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FARM MECHANIZATION ROADBLOCKS IN MANDYA



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THEME: AGRICULTURE AND ALLIED SECTORS



FARM MECHANIZATION ROADBLOCKS IN MANDYA

STAKEHOLDER

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Core Issue

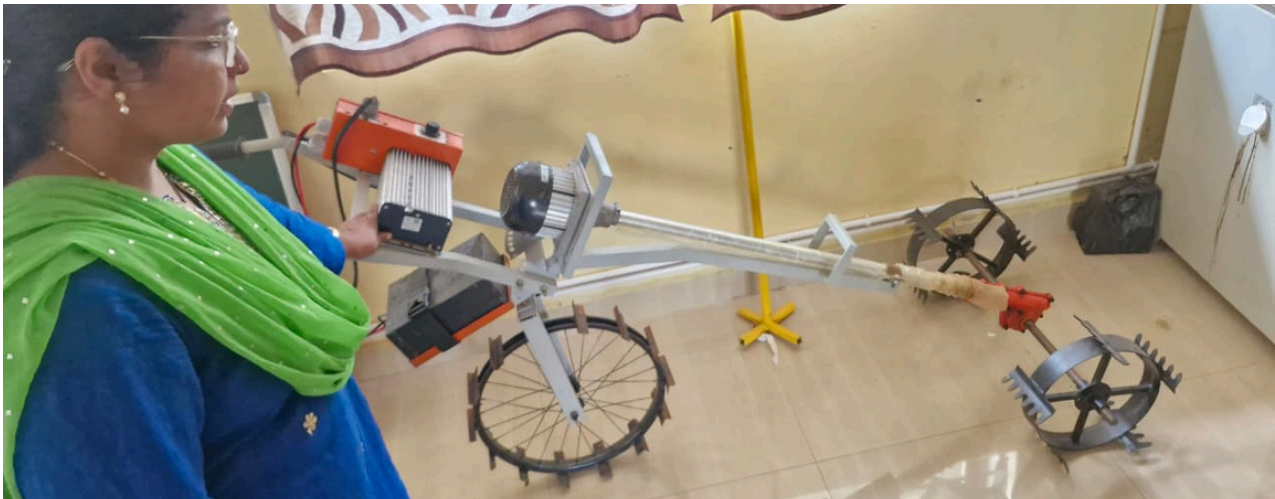
Farm mechanization in Mandya is just 40% versus the 70% target. Over-reliance on tractors, poor use of custom hiring centers, lack of region-specific tools, fragmented land, and weak markets for crops like mushrooms and jaggery hinder productivity and farmer incomes.

Constraints

- Low farmer awareness of the benefits of comprehensive mechanization beyond tractor use.
- Underutilization of existing custom hiring centers—only 4 of 30 fully functional—due to unsuitable or poorly maintained machines.
- Procurement of machinery without aligning with regional crop patterns and operational requirements.
- Small and fragmented landholdings restricting access to multipurpose, cost-effective machinery.
- Lack of affordable and durable solutions for mechanizing coconut, pineapple, sugarcane sowing, and ragi harvesting.
- Post-harvest challenges in organic mushroom cultivation, short shelf life, low market acceptance, and unreliable buyback systems.
- Safety and trust issues in jaggery production due to hazardous chemicals and misleading “organic” claims.
- Slow uptake of government schemes like PMFME, limited Farmer ID access, and weak awareness of market conditions.

Context

Mandya, known for its rich agricultural diversity, struggles to reach mechanization goals despite government targets and subsidies. Many farmers remain dependent on traditional practices or rely on single-stage mechanization, overlooking integrated solutions that could improve efficiency, reduce drudgery, and enhance profitability. A systemic push toward region-specific, accessible, and cost-effective machinery, along with awareness of the benefits Farmer ID or Kisan Credit Card (KCC) in providing access to subsidies as well as Custom Hiring Centers.



Groundwork to be considered

- How can affordable, crop-specific machinery be developed or adapted for Mandya's dominant crops (e.g., coconut, pineapple, sugarcane, ragi)?
- Can custom hiring center models be redesigned for better utilization, scheduling efficiency, and demand-based machinery stocking?
- What low-cost mechanization solutions can address small and fragmented landholding challenges?
- How can farmer awareness be strengthened about full-cycle mechanization benefits and subsidy schemes?
- What storage, processing, and branding innovations can improve market acceptance and shelf life for niche products like organic mushrooms and jaggery?

Existing Systems

- Multiple custom hiring centers established but largely idle due to mismatched equipment and low farmer engagement.
- Mechanization efforts focused mainly on tractors rather than diversified, full-cycle solutions.
- Government subsidies and schemes (e.g., PMFME) available but underutilized due to lack of outreach and support.
- Existing machinery scheduling systems that prioritize seniority over optimal crop timelines.

Other How Might We statements that you can explore

- Real-time pest monitoring and low-cost quarantine boxes for sericulture (Uzi fly control).
- Modern, low-smoke, high-yield jaggery furnace designs.
- Small-scale silk waste (chawki remnants) processing for value-added products.
- Digital and physical tools for farmers to track and analyze input costs..