

# Mandi Vs MANDI

(Umesh Rashm Rohatgi)

It was Neta ji Subhash Chandra Bose who said that we only get alms when we beg, we get rights when we snatch them.

Time has come to destroy the present Mandi system of Food produced Distribution system and install MANDI (Mini Agriculture Network Distribution Incorporation).

Few years ago if someone had said to me that the money lenders can be removed from villages in India, we would had not believed him, rather laughed at him, ridiculed him as well. But now we can say with surety that most of the villages are having SHG (Micro credit) and the money lenders are not there any more or are a thing of past history. We should all be proud of this.

Let us take the SHG in another meaning Store Hold and Gain. That is what Mandi Lala's (middleman) do and earn money on the Agricultural produce. This is what I wish to teach and tell our Farmers to do. We will need a road map and Plan of action Which I call ABCDE and as simple as, learning Alphabets ABCDE. (Agriculture Based Community Distribution Enterprise or Action Based Community Development and Enterprising ). We spelled differently MANDI in order to have some commonality with present Mandi, so our Govt. and its workers don't get confused. The Method I am going to spell is simple and needs no permission of Govt. or its employees it is well with in our (Farmers) rights.

Agriculturist is the only person in whole wide world who can produce some thing rather multiplies the input. In all other professions we can manipulate and creates other things and energy is wasted and hence value added. But unfortunately with in the present system Farmer does not get the enough return on his labor. The method I am going to spell below is also as simple as ABCDE (Action Based on Community Development Enterprise).

Most of our Self Help Group (SHG-Micro credit) keep the money in Nationalized Banks. Which in turn lends money to Lalls to hold our produce and sell it at killer price and have a woofing profit up to 40% in one year. What we get is only some 4-5 % on saving account when we keep money in . It is clear who is making the killing with mostly our own Money. Are we the Farmers not aiding to make rich Lallas richer. This cycle has to be broken no Lalla or Govt will come and tell you neither economist who are paid big money will tell this to you.

Use only half the money in SHG(micro credit) for keeping emergencies and other half for procuring the produce in side the villages.

This what is exactly I wish our Farmers to do. Instead of supplying raw produce, supply finished product to Customer and keep the margin of profit in side villages and share with the others who will be part of supply chain. With network of roads and other transportation means available mostly to each and every village in India now it would not be difficult.

Pay Your Self First is a very good tool to improve economic conditions of farmers.

Following is a road map to do it which is simple but lot of planning, and action is required. Action not only by farmers but also by community and all will be benefited.

## Mini Agricultural Network Distribution Incorporation ( MANDI)

### How it can be done

?? Each year Hold part of your production and sell only when price is more than that at time of crop maturity or just before new crop is about to come in Market. By reinvesting again you will progressively increase your holding year by year. Ultimately in 20-25 years you will be able to hold all your production in your hands and all farmers will be out of clutches of lallas and govt. Then farmers will be able to decide about the price of their produce not the

Government or mandi. Investing first in storing the produce, then side by side in infrastructures like silo for grain storage and cold storage. A good Starting point is to store 5% of total products/year over and above year before. Don't forget a system which is much more older than I and you will take time to change, be patient and persistence. Remember that every body defends what he /she has why Farmers should not save and hold the produce is beyond me. Land is our Gold pot and save it from others with your all might and strength.

- ?? Initially we can even borrow the money against the goods stored, in joint custody of bank and Farmers, or in partnership of lallas. Let them know storing in the village is cheaper than in cities. Is it not FCI doing same now? Finally Farmers will have control when they have saved money over the years. Remember the effect of mighty compound interest.
- ?? Sell the produce directly to consumer when price is better than what you get at mandi.
- ?? Instead of selling paddy selling unpolished rice will fetch more money.
- ?? Instead of selling Wheat selling flour in smaller bags, directly to consumer or retailers will fetch more money. Fear is the biggest deterrent of action.
- ?? Instead of Selling Mustered, sell oil in small packages.
- ?? Slowly enter into multi chamber Cold storage system by forming Village companies. Now a days sun powered cold storage facilities can be installed.
- ?? Slowly take over Food corporation of India storage system. Note, storage in village will be cheaper than it is in cities, as price of land in cities are at a high premium.
- ?? Sell pickles muraba's preserves of fruits (Jam or Jelly), when excessive fruits are produced.
- ?? Sun dried fruits sell at premium price like sun dried like Apple Pear Apricot Prunes (dry plums) Tomatoes Banana chips Resins etc.
- ?? Sell spices in small packages instead of large quantity.
- ?? Be a part of supply chain instead of just producer then you will end up with more money in your pocket and more employment inside villages.
- ?? With the use of computers telephones and fax it is easy to supply small quantity to retailers directly. This way consumer and producer both will benefit.
- ?? Slowly take over goods Transporting system, as well as by owning your own trucks.
- ?? The following Graphs will show how we can benefit.
- ?? Remember when we have data we are with facts otherwise it is opinion and daydream.
- ?? Keep records of Income and expenses because difference between poor and rich is very small. A rich man spends less than what he earns, poor man spends more than what he earns pays interest on borrowed money to rich people who lend to poor in order to earn interest.
- ?? Always have your more than one source of income. Become consumer of your produce.
- ?? Make your own power, water, and maintenance companies of villager for villager by the villagers. Start new companies for any thing in village period.
- ?? Make small community colleges for non-formal education but beneficial for community developments and cultural revival including TV and radio stations handicraft etc .
- ?? Buy things which are produced by your nearest neighbor – an community member.
- ?? Community should also decide about type of crop, diversity, it will yield more income by retaining higher value of your hard labored produce.
- ?? Don't invest in Gold, Silver, Cigarettes, Wine, Tea, and Gutaka but invest in your own and in infra structure and gain. So far nobody had seen gold or silver giving egg as we knew it.
- ?? If all the labor done by Villagers and because Cities have money and gain more then you think again what you will do now it will be your decision and you can only control it.
- ?? Big farmers buy produce from small farmers of villages and store gain by selling at profit.
- ?? Unless the problem is solved we had to modify our methods, there is still room to improve