Country Presentation Paper
- India

1st November 2019
➢ Total population: 1.21 billion (2011)
➢ Population growth rate: 1.5% annually
➢ Majority (69%) of people live in rural areas.
➢ Land area: 328.7 million ha (2.4% of world)
➢ 17% of population; spread in 30 Province.
➢ Only 4.2% of world water; 1200 mm annual rainfall
➢ Agriculture accounts for 80% of water needs; 60% from ground water.
Agricultural Scenario in India

<table>
<thead>
<tr>
<th>Geographical Area and Agricultural Land</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Total geographical area</td>
<td>328.7 Mha</td>
</tr>
<tr>
<td>• Net cropped area under agriculture</td>
<td>142.0 Mha</td>
</tr>
<tr>
<td>• Grossed cropped are under agriculture</td>
<td>198.0 Mha</td>
</tr>
<tr>
<td>• Net area under irrigation</td>
<td>60.0 Mha</td>
</tr>
<tr>
<td>• Land distribution pattern</td>
<td></td>
</tr>
<tr>
<td>• Large &gt; 10 ha (17 ha)</td>
<td>15%</td>
</tr>
<tr>
<td>• Medium 4-10 ha (6 ha)</td>
<td>25%</td>
</tr>
<tr>
<td>• Semi-medium 2-4 ha (2.7 ha)</td>
<td>24%</td>
</tr>
<tr>
<td>• Small 1-2 ha (1.4 ha)</td>
<td>19%</td>
</tr>
<tr>
<td>• Marginal &gt; 1 ha (0.4 ha)</td>
<td>17%</td>
</tr>
</tbody>
</table>
Indian agriculture

• Employs about 65% of the work force.

• Provides livelihood to about 70% of the population.

• About 14% of the Gross Domestic Product (GDP) comes from agriculture.
Average size of operational holdings
Indian Agriculture
Contribution to GDP

- Agriculture: 14%
- Industry & Services: 86%
## Global Ranking of India in Farm Production & Productivity

<table>
<thead>
<tr>
<th>Crop</th>
<th>Production Rank</th>
<th>Productivity Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paddy</td>
<td>2nd</td>
<td>12th</td>
</tr>
<tr>
<td>Wheat</td>
<td>2nd</td>
<td>9th</td>
</tr>
<tr>
<td>Maize</td>
<td>6th</td>
<td>15th</td>
</tr>
<tr>
<td>Groundnut</td>
<td>2nd</td>
<td>12th</td>
</tr>
<tr>
<td>Rapeseeds</td>
<td>4th</td>
<td>28th</td>
</tr>
<tr>
<td>Pulses</td>
<td>1st</td>
<td>44th</td>
</tr>
<tr>
<td>Potato</td>
<td>3rd</td>
<td>26th</td>
</tr>
<tr>
<td>Sugarcane</td>
<td>2nd</td>
<td>9th</td>
</tr>
<tr>
<td>Fruits</td>
<td>2nd (10.5% share)</td>
<td>-</td>
</tr>
<tr>
<td>Vegetables</td>
<td>2nd (9.7% share)</td>
<td>-</td>
</tr>
<tr>
<td>Tractor in use</td>
<td>4th</td>
<td></td>
</tr>
</tbody>
</table>
AGRICULTURAL MACHINERY MANUFACTURER’S ASSOCIATION (AMMA-India)

Sales of Tractors and Power Tillers in India

Tractor Sale

Power Tiller
## Level of Farm Mechanization in India

<table>
<thead>
<tr>
<th>Operation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soil working and seedbed preparation</td>
<td>60</td>
</tr>
<tr>
<td>Seeding and planting</td>
<td>40</td>
</tr>
<tr>
<td>Plant protection</td>
<td>50</td>
</tr>
<tr>
<td>Irrigation</td>
<td>45</td>
</tr>
<tr>
<td>Harvesting and threshing</td>
<td>70-80% for wheat and rice and less than 25% for others</td>
</tr>
</tbody>
</table>

Overall about 55%
AGRICULTURAL MACHINERY MANUFACTURER’S ASSOCIATION (AMMA-India)

Status of Agricultural Machinery Industry

This is an unorganized sector in India mostly with small and medium categories of industries.

MANUFACTURING UNITS

• 250 Medium to Large Scale Units
• 2,500 Small Scale Industries
• 15,000 Tiny Industries
• 1,00,000 Village level Artisans

5 billion USD Industry, CAGR growth 5%
Exports– Imports of Selected Agricultural Machinery & Equipments (USD Million)

- Total Imports
- Total Exports (USD million)
Government Initiatives to Support Agriculture & Farmers.

- Planning for doubling of Farmers income by 2022.
- Creation of FPO – Farmers Producers Group by 1000 farmers &
- SHG – Self Help Groups for 10 to 20 numbers & getting initiated for Value Addition.
- To Purchase farm Produce at Minimum Support Price.
- To Support Animal Husbandry & Fisheries - Separate Ministry has been formed
- Crop Insurance based on Region.
- Capital Subsidy for Buying of Machinery @ 40 to 50%
Governement Initiatives to Support Agriculture Machinery Industry

- Each State / Province has been given 1 or 2 Agri.Machinery Testing Centers.
- Skill Development Centers – Cluster Development Approach for Helping in Research.
- Some Province have made SEZ - Special Economic Zones
- CHSC – Custom Hiring Service Centers - has been started & insisted to Manufacturers to run.
- Uniform Taxation Policy – GST – Goods & Service Tax
- Crop wise Research Centers has been made separately – Rice + Wheat + Cotton + Oilseeds & Pulses + Plantation Crops.
- Regional Level Exhibitions has been conducted.
Need of the Hour

• More Crop Specific Machinery is required
• Machinery for Animal Husbandry & Fisheries.
• Gender friendly.
• Multifunctional – to get operated for more Farm activities.
• Small Machinery for Small farm lands.
• Value Addition to Crop Produce.
• Adoptability of ICT & IOT for Precision farming.
• Use of Renewable energy & Easy methods of doing farming.
• Technological Transfer & Knowledge sharing Platform.
The Agricultural Machinery Manufacturers’ Association (AMMA-India) is Registered with Registration No. 378 dated 20 September 2010 Under Society Act XXI of 1860)

With 20 Chapters & 685 members
Roles for the Associations in promoting domestic agricultural mechanization and regional cooperation

- Through R&D in mutual area of interest
- Through exchange of information and visits
- Through exchange of data base on tractor and farm machinery manufacturing
- Through training of personal engaged in manufacturing
- Through organization of exhibitions/workshops
- Through testing, instrumentation and quality control for farm equipment
- Through mechanization studies and formulation of need based mechanization packages
- Through manufacturing technology for batch production of farm equipment
The manufacturers are fully capable of meeting demand of all kind of agricultural machinery.

Association is ready to offer all kind of co-operation to promote the agricultural machinery all over India and Asia Pacific countries.

We shall put our Best efforts for betterment of Farming Community.
About CODISSIA

CODISSIA Intec Technology Centre (CODISSIA Trade Fair Complex) is a trust formed by the Coimbatore District Small Industries Association (CODISSIA) with objective to promote and create infrastructure facilities for conducting trade fairs, industrial exhibitions, buyer sheller meets, seminars, conventions, conferences, workshops and such other activities needed for the growth of regional economy, industry and technology.
Agricultural Machinery Exhibition (AGRI INTEX-2020)

CODISSIA in association with AMMA-India organizing Agricultural Machinery Exhibition Agri Intex 2020 from July 12-15, 2020 at Coimbatore (India). We invite manufacturers and traders from Asia Pacific region to participate in the AGRI INTEX-2020. Interested parties may contact the Chairman, Agri Intex 2020, CODISSIA G D Naidu Towers, P.B. Box no. 3827, Huzur Road, Coimbatore – 641 018 (India); Ph: +91 422 2222396/397; Mob: + 91 74026 15182; Email: agriintex@codissia.com for stall booking.
THANKS