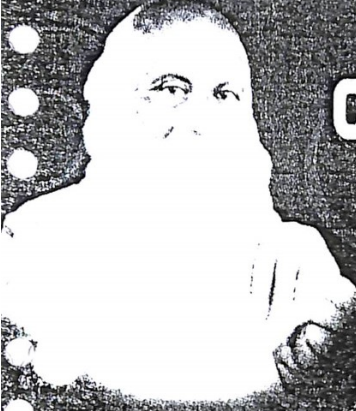


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## **Consultancy Services In Agro Processing and Agro Business**

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- **Abstract**

The paper deals with the evolution of consultancy activity developed in our country after 1990, organizational structure of the National Agency for Agricultural Consultancy (NAAC), its general activities, the beneficiaries of the consultancy service, activities organized by the consultancy services, services supplied, duties and responsibilities of the NAAC, and international cooperation in the field, and the involvement of agricultural consultancy to support farmers in the Timis Country.

**Keywords:** Consultancy, agricultural

- **Introduction:-**

Agricultural consultants are becoming more important component of the agricultural knowledge and information system in India. In recent years, more rural enterprise owners and managers have been looking to commercial experts to help them to apply the results of research and development to their specific situation. This relationship therefore is critical to Maximizing the return on the research, development and extension (RDE) Rupees provided through producer levies and Government. There has, however, been little research on this relationship and how to strengthen and support its role of improving the productivity and sustainability of Indian farmers. This paper focuses on the agricultural consultant producer relationship. It explores the way in which consultant works best with their clients and how both parties can gain the most through the interaction. It is concerned with human capacity building. This research is based on case studies of consultants and their clients followed up with a survey of consultants across Indian and working in different Agricultural Industries.

**Sources of data:** This paper is best on secondary data.

Producers stated that the most important features of having a consultant were:

1. Peace of mind.
2. Help with making Management decision.
3. The consultant was able to stand back and look at the business.
4. That it was important to be able to discuss the business with someone and develop ideas.
5. That the advice offered was independent and not tied to any other such as Government.
6. Learning what is required to make the business work.



- **Types of Agricultural Consultancy Services:-**

Agricultural consultants & Agricultural Land Development, Agro Farming Services, Dairy Farming Services, Contract Farming Services, Farm Development, Farming Consultation Services, Floriculture services & Food processing Consultant, Garden Developments, Nursery Services, Organic Farming, Plant cultivation Services, Plantation Solution, Rainwater Harvesting and Soil Fertilizing consultancy.

- **Types and roles of consultants:-**

There is a wide range of private consulting being undertaken in rural India. Most consultants to agricultural enterprises focus on Business and Technology Management with some inroads into marketing, human resources and succession. Roles ranged from the provision of advice, to facilitating change and providing training.

The consultant in the case study described the services they offered as including.

1. Agronomy advice, business planning sometimes the whole family is involved but not often.
2. Technical, Whole farm planning and follow through with implementation.
3. Business and agronomic consulting.
4. Economics and management decision making.
5. Some technical advice but most generic. Whole farm planning, here benchmarking training management and business planning.
6. Technical, bug checking, Spray management, nutrition, water management yield mapping, Varietal choice, planting schedules.
7. Agricultural marketing, Crop marketing, Commodity price risk management.

- **Consultants to clients:-**

Informal marketing through word of mouth and networking are the major ways in which consultants and clients connect with each other. There appeared to be general reluctance to advertise more proactively although there were some examples of web site, newsletters and advertisements.

- **Costs:-**

Consultants charged their clients in a range of ways from flat rates, to cost per hour or service, to costs based on farm or herd size costs depended on the type of Industry and Service being provided. There appeared to be some scope for individual negotiation and review.

- **Client Characteristics:-**

The client characteristics that maximized the value of consultant's time and expertise centred around the client being cleared about their goals and expectations and a high level of involvement in the consultant's activities?.

1. Those with whom the consultant has a good relationship.
2. Clients who use the consultant for the strategic and not the operational decisions.

3. A person who is willing to provide the consultant with all of their data or information.
  4. Client who is approachable and email contactable by email and mobile phone.
  5. Clients who is clear about their business understands the terms of engagement, is transparent in communication a questioning client, a client who works in team environment with their family and with the consultant. Also someone who is willing and wanting to change.
- **National Agency for Agricultural Consulting use to Coordinate:-**
    1. At the country level, 41 county offices of Agricultural Consultancy (COAC) and the Municipal office for Agricultural Consulting Bucharest.
    2. At Commune level, 546 local centers of Agricultural consultancy (LCAC), directly subordinated to COAC.
    3. The Agronomists' Houses, completely financed from their own incomes in accordance with the G.D 1901/2001, The beneficiaries of these services were; Agricultural producers; The rural population involved in different activates generating income.
  - **The general objective of activity:-**
    1. Organizing free of charge activates meant to vulgarize, to supply consultancy, to assist technically, to educate and train professionally. Promoting and applying the strategies and programmers of the ministry of Agriculture and Rural Development, including programs of international cooperation.
    2. Supporting agricultural producers in accessing structural funds and other domestic and foreign financing.
    3. Supporting agricultural producers in associating.
    4. Supplying consutancy to foreign investors in order to identify possibilities and opportunities in investment in Romanian Agriculture.
  - **Activities organized and services supplied:-**
    1. Vulgarization and promotion.
    2. Editing multiplying and distribution free of charge publications and materials.
    3. Technical assistance.
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