay their debt will also be eligible for an interest-free loan. The pending interest will be paid by the state government and the original amount of loan that farmer had taken can be deposited by the farmer in two installments. They will be eligible for further loan after paying the first installment of the previous loan. The State Government has agreed to pay Rs 2600 crore as interest for the defaulter farmers.

## **VI. Chhattisgarh**

### **Interest-free Loan to Farmers**

Interest-free loans are being provided to the farmers through cooperative societies by Chhattisgarh Government. Apart from it, the farmers are being provided with free electricity throughout



the year under Krishak Jeevan Jyoti Yojana. This facility is available up to 6000 units on 3 horsepower irrigation pumps and up to 7500 units on 3 to 5 horsepower irrigation pumps. Under the Minimum Support Price policy, the farmers have been provided with a very transparent computerised purchase system for rice. A total of 13.66 lakh farmers joined the Prime Minister Crop Insurance Scheme in the state during the year 2016. Out of it, 12.9 lakh have to pay their loans and 1.56 lakh have no loans. Over 32 lakh farmers have been issued soil health cards after testing the soil of their fields. Under Shakambhari Yojana, the farmers are being provided with 50 per cent subsidy on the construction of wells for irrigation and 75 per cent subsidy on the purchase of irrigation pumps. The farmers of all categories are being provided with subsidy under Kisan Samridhhi Yojana. A farmer under SC/ST category is being provided with subsidy of Rs 43000 and Rs 35000 to the farmer of other backward class and Rs 25000 to the farmer of general category.

### **Farmers' Centric Budget**

The state government's budget for the year 2018-19 provided Rs 4,452 crore for agriculture, which is higher than the amount earmarked for agriculture in the previous year. The state government always helped the farmers during natural calamities. Rs 136 crore have been ensured for the premium to be paid under Prime Minister Crop Insurance Scheme. In order to improve the income of farmers, the Mandis have been computerised. There are separate provisions for irrigation schemes in the budget. Rs 91 crore have been earmarked for irrigation, while Rs 13,480 crore have been earmarked for the farm sector. An animal ambulance has also been announced in the state. Apart from Rs 533 crore for crop loss, the sugarcane farmers will be provided with a bonus worth Rs 40 crore.

## **VII. Rajasthan**

### **Mukhyamantri Jal Swavlamban Abhiyan**

Mukhyamantri Jal Swavlamban Abhiyan has proved to be



a big hit in Rajasthan for water conservation. As the state has 75 per cent rural population, which depends upon agriculture and livestock for their livelihood, the Abhiyan mainly utilises the four waters—rainfall, runoff, groundwater and soil moisture keeping watershed or cluster/index catchment as a unit. The state Government provides subsidy for various water conservation projects under the individual beneficiary scheme. 50 per cent amount of the total expenditure is provided as subsidy to the farmers for building pucca *diggi* with the capacity of minimum four lakh or more literes (at the rate of Rs 350 per cubic metre). The subsidy on construction of *kutchha diggi* is also 50 per cent of the total expenditure (Rs 100 per cubic metre) upto Rs two lakh. Similarly, 50 per cent subsidy (up to Rs 52,500) is provided for construction of farm ponds. The government also provides 50 per cent subsidy in the construction of pipeline. In the first year, around 3000 villages on the basis of priority were identified and, in coming 3 years by including around 6000 villages every year 21,000 villages will be benefited and permanent solution will be achieved by making them self-sufficient in terms of water.

## **Technical and other Support**

In order to apprise the farmers of the new farm technology, the farmers' tours are organised within and outside the state. One tour is for 5 to 7 days duration and about 40-50 farmers join one group. Apart from this, the girls studying agriculture subject at senior secondary graduation and post graduation and Ph.D research are provided with Rs 5000, 12000, 15000 respectively as encouragement amount per year. The state government also provides subsidy for planting trees of oily crops. Under this head, the subsidy to the tune of Rs 17,000 for planting Neem tree per hectare, Rs 35,000 for Jojoba, Rs 41,000 for *Jatropha*, and Rs 48,000 for olive tree is provided. For the nurturing of these trees, the government provides Rs 2000 annually for Neem, *Karanj* and *Mahua* and Rs 3200 per hectare



for the trees of Jojoba, olive tree and Jatropa. Also, the subsidy is provided for improving the quality of the soil.

## **Promotion of Traditional Farming**

In order to curb the overuse of chemical fertilisers and pesticides in the farms and also to protect the health of the consumers as well as to protect the environment, organic farming is promoted. It is cluster-based scheme and help is provided on the cluster of 50 acres. Under the scheme, help is provided for organic seeds, wormy compost unit, record maintenance, soil sample, liquid bio fertilizers, bio-pesticide, Neem Khali, farmers' training and transportation, etc.

## **National Mission for Sustainable Agriculture**

This scheme is being implemented in the rainfed areas. The objective of the scheme is to get more production from agriculture and stress on sustainable farming. This Mission centres around natural water bodies, soil conservation, soil health management and capacity building of the farmers. Under the scheme, there is provision to provide 50 per cent of the production cost of orchard based farming as subsidy, which is maximum Rs 25,000 per hectare. For tree-based farming, 50 per cent subsidy which is maximum Rs 15,000, is paid. On animal-based farming 50 per cent subsidy is provided for cow/she-buffalo dairy, which cannot be more than maximum Rs 40,000. Similarly, 50 per cent subsidy is provided for goat/sheep/hen/duck based farming, which is maximum Rs 25,000 per hectare.

## **Loan Waiver for Farmers**

The state government has announced to waive the loans of farmers up to Rs 50,000. Only the loans availed till September 30, 2017 have been waived off. This will cost Rs 20,000 crore to the state exchequer. Apart from it, the state government has planned to provide Rs 2000 per month as pension to the farmers above the age of 60 years.



## **VIII. Maharashtra Loan Waiver for Farmers**

In order to ensure full transparency in loan waiving, the state government released the names of all eligible farmers under the scheme. The government waived the loans of the deprived farmers up to Rs 1.50 lakh. About 90 per cent farmers of the state are expected to be benefitted under this scheme. The benefits of Maharashtra Farmers Loan Waiving List 2017 Yojana have been provided under Chhatrapati Shivaji Maharaj Krishi Samman. The government employees will not get the benefit under this scheme. Apart from it, the farmers who have repaid their loans in time will be returned 25 per cent of their amount. The state government has released an amount of Rs 34000 crore for it. The step has been taken keeping in view the suicides by farmers in the state. The list of the beneficiaries has been released at the district level so that the farmers applying for benefits under this scheme can confirm their names in the list before applying.

These are some of the significant steps that have been taken by various state governments led by the Bharatiya Janata Party in different states for the benefits of farmers. These steps are different from the steps that have been taken by the governments at the local level. These schemes include provisions for horticulture, fishery and animal husbandry and the purchase of agriculture produces, sugarcane, pulses and oil crops. ○



## 12. CENTRAL GOVERNMENT SCHEMES FOR FARMERS

**"Improving the state of villages and farmers is the priority of the Government of India. The economic condition of the farmers will be improved by using the modern technology along with the traditional farming methods. Many steps are being taken to ensure the benefits of Digital India to the farmers". –Narendra Modi**

The Bharatiya Janata Party, which is deeply rooted in the Bharatiya culture and traditions, understands clearly that the country will not be happy and prosperous until the farmers of the country are happy and prosperous and their sufferings are realised and addressed honestly. Prime Minister Shri Narendra Modi regards the '*annadata*' as the real '*Bhagya Vidhata*' of Bharat. The Prime Minister genuinely believes that the strong foundation for prosperity of the country and villages cannot be laid without expanding the farms and farming. This is the reason that the Central Government has started certain schemes which directly benefit the farmers. In order to connect the Union Ministry of Agriculture with the welfare of the farmers, he has renamed the Ministry as the 'Ministry of Agriculture and Farmers' Welfare' so that the Ministry can work directly for benefits of the agriculture and welfare of the farmers. By taking this step, the Prime Minister has tried to change the mindset that has been prevailing in the country since Independence. The Bharatiya Janata Party and the Prime Minister believe that neither the condition of the farmers will change at the ground level nor the pristine glory of our farm sector will be restored until we change our mindset about the country's farmers and farming, and also the attitude of the government machinery.



## **I. Goal to Double the Income of Farmers by the year 2022**

During the election campaign in 2014 itself, Shri Narendra Modi had promised the country to make sincere efforts to double the income of the farmers by the year 2022. The BJP government started genuine efforts in this regard right from the day one. Being the Nodal Ministry in this regard the Union Ministry of Agriculture and Farmers' Welfare is moving forward with its schemes. The Ministry has specifically taken bold steps to invent and promote the use of new technology, changing crop cycle and apprising the farmers how to grow right crops with minimum cost as per the changing weather. The benefits of the scheme are visible on the ground now. Since the government is committed to double the income of the farmers by 2022, it has implemented various schemes, which have changed the picture of the agriculture sector on the ground to a great extent. Concrete efforts are on to make the farming profitable through the schemes like Soil Health Card, Crop Insurance Scheme, E-NAM, Organic Farming, Neem Coated Urea, Prime Minister Irrigation Scheme and various schemes for animal husbandry.

## **II. Soil Health Card**

In order to maintain the fertility power of the soil, the Central Government led by Prime Minister Shri Narendra Modi has launched Soil Health Card Scheme, which provides complete information to the farmers about their soil and needs of their crops. This information helps the farmers to use the required fertilisers in desired quantity to have bumper crops. Soil Health Cards have so far been issued to 6.5 crore farmers. This scheme has been started on the permanent basis to increase the production of certain crops. All 14 crore land accounts of the country have been connected with this scheme. The government has decided to check 248 crore soil samples in three years. Work on it is in full swing. Under this scheme, the concerned



farmer is being educated about his soil needs—which types of fertilizers and which crop can be grown in which quantity of water. It is a revolutionary step in the Indian agriculture sector.

### **III. Increase in Minimum Support Price**

The government knows well that the agriculture will not benefit the farmers until they are provided with fair price of their crops. That is why the Minimum Support Price of various crops has been increased substantially. During the year 2016-17 the MSP of Arhar pulse was Rs 4,625 per quintal, which was increased to Rs 5,050 per quintal in the year 2017-18. Similarly, the MSP of Urad daal has been increased from Rs 4,625 to Rs 5,000 per quintal and the MSP of Moong daal has been increased from Rs 4,850 to Rs 5,250 per quintal.

**“It is for the first time in the history of the country that a new crop insurance scheme has been introduced for the welfare of the farmers. If the farmers join this scheme, no natural calamity will frighten them.”**

**–Narendra Modi**

### **IV. Prime Minister Crop Insurance Scheme**

In the past, the farmers got nothing if their crops were damaged in any natural or other calamity. It caused huge damage to them and many farmers were completely ruined in such calamities. The BJP government at the Centre has started crop insurance scheme to save the farmers from the losses occurred due to the calamities. The Scheme provides maximum benefit on the payment of minimum premium. This scheme insures all the crops whether oily crops, vegetables, etc on the payment of annual premium. Before the BJP government, only a few crops including oily crops were covered under this scheme. But now all the crops have been covered. According to new rules, now insurance of all Kharif crops and oily crops is done at the rate of 2 and 1.5 per cent premium. For Rabi, oily, commercial crops, fruits and vegetables, etc the annual premium is 5 per cent. Since agriculture is part of the State List, the State



Governments have also been connected with it. Apart from the central governments, the state governments also contribute to the insurance premiums. After rains last year, the Central Government while taking a quick decision declared that if 33 per cent or more crop is damaged the farmers will be provided with compensation. Earlier, the farmers used to get compensation only if the crop loss in any natural calamity, etc was 50 per cent or more.

## **V. Paying the Dues of Sugarcane Farmers**

The Sugar mill owners in northern India were to clear the dues of Sugarcane growers for many years. It naturally generated many problems for the farmers. In order to ensure the payment of farmers, the central government provided with the financial help of Rs 4,305 crore. It benefited about 32 lakh farmers. Similarly, 99.33 per cent farmers in 2014-2015 and 98.21 per cent farmers in 2015-16 received their pending payments.

## **VI. Abolition of Levy Rice Procurement System**

Taking a big step for welfare of the farmers, the central government abolished the levy rice procurement system from 2015. Now the farmers can directly sell their produces at the government procurement centres or wherever they get fair price of their paddy crops. The millers purchase paddy directly from the farmers with their own resources at government's stipulated Minimum Support Price (MSP) and the levy rice system required that a percentage of the rice had to be sold to the Government for the Public Distribution System and/or Market Price Stabilisation schemes. Prior to the abolition of the system, levy rice quantities to be sold to the Government were set at 25 per cent of the total rice procured by the millers, while the remaining 75 per cent could be sold into the open market. The removal of the system would mean that the government agencies like Food Corporation of India (FCI) and the state government-owned agencies have to entirely adopt the custom milled rice (CMR) mode, under which the agencies would purchase paddy directly



from the farmers by paying the MSP.

## **VII. Curbing Black Marketing of Urea through Neem Coating**

The Central Government has declared new Urea Policy to improve domestic production and energy efficiency. In order to ensure self-sufficiency in Urea production the Prime Minister Shri Narendra Modi had promised even before forming the Government at the Centre to reopen the fertilizer production units of Gorakhpur, Barauni and Talghar. That promise has now been fulfilled and all the three fertiliser units have been revived. The government also took a unique step to curb the deficiency of urea in the farms. Earlier, the farmers did not get sufficient urea even after long wait because the subsidised urea was illegally sold to industrial units. By ensuring the Neem coating of urea the Central Government has curbed this black marketing. Now the farmers get sufficient urea without delay. Neem coating of urea has not only prevented its misuse by chemical industry, but also ensured that a lesser quantity is required for the crops. Neem coating has fortified urea, due to which nitrogen is released slowly. As a result, a lesser amount of urea is required to vitalise the crops. While per tonne urea is sold at little over Rs 5000, its actual cost is nearly Rs 20,000 per tonne. The government gives a subsidy of Rs 15,000 per tonne on it.

**“The next agriculture revolution in India has to be caused through technology and modernisation.”**

**–Narendra Modi**

## **VIII. Deendayal Upadhyaya Gram Jyoti Yojana and Pradhan Mantri Krishi Sinchai Yojana**

Started on the initiative of Prime Minister Shri Narendra Modi the prime objective of Deendayal Upadhyaya Gram Jyoti Yojana (DDUJYM) is to ensure uninterrupted electricity supply to the rural households and adequate power to the agricultural consumers. This will increase not only agriculture production,



but various agriculture-based small and cottage industries will also come up and will ultimately change the overall life of the farmers. It focuses on feeder separation (rural households and agricultural) and strengthening of sub-transmission and distribution infrastructure including metering at all levels in rural areas.

The Pradhan Mantri Krishi Sinchayi Yojana (PMKSY) has been implemented with the vision of extending the coverage of irrigation '*Har Khet ko Pani*' and improving water use efficiency '*More Crop Per Drop*' in a focused manner with end to end solution on source creation, distribution, management, field application and extension activities. This scheme has resolved the irrigation problems to some extent. About 28.5 lakh hectare fields have been ensured water through this scheme. 15.86 lakh hectare fields had been ensured water Financial Support this scheme in the year 2016-17 itself.

## **IX. Schemes for Financial support to Farmers**

In order to ensure easy loans at affordable interest rates, the Central Government has enhanced the targets of agriculture loans to Rs 8.7 lakh crore. On the initiative of Prime Minister Shri Modi the Union Agriculture Ministry has set up price stabilisation fund (PSF) with a corpus of Rs 500 crore to support market interventions for price control of perishable agricultural commodities. The Prime Minister has also ensured that the farmers get loans at Rs 4 per cent interest rate only. Earlier, the interest rate was 9 per cent. The maximum limit of the loan to be sanctioned under this scheme is Rs three lakh. However, the banks will be paid 9 per cent interest rate only, the farmers will have to pay only 4 per cent. The remaining 5 per cent will be paid by the government. The government sanctioned Rs 20,339 crore as subsidy for such loans for the year 2017-18. Interest subsidy will be given to NABARD for financially supporting the public sector banks, and the banks in private, cooperative and regional rural areas, which use their



private fund for granting loans for the farm activities. The interest subsidy has been released for one year. It is being implemented by NABARD and Reserve Bank of India. The prime objective of this scheme is to ensure small duration crop loans to the farmers so that they can increase production.

## **X. e-NAM: Initiative of Digital India**

The government has taken bold initiatives not only to resolve the problems of farmers related to crop production, but also to ensure that the farmers get fair price of their produces in the APMCs. National Agriculture Market (NAM) is a pan-India electronic trading portal, which networks the existing APMC Mandis to create a unified national market for agricultural commodities. The portal provides a single window service for all APMC related information and services. It promotes uniformity, streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers and promotes real-time price discovery, based on actual demand and supply, promotes transparency in auction process, and access to a nationwide market for the farmer, with prices commensurate with quality of his produce and online payment and availability of better quality produces and at more reasonable prices to the consumer. Presently, more than 250 Mandis are connected through e-NAM directly benefiting 36.43 lakh farmers. Apart from it, 84,631 traders and 42,109 commission agents are also connected to it.

## **XI. Focus on the Use of Technology in Agriculture**

Digital technology in the form of Farmers' Portal has proved to be a big boost to the farmers. The Portal is envisaged to make available relevant information and services to the farmers at one point. It creates one-stop shop for meeting all informational needs related to agriculture, animal husbandry and fisheries sectors production, sale/storage, etc. Once at the Farmers' Portal, a farmer is able to get all relevant information



on specific subjects around his village/block/district or state. This information is delivered in the form of text, SMS, email and audio/video in the language one understands. By and large mobile governance has been promoted in the agriculture sector. More than 550 crore SMS were sent to about one crore farmers to alert and inform them.

## **XII. Focus on Organic Farming**

Paramparagat Krishi Vikas Yojana was launched in April 2015 to support and promote organic farming and thereby improving the soil health. This scheme encourages the farmers to adopt the eco-friendly concept of cultivation and reduce their dependence on fertilisers and agricultural chemicals to improve yields. The Yojana promotes organic farming through the adoption of the organic village by cluster approach and participatory guarantee system of certification. This is where it makes a difference. Fifty or more farmers form a cluster having 50 acres of land to take organic farming. Each farmer is provided with Rs. 20,000 per acre in three years for seed for harvesting crops and to transport them to market. The government plans to form around 10,000 clusters in three years and cover an area of 5 lakh hectares under organic farming. The state governments have so far converted 3.59 lakh acres of land into organic with the help of 7186 clusters. The Government also plans to start certification of organic produces. Special attention is being paid to promote organic farming in the north-eastern states keeping in view their geographical conditions. Rs 400 crore are to be spent under this scheme between 2015-18. In the year 2016-17, a total of 39,969 farmers were involved in organic farming through 1975 clusters.

## **XIII. Blue Revolution for Fish Production**

In order to increase the income of the farmers, the Central Government, through the blue revolution, has sanctioned a scheme worth Rs 3000 crore for fish production in the country. A total of 15,000 hectares of additional areas has been



developed for it. Under the scheme, it has been targeted to enhance the fish production from 107.95 lakh tonnes in 2015-16 to about 150 lakh tonnes by the end of the financial year 2019-20. It is also expected to augment the export earnings with a focus on increased benefit flow to the fishers and fish farmers to attain the target of doubling their income.

#### **XIV. Rashtriya Gokul Mission**

Farming and cattle rearing have been complimentary to each other in our country since the time immemorial. But the successive governments did not pay adequate attention to them. The BJP government at the Centre formed Rashtriya Gokul Mission to promote conservation and development of indigenous breeds in a focused and scientific manner. The objectives of this mission include conservation of indigenous breeds and their development to improve their genetic makeup, enhancing the milk productivity and distribution of disease-free high genetic merit bulls for natural service. The Scheme has been implemented throughout the country. It includes the establishment of integrated indigenous cattle centres "Gokul Gram", the establishment of breeders' societies "Gopalan Sangh", awards to the farmers "Gopal Ratna" and breeders' societies "Kamadhenu". A total of 14 Gokul Grams have been developed under the scheme. 41 breeding centres have also been modernised. Since the animal husbandry sector has the potential to ensure employment, the youth are being educated and trained. For it, the number of Animal Science Colleges has been increased from 36 to 52. The impact of all these initiatives is that the milk availability in the country increased from 307 gram per person in 2013-14 to 340 gram in 2015-16.

#### **XV. Promoting Food Processing**

With 254 million tonnes of production, India is the second largest producer of fruits and vegetables in the world. In rice and fish production also Bharat is the second largest producer. It is the third largest producer of eggs and fifth largest producer



of meat. It all offers unlimited potential for food processing. That is why the BJP government at the Centre took some policy decisions in this regard. There is permission for 100 per cent foreign direct investment in food processing industry. In the production of food items and their retail sale also 100 per cent FDI is permitted. There are provisions for a rebate in some taxes also. Till January 2017, work was going on over 42 mega food parks and also the construction of 200 cold storage chains in the country.

## **XVI. Kisan Channel of ‘Doordarshan’ for Farmers**

India is believed to be the country of villages. It is also believed that one cannot understand the soul of Bharat without understanding the villages. That is why Pandit Deendayal Upadhyaya had given the mantra of ensuring water to every field and employment to every person. The BJP keeps this mantra in mind while taking any step for village development. It is because of this thinking that the Prime Minister Shri Narendra Modi envisioned an exclusive Kisan channel of *Doordarshan* to address the issues of the farmers and farm labourers. The channel was launched on May 26, 2015. Apart from promoting modern agriculture technology, water conservation and organic farming the 24-hour channel acts as a guide for the Indian farmers.

## **XVII. Weather Alerts to Farmers through SMS**

In order to ensure timely weather information to the farmers, the Government of India has started weather alerts SMS service. The farmers staying near India Meteorological Department's (IMD) 146 weather stations spread across the country get instant alerts on possible extreme weather conditions on their mobile phones. Through the 'Nowcast', as the service has been named, the farmers get SMS alerts on thunderstorm, squall, hailstorm, etc., within minutes after the information is generated by the



Met Department. Earlier the weather predictions were uploaded on its website, which farmers used to find difficult to access. Now, the data generated by the IMD's state-of-the-art Doppler Radars is instantly transmitted to Agriculture Ministry's mKisan portal, which alerts the farmers located in the affected areas. The Union Agriculture Ministry has tied up with some leading cellular operators of the country to send decision-critical information to the farmers, who are deprived of easy access to relevant information relating to weather pattern, agricultural commodities prices, etc. This flow of direct information has benefitted the farmers immensely.





## 13. WHAT NEXT!

The state of farming in our country is very oddish. The high status it enjoys in politics, the low attention it gets in actual policy formulation. The essential it is about livelihood, the unessential it is in respect of calculation of its contribution in the country's economy. It is because of this paradoxical condition that when there is any mention of farming in India even after 70 years of Independence, it is about suicides by farmers. It is the condition even when there are scores of leaders and ministers claiming proximity to the farmers.

### **I. Promoting Industrialisation at the Cost of Agriculture**

The story of this paradox began immediately after the country achieved political Independence in 1947. The first Prime Minister of India described the industries as "Temple of Modern Bharat" in 1954 when three-fourth population of the country depended upon agriculture for livelihood. What Pt Nehru said was not merely a *jumla* (sentence) used in the flow of the speech, but a policy statement that the successive future governments of the country followed. As a result, the farmers could not get centre stage in policy formulation in the governments, which have been full of the farmers. It is said that if the future building is rested on the strong foundation of the past it is not only beautiful, but also is strong. Resting the foundation on past means accommodating the positive aspects of the past after proper analysis and ignoring the negative and outdated aspects. Therefore, before thinking about the futuristic vision of the Indian farming, we should have a look at the state of agriculture after Independence to the present day.

### **II. Increase in Production, but Decrease in Income**

In 1947, about 50 per cent of the total national income was



from agriculture and 72 per cent population of the country then depended on agriculture or its associated activities for livelihood. But during the next six decades, gradually different sectors were developed and in the year 2007-08 the contribution of agriculture in national income dipped to merely 18 per cent. Whereas the dependence of total population on agriculture dipped only 12 per cent. During the period, the size of the fields also reduced. In 1970-71 the average farmland cultivated by a farmer was 2.30 hectare, which reduced to almost half i.e. 1.15 in 2015-16. Poor growth rate of agriculture during this period gradually pushed the farmers into the permanent vicious circle of poverty. In the initial 50 years of 20th century, the growth rate of agriculture was average 1 per cent. After Independence, it slightly improved to 2.6 per cent. However, if we compare it with the price rise, it has been 7.99 per cent from 1970 to 2010. There is another side of the picture. The country has registered manifold growth in food grain production after 70 years of Independence and the productivity of the fields also increased substantially. If we take the example of the largely produced crop, paddy, its production was 2 crore tonnes in 1950, which increased to 10.6 crore tonne in 2014. During this period, the crop output increased from 668 kg per hectare to 2424 kg per hectare. Similar growth is seen in the production of wheat and some other crops.

### **III. More Exploitation of Farms than Conservation**

Again, the same question—where is the fault? Why does the income from agriculture not match with the rise in prices and how did the Indian farmers continue to be trapped in the vicious circle of poverty? In order to find the answers to these questions, there is a need to study and understand the thinking and policies towards agriculture adopted by successive governments after Independence. The basic issues like improving the fertility power of soil, ensuring water for irrigation to the fields, which were



dependent on monsoon, ensuring fair price of produces to the farmers, compensating the farmers for the loss caused by natural calamities, providing high quality seeds to the farmers, educating them with the latest inventions and researches about farming, etc neither found a place in the priority lists of the policymakers nor could they become part of the intellectual discussion of the country's intelligentsia after Independence. This condition proved harmful to the country in two aspects. We occasionally discuss the first aspect which is related to Lal Bahadur Shastri and Green Revolution—how Shastriji gave the slogan of 'Jai Jawan and Jai Kisan' when the country was in the grip of severe foodgrain crisis merely after two and a half decades of freedom and how he promoted the Green Revolution. The aspect of it is that not only the agriculture, but entire rural India lagged behind in development. The cities became the centre of development and employment, which lead to uncontrolled migration from villages to the cities and the villages and farming became synonymous to poverty. The impact of this migration needs no elaboration, as it is well known. Let us discuss the Green Revolution. There is no argument against the fact that the Green Revolution proved a milestone in ensuring food security to the people and India made a big stride in achieving self-sufficiency in foodgrain production. But the mentality that was at the centre of the green revolution led to the generation of a frightening atmosphere. That mentality was the creation of consumer-centric system.

#### **IV. Treating the Farm Land as Merely a Resource, not Mother**

Following the consumerist mindset of the West, we treated the agriculture as merely a resource. Earlier, the farmers treated and respected the farmland as 'mother'. But, during and after the green revolution they were repeatedly told to treat the land as merely a 'resource'-to get more production, more crops, a medium to eradicate hunger from the country, a medium to



save foreign exchange and a medium to be self-sufficient in foodgrain production. It was because of this mindset that the mentality of getting maximum profit by exploiting the fields, soil, water and farmers gained ground. In this process the field, soil, welfare of farmers and all the issues discussed above found no place. After the Green Revolution, the basic thinking was to get more production from the farm. Gradually, our agriculture continued to depend upon the mindless use of chemical fertilisers and pesticides. However, research was conducted on seeds and the seeds, which could ensure more production, were provided to the farmers. But that was done through the multi-national companies, which only increased the cost of farming. Then came the turn of machines. The use of machines in all farm activities from preparing the soil for sowing the seeds to harvesting the crops, was described as the panacea of success. The bank loan policies too were designed keeping in view the machines, fertilisers and pesticides. But, in this entire process, it was grossly ignored that 86 per cent of our farmers are small and marginalised and the area of their cultivation land is less than two hectares. The use of big machines for these farmers is not only costly, but also is grossly impractical. By and large is the farmers started getting hugely indebted due to the purchase of fertilisers, pesticides, costly seeds and heavy machines. The cost of production started touching the sky, no sincere effort was made to ensure a fair price to the farmers' crops. The difference of production cost and income widened so much that a large number of farmers found no other option but to commit suicide to get rid of this vicious circle.

## **V. Farmers and Land must for Ecological Balance**

The prime question is what is the solution of this frightening scene? In search of a solution, we need first to change the vision of looking at the agriculture. Farmers and agriculture are not the resources to fulfill the consumerist greed of people. They



are living entities, which are must for ecological balance and existence of the human beings. Therefore, the beginning should be with the mindset to keep both of them healthy and happy. Agriculture can be healthy when the soil and water are healthy. The farmers can be happy only when their production is increased and they get fair price of their produces. In fact, the Central Government led by Prime Minister Shri Narendra Modi made a good beginning in May 2014 with the same positive mentality to change the direction and condition of the agriculture. Soil health cards, promotion of organic farming, introducing Neem coated urea, logical use of fertilisers and pesticides are some significant steps in ensuring the health of the agriculture. On the other hand, the experiments of integrated farming are highly useful in increasing the income of small farmers.

## **VI. Fundamental Reforms by the Modi Government**

Some of the fundamental reforms introduced by the Narendra Modi government to ensure the health of both the farmers and the farm are as follows:

**National Agriculture Market:** If we discuss market reforms, the setting up of E-National Agriculture Market (e-NAM) by the Modi Government cannot be overlooked. It is a very significant step, which, if implemented effectively, can prove to be a revolution in ensuring the fair price of their produces to farmers. However, the implementation is a long and tough process, it seems the government is very serious about it. The government is committed to connecting all the big 585 APMCs of the country through e-NAM by March 2018. Once it is done, any trader sitting in any part of the country will be able to see the agriculture produce kept in any Mandi through his computer and will also be able to bid for it. In this way the produces of the farmers will get buyers from across the country. This process will ensure not only fair price of produces to the farmers but also the artificial shortage of agriculture commodities created in



any part of the country will be curbed permanently.

Once the entire process is online, it will also curb black marketing of some products in Mandis. The entire dealing will be transparent. The Unified Market Platform of Karnataka has already proved to be success of this model in enhancing the income of the farmers. A report of NITI Aayog explains how the online marketing increased the farmers' income from agriculture 38 per cent in 2015-16 as compared to 2013-14. However, the success of e-NAM will depend upon fixing the quality standards for agriculture commodities. For it, the farmers will have to be provided with the free facility of checking the quality of their produces in all the Mandis included in e-NAM. Union Finance Minister Shri Arun Jaitley has earmarked Rs 75 lakh for each Mandi for creation of this mechanism in the budget of 2017-18. It is a challenge before the government to implement it on the ground. Once the process is completed, it will prove to be the biggest policy revolution in the country after Independence.

Union Finance Minister Shri Arun Jaitley has also proposed one more step in this direction in the budget presented on February 1, 2018. The Government will recognise 22,000 Hats (markets) as agriculture markets. This could prove to be a significant step to ensure markets for the farmers, because this will save the transportation expenditure, which is required now to take the produces to big Mandis. The farmers will be able to utilise the local market and avail better prices of their produces.

**Reforms in APMC Act:** In order to protect the farmers from exploitation by traders the Atal Behari Vajpayee-led NDA government in 2003 had implemented the Agricultural Produce Market Committee (APMC) Act. During the 15 years of its enactment, many shortcomings of the Act have come to light and it has also been experienced that the compulsion of selling the produces in Mandis is harming them a lot. Keeping in view all these facts the present Central Government has started the



process of reforming the APMC Act 2003. A Contract Farming Model Act is also coming shortly to provide a safe system to the farmers for income generation. All these steps aim at ensuring the fair price of their produces to the farmers. Through these steps, the central government attempts to double the income of farmers by 2022.

**Promoting Farmer Producer Organisations:** Majority of the farmers in India are small and marginalised. Hence, the small quantity of their produces remains a big problem for them in marketing. Apart from the transportation cost, they have to face the valid and invalid cuts on the part of traders. All these land them in a situation where they are not in a position to insist on fair price of their products. In order to face this challenge a good option before the farmers is now Farmers Producer Organisation (FPO). In this concept, some farmers collectively form an organisation, which is registered under the Companies Act 1956. Then it is given the shape of Farmer Producer Company (FPC). The member farmers are the shareholders in the FPC and they get government help equal to the seed money they contribute. Finance Minister Arun Jaitley, in the budget of 2018-19, declared 100 per cent tax rebate to the FPOs on their income. The biggest benefit of the FPO or FPC is that the small and marginalised farmers also get the power to stick to the fair price of their produces. They have large quantity of their products, which they carry to Mandis. The collective effort reduces the transportation and other related expenses. They can also store their produces in warehouses. Apart from traditional Mandis, they can draw benefit from the future markets. Now various Central Government agencies including NABARD, Small Farmers Agribusiness Consortium (SFAC) and IFFCO are forming FPOs. This process needs to be accelerated so that maximum farmers can draw benefit.

**Options Launching:** Union Finance Minister Arun Jaitley, on January 14, 2018, launched option trading in guar seed on



the commodity bourse NCDEX and asserted that the new initiative would benefit the farmers and ensure better prices in the coming days. Higher production has led to a fall in prices of some agri-commodities in some places, but option trading is one of the major steps towards taking farmers out of this situation. NCDEX is the second exchange after MCX to launch options trading in commodities. In October 2017, MCX had launched gold options. Guar seed is the first agri-commodity options. Options are derivatives, which give a buyer the right but not the obligation to buy or sell an underlying asset or instrument at a specific price on or before a certain date. Around 15 lakh farmers are associated with this commodity.

In his budget speech also, Shri Jaitley had stressed on connecting more farmers to future market. With the inspiration of the government and efforts of NCDEX about 70 PFOs joined the future market in three years and have been able to get better prices of their produces. About 75,000 members of those 70 FPOs have been benefitted. The farmers of Damdaha block under Purnia District of Bihar through the Aranayak FPO joined the Agriculture Commodity Exchange NCDEX and got better price of their maize crop. Similarly, some farmers at Jamwa Ramgharh in Jaipur and Kota got better prices of mustard crops. In other parts of the country also the farmers have received better prices of their produces by using the future market of NCDEX.

## **VII. Integrated Farming**

Integrated farming has emerged as another interesting method to increase the income of the farmers. It is very effective for the small farmers. Under this method, 2-2.5 acres of Agriculture land is managed in a way that one can have from cattle rearing to poultry, fishery, farm pond and farming together. From cattle dung, biogas is produced, which meets the kitchen needs of the farmers. The waste of poultry and goats is used as fodder for fish. The crops in the farm are chosen in a way that



one can have maximum income. These are basically the cash crops. Some highly successful experiments of integrated farming are also going on in various parts of the country. There is a need to promote them further.

### **VIII. Geo-Mapping/Precision Farming**

How the use of technology can improve both productivity and quality of the product is evident from the geo-mapping or precision farming. Precision farming refers to the precise application of agricultural inputs based on soil, weather and crop requirement to maximise sustainable productivity, quality and profitability. It includes the use of latest technologies such as remote sensing (RS), GPS and geographical information system (GIS) with an objective to improve profitability and productivity. It gives farmers the ability to use crop inputs more effectively including fertilisers, pesticides and tillage and irrigation water. More effective use of inputs means greater crop yield and/or quality, without much polluting the environment.

### **IX. Solar Dryer Technology**

The Solar Dryer technology can be highly beneficial for farmers in enhancing their income. It is particularly very helpful in the case of perishable agricultural commodities. In this technology, the vegetables are put into a machine available at very cheap cost by cutting them into pieces and the machine dries the vegetables. After getting dried their self-life is increased up to six months. This technology can not only help the farmers but also help the government substantially to fight against the price rise. Shri Govardhan Kulkarni and his friends in Nashik, with the help of Agriculture Technology Management Agency (ATMA) have been working on this technology for some time and they have now started their own packaging and branding also. Their products are now being sold in Mumbai and Nashik on a large scale.

### **X. Pradhan Mantri Fasal Bima Yojana**

In a move aimed at reducing the recurrence of agricultural



distress without having hefty hikes in Minimum Support Prices, the Central Government announced Pradhan Mantri Fasal Bima Yojana (PMFBY). Under the scheme, the premium paid by the farmers was reduced to 2% of the insured value for the more rain-dependent Kharif crop and 1.5% for the Rabi season. In the case of horticultural crops, farmers' premium burden will be 5% of the sum assured or 50% of the total premium. Another benefit to the farmers under this scheme is that losses incurred by them at any stage of the farming activity—from sowing to the post-harvest season—would be covered. The biggest thrust of the scheme is the use of technology, as smartphones are used to capture and upload data of crop cutting to reduce the delays in claim payment to the farmers. This scheme has been appreciated by agriculture experts also. But, the biggest challenge before the government is to ensure strict monitoring of its implementation and ensure all benefits to the farmers.

## **XI. Emphasis on Organic Farming**

The Central Government has in principle accepted organic farming as the future farming. Prime Minister Shri Modi himself declared Sikkim as the complete organic farming state on January 18, 2016 and after that the Central Government designed an ambitious scheme for the entire north-eastern region by declaring to develop 50,000 hectares of land as organic. It includes 14,000 hectares in Sikkim, and 5000 hectares each in other states. The government wishes to support the farmers in this region at all levels from sowing the seeds to harvesting, packaging, branding and marketing. The success of this experiment in the north-eastern region can emerge as a model for the entire country, as other states will also be able to design the strategy as per their local circumstances. In the budget of 2017-18 also the government set a goal to start organic farming at 10,000 hectares of land.

Apart from organic farming, the farmers should be trained in packaging, branding and marketing for traditional farming



also. There is also the need to promote more food processing. Taking a very bold step the Modi Government has allowed 100 per cent FDI in food processing. There is a need to ensure that such industries are set up in rural areas only. The government is also working to develop 42 Food Parks to export farm products.

By and large, it needs to be emphasised that in order to double the income of the farmers by 2022, there is a need to formulate strategies as per the local situations, sectors and economic conditions of the farmers, instead of designing strategies for the whole agriculture together. And, the entire strategy should ensure maximum use of technology. This is the future of farming in the country and this will show the way for a prosperous future of the farmers also. The government has taken some sincere steps, but implementation needs constant monitoring.

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## 14. EFFECTIVE MEDIA INTERACTION

Like other areas of social life, the influence of media has increased substantially in the political field also. Majority houses have access to newspapers or the news in any form whether television, mobile phone, radio, etc. In urban areas, almost every house has a television set and most of the people own either a laptop or smartphone. However, in rural areas print media is still the major source of information. In coming days, the number of newspaper readers, online as well as the social media users is sure to increase in rural areas. Hence, sincere efforts should be made to ensure our effective presence in social/digital media also. Every worker needs to be well-versed in all modern means of communication to stay updated and connected to the media. There are dozens of popular websites like Google, Facebook, Instagram, Twitter, etc which can be used to improve the image of the party in general public and also to keep the people updated and informed about our party's programmes, policies and activities.

### I. Stay in Regular Touch

While dealing with the media the point which has to be kept in mind by every worker is that not everyone but only those workers who have been assigned by the party the task of interacting with the media persons, whether print, electronic or digital, should speak or interact. And those who have been assigned the task of media interaction have always to follow the party line on every issue and there should never be like "personal opinion" on any issue. Also, all the workers interacting with the media should have a thorough knowledge of the party's stand on different issues including the knowledge of



*panchnisthas*, basic principles and core issues. The workers dealing with the media are supposed to maintain close contacts with the media and use it maximally for the benefit of the party. Hence, maintaining regular contacts with the mediemen should become a habit. We know that the BJP is different from all other political parties in the country. It is an ideology-based party. In order to ensure that the real image of the party comes before the people and it expands in all the hitherto unreached areas, it is necessary that we all are deeply aware of our ideology and the performance of our Central Government, State Governments, local bodies and even the Panchayat bodies. It is also equally necessary that we know well about our political opponents so that we can logically counter them and push forward stand of our party. In the beginning, it is essential for the workers dealing with the media to focus more on the print so that we could know the requirements of the media. For example, the information to be circulated in the media should be factual and brief. While preparing a press release we should know how to provide more information in minimum words. In the press conference also, apart from ensuring the presence of the representatives of leading media houses, we should ensure that the representatives from small newspapers and the digital media too join. They all should be provided with the correct and factual information. If we are able to do that with perfection, it means we have finished half of our work.

## **II. Interaction with Media Persons**

It is also necessary to ensure that all media persons get the copy of our press releases, photographs, audio-video bytes in CD, DVD or Pen Drive timely and as per their requirements and particularly before their deadlines. It is must at least at district, state and national level. We need to be extra cautious, while talking to TV news channels. We should not talk to them off the record. We must ensure not to derail from the party line,



while talking to them any time or in any situation. One must be extra cognizant, while choosing words on news channels. In live telecast, full care is required. Speak with full confidence without getting provoked. We should know well what to be said and what not. The contacts with the media houses and also journalists prove very helpful in such matters. Give them your phone number, mobile number, residence number or email id without hesitation. We should always ensure that we maintain cordial relations with the media.

### **III. Concentrate on Facts**

Journalists are always in search of new story ideas and information. We can make good use of this habit by providing them positive information about our party with the correct facts. This also helps in strengthening personal relations with the journalists concerned. There is a need to pay special attention to statistics. Maintain a record of the statistics released by governments on different issues and the reports published by various State and Central governments, constitutional bodies, national and international agencies at times. Making best use of the Right to Information (RTI) is also desirable on our part. Extensive use of internet makes the things faster and easier. So, always stay updated on the happenings around you. Connect to the Google; this will make most of the things convenient. Content is called the King in media. The better the content is, the effectively our message is conveyed to the people and we gain greater support on various issues and also expand our ideological base. Therefore, don't take any matter related to the party lightly. Understand its background, study it deeply and then present to the media properly. While preparing the content, the fact which has always to be kept in mind is the audience—write according to the interest of the audience you wish to target.



#### **IV. Focus on Digital Media**

A research team can also be constituted to prepare interesting, catchy, impressive and factual content. Don't forget to involve the youth who have an interest in social and digital media in the content generation team. Also, keep a close watch on the social networking sites. This helps you in improving the image of the party and individual too at national and international level. We can also use audio-video tools in the form of tweets or posts on social media. Tagging is an important tool, which disseminates the message in multiple ways. Video is going to be highly popular among the social media users in coming days. Today also, online video is the most effective tool in social media communication. We can spread our message all over the world within seconds by using the popular social networking sites like Facebook free of cost. Equally, we can use free micro-blogging social media sites like Twitter. But, we have to be highly concise and brief while using the Google. Our work will be easier and faster if we successfully make Google and Google+ as our friends. We can spread the message of our party with their help. WhatsApp, the very effective medium of disseminating the message, is available in all android and smartphones today. This can be used on a large scale. YouTube can also be one of the best mediums to connect to lakhs of people globally. Social media is getting very popular among the people. We must use it to educate the people about our policies and ideology. Social media is free. It is the most effective medium to connect to the maximum people in the cheapest manner. Sometimes we do not find proper coverage of our events in the mainstream media. In such a situation, we can use the social media to fill the gap. Today people desire the latest news. By providing them new information about the party, we can make good use of their desire in our favour.

#### **V. Media Coverage in Rural Areas**

The workers active in the rural areas or at the Panchayat level generally find it difficult to secure space in the media. One



of the prime reasons for it is that the media still do not have much reach to that segment of the population. Sometimes our workers too do not try to maintain good relations with the local media. Hence, there is a huge scope and need to expand our reach there. With the remarkable improvement in the role of the three-tier Panchayat system in the country, the interference of our party has strengthened there. Therefore, the workers should prepare themselves for different roles in Panchayats. Panchayats (Gram Panchayat, Intermediate or Block Panchayat and District Panchayat) are regarded as the third government. They now play a major role in development. Hence, to ensure effective development or to put the development process on the right track we should make good use of the media by maintaining close relations with media persons from small towns to District level. Provide them information about the party activities and developmental schemes. People have android phones in their hands in a rural area and small towns also. Hence, don't forget making good use of the social media sites. Digital media too is now accessible to us.

## **VI. Media and the Farmers Issues**

Bharatiya Janata Party is making effective inroads in the rural areas by addressing the issues of the farmers. This is surely the largest segment of our country's population and not only the central government, but also all our State Governments have taken some very effective farmers-friendly steps during the last several years to address the basic issues of the farmers, ensure them fair price of their produces and double their income by the year 2022. Therefore, the party workers need to be active among the farmers also. Farmers are the segment of the population, which cannot be ignored now. Hence, we need to focus on them constantly. For some time now, media reach in rural areas has increased substantially and most of the leading newspapers have started expanding their base there. We too



need to maintain warm contacts with the media persons there. The formula is same-maintain personal relations with them and continue to update them with the party activities. Provide them instantly any information they require about the party. Here too, the social and digital media prove to be very effective. If we are able to design our content with perfection with catchy words, images, visuals and audio, we can definitely secure the attention of the farmers in high volume. ○



**Bharatiya Janata Party**

6A, Deendayal Upadhyaya Marg, New Delhi-110002

Phone : 011-23500000, Fax : 011-23500190

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