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MODEL PLOTS OF COTTON FARMING

SPONSORED BY

AP COTTON ASSOCIATION,
AP COTTON SEED CRUSHERS' ASSOCIATION &
AP TEXTILE MILLS ASSOCIATION

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A Brief History

- Cotton has been seen as a fiber crop for long, ignoring its oil content and other by-products.
- Out of ignorance a lot of protein and oil content from cotton seed has been unexploited.
- Cotton farming has become synonymous with gambling in the eyes of the farmers.
- Besides the vagaries of weather, the cost of inputs like seed material, fertilizers, pesticides, insecticides and wages play a havoc with the lives of cotton farmers making the cotton farming un-remunerative.



Trends in Cotton Production in A. P.

Crop Year	Cotton Production (Quantity in lakh bales)	Productivity (Kg/Hectare)
2012-2013*	84.00	
2013-2014*	78.00	555.04
2014-2015*	77.00	501.17
2015-2016	23.75	606.23
2016-2017	19.00	684.32
2017-2018	21.26	559.47
2018-2019 (P)	14.50	396.94

* Including Telangana

Source: Ministry of Textiles, Gol, PIB Delhi

(P) - Provisional

Prologue

- Since 2014 there has been a constant decline in cotton production in India.
- This has not only resulted in financial loss to the cotton farming community and industry, but also has a cascading effect on the rural economy and GDP – a cause of great concern to one and all.
- This scenario prompted the three chief stakeholders in the field of cotton industry in the state of Andhra Pradesh, viz., AP Cotton Association, AP Textile Mills Association and AP Cotton Seed Crushers' Association, to ponder over the issue.

The Genesis

- The three stake holders from the cotton industry formed in to a consortium and came out with an initiative to make cotton farming remunerative to the farmers on one hand and to sustain the industry on the other.
- They planned **Model Cotton Farms** involving the cotton farmers, the scientific community from Acharya NG Ranga Agriculture University, progressive farmers and the consortium.

Farmers convention



Aims of the Model Cotton Farming

- To enhance the cotton yield per acre
- To minimize the cost of cotton production by
 - Providing necessary updated scientific and material inputs & support to the cotton farmers
- To maximize the returns to the cotton farmers by
 - Avoiding middle men
 - Eliminating cotton contamination
 - Providing suitable marketing strategies
 - Offering remunerative prices to the produce



Chief concerns of Cotton farmers

- **Poor quality of seed for sowing**
- **Pink Bollworm**
- **Sucking insects**
- **White fly**
- **Nutrient management**
- **Indiscriminate use of pesticides & fertilizers**
- **Moisture in the seed**
- **Polypropylene bags**

Cotton Bollworm

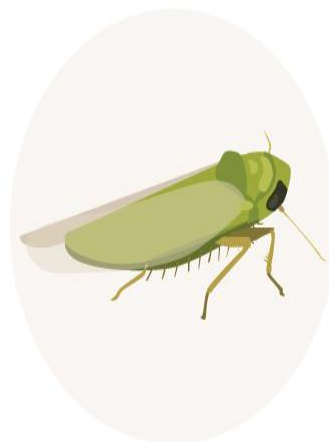


Whitefly in cotton

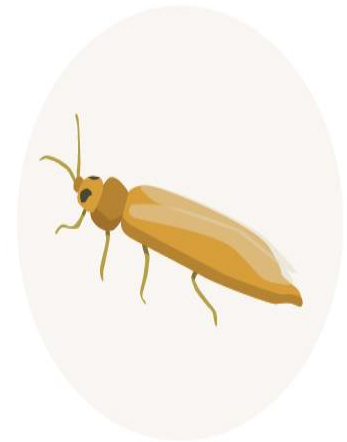




Aphids



Leafhoppers



Thrips

Sucking insects



Whitefly



Mites

Model Cotton Farms

- A total of 4 Model Cotton Farms, each with an extent of 25 Acres (10 Hectares), had been identified
- The Model Farms were located at
 - 1) Dachepalli, Dachepalli Mandal, Palnadu Dt.
 - 2) Lingaraopalem, Edlapadu Mandal, Guntur Dt.
 - 3) Bejatpuram, Tadikonda Mandal, Guntur Dt.
 - 4) Paritala, Kanchikacherla Mandal, NTR Dt.

Seed Treatment before sowing



Shot on OnePlus
Powered by Dual Camera

What the consortium did?

- At all the 4 farms, the crop was grown by the farmers following the instructions given by the consortium from time to time.
- Suggested the **right time for sowing**.
- **Pre-treatment of the seed** for sowing was done.
- **High Density Plantation** was followed.
- **Arranged proper dosages of fertilizers**.
- **Right dosage of pesticide spray at right intervals** was given.

What the consortium did? (Continued)

- Advised **foliar spray of micro nutrients**.
- **Prior identification of pest incidence** was done.
- **Use of Pheromones** was suggested.
- Use of **Gossyplure 4% RTU** was advised.
- **Appropriate Growth Regulators** were applied.

Sowing the seed at one of the model farms



A Healthy young crop at one of the model farms



Shot on OnePlus
Powered by Dual Camera

Spraying pesticides



Taking feedback from the farmers



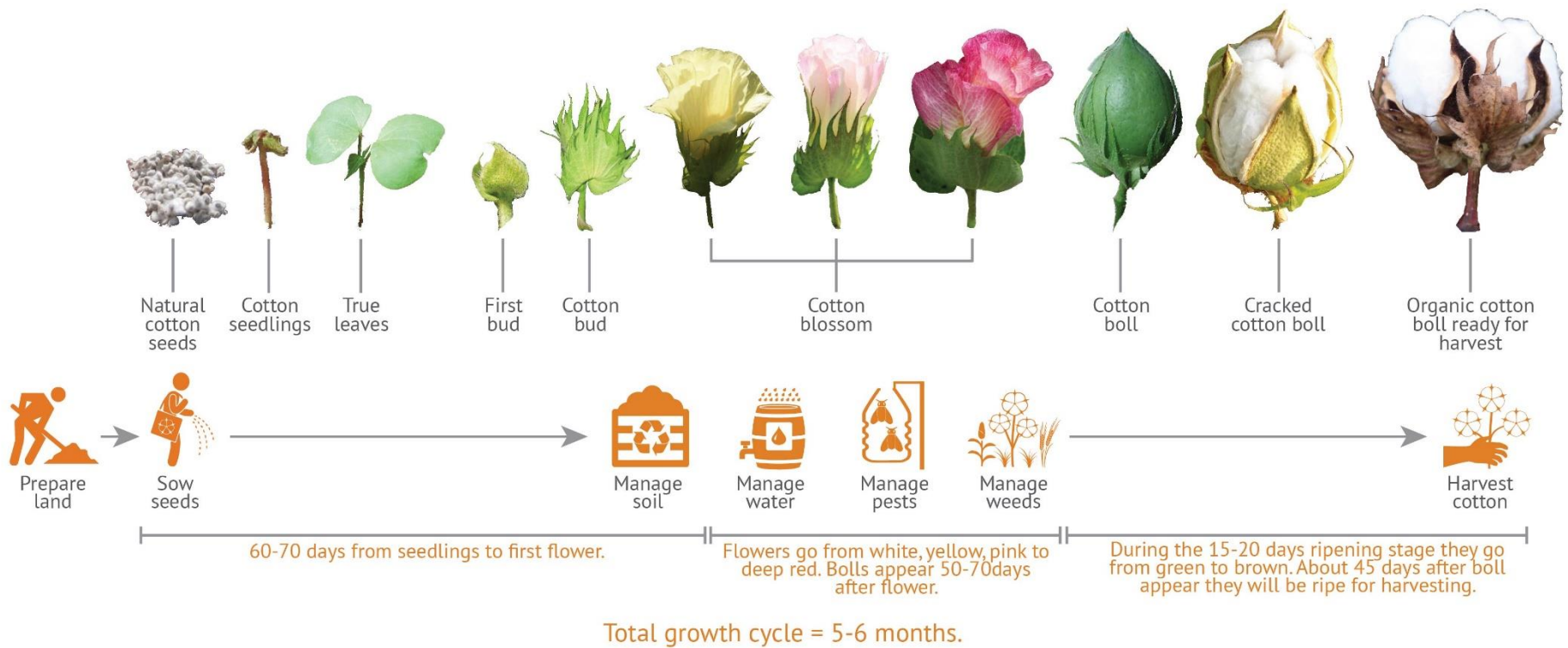
A healthy crop in flowering at one of our model farms



How did it workout?

- 125 acres of cotton farms yielded 2,300 quintals of cotton at an average yield of 18.4 quintals per acre, which is worth Rs. 1.5 crore.
- The average yield in the same villages out side the model farms was 6-7 quintals per acre only.
- The consortium spent Rs. 32 lakhs on its part, while the farmers met labour expenses.

Cotton crop management



OUR EFFORTS YIELDED POSITIVE RESULTS

- Uniformly at all the 4 Model Farms, the **cost of farming was drastically reduced.**
- **Very encouraging yields** (18.4 Quintals/ acre).
- Farmers **received remunerative price** for their produce **@Rs.7,000/ quintal.**
- Yielded **quality cotton.**
- **A win-win situation** for all the stakeholders.

A smile on the face of a farmer is the real wealth of the nation





THANK YOU



JAI HIND