

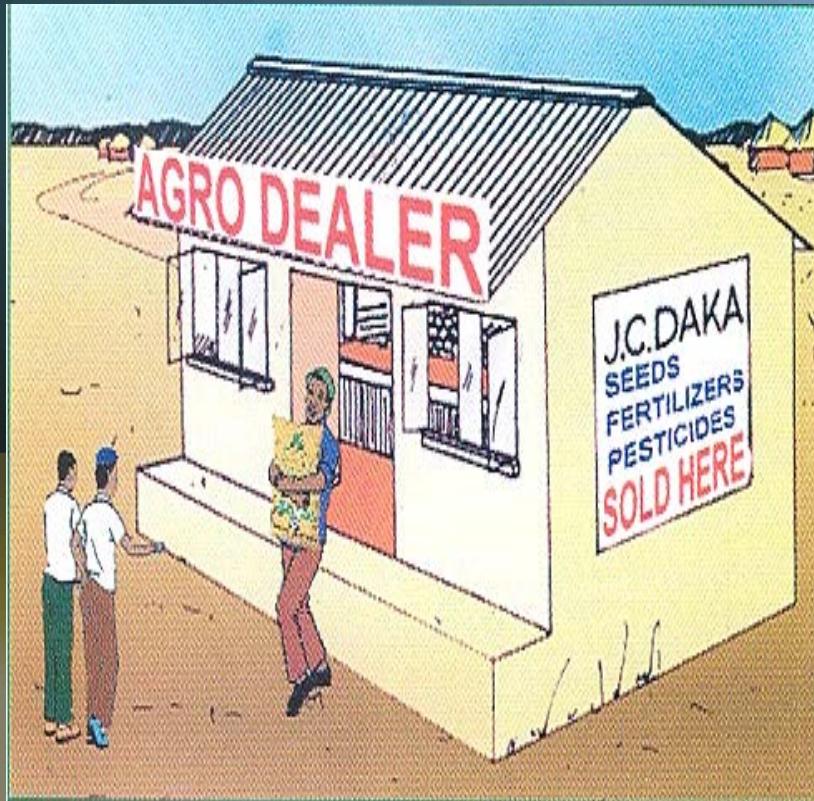


**Low fertility soils – low input use  
- poor soils and**

**Poor farmers**

# Role of Agro-Dealers

Provide a place of business:



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

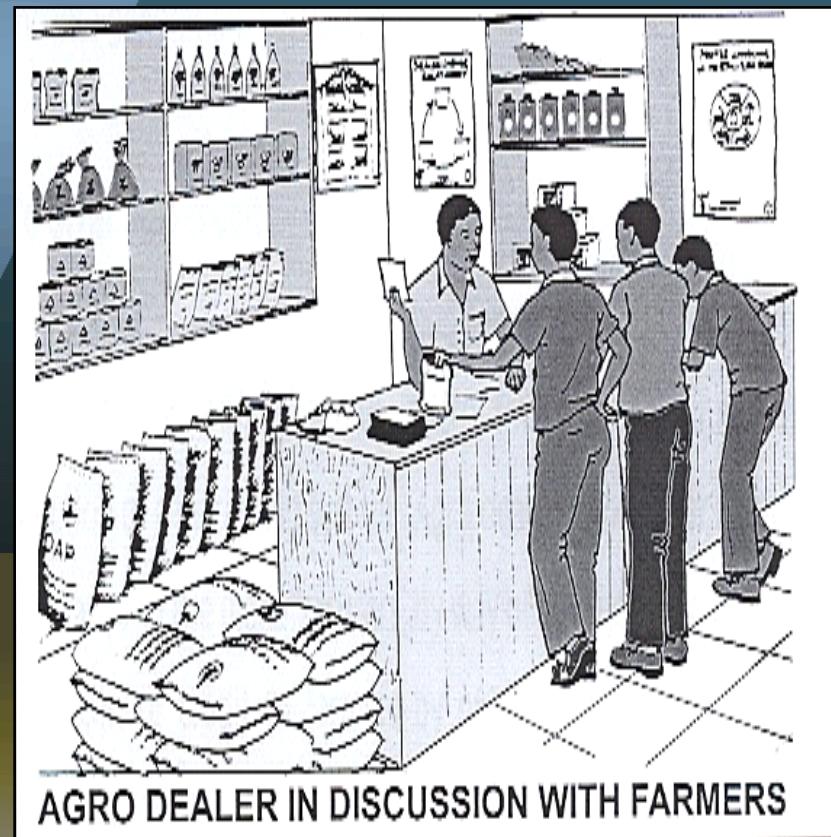
# Timely Supply of Agri-Inputs

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

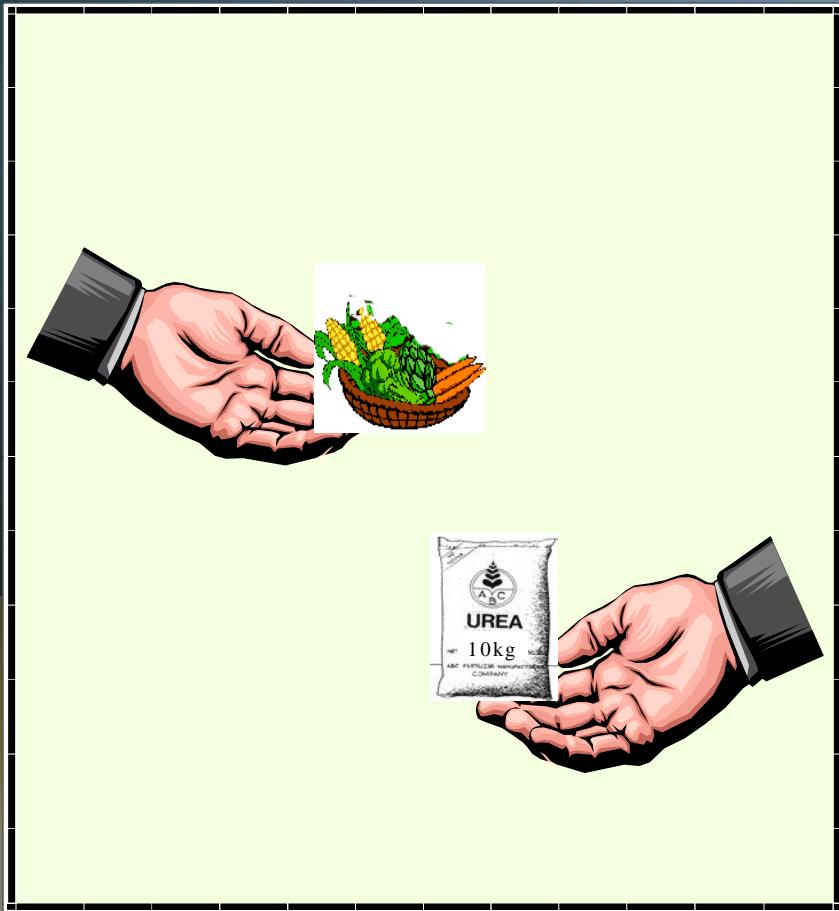
# Sale Promotion

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



AGRO DEALER IN DISCUSSION WITH FARMERS

# Barter System



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

# **Value addition-agro-Processing**

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

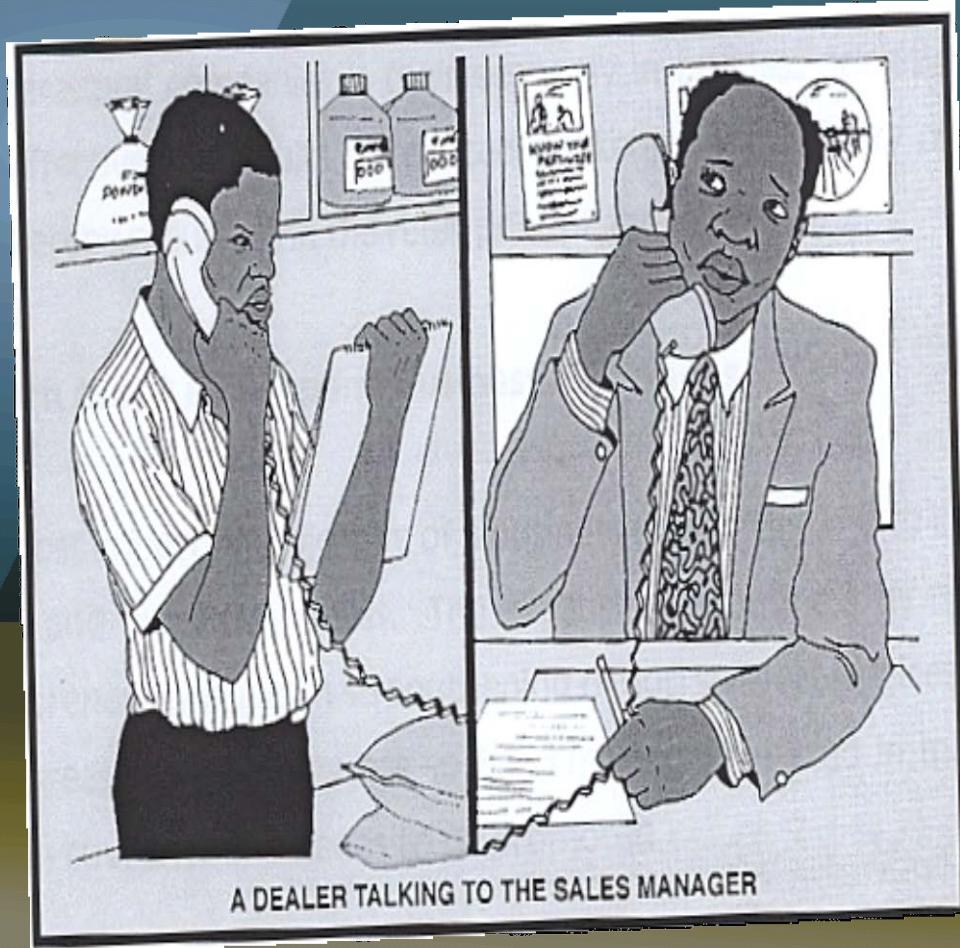
# Private Micro Finance

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

# Provision of Market Information

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



A DEALER TALKING TO THE SALES MANAGER

# Economy and Efficiency

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

# **Business Expansion**

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

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

# Facilitating the Development of Agro-Dealers

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

# Facilitating the Development of Private Dealers' Network

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

# Facilitating the Development of Private Dealers' Network

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*(Cont'd)*

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



# THE END

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□ THANKS