



**DEPARTMENT OF BIOTECHNOLOGY**  
Government of India

Promotion and  
popularization of GAP / IPM  
cumin cultivation among  
farmers of Rajasthan to  
fetch them premium price

*under*

**BIOTECH-KISAN HUB**

*at*

South Asia Biotechnology Centre (SABC),

Jodhpur

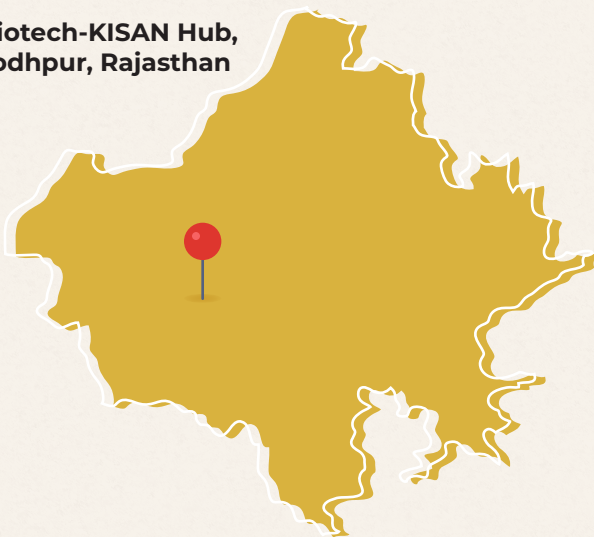
**March 12, 2021**



# IPM production system is a key to produce residue free cumin



## Biotech-KISAN Hub, Jodhpur, Rajasthan



Biotech-KISAN Hub for Western Dry Region at Jodhpur, Rajasthan has identified a dozen of farmers from Budi Arjunapura and neighboring Dhingsara village of Nagaur District, Rajasthan to demonstrate the Good Agriculture Practices (GAP) and Integrated Pest Management (IPM) to improve the quality of cumin and isabgol, popularize adoption of GAP and IPM to substantially

reduce use of pesticides and register farmers directly with exporter to increase farmers' income.

Facilitated by Biotech-KISAN Hub, Farmers Self-Help Group of village Budi Arjunapura, District Nagaur, Rajasthan and M/s SRK Spices

Pvt Ltd, Jodhpur, Rajasthan agree to work together for procurement, aggregation and buy-back of quality IPM cumin from smallholder farmers of Nagaur District of Rajasthan.

The expression of interest was signed between Farmers Self-Help Group led by progressive farmer – Sh Hariram Baswana and M/s SRK Spices Pvt Ltd's Sh

Shayam Jaju on 12th March 2021 in presence of Dr. Bandi Venkateswarlu – Co-Chair of PSMC, Biotech-KISAN; Dr MY Honnur and Dr Shrihail Kulloli of the Spices Board of India, Sh CNR Srikantha and Sh Jay Prakash Gurgela of M/s Aachi Masala Food Pvt Ltd, South Asia Biotechnology Centre (SABC) and Biotech-KISAN Hub at village Budi Arjunapura, District Nagaur of Rajasthan. The M/s SRK Spices has bought first batch of IPM cumin produced under Biotech-KISAN Hub immediately after the threshing from the farmers field at a record price of Rs 16,000 per quintal against the prevailing market price of Rs 13,000 – a premium of over 20% to honor the commitment of farmers growing quality cumin in the area. The threshing of newly harvested



cumin was carried out by the state-of-the-art threshing cum primary processing machine subsidized by the Spices Board.

The collaboration would allow farmer self-help group to aggregate, procure and store quality IPM cumin as per the prescribed quality norms. M/s SRK Spices in turn buy-back IPM cumin directly at a premium price from the self-help group to enhance farmers income and livelihood.



***“I have been engaged with DBT Biotech-Kisan Hub for Rabi 2020 and planted 2 acres of IPM demonstration adjacent to similar plot of conventional practices. I have successfully grown quality cumin and sold at a premium of 20% over prevailing price to buyer, who procured freshly harvested IPM cumin from my field. Additionally, the direct purchase allowed me to save cost of loading, transportation, unloading and hassles of mandi system. I am thankful to Biotech - KISAN Hub for setting a classic example of direct purchase from farmers field.”***

*said Sh Hariram Baswana, progressive farmers of village Budi Arjunpura, Nagaur*



Rajasthan produces 2/3rd of total cumin production over 6,76,240 hectares in 2019-20 led by Barmer, Jodhpur, Jalore, Jaisalmer, Nagaur, Bikaner, Ajmer, Pali and Sirahi districts



***“IPM cumin is the future of farming & can fetch 15-20% premium price to cumin growing farmers in Rajasthan. This is the second successfully example of collaboration between farmers and buyers – M/s SRK Spices signed agreement to directly source IPM cumin from farmers self-help group on 12th March 2021 whereas ITC Ltd signed agreement with Shree Balaji FPO on 1st March 2021 as part of Biotech-KISAN Hub project. There is a potential international market for IPM cumin from Japan, EU and USA that could help our farmers to transform income and livelihood.”***

*said Sh Bhagirath Choudhary – the Facilitator of Biotech-KISAN Hub, Jodhpur, Rajasthan*



The majority of cumin produced in Rajasthan is transported to Unja mandi of Gujarat, which costs enormous resources to farmers in loading & unloading and transportation and uncertainty about price at mandi system. This collaboration will bring market to the doorstep of farmers.

***“M/s SRK Spices is pleased to source quality cumin directly from smallholder farmers. Pesticide residue is becoming biggest barrier in export of cumin and other spices from India. We shall support farmers to produce quality cumin, which would fetch them premium for residue free IPM cumin.”***

*emphasized Sh Shayam Jaju of M/s SRK Spices Pvt Ltd.*

***“The Spices Board is proactively collaborating with Biotech-KISAN Hub, ICAR-NRCSS and State Agriculture Department to increase farmers income in Rajasthan.”***

*said Sh MY Honnur of the Spices Board, Rajasthan office Jodhpur*



Complementing Biotech-KISAN Hub activities in Rajasthan, the Spices Board has subsidized around 40 new threshing-cum-primary processing machines in Rajasthan in the current financial year.





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