

A Review on Maharashtra Agro Industries Development Corporation Limited to promote Entrepreneurship in Vidarbha

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Abstract— Vidarbha's latent potential becomes evident as one travels along the region's vast land mass, which occupies 31.6 percent of the State of Maharashtra. The region's richness in terms forest and mineral wealth is complimented by its central location, uninterrupted quality power supply and developing social infrastructure. The Government of Maharashtra is keen on leveraging Vidarbha's inherent strengths and facilitates the region's transformation into a premium investment destination for a host of industries.

With reference to the contribution of Maharashtra in Agriculture, it is needful to promote agriculture and rural entrepreneurship to generate employment for people in rural areas of Maharashtra. MAIDC is the government organization which focuses on agricultural and rural entrepreneurship development in Maharashtra; consequently the role of MAIDC has been studied for the entrepreneurship development in Vidarbha

Index Terms— Agriculture, Animal Feed, MAIDC, NOGA, Rural Entrepreneurship, Vidarbha.

I. INTRODUCTION

Maharashtra has been a key contributor to the agriculture sector in India. It remains predominantly an agrarian economy, with about two-third of the population engaged in agriculture. Maharashtra contributes 25% of the country's industrial output and is the most indebted state in the country. The Vidarbha's economic development is a top priority for the Government of Maharashtra. State Government driven major infrastructure projects, such as the Multi Modal International Cargo Hub (MIHAN) and Butibori Industrial Area, are at an advanced stage of completion. In addition, recent policy initiatives in the form of the State's New Industrial Policy and the New Textile Policy have been aimed at providing a further thrust to industrial investments in the region. Furthermore, the State Government is also collaborating with key stakeholders i.e. State level authorities such as MIDC, MAIDC, Urban Local Bodies (ULBs) and industry associations such as VIA and FICCI to ensure holistic and inclusive development of the region.

II. RURAL ENTREPRENEURSHIP

Who should be capable of making use of the government policies and schemes for the betterment of rural people? Some individuals who happen to be local leaders and NGOs and

who are committed to the cause of the rural people have been catalytic agents for development. Though their efforts need to be recognized yet much more needs to be done to reverse the direction of movement of people, i.e. to attract people in the rural areas. It means not only stopping the outflow of rural people but also attracting them back from the towns and cities where they had migrated. This is possible when young people consider rural areas as places of opportunities. Despite all the inadequacies in rural areas one should assess their strengths and build on them to make rural areas places of opportunities. This is much to do with the way one sees the reality of the rural areas. The way a survivor or job seeker would see things would certainly be different from those who would like to do something worthwhile and are ready to go through a difficult path to achieve their goals. It isn't that there is a dearth of people with such a mindset. But with time they change their minds and join the bandwagon of job seekers due to various compilations. Enabling them to think positively, creatively and Entrepreneurship purposefully is most of the development of rural areas. Young people with such perspective and with the help of rightly channelized efforts would usher in an era of rural entrepreneurship.

III. MAIDC

Maharashtra Agro Industries Development Corporation Ltd (MAIDC) was founded in 1965 to promote modernization of the Agro sector through mechanization and is a manifest example of the forward-looking policies of the state. MAIDC is a profit oriented organization registered under the Companies Act, 1956. Right from its inception, MAIDC has been empowering the farmers' community to achieve higher productivity in agriculture. The objective of the company is to make available to the farmers of Maharashtra standard quality Fertilizers, Pesticides, Agro Engineering Implements & Animal feed to the extent required & at the time of requirement & at competitive rates. The company is engaged in manufacture of granulated mixed fertilizer (NPK) in various proportions at its factories located at Pachora (Jalgaon District), Jalna, Nanded, Wardha, Kolhapur & Rasayani (Raigad District). It also formulates pesticides through its subsidiary company Maharashtra Insecticides Limited (MIL) at its plants at Akola & Lote (Ratnagiri District).

Besides selling its manufactured Fertilizers & Pesticides under KrushiUdyog (KU) brand, company also utilizes its network of over 1500 dealers spread throughout Maharashtra to market supplementary products of other reputed companies.

Manuscript received July 23, 2016

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MAIDC Mainly works in Five Divisions i.e. Fertilizers, Pesticides, Agro Engineering, Animal Feed and Processed Food.

A. Fertilizers:

MAIDC manufactures and sells fertilizers under the brand name 'KRUSHI UDYOG', a balanced boost for bumper crops. The fertilizer division caters to markets all over Maharashtra and has grown to over Rs 350 crores since it was set up as a separate division in 1985. A major development programme of MAIDC has been the manufacture of balanced granulated fertilizers. MAIDC also sells other fertilizers like Urea, DAP, MOP, SSP and also trades in Complex fertilizers. It regularly deals with major fertilizer manufacturers like RCF, PPL, NFL, GSFC, GNVFC, IPL, MMT, etc.

Production units are situated in Rasayani, Pachora, Nanded, Wardha, Kolhapur & Jalna. Besides above, MAIDC has outsourced production at Amaravati, Rukdi and Kolhapur. Marketing is done through the Regional Offices, who in turn distribute fertilizers through their dealer network. The capacity of the Fertilizer manufacturing plants and the total investment made therein are shown in Table I:

B. Pesticides

Since 1975, MAIDC Ltd, started manufacture and distribution of a wide range of pesticides under the brand name 'KRUSHI UDYOG', having a huge portfolio such as Endosulfan, Fenvalerate, Monocrotophos, Dimethoate, Phorate & Copper Oxyclozide to name a few and has its presence in Maharashtra, Andhra Pradesh, Karnataka, Gujarat and some parts of North India like Punjab and Haryana. MAIDC manufactures and sells pesticides formulated by Maharashtra Insecticides Limited (MIL), Akola a wholly owned Subsidiary Company of MAIDC Limited. MIL has two manufacturing units located at Akola and Lote Parshuram in the district of Ratnagiri. Apart from manufacturing and selling KRUSHI UDYOG pesticides, trading of pesticides manufactured by other reputed brands which are not formulated by MIL is also undertaken. The sale of pesticides in Maharashtra is around Rs. 50 Crores, which constitutes the market share of about 20% of the types of pesticides dealt by MAIDC.

C. Agro Engineering

To promote new kind of implements, machinery based on advanced technology MAIDC started its Agro Engineering division in 1969. It includes the activities:

To popularize improved Agril Implements among farmers, Sale of tractors and Rendering after sales services during warranty period, Sales of spare parts for the tractors/implements, Repairs to the tractors/implements, To develop & support small scale industries for Agril Implements, To carry out business of sole/general agents, stockists & distributors of Plant Protection Equipments as well as Improved gril Implements, Conduct Frontline Demonstrations of new Implements. Eg: Combine Harvester, Urea Brequeting, Pneumatic Seed Drill, Rotavator (Krushivator).

D. Animal Feed

To provide cost effective and constantly improved Animal Feed comprising Cattle, Poultry, Pig, Horse and Sheep Feed, etc. to the farmers, entrepreneurs engaged in the profession of

animal raising for varied needs of the society. The Animal Feed Division started with a Cattle Feed Compounding Factory at Aarey Milk Colony campus in Goregaon, Mumbai and a Poultry Feed Compounding Factory at M.I.D.C. Industrial Area, in Pimpri - Chinchwad, Pune. The production at these units commenced from June, 1969 and January, 1970 respectively. The Animal Feeds mainly Cattle Feed and Poultry Feed were named as "SUGRAS" and the production units were redesignated as Sugras Factory, Goregaon (SFG) and Sugras Factory, Chinchwad (SFC). In 1970-71 MAIDC annual contracts of Maharashtra State Farming Corporation for Cattle Feed & Haffkine Institute for Horse Feed. In 1974-75 Production started at small Feed Mixing Plants in Aurangabad, Nanded & Nagpur districts to develop the markets in Vidarbha & Marathwada. In 1977-78 The Aurangabad plant shifted to Nagpur for consolidation.

E. Processing Food

MAIDC introduce NOGA i.e. NAGPUR ORANGE GROWER'S ASSOCIATION which is a multi fruit processing division of MAIDC. MAIDC took over the NOGA Factory at Nagpur in the year 1972. The installed capacity of the plant is 4,950 MTs of fruits per annum. It has two different state of the art multi fruit processing plants in the vicinity of Nagpur with high-tech manufacturing systems. Production is carried out under strict quality control measures maintaining optimum level of hygienic condition. NOGA brand products are well accepted in institutional and civil market segment. The Institutional segment covers Canteen Stores Department, Army Purchase Organization, Indian Airline, Air India, Air Caterers, Star Hotels etc. Civil market in most of the metro and mini-metro cities are covered through strong dealers and retailers network. NOGA brand products are well accepted in overseas markets of Gulf, U.K., Andaman and Nepal.

IV. SALES ANALYSIS OF MAIDC

With consideration of sales analysis of MAIDC, the above chart, Fertilizers showing feasible growth after decline in 2010-11 whereas Agro Implements showing a consistent growth in sales, this might be due to the industrial development and up gradation in the technology used in agriculture. The reverse effect of Agro Implements has been reflected on Animal feed because rapid involvement of automated tools in farming decreased the number of animals used for traditional farming. Pesticides have up and downs in sales which may be possible due to the exponential climatic changes observed in Maharashtra. There in less but most consistent contribution of processing food through (NOGA) provides stable idea to the farmers in Nagpur region especially about crop of oranges shown in Table II and Fig. a.

CONCLUSION

There is scope of entrepreneurship in MAIDC viz. Interested dealers for Fertilizers and Pesticides may contact the concerned Regional Offices. A Condition of appointment of dealer is that they should have dealership registration issued by Agriculture Development Officer of respective Zilla Parishad.

MAIDC puts more emphasis on increase in manufacturing and sales of fertilizers. The manufacturing of pesticides is consistent but the selling has been effected which reduces the

revenue generation. MAIDC should put more focus to improve the manufacturing and sales of Animal feed to promote rural entrepreneurship. The investment and selling of NOGA products has to be improved by which it can generate the employment for the people in Vidarbha through Nagpur region. There is only one plant of fertilizers manufacturing is available in Vidarbha at Wardha hence it should start one more fertilizers manufacturing plant in Vidarbha to promote rural entrepreneurship and employment in Vidarbha.

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Plant Location	Installed Capacity (MTs/P. A.)	Investment (Rs. In Lakhs)
Rasayani	60,000	339.42
Pachora	70,000	155.71
Nanded	70,000	186.27
Wardha	65,000	450.05
Kolhapur	30,000	161.08
Jalna	30,000	282.68

Table I

Sales Value Rs. in Lakhs					
Year	Fertilizers	Pesticides	Agro Implements	Animal Feed	NOGA
2010-11	41825	1666	22924	14507	729
2011-12	37149	4257	27279	9165	808
2012-13	40024	2452	31440	796	730
2013-14	43800	1815	36024	681	803
2014-15	44658	2048	40184	748	820
Total	207456	12238	157851	25897	3890
Average	40699.5	2547.5	29416.75	6287.25	767.5

Table II

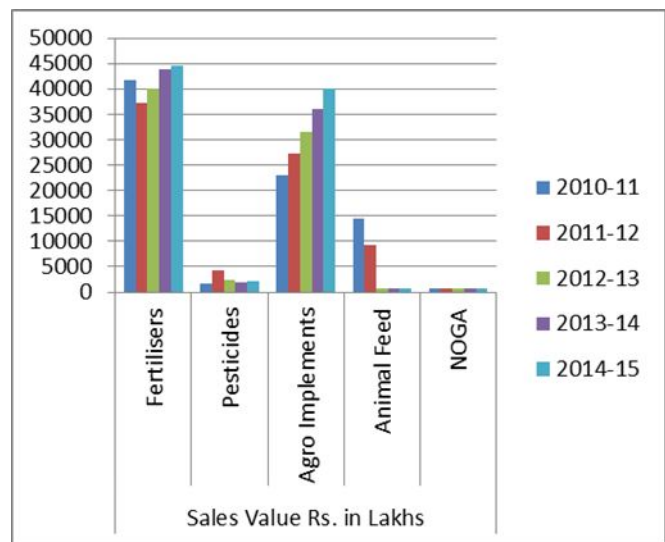


Figure a