



# RETROSPECT

INTERACTIVE SESSION

WITH

**MR ASHWANI KUMAR**

JOINT SECRETARY

MINISTRY OF AGRICULTURE AND FARMERS' WELFARE  
GOVERNMENT OF INDIA

22 OCTOBER 2019, HOTEL PULLMAN, AEROCITY, NEW DELHI

# DRIVERS OF GROWTH



**ASHWANI KUMAR**

Joint Secretary  
Ministry of Agriculture and Farmers' Welfare

## GeM PORTAL

There has to be price parity in all the price portals operated by Government.

## TESTING

For the last two years we are trying to bring changes into the system. One most important change is with regard to specifications in testing. Have we ever thought of why the FMTTIs have so much area of land? The kind of testing that are conducted here includes the ones that are under the subsidy scheme. Performance testing is a part of this while other agencies carry out testing for a particular component only. Let the committee give the report and see what is the best way to do this. We will think this over. We are not closed, we are open for this.

## PRICING

Pricing is a big problem and I don't know how to resolve this.

## EXPORTS

We are becoming more and more export focussed, a lot of products that we are making are export-oriented products, useful for global and Indian markets. We have to counter Chinese products – and need a Government backed support.

## TESTING

The testing may be limited to safety critical items like CMVR. The industry will be able to roll out a lot of models quickly. This is important because new models keep coming up. Current way of testing delays product launch. Manufacturers should meet the parameters of performance and efficiency without which we will be out of the competitive race. The Government should only test and certify for mandatory safety critical items which is anyhow currently covered under CMVR.

## PPP MODEL

Need a PPP model, where there is participation of private and Government agencies. We need to constitute a Governing Council to manage testing protocols and thereafter all accredited agencies should be allowed to test and certify.

## SUBSIDY

I think you should restrict subsidies to less than 40 HP, because subsidy is for small farmers and for people who cannot afford. The choice of brand should be left to the customer and subsidy to be capped by a value and a percentage whichever is lower.

**T R KESAVAN**

President, TMA  
Group President, TAFE Ltd.



# GLIMPSES AND VOICES



**R P Vasudevan**  
Chairman  
TMA Technical Committee

Reduce cycle time, reduce testing time and come out with a family concept like EU. We are governed by WP29 agreement. Ministry has agreed for postponement for 12207 implementation, request your official confirmation and communication.



**Subrata Mishra**  
Chairman  
TMA Finance Committee



- Include ITC (Input Tax Credit) on input services and capital goods in computation of Inverted Duty Structure
- Granting of provisional refund in respect of refund claims against inverted tax rate structure to the extent of ninety percent of the total claim within seven days of filing such refund.



**Philip Koshy**  
General Manager  
John Deere

Restrict testing to safety critical. Align IS 12207 to CMVR needs only, and the fuel rating can be done in the same way so that the manufacturer doesn't have to run around for different levels of testing. The star rating testing is also time consuming whereas the processes are entirely different.



**Harish Chavan**  
Chairman  
TMA Marketing Committee

- Increase tractor testing centres
- Strengthen CHC scheme
- Conversion of tractor registration which is commercial in Bihar and Jharkhand.



# ONE INDUSTRY VOICE



## Market is the best determiner

Today no farmers buy tractors without opening the bonnet as he wants to see everything inside out. He understands the technology and is ready to pay if he likes the product. Therefore, the market is the best determiner. Let the market decide - whether he wants to buy - a Mercedes or a Maruti Alto.

**G S Grewal**  
Senior Vice President – Sales & Marketing  
Kubota

## Interpretation of standards

How should standards be interpreted? The standards have been existing for so many years. The interpretations shouldn't keep changing "now and then whimsically" because the industry builds everything on the basis of standards existing today and sudden change in these interpretations are hitting, making us dysfunctional. To transfer technology demanded by farmers, the industry does immediately what it can. If we face constraints in passing benefits to the farmer quickly because of bureaucratic interpretation of outdated standards and prolonged testing time, it is painful.

**K K Tiwari**  
Vice President - Product ITL (Sonalika Group)



## Fixed subsidy amount

The subsidy that is generally quoted should not be more than the 20% retail price that we normally offer. The amount of subsidy should be fixed by a value and percentage and choice of brand should be left to the customer.

### GEM PORTAL

The GEM Portal is used by Government only for Procurement. Whenever price is submitted, it is mandatory to reduce the price by 20 %. This is rather unfair.

**Mukul Varshney**  
Chairman, New Initiative Committee

## Subsidy and Tractor Registration

While shortening of time is being considered, two points I would like to highlight are the following - one is revisiting the subsidy schemes and second is registration of tractors which is governed by different norms for different states.

**Bharatendu Kapoor**  
President – Sales & Marketing,  
TAFE Ltd



## PPP Model

We are talking about new institutes, new PPP model and the new FMTTIs. There are accredited testing agencies which are already there having almost 70-80% of capacities free with them. So we should think of recognising some of those institutes which can conduct tractor testing. If agreed, they can start offering services within a very short period of time.

**Himanshu Mishra**  
PV Head, CNH



# FRAMED



# FUTURE INITIATIVES



Branding and Visibility



National Conference on  
Farm Mechanization



Farm Mechanization  
Policy Report



TMA Delegation to  
Australia in April 2020



Interactive workshop with small  
implement manufacturers



Vision Statement