

THE UTTAR PRADESH POTATO DEVELOPMENT POLICY-2014



DEPARTMENT OF HORTICULTURE & FOOD
PROCESSING

UTTAR PRADESH

LUCKNOW

INDEX

SUBJECT		Page No.
INTRODUCTION		
Chapter-1	Vision, Objective and Strategy	
Chapter-2	Priority sectors	
Chapter-3	Production of quality potato seed	
Chapter-4	Promotion of quality table potatoes	
Chapter-5	Storage of Potatoes	
Chapter-6	Market development and marketing/export promotion	
Chapter-7	Promotion of establishing of processing industries	
Chapter-8	Technology transfer and capacity building	
Chapter-9	Policy implementation and monitoring	

INTRODUCTION

India is a major potato producing country in the world. Approximately 414 Lac MT potato is produced from 18 lac hectares area in the country. Uttar Pradesh contributes nearly 34% of country's total potato production. This crop plays an important role in solving the food grain problem. The area and production of potato has continuously increased during past years. The status of potato production in Uttar Pradesh was 6.17 lac MT from 0.96 lac hectares during 1955-56, which has increased up to the level of 123.16 lac MT from an area of 5.58 lac hectares by the end of the 11th five year plan, 2011-12. The productivity of potato was 6.43 MT per hectare in 1955-56 which has increased up to 23.33 MT per hectare.

It is proposed to cover 6.75 lac hectares (20.97%), production 180 lac MT (46.15%) and productivity 26.67 MT per hectare (14.32%) of potato by the end of 12th five year plan.

Besides the increase in potato production, number of cold storages in private sector has also come up and storage capacity has also increased continuously over the years. In 1997, there were only 738 cold storage having storage capacity of 40.24 lac MT, which has increased up to 1555 having storage capacity 113.78 lac MT. During the 12th five year plan, it is proposed to further increase the number of cold storages up to 1705 (10% increase) with storage capacity of 127 lac MT (11.6% increase).

Meerut, Aligarh, Agra, Kanpur, Moradabad and Bareilly divisions produce 75% of total potato production in the state. Under these divisions, districts- Agra, Firozabad, Hathras, Kannauj, Farrukhabad, Aligarh, Badaun, Etawah, Mathura, Mainpuri and Barabanki of Faizabad division produce about 64% of the total potato production of the state.

The consumption of table potato as well as the requirement of seed potato is more or less stable in the state, which is about 100 to 105 lac MT each year. The surplus potato is being exported/traded out of the state as table potato and a small quantity is utilized for processing. The consumption trend of potato indicates stability in the other states also such as- Delhi, Rajasthan, Maharashtra, Southern and North-Eastern states of the country. Analysis of production, consumption and market prices during past years indicates a trend of potato prices falling every third or fourth year in the

situation whenever the production increases by 7-8%. It is, therefore required to manage 8-10% of total potato production through processing and export, so that the price fluctuation can be controlled and losses to the farmers can be minimized.

In the coming years, the use of potato as a staple food like- wheat and rice would become imperative because of increasing population of the state as well as of the country. For integrated development of potato cultivation a well planned policy has to be framed, which will include activities like seed production, marketing and processing of potato and its implementation will be ensured.

Besides suitable soil and climatic conditions for potato cultivation, high yielding varieties are also available in the state. Presently most of these varieties are suitable for table purpose, the processing varieties like Kufri Chipsona-1& 3, Kufri Surya and Kufri Frysona are only 3-4% of the total production, which is proposed to be increased. Due to paucity of potato based industries in the state, only 2-3% potato is processed. There is a demand of Uttar Pradesh potato in neighbouring countries like- Sri Lanka, Bangladesh, Nepal etc. The processors of potato demand for potato processing varieties for the success of potato processing industries, at the same time, producers believe that large scale production of processing varieties may cause losses due to non-procurement of potatoes by processors, because of only a small number of potato based processing industries existing in the state. Therefore, it is necessary to establish a system in which the producers and the processors through mutual understanding, may ensure to produce the desired quantity of processing varieties of potato of required specificities and the processors may ensure the remunerative prices to the producers taking into account the costs and benefits to the farmers.

Chapter-1

Vision, Objective and Strategy

The Uttar Pradesh Potato Development Policy-2014 aims at creating favourable atmosphere for establishment of infrastructure facilities, capital investment and technology up gradation promotion, human resource development, market development, research and development promotion, quality and certification to ensure an increase in income through this main cash crop and ensuring availability of remunerative prices to the farmers, processors, consumers and other stakeholders.

1.1 Vision

To ensure balanced economic development of the state and provide maximum benefit to all stakeholders, involved in all process of potato crop from its cultivation to its processing and to maximise profits to the farmers and by promotion of domestic marketing and international export to enhance the position of the state and the nation grass domestic production.

1.2 Objective

It is proposed to achieve the following goals under the Uttar Pradesh Potato Development Policy-2014 during the 12th Five Year Plan to ensure integrated development of potato cultivation, making available remunerative prices to the farmers by formulating a policy to implement all processes from seed production to processing and export :

- Production of quality potato seed for potato cultivation.
- Promotion of quality potato production.
- Promotion of latest technologies for potato production.
- Ensuring sufficient storage facilities for seed and table potato in the state.
- Promotion of potato based processing industries.
- Transfer of scientific production technologies to the farmers and capacity building.
- To encourage marketing/export of potato outside the state.

1.3 Strategy

- Production of quality potato seed at Govt. and private farms from the breeder seed available from Government of India and its further multiplication to Foundation-1, Foundation-2, Certified-1 and Certified-2 level to meet out the demand of seed potato.
- To ensure the availability of certified seeds, cultivation on scientific methods, availability of fertilizers/bio-fertilizers and irrigation facilities.
- Promotion of farm mechanisation and use of micro irrigation system for potato cultivation.
- Imparting training to the farmers on post harvest management, storage, grading, packing and tagging before direct trading and storage.
- To promote establishment of new technology based multi-purpose and multi-chamber cold storages based on local needs and expected area and production of potatoes.
- To ensure the implementation of provisions of Uttar Pradesh Cold storage (Regulation) Act, 1976 and rules. To facilitate the established cold storages for accreditation under Warehousing Development and Regulatory Act-2007 to promote warehousing receipt system.
- To promote marketing/export of potato through development of infrastructure facilities, training of farmers/exporters and by providing subsidy on transport.
- To promote establishment of food processing industries through incentives and concessions provided under the Uttar Pradesh Food Processing Industry Policy-2012 and the Infrastructure and Industrial Investment Policy-2012 in compact potato growing areas.
- To organize integrated and contemporary training programmes for the farmers for adoption of scientific technologies.
- Establishment of Centre of Excellence for Potato for demonstration and transfer of latest technologies.

Chapter-2

Priority sectors

2.1 Seed production

Production and availability of quality seed is very important for potato production. Foundation seeds are produced on Govt. farms by multiplication of breeder seeds. Arrangement for production of further stages of potato seeds viz. Foundation-2, Certified-1 and Certified-2 seeds shall be arranged on private farms. Seed production of potato processing varieties will be promoted in the major potato producing areas to facilitate the establishment of potato based processing industries.

2.2 Table potato production

At present Uttar Pradesh produces approximately 135 lac MT potatoes from approximately 5.50 lac hectares, the productivity is approximately 24 MT per hectare, which is higher than the national productivity of 19.93 MT per hectare, but there is ample scope for the increase in the productivity. Under this policy, it is proposed to increase the quality and productivity of potato with the use of new technologies and scientific methods.

2.3 Promotion of new production technologies

Mechanisation and micro irrigation technologies viz. sprinkler and drip systems will be promoted to reduce the labour cost to encourage automation and to enhance per hectare quality productivity.

2.4 Storage of potato

At present 1555 cold storages are established in the state having the storage capacity of 113.78 MT. There is no storage problem in the state, however, due to increasing productivity and multi uses of potato, the promotion of storage facilities based on scientific and latest technologies is also included in this policy.

2.5 Marketing

75% of the potatoes produced in the state are consumed/utilized within the state for table, processing and seed purposes, remaining 25% is required to be marketed in other states and outside the country. Planned trading management will be implemented to ensure the remunerative prices to the producers through this policy.

2.6 Market development

Market development and brand promotion will be promoted to ensure appropriate marketing of surplus potato at different levels.

2.7 Processing

Nearly 03% of the produced potato is presently utilized for processing. Taking into account the increased use of processed products (powder/flakes, chips, bhujia, french-fries, starch etc.), potato processing will be promoted by providing required financial grants and concessions and other facilities in the state.

2.8 Technology transfer and capacity building

Training programmes/seminars will be organised at block, district and state level to ensure smooth transfer of the scientific methods and latest technologies to the farmers relating to production, storage and marketing.

Chapter-3

Production of qualitative potato seed

Central Potato Research Institute (CPRI), Govt. of India, Shimla, Himachal Pradesh provides approximately 6000 quintals breeder potato seeds. Approximately 17 lac MT qualitative potato seed is required for the total coverage of 5.50 lac hectares area of potato in Uttar Pradesh at the rate of 30 to 35 quintals per hectare. Presently, the breeder seed provided by the CPRI, Shimla is multiplied on different Govt. farms of the department of Horticulture & Food Processing, Uttar Pradesh. Approximately 3000 MT Foundation-1 and Foundation-2 seeds are made available to the beneficiary farmers of the state for further seed production of different categories. Besides, this potato seed is further multiplied on the fields of progressive farmers under National Horticulture Mission (NHM) and Rashtriya Krishi Vikas Yojna (RKVY) and approximately 11000 MT certified seeds of different varieties are produced. This seed is further made available to the other farmers for the utilization as seeds, whose details are not being maintained.

At presently the rate of replacement of potato seed is approximately 01%. During 12th Five Year Plan, it is targeted to achieve 10% rate of seed replacement through enhanced availability of approximately 2.0 lac MT Foundation-1, Foundation-2 and Certified seeds.

To encourage the establishment of potato based processing industries in the state, it is necessary to encourage the production of potato processing varieties seeds. The breeder seeds available from CPRI, Shimla contain approximately 150 MT breeder seeds of processing varieties viz. Kufri Chipsona-1, 3, 4 and Kufri Surya is made available, which is multiplied into 600 MT Foundation-1 seeds on Govt. farms. Further, this seed is made available to the progressive farmers for further multiplication into Foundation-2, Certified-1 and Certified-2 stages. By the end of 12th Five Year Plan, approximately 1.60 lac MT seed of processing varieties will be available and through its cultivation, 6.50 lac MT processed potato will be available.

3.1 Production on Govt. farms

3.1.1 Efforts will be made for demand and supply of 10000 quintals of breeder seeds from CPRI, Shimla taking into account the huge area and production of the state, so

that the further Foundation-1, Foundation-2 and Certified seeds are produced and its chain is maintained to fulfil the demand of quality seeds.

3.1.2 Seed production in approximately 235 hectares out of which 200 hectares will be of Govt. farms, 35 hectares of state agriculture universities and State Farm Corporation of India will be taken up from the breeder seed received from CPRI, Shimla.

3.1.3 Under the technical supervision of Uttar Pradesh State Seed Processing Agency, grading, packing and tagging will be done and seed will be stored in Govt. cold storages, which will be further distributed to selected farmer groups and progressive farmers for seed multiplication.

3.2 Seed production on private farms

3.2.1 Potato seed production agencies of private sector will be promoted for seed production.

3.2.2 Arrangement will be made for certification of further stages of Foundation-1, Foundation-2, Certified-1 and Certified-2 seed production programmes taken up by the potato seed production agencies and progressive farmers.

3.2.3 Potato seed production and purchase/sale of produced potato seed will also be done by National Horticulture Research and Development Foundation (NHRDF), an organization of Govt. of India. This identified agency will ensure the arrangement for availability of quality seed within the same district or the other districts of the state as per the demand of the potato seed production agencies/co-operatives and other progressive farmers.

Priority will be given for processing varieties seed production programme in major potato producing areas to promote establishment of potato based processing units.

3.2.4 Automation/mechanization and use of micro irrigation system will be promoted for increasing the per hectare quality yield and seed production to reduce the labour cost.

3.3 Seed distribution

3.3.1 Farmer groups will be constituted in clusters and it will be ensured that at least 05 hectare of seed production programme is taken up within one square kilometre,

so that inspection fees of Uttar Pradesh Seed Certification Agency is minimized and the farmers are benefited. This will also help in technical supervision, training and technology transfer to the farmers of same interest. Assistance of Central and State Govt. institutions located in the area will be taken to form farmer groups.

3.3.2 Farmers registration will be done on the basis of the applications of the willing farmers taking into account their capacity and availability of irrigation facilities etc.

3.3.3 Potato seed will be made available to the farmer groups on rotation basis, so that other farmers may also be benefitted in the coming years.

3.3.4 Beneficiary farmer of a group will be provided potato seed for minimum of 0.5 hectare area at the rate of 35 quintal per hectare.

3.3.5 Final selection from the selected farmers for seed production of Foundation-1 to certified stages will be done on the basis of first come first serve.

3.3.6 Selected farmers will be imparted training by experts in potato seed production technology and certification procedures by Uttar Pradesh Seed Certification Agency.

3.3.7 Seed production programme will be implemented under the supervision of respective institutions and advance tie-up for the purchase of produced seed will be done by the agencies. Even if the farmers do not sale the produced seed at decided price to the identified agency, the details of seed production of those farmers will be recorded and maintained in the respective District Horticulture Officer and details of the seed given to other farmers for further stages of seed production will also be taken from seed seller formers and will be maintained by the department at the district level.

3.3.8 To decide the seed purchase and sale rate, a committee will be constituted under the chairmanship of Agriculture Production Commissioner having members from respective departments (Agriculture Marketing and Foreign Trade Department/Mandi Parishad, Uttar Pradesh Seed Certification Agency), respective agencies and seed production farmer's representatives. Production cost and prevalent market prices will be taken into account while deciding the purchase and sale rate of the produced seed.

3.3.9 Foundation-II grade seed will be made available for further seed multiplication to the selected farmers at fixed rate by the respective agencies and Govt. Selection of

farmers, production technology and certification process will remain the same. Seed production process of processing varieties (Kufri Chipsona-1, 3 and 4, Kufri Surya etc.) will be taken up to certified-II stage. In the first stage, for other table varieties, production of seed and its sale will be promoted at farmers level after Foundation-2 stage.

3.3.10 The Certified-1 stage potato seeds shall be made available to the willing farmers for further seed production. Producer farmers will be free to sale Certified-2 seed to anywhere in the state as per its convenience.

3.4 Certification

Seed certification arrangement will be made for seed production programme at farmer's fields through Uttar Pradesh Seed Certification Agency. Efforts will be made to make the seed certification procedure easy and simplified.

3.5 Storage of certified seed

Foundation/certified seeds produced by the farmers will be stored in the identified cold storages, selected by District Horticulture Officer (DHO), after signing agreement with the concerned agency, so that the seeds can be used for further seed production in the coming years. Quality of stored seed will be ensured by inspecting it from time to time. Certified I and II seeds produced in the district will also be stored in these selected cold storages.

3.6 Grants and concessions

3.6.1 In private sector, a subsidy of 50% of the unit cost or Rs. 25000/- per hectare, whichever is less, will be provided for seed production under National Horticulture Mission (NHM) and Rashtriya Krishi Vikas Yojna (RKVY) which will include certification fees etc. This subsidy will be available for seed production of all varieties up to Foundation-2 stage.

3.6.2 For production of processing varieties in major potato producing areas to promote the establishment of potato based processing units, additional subsidy of 20% of the unit cost, maximum Rs. 10000/- per hectare will be provided. Additional subsidy will be provided for seed processing varieties up to Certified-2 stage.

3.6.3 In order to promote use of power machine (more than 20 bhp) alongwith rotavator, potato harvester, potato grader, etc., 50% assistance subject to a maximum of Rs. 1.50 lac will be provided.

3.6.4 Under National Mission on Micro Irrigation (NMMI), 90% subsidy up to a maximum of Rs.19711/- per hectare for small and marginal farmers and 75% subsidy up to a maximum of Rs. 16426/- per hectare for other category farmers will be provided for establishment of sprinkler/drip irrigation system.

Chapter-4

Promotion of quality table potatoes

At present, approximately 72-75 lac MT potato is being used for table purposes, approximately 17 lac MT is being used for seed purposes and 3.0 lac MT is processed. 25-30 lac MT potato is marketed out of the state and exported. Keeping in view the increasing population it is estimated that by the end of 12th Five Year Plan an estimated 100 lac MT of potato for table purposes, 25 lac MT for seeds, 10 lac MT for processing and 45 lac MT for trading outside the state and export will be required.

To meet out these requirements it is needed to increase present coverage level of 5.55 lac hectares to 6.75 lac hectares and to increase the production level from 135 lac MT to 180 lac MT. Availability of processing varieties in abundance will also be required to promote establishment of processing units as per the policy of Govt. of Uttar Pradesh. Scientific production technologies for quality potato production and enhancement in productivity will have to be promoted.

4.1 Promotion of potato production on scientific methods

4.1.1 Potato cultivation by most of the farmers in the state is done as per their annual needs and the requirement of seeds for the coming year. In such situation the farmer will be encouraged for adoption of scientific methods, use of quality seeds, balanced application of fertilizers and plant protection chemicals, so that even in small holdings, commercial productivity level may be attained.

4.2 Promotion of production of processing varieties.

To ensure availability of sufficient quantity of processing varieties of potato, collaboration between producers and processors of processing potato varieties will be done to promote the establishment of potato processing units in the state as per the policy by the Govt.

4.3 Ensured availability of fertilizer/bio fertilizers

Availability of fertilizers especially phosphatic and potashic fertilizers, will be ensured in potato growing areas of the state by agriculture, cooperative and private sectors. In those areas, where primary horticulture marketing cooperative societies are available, fertilizer will be made available to them on priority basis. Availability of micro nutrients

and bio-fertilizers will also be ensured in major potato producing areas, so that the farmers may use them easily.

4.4 Ensured irrigation facilities

To ensure irrigation facilities in major potato growing areas, power supply will be made available at least 10 hours during day time from 15th of September to 15th of January and roster for canals will be prepared in such a way by the Irrigation Department that water for irrigation is available for potato crops.

4.5 Promotion of modern production technologies

Mechanization and drip/sprinkler system of irrigation will be promoted to minimize labour cost and to achieve enhanced quality productivity of potato per hectare.

4.6 Post harvest management

Training will be imparted to progressive farmers on post harvest management including grading, sorting, etc. so that they may get good price on the basis of grading and quality of potato.

4.7 Grants and concessions

4.7.1 In order to promote use of power machine (more than 20 bhp) alongwith rotavator, potato harvester, potato grader, etc., 50% assistance subject to a maximum of Rs. 1.50 lac will be provided under National Horticulture Mission (NHM).

4.7.2 Under National Mission on Micro Irrigation (NMMI), 90% subsidy up to a maximum of Rs.19711/- per hectare for small and marginal farmers and 75% subsidy up to a maximum of Rs. 16426/- per hectare for other category farmers will be provided for establishment of sprinkler/drip irrigation system.

Chapter-5

Storage of Potatoes

At present, there are 1555 working cold storages in the state, having a storage capacity of 113.78 lac MT. Usually 70-75% of total potato produced in the state is stored in cold-storages, remaining 25-30% of potato is used as fresh for table purpose during December to April in early/main potato digging time. By the end of 11th Five Year Plan, the storage capacity of 111.30 lac MT was available. It is estimated that by the end of 12th Five Year Plan, approximately 125.0 lac MT storage capacity will be required to meet out the demand and production.

Keeping in view the productivity and different uses of potato, it is needed to made proper arrangements for storage of seeds, table and processing potatoes with proper regulatory operation of the cold storages.

5.1 Establishment of multipurpose and multi-chamber cold-storages

Establishment of multipurpose and multi-chamber cold storages based on modern technologies and also modernization/technological up gradation of existing cold storages will be promoted to make cold storage industry more competitive and practical for storage of seed potato, table potato and processing potatoes in the same cold storages in separate chambers.

5.2 Implementation of warehousing receipt system in the cold-storages

Uttar Pradesh Cold Storage (Regulation) Act, 1976 and its relevant rules will be enforced. Negotiable warehousing receipt will be implemented by accreditation of existing cold storages according to Warehousing Development and Regulatory Act-2007 in the state.

5.3 Applicability for cold-storages regulations

Cold storages in the state are regulated by the Uttar Pradesh Cold Storage (Regulation) Act, 1976 and Uttar Pradesh Cold Storages (Regulation) Rules, 1976. The Act and the Rules may be made more logical and practical in the present context.

5.4 Grants and concessions

Under the National Horticulture Mission (NHM), 40% subsidy up to a maximum of Rs. 120 lac is available for establishment of multi-chamber multi-commodity cold storages based on latest technologies. This subsidy is also available through National Horticulture Board, Govt. of India.

Chapter-6

Market Development and Marketing/Expert Promotion

At present, 25% potato remain surplus after consumption in different forms in the state resulting in glut in the market and farmers do not get the remunerative price of their produce. This potato is required to be exported to other states and countries. The states like Delhi, Rajasthan, Andhra Pradesh, Tamilnadu, Maharashtra and North-East states are low potato producing states but their consumption is more. Similarly, there is a great demand in the neighbouring countries and the gulf countries. The exporters and stakeholders show less interest in marketing to those places due to high transportation cost. Therefore, there is a need to promote and export the surplus potato of the states to these less producing states and countries. This is also high time to create awareness among the potato producers about the judicious use of pesticides in the view of the stringent food safety standards in the world market.

6.1 Market Development:

6.1.1 Potatoes of the state will be displayed in their brand names in the international Expo/Shows through APEDA and Mandi Parishad in the main potato importing countries to develop its market.

6.1.2 One day potato exhibitions and buyer-seller meets will be organised in the potato importing states by U.P.State Horticulture Cooperative Marketing Federation (HOFED) to develop the market. Marketing tie-up will be done between the local progressive potato producers and local purchasers in these buyer-seller meets and exhibitions.

6.1.3 Regular interactions among the potato processing varieties producers and entrepreneurs through U.P.State Horticulture Cooperative Marketing Federation (HOFED) and Department of Horticulture & Food Processing, U.P. for ensuring the availability of raw materials to the potato processing industries.

6.2 Development of infrastructure for grading & packing of potato

Group marketing of potato will be promoted through Primary Horticulture Co-operative Marketing Societies of HOPED and Uttar Pradesh Potato Development

Facilitation Society of Mandi Parishad. Creation of functional infrastructure facilities will be promoted for grading and packing of potatoes.

6.3 Marketing within the state

Existing market information system of Mandi Parishad, U.P. will be strengthened to inform the farmers about the regular arrivals and daily rates. Besides, the display of rates on the notice board of the Mandies, it will also be displayed on the notice boards of cold storages.

6.4 Marketing outside the state

Inter-state trading of potato will be promoted in the low potato producing and high demand states. For this, the mandies of high potato producers districts will be notified as potato mandies and grading, packing shades alongwith potato graders will be established. Cold storages for potato will also be established in big potato mandies by Mandi Parishad, U.P. to facilitate the farmers for potato storage.

6.5 Export outside the country

The potato is exported mainly to Nepal, Bangladesh and Russia etc. In addition, there is a scope of export of potato to Gulf countries. Export of potato to the Gulf countries will be promoted. The necessary trainings will also be imparted to the potato producers regarding judicious use of pesticides, so that the pesticides residues remain within the standards for export purposes. Awareness programmes will be organised for the potato farmers as per demand of potato exporting countries through APEDA and Uttar Pradesh State Horticulture Cooperative Marketing Federation (HOFED) and under National Horticulture Mission (NHM), Quality Control and Analysis Laboratory will also be established for the testing of pesticides residues.

Buyer-seller meets will be organised for exporters/importers and progressive potato farmers of the state to promote the potato export.

6.6 Market Intervention Scheme (MIS)

Market Intervention Scheme (MIS) will be implemented through Govt./Cooperative Institutions with the help of Government of India to purchase potato from the farmers in a situation where the potato production in the state is higher than the previous year or market price is less than the cost of cultivation.

6.7 Grants and concessions

6.7.1 Promotion of marketing of potato in the other states through one day potato exhibition and buyer-seller meets will be done for which Rs. 3.00 lac per event will be provided to the U.P. State Horticulture Cooperative Marketing Federation (HOFED) by the state Government.

6.7.2 Under National Horticulture Mission, 40% of the project cost, subject to a maximum of Rs. 6.00 lac will be provided for the creation of functional infrastructure for collection, grading and packing of potato.

6.7.3 Rs. 200 per quintal transport subsidy will be provided on the export of potato outside the country under Taj brand by Mandi Parishad, U.P.

6.7.4 Rs. 50 per quintal will be provided as brand promotion subsidy for export of potato under Taj brand by Mandi Parishad, U.P.

6.7.5 Quality control lab will be established with an assistance of Rs. 200 lac per unit in public sector and 50% of the project cost subject to a maximum of Rs. 100 lac in private sector.

Chapter-7

Promotion for establishment of processing industries

Farmers of the state produce mainly table potato whereas varieties like Kufri Chipsona-1,3,4, Kufri Frysona and Kufri Surya etc. are required for processing by the industries. As a result of promotion of processing varieties under this policy for value addition and processing of potatoes, establishment of potato processing industries will have to be done in major potato producing areas.

There is a need to establish the potato processing industries in main potato production areas to provide remunerative price to the farmers, employment generation and also for capital investment in the states.

7.1 Potato based processing industries will be promoted under Industrial and Infrastructure Investment Policy-2012 and the U.P. Food Processing Industry Policy-2012 in the potato intensive areas of the state. Establishment of small units will be promoted in rural areas by the cooperative institutions.

7.2 In the rural areas people produce different products of potato in small and cottage industries and sell in local markets. These units will be identified and their capacity building through training and technology up gradation will be done to improve the quality of the products.

7.3 A number of cold storages have been established in potato producing areas having infrastructure facilities like land, electricity/water, transport etc. The facilities available in these cold storages will be utilized for establishing the potato processing industries.

7.4 Tie-up between the potato farmers of Uttar Pradesh and potato based food processing industries of the state as well as other states will be facilitated.

7.5 Facilitating the issuing the licence from Department of Food and Drug Administration, U.P. for establishment of potato processing industry in the state.

7.6 Grants and concessions

7.6.1 A subsidy of 25% subject to a maximum of Rs. 50 lac of plant, machinery and technical civil work of the project cost will be provided for the

establishment of potato processing industry under National Mission on Food Processing.

7.6.2A subsidy of 40% of the unit cost, subject to a maximum of Rs.9.60 lac will be provided for the establishment of minimal/mobile processing unit of potato under National Horticulture Mission (NHM).

7.6.3 All the incentives and facilities will also be available to establish the potato processing industry in the State under Industrial and Infrastructure Development Policy-2012 and the Uttar Pradesh Food Processing Industry Policy-2012.

Chapter-8

Technology transfer and capacity building

It is proposed to improve the quality and productivity of potato with the use of quality seed, scientific technologies, use of fertilizers on the basis of soil testing reports and application of modern systems of irrigation by the farmers for commercial production of potato. In addition to potato production imparting training in digging of potato and providing knowledge of grading and packing is also absolutely necessary

8.1 Establishment of Centre of Excellence for Potato

Centre of Excellence for potato will be established in intensive potato producing areas to create awareness in the farmers about all technical aspects of potato crop, recent package of practices through demonstration.

8.2 Organising Training Programme

The training programmes will be organised on production, protection and post harvest technology of potato in potato intensive areas. These training programmes will be extended to districts, blocks and village levels to make them more effective and acceptable. The following techniques will be introduced in these training programmes:-

- 8.2.1** Training of selected farmers on potato seed production technology and seed certification by technical experts.
- 8.2.2** Integrated training will be imparted to the potato farmers on advanced production technology by the CPRI Shimla, State Agriculture Universities and Horticulture Experiment and Training Centres of the department.
- 8.2.3** The progressive potato farmers will be trained on post harvest technology, grading and packing so they can get better price of their produce.
- 8.2.4** Training on entrepreneurship development under different schemes for the establishment of potato processing industries.
- 8.2.5** Awareness amongst potato farmers for the judicious use of pesticides in conformation with the food safety standards.

8.2.6 Introduction of different technical aspects of potato processing in the food processing related training programmes to promote potato processing industries.

The proposed skill development and technology transfer programme will be organised under the facilities available under the National Horticulture Mission (NHM), Rashtriya Krishi Vikas Yojna (RKVY) and National Mission on Food Processing (NFMP).

Chapter-9

Policy implementation and monitoring

9.1 State level monitoring committee

State level monitoring committee will be constituted under the chairmanship of Agriculture Production Commissioner for implementation and monitoring of provisions under this policy. Secretaries/Principal Secretaries of concerned departments will be the members of the committee. Representatives of Uttar Pradesh Cold Storage Association and Potato Producer's Association/Committee will be invited members. Meeting of Committee will be held atleast once in every three months.

9.2 Divisional level monitoring committee

Divisional level monitoring committee will be constituted under the chairmanship of Divisional Commissioner for implementation and monitoring of Policy at division level, in which all District Magistrates/Chief Development Officers of the division will be members. Besides this, divisional officers of concerned departments will be the members. Three potato producers/processors will be nominated by Divisional Commissioner as member of the committee. Deputy Director Horticulture will be the Member Secretary.

9.3 District Level Monitoring Committee

District level monitoring committee will be constituted under the chairmanship of District Magistrate for implementation and monitoring of policy at district level in which Chief Development Officer and officers of concerned departments will be the members. Three potato producers/potato storing farmer/potato processors will be nominated as members by District Magistrate. District Horticulture officer will be the Member Secretary.

9.4 Nodal Department

Department of Horticulture & Food Processing, U.P. will be the nodal department for implementation of this policy. The nodal department will coordinate with the respective departments to provide subsidies, facilities and grants under the policy.

9.5 Miscellaneous

9.5.1 The state level monitoring committee will be competent for explanation of any provision of this policy and for clarifying any issue.

9.5.2 Time bound implementation of the policy will be ensured by the concerned departments by issuing necessary Government Orders and formulating appropriate rules.

10. General

The different provisions incorporated in this policy are covered in Centrally Sponsored Schemes, therefore provisions made under this policy in structure and grant pattern will be subject to changes/amendments made by Government of India.

Disclaimer : It is hereby clarified that the above text is the translation of the original Hindi version of Uttar Pradesh Aaloo Vikas Neeti, 2014. In case of any discrepancy between the English and the Hindi versions, the latter shall be final and binding.