

Farmers can emulate the co-operative model to gain better remuneration for their produce on the market.

Farming sector provides about 60% employment in the country but only contributes 17% to the GDP which is exactly opposite to the non-farming sector. This rightly proves the 'Poverty amidst plenty' situation of farming sector. Also there is a huge gap in the procurement price & selling price of the agri products.

Introduction of co-operative model in agriculture may help to overcome these problems. Agricultural co-operatives will provide essential services and maximize the benefit. Successful implementation of co-operative model in milk/secondary sector made India the world's largest milk producing country. Under this farmers receive 70-80% of consumer price.

### Need for co-operative Model

#### Middle Men

Indian farmers are hugely dependent on middle men who makes maximum profit out of the farmers.

## Lack of resources & services.

Most of the Indian farmers are small & marginal farmers. They don't have the capacity to sell their produce in outer markets for which they approach middle men.

## Lack of power.

Always there is a fluctuation in the price. If the produce is high the price goes down. Farmers who lack the capacity to store the produce & bargaining power have to sell it for the minimum price.

## Advantage of cooperative models.

### Effective Service.

It provides effective platform for to assemble, process, store & supply the agro products directly without the involvement of middlemen.

### Avoids exploitation.

Farmers fear that contract farming & involvement of corporates will exploit them. But in cooperative models each member have the right to take decisions to maximize the profit.

### Use of Modern technology

It will help to introduce new farming techniques to farmers who are often not updated and familiar with them to improve the productivity.

## Outside market.

The cooperative model provides services for storage & supply which the small farmers can't afford. This will help them to reach outside market which provides better price. This will also reduce the monopoly of agri products in trade.

Cooperative model in agriculture will reduce the dependency of farmers on MSP as they can much higher price for their products in this system. Though there are many improvements have to be done among the farmers regarding the knowledge of management & export techniques, the benefits we reap at the end is worth for the risk.