

Effective policies will take care of brown fields and green expansions



One of the most admired and highly diversified industrial conglomerates, DCM Shriram Consolidated Limited, with interests in agriculture ranging from seeds to fertilisers and from sugar to rural retailing, reflects the vision of its Chairman and Managing Director, Mr. Ajay Shriram to serve the farmer. In a freewheeling interview with Agriculture Today, he shared his thoughts on various issues concerning farmers, agriculture and the fertilizer sector. Excerpts...

Please tell us about your company and the business portfolio?

DCM Shriram Consolidated Limited (DSCL), a company with a turnover of over Rs. 3500 crores, holds primary business interests in Agriculture, starting from fertilizers to Agri-inputs, Hybrid seeds and retailing venture, Hariyali Kisaan Bazaar. DSCL is also into energy intensive business and value added business. DSCL manufacturing facilities at Kota (Rajasthan), Bharuch (Gujarat), and Ajbapur, Rupapur, Hariawan and Loni in UP; hybrid seed operations are at Hyderabad (India), Vietnam, Philippines and Thailand. The Company also has its windows fabrication units at Bhiwadi, Bangalore, Mumbai, Hyderabad and Chennai.

How is fertilizer industry helping the farmer?

I think for a country like India, where 65 per cent of the people are in rural areas and 50 percent of them are engaged in agriculture, increased production in agriculture, and increased livelihood for people who are in agriculture is very important. This is a part of not only our Indian economy, but the social stability of the country also. Looking

at a wider context and looking at what the technology does worldwide, we need to focus on many issues that could directly help the farmers improve the productivity, yields and compare the quality and post harvest and pre planting processes. There is so much knowledge to be shared with farmers. There should be better remunerative returns to the farmer per ha. Fertiliser plays a very critical role to ensure good production. Fertiliser happens to be a key element for farmers and this is what the farmer needs to be aware of to increase the yield and productivity so as to finally bring about an increase in his income.

Are you satisfied with the fertiliser subsidy?

On Potash and Phosphorus, a nutrient based scheme has been already been released. We have to see the swings in the industry, if the price of say DAP suddenly jumps up 500 Dollars to 700 Dollars, how does that work. We have to understand this and I think this is going in a very positive direction. Of late urea has been under discussion. All recommendations have been given by FAI, which is the unanimous view of the industry on particular parameters