

Role of Farmer Producer Company in Augmenting Farm Income in India

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Abstract:-The main objective of this research paper was to examine the role of Farmer Producer Company (FPC) in augmenting farm income of poultry farmers. The locale of study was in Kollam district of state Kerala, India. The company selected was Venad Poultry Farmer Producer Company established during 2016 and functioning in the poultry sector. The company is supported by NABARD and Kerala Agricultural University (KAU). The company got best Farmer Producer Company award in India during 2018.

The parameters selected for the study were; Input supply, Extension services, Product, Pricing, Marketing channels / place / distribution, Promotion, Marketing cost and Storage facilities. The extension services, input supply and prices were studied by comparing the same facilities provided by a private organization "Saguna" established during 2017 dealing with poultry from the same locality of Poultry Producer Company. Apart from this, cost benefit analysis of household poultry production of Venad FPC as well as farmers availing services from Saguna Pvt. Ltd was also conducted to identify the role of these organizations in augmenting their member farmer's income. The study was solely depended on primary data obtained from the selected FPC. The pie chart is used to depict the Cost-Benefit analysis of household poultry productions.

The Venad Poultry Farmer Producer Company was providing inputs at affordable rates in comparison to private firm. The availability of inputs such as medicines, vaccines, poultry feeds and equipments were a greater relief to poorer farmers. The company deals with the supply of inputs and BV380 chicks. The extension services provided by the company were for free of cost and it helped the farmers to acquire new knowledge and technologies that were adoptable to nurture birds. Therefore it was clear that Producer Company runs under co-operative principle. The cost-benefit analysis of household farmers availing services from Venad Poultry FPC and Saguna Pvt. Ltd reveals that the farmers of FPC had obtained greater returns per bird in comparison with farmers availing services from Saguna private firm. The company helps the farmers to market their produce with a brand quality which in turn increases the market value and income for

the farmers. The brand name "Venad Signature eggs and chicken" obtained national level acceptance and rewarded for their unique technology - source traceability.

Keywords:-FPC- Farmer Producer Company, CBA-Cost Benefit Analysis, Source Traceability, NABARD- National Bank for Agriculture and Rural Development, Small farmers, Farmer collectives, Primary Producers.

I. INTRODUCTION

The Government of India had amended the Indian Companies Act, 1956 in 2002 and incorporated a new section IXA based on the recommendations of the Y.K. Alagh Committee. The committee examined the problems and challenges faced by rural poor farmers within the emerging competitive and liberalised environment particularly owing to lack of resources, value addition, minimum support prices and institutions to solve their problems. The Committee was asked to formulate a legislation that would enable integration of co-operatives as companies and conversion of existing co-operatives into companies, while ensuring the unique elements of co-operative business remain intact in new legislation. Recommendation of the committee for creation of specially devised companies called "Producer Companies", within the ambit of company law was due to the realisation of importance of professionally managed producer owned enterprises to serve rural enterprises, including primary producers.

The basic purpose of a Producer Company is to collectivise the farmers for backward linkages such as inputs, credit, insurance, extension services and knowledge and for forward linkages such as collective marketing, processing, market led agriculture production etc. Thus it facilitates to reduce the miserable conditions like crop loss, low price and indebtedness of poor peasants. The expected result of this effort is to provide a single window for farmers to increase their income from farm produce through direct marketing and to gain collective bargaining power. Under these circumstances, studying the role of Farmer Producer Company in augmenting farm income is very necessary.

II. MATERIALS AND METHODS

The present study was analytical in nature. The study was solely based on primary data obtained from the selected FPC. The data collected from the annual reports, price list and sales register of the company for a reference period of three years i.e; from 2016-17 (company established year) to 2018-19 were used to examine the role of Venad Poultry FPC in augmenting farm income. Diagrammatic methods, Price variations and Cost-Benefit analysis of house hold poultry production were used for the analysis of data obtained.

$$\text{Total cost} = \text{Variable cost} + \text{Fixed cost}$$

$$\text{Total Profit} = \text{Total Sales} - \text{Total cost}$$

$$\text{Profit per bird} = \frac{\text{Total Profit}}{\text{Total number of birds}}$$



➤ Role of Farmer Producer Company in augmenting farm income

The farmers can be ensured stability and growth in their income irrespective of seasonal disasters and losses through effective interventions of producer owned companies. It helps them to overcome the miserable conditions like low prices and indebtedness. The role of Farmer Producer Company in augmenting farm income was studied by conducting a comparative analysis of activities done by a private organization "Saguna" established in 2017 and operating in the same field of poultry. The operations of "Saguna" were similar to that of Venad Poultry Farmer Producer Company.

The role of Farmer Producer Company was studied using parameters such as Input supply, Extension services, Product, Price, Marketing channels / place / distribution, Promotion, Marketing cost, Storage facilities and Cost-Benefit analysis. The parameter wise analysis was done by comparing with other private firm named "Saguna Pvt. Ltd" from the same industry and providing same facilities. Saguna is a private organization established in the year 2017. This company was dealing with the supply of poultry inputs, meat and eggs. Saguna also conducted certain extension services like seminars and other programs.

➤ Input supply and prices

The input supply of Venad Poultry Farmer Producer Company was compared with Saguna includes medicines, vaccines, poultry feeds and necessary equipments.

III. RESULTS AND DISCUSSIONS

➤ Business model of Venad Poultry Farmer Producer Company

Venad Poultry Farmer Producer Company procures BV380 birds and poultry inputs like medicines, feeds, vaccines and equipments from Bangalore, Tamilnadu and Hyderabad. The company provides these inputs and birds at affordable rates to the farmers. The farmers are allowed to nurture the birds with help of facilities provided by the company. The farmers can market eggs and meat in the market directly. The unsold culled chicken meat from the farmers has taken by the company and converted into frozen meat suitable for different restaurant dishes. Apart from this, the company also procures the eggs and grown birds from their member farmers. The eggs and birds produced in the households are collected and marketed by the company. The grown birds were taken to the dressing plant at Poruvazhy of Kollam district for cleaning and cutting. And finally the meats and eggs are marketed through the fifteen company outlets in the brand name of Venad Signature Chicken with QR codes.

a) Medicines

Venad Poultry Farmer Producer Company			Saguna Private Ltd	Price differences
Sl.No.	Medicines	Selling price (Rs.)	Selling price (Rs.)	
1.	Amoclox forte 50g	70	150	80
2.	Amoxstron 250g	1300	1700	400
3.	Aminovet 1 L	180	250	70
4.	Aminovet 5 L	550	730	180
5.	Arts alb	170	-	
6.	Biokleen 500 ml	180	-	
7.	Biokleen 5L	1350	-	
8.	Bonny sol 100ml	160	-	
9.	Bonny sol 500 ml	650	-	
10.	Breethiez 100ml	250	310	60
11.	Breethiez 1 L	2000	2330	330
12.	Ceflex 20g	50	-	
13.	Coccinex 100g	340	-	
14.	Disan 15 tabs	140	150	10
15.	Duxprim 100 g	100	120	20
16.	Duxprim 500 g	400	455	55
17.	Fertstron 500ml	190	-	
18.	Gitacid 1 L	190	220	30
19.	Gitacid 5 L	780	800	20
20.	Gout guard 1L	280	320	40
21.	Laches	150	180	30
22.	Livor ton 1 L	280	330	50
23.	Livor ton 5 L	1100	1500	400
24.	Livor ton 500 ml	170	200	30
25.	Megadox – N- 50g	200	-	
26.	Mercor	150	-	
27.	Merc sol	150	-	
28.	Nematex-L- 100 g	380	-	
29.	NS formula 5L	800	-	
30.	Nubiotic SP 250 g	350	-	
31.	Nubiotic SP 50 g	80	-	
32.	Odour out	280	-	
33.	Proalben 30 ml	25	-	
34.	Pro milk 1L	140	-	
35.	Pro milk 5L	530	-	
36.	Pro milk premium	150	-	
37.	Siproxin 250 g	65	-	
38.	Siproxin 500 g	600	-	
39.	Solucal 1L	150	-	
40.	Spectrasol 100 g	150	-	
41.	Supraplex 1 L	140	180	40
42.	Supraplex 5 L	500	560	60
43.	Triquat 1 L	650	700	50
44.	Tyloton 50g	400	430	30
45.	Ultacal-D- 1 L	180	210	30
46.	Ultra TM Plus 500 ml	300	500	200
47.	Ultra TM Plus 25L	9000	10100	1100
48.	Ultra TM Plus 5 L	1800	2000	200
49.	Ultralyte –C- 1Kg	250	275	25
50.	Ultravite 100g	80	100	20
51.	Vendox	125	130	5
52.	Viracid 1 Kg	900	1100	200

Table 1:- List of medicines supplied by the Venad Poultry FPC as on 31st March, 2020

Source : Data obtained from price list

Table 1 indicates that the Venad Poultry Farmer Producer Company was providing a diverse number of medicines as inputs. The rates of the medicines were also affordable by common people. In comparison to the Saguna Pvt. Ltd, Venad Poultry FPC had provided wide varieties of medicines which were necessary for the healthy nurturing of birds. The private organization was charging high rates in comparison with the company for the available products they had which indicates the exploitation of private firms towards farmers. Therefore, it is clear that the Venad Poultry FPC had a greater role of providing medicinal inputs at an affordable rate which in turn helps the poor farmers from the looting of private firms and to reduce the cost of poultry farming.

b) Vaccines

Venad Poultry Farmer Producer Company			Saguna Private Ltd.	Price differences
Sl.No.	Vaccines	Selling price (Rs.)	Selling price(Rs.)	
1.	Lasota 100	20	50	30
2.	Lasota 500	57	85	28
3.	Lasota 1000	89	110	21
4.	Ibd 100	40	60	20
5.	Ibd 200	75	85	10
6.	Ibd 500	120	150	30
7.	Ibd 1000	239	264	25
8.	Ibd plus 500	210	233	23
9.	Ibd plus 1000	390	420	30
10.	R2B 100	30	-	
11.	R2B 1000	155	-	

Table 2:- List of vaccines supplied by the Venad Poultry FPC as on 31st March, 2020

Source : Data obtained from price list

It is evident from the table 2 that the Saguna was charging a higher rate than the Venad FPC. The private organization was charging an amount which is a maximum of 30 rupees higher than that of Producer Company. While comparing this, it is clear that the private firms were making huge profit through charging exorbitant rates to their products. In this scenario, the role of Producer Company is substantial. The Producer Company was providing their product at an affordable rate indicates the service oriented activity run by the company. Thus it could be explainable that the Venad Poultry FPC is a producer company with co-operative essence.

c) Poultry feeds

Venad Poultry Farmer Producer Company			Saguna Private Ltd.	Price differences
Sl.No.	Feeds (1 bag = 50Kg)	Selling price (Rs.)	Selling price (Rs.)	
1.	Broiler starter	1570	2600	1030
2.	Broiler finisher	1560	2560	1000
3.	Broiler pre starter	1600	3200	1600
4.	Layer chick crumble	1600	3180	1580
5.	Layer grower	1350	1680	330
6.	Layer mash	1200	1600	400
7.	Layer pellet	1210	1550	340

Table 3:- Poultry feeds supplied by the Venad Poultry FPC as on 31st March, 2020

Source : Data obtained from price list

Table 3 clearly shows the motive of both Producer Company and private firm. Private firm was charging almost double the rate of which Producer Company was charging for their products. As far as farmers are concerned, buying these feeds at a higher rate was a hurdle. Therefore, they depended on the Producer Company to buy these feeds. But somehow the growth of these private firms indicates that the farmers were forced to purchase from their shops because of the non-availability of producer company outlets throughout the Kollam district. Hence it could be clearly explicable that the existence of Producer Company is a greater relief for the poorer farmers.

d) Equipments

Venad Poultry Farmer Producer Company			Saguna Private Ltd.	Price differences
Sl.No.	Items	Selling price (Rs.)	Selling price (Rs.)	
1.	Drinker 600 ml	50	110	60
2.	Drinker 1 L	60	120	60
3.	Drinker 1.5 L	80	140	60
4.	Drinker 4 L	120	180	60
5.	Drinker 6 L	150	210	60
6.	Drinker 7 L	160	220	60
7.	Automatic drinker (jumbo)	270	350	80
8.	Automatic drinker (gekay)	280	365	85
9.	Feeder 2 Kg	100	142	42
10.	Feeder 4 Kg	170	215	45
11.	Feeder 8 Kg (jumbo)	240	285	45
12.	Feeder 8 Kg (gekay)	260	300	40
Standard cage and BV 380 birds (45 days)				
13.	5 birds and cage	3376	-	
14.	10 birds and cage	5941	-	
15.	25 birds and cage	10985	-	
16.	50 birds and cage	20185	-	
Roof cage and BV 380 birds (45 days)				
17.	5 birds and cage	4518	-	
18.	10 birds and cage	7294	-	
19.	25 birds and cage	14258	-	
20.	50 birds and cage	27325	-	
21.	1 BV 380 bird (45 days)	140	210	70

Table 4:-Equipments supplied by the Venad Poultry FPC as on 31st March, 2020

Source : Data obtained from price list

Table 4 indicates the list of equipments and combo of birds with cages. From the table itself it is clear the exploitation of private firms. They were charging exorbitant rates for drinkers and feeders of different capacity. While the rates applied by the Producer Company was quite affordable by the farmers compared to Saguna. The combo offers were not given by Saguna rather they supplied birds (45 days old) at a rate of Rs. 210 per bird. At the same time, Producer Company was giving birds with same days old at a rate of Rs.140 per bird. From this higher price difference itself it is understandable that the producer company always

assure low prices for their inputs and there by supporting the poorer farmers to meet their farm needs.

➤ *Extension services and rates*

The extension services like seminars, training etc provided by the Venad Poultry Farmer Producer Company are for free of cost. There was no registration fee and participants were provided with free food. The participation was free for everyone irrespective of memberships. Participants should register prior before the program. The expenses for conducting these extension services were met through NABARD fund and owned fund.

Venad Poultry Farmer Producer Company			Saguna Private organization
Sl.No.	Extension services	Rate (Rs)	Rate (Rs)
1.	Broiler production training	0	150
2.	Egg layer production training	0	150
3.	Poultry farm management seminar	0	170
4.	Bankable project preparation class	0	-
5.	Bank loan availing classes	0	-
6.	Agriculture and subsidies classes	0	-
7.	Organizational support awareness	0	-
8.	Seminar on agriculture promotion in youth	0	-

Table 5:- List of extension services and charges applied

Source : Data obtained from Annual report of Venad FPC and notice board of Saguna

It is clear from the table 5 that the extension services were conducted by the Venad Poultry Farmer Producer

Company was for free. The cost incurred for the programs was met through fund given by NABARD and from owned

fund too. The extension services given by the company includes seminars, trainings, and awareness classes and so on. The company had provided free food for the participants. Free registration and experienced trainers were the main point of attraction. The participants should register with the company officials prior before the program.

While in case of the private firms, they also had conducted extension services like training and seminars at a cost. The cost was made through registration fees of the programs. The number of extension services conducted by the private firm was less compared to the Venad FPC.

It could be clearly explicable that the company was promoting the existing farmers to improve their farm activities by giving awareness regarding the technologies, government subsidies, hands on training and so on. It encouraged more number of people especially the youth towards agriculture. Thus the company had become a platform for the rural poor to come forward and market their products with a brand name of Venad chicken and eggs.

➤ *Products and prices*

a) Source traceable eggs

Farmers are engaged in household production of country eggs by utilizing kitchen waste and food balance generated in households. For this, small units of high yielding layer birds along with hi-tech poultry cages were supplied to farmers. The eggs produced in households are collected and marketed with traceability using hologram and QR code by the Venad FPC with the brand name of VenadSignature Eggs. The QR code label on the packet, when scanned using mobile application give details such as

name and address of the farmer, breed of birds, feed used, date of collection of eggs, weight etc.

b) Source traceable chicken meat

There are three components for this activity;

- Integration of broiler farms
- Dressing plant for broiler meat, chilling, freezing, packing etc.
- Marketing of chicken meat

➤ *Marketing channels and promotional activities*

The marketing channels of Venad FPC were through its outlets. A total of 15 outlets were functioning throughout Kerala. The two branches were also associated with outlets. They had two owned vehicles for procurement and distribution.

The promotional activities of the company were undertaken through electronic media and print media. The company had its own face book page and website through which the news and updates were communicated. Advertisements were given through newspapers and Kerala agriculture magazines like Karshakasree etc. The company features and success stories were published as an article in Karshakasree magazine and gained popularity in their field of operations.

➤ *Marketing cost (Advertisement)*

Marketing costs are the cost incurred by an organization for its marketing activities like advertisement, promotional campaigns, website maintenance, content production etc.

Year	Advertisement costs (Rs.)
2016-17	94,890
2017-18	89,500
2018-19	60,400

Table 6:- Advertisement costs incurred by the Venad Poultry FPC
Source : Data obtained from financial notes.

It is understandable from the table 6 that the marketing cost of the company was decreased from 2016-17 to 2018-19. High cost was incurred during the initial year of incorporation and low cost was incurred during 2018-19. Higher cost occurred during 2016-17 because a wide marketing strategy was needed to penetrate into the market. The company had to spend more money as advertisement expenses because to get in to the market was difficult for a new venture. And also to attract more members and customers were difficult during initial year. Moreover, creating a brand and assuring a good market position took a higher cost. Decreased marketing cost year after year indicates that as the company got stability in the market, they started decreasing the amount spent for marketing. The recognitions, reputation and awards made them famous in this industry. And also their unique technology made a

national level acceptance and it increased their credibility in this sector.

➤ *Storage facilities*

The storage facilities of Venad FPC includes three freezers with 500 kg capacity each, a VC cooler of 280L capacity, one show freezer, walk in freezer (2 ton) and walk in cooler (2 ton).

➤ *Cost-Benefit analysis of household poultry production*

The economic efficiency of household poultry farm can be studied using cost-benefit analysis. The three functions of income and cost is used as a measure of economic efficiency. The functions are profit, income per unit and cost per unit of production. The cost benefit analysis of household poultry production of Venad FPC and Saguna Pvt. Ltd is given below.

Household poultry production of Venad FPC			Farmers availing services from Saguna	
Sl.No.	Venad FPC	Amount (Rs.)	Saguna Pvt. Ltd.	Amount (Rs.)
Variable Cost				
	Feed cost	5,600	Feed cost	9,400
	Medicines	3,100	Medicines	5,200
	Vaccines	2,600	Vaccines	3,300
	Total (A)	11,300	Total (A)	17,900
Cost for maintenance @ 10% depreciation				
	Roof cage (Rs. 4200)	420	Feeder (Rs. 6,500)	650
	Automatic drinker (Rs. 3100)	310	Drinker (Rs. 4,600)	460
	Total (B)	730	Total (B)	1,110
	Total Cost (A+B)	12,030	Total Cost (A+B)	19,010
Income				
	Sale of Eggs @ Rs. 5 / egg	75,000	Sale of Eggs @ Rs. 5 / egg	62,500
	Sale of meat@ Rs. 75/kg	9,375	Sale of Chicken @ Rs. 75/kg	8,900
	Total Sales	84,375	Total Sales	71,400
	Total profit per unit	72,345	Total profit per unit	52,390
	Profit per bird	1,447	Profit per bird	1,048

Table 7:- Cost benefit analysis of household poultry production for 50 birds per year
Source : Compiled from primary survey

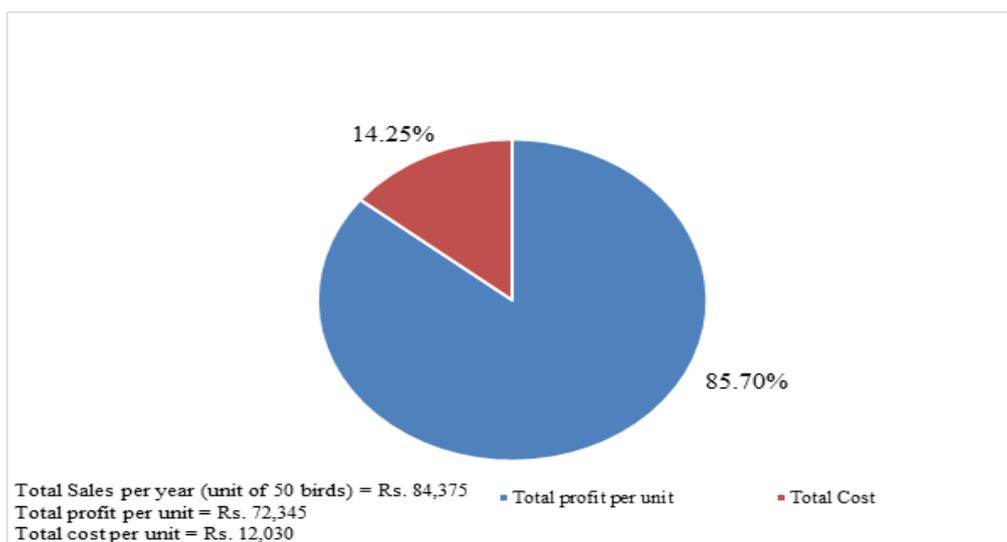


Fig 1:- Cost benefit analysis of household poultry production of Venad FPC

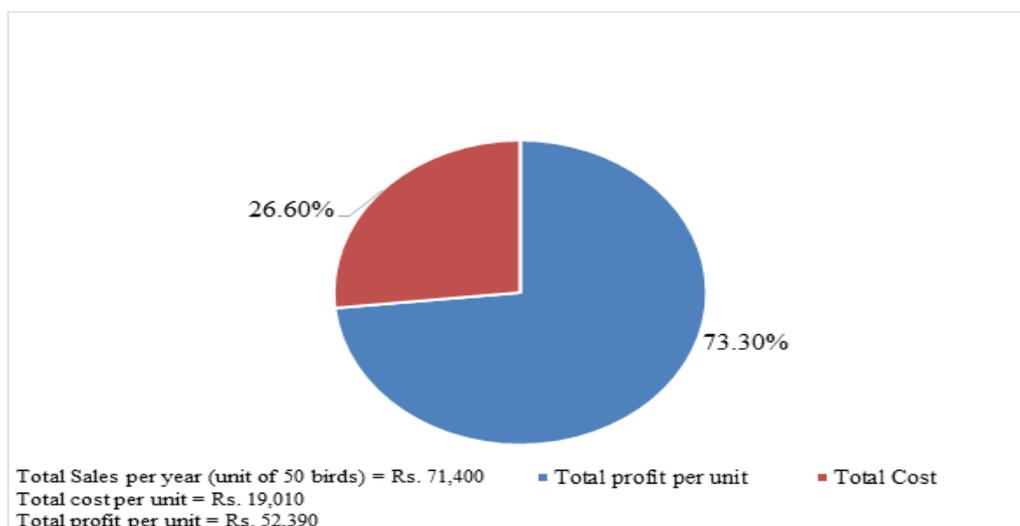


Fig 2:- Cost benefit analysis of farmers availing services from Saguna Pvt. Ltd.

It is clear from the table 7 and Figure 1 & 2 that the cost-benefit analysis was on the basis of 50 birds in a year. On an average, the total number of eggs produced by 50 birds in a year comprises of 15000 eggs. Poultry sector is a highly price fluctuating sector. Therefore, an average rate was taken for the calculation. The sale of eggs was at the rate of Rs. 5 per egg and Rs. 75 per kg of meat. In case of Venad FPC farmers, the average number of eggs produced by a bird during a year was 300 because the BV380 birds can lay eggs throughout a year. While in case of farmers availing services from Saguna, the average number of eggs produced by a bird was 250. The member farmers of Venad FPC were obtaining an average profit of Rs. 72,345 per year. At the same time, the farmers availing services from Saguna enterprise were obtaining an average profit of Rs. 52,390 only. Due to the exorbitant rate applied by Saguna in the poultry inputs leads to higher cost for the farmers and which in turn reduced their total profit per year. On an average of 50 units, the member farmers of Venad FPC were obtaining Rs. 1,447 per bird per year. While, the farmers availing services from Saguna had obtained an average of only Rs. 1,048 per bird per year. This result clearly shows that the income obtained by the member farmers of Venad FPC was far better than the private firm Saguna because Venad FPC provides inputs at an affordable rate and ensures low maintenance cost. Therefore, it could understand that the Venad FPC had augmented the farm income of farmers through effective intervention.

IV. CONCLUSION

Venad Poultry Farmer Producer Company had established in the year 2016 with 12 member farmers. Now the company had grown and as of March 2020, they had 531 member farmers. The Company was providing inputs at affordable rates in comparison to private firm. The availability of inputs such as medicines, vaccines, poultry feeds and equipments were a greater relief to poorer farmers. The extension services provided by the company were for free of cost and it helped the farmers to acquire new knowledge and technologies that are adoptable to nurture birds. Therefore, it was clear that Producer Company runs under co-operative principle. The role of Venad Poultry FPC revealed was concern for community. Along with profit making, the company was concerned for their member farmers and helped them by providing an opportunity to get stable income and remunerative prices for their products. The cost-benefit analysis of household farmers availing services from Venad Poultry FPC and Saguna Pvt. Ltd reveals that the farmers of FPC had obtained greater returns per bird in comparison with farmers availing services from Saguna private firm. The company helps the farmers to market their produce with a brand quality which in turn increases the market value and income for the farmers. The brand name "Venad Signature eggs and chicken" obtained national level acceptance and get rewarded for unique technology called source traceability. It had given a brand power to the member farmers of the company.

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