





A Newsletter from Centre for Agri-Management Department of Business Administration, Utkal University





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FARM PRODUCERS ORGANISATION

The Farmers producer organisation (FPO) is a type of facilities at user charge basis on reasonably cheaper rate. organisations of farm and non-farm available. producers i.e weavers/Artisans /Agriculture producers where as the FPO includes only the farmers, milk producers and , fishermen. The Farmer producers can form the groups and register themselves under the (v) Undertake aggregation of smaller lots of farmer-Indian Companies Act,1935 which becomes the legal entity, The Producer members are the shareholders of the organisation which deals with business activities related to primary products. The sole objective is the benefit of member producers. The features of FPO are

- part of the profit is shared among the producers and rest of the surplus added to its own fund for business expansion.
- Members are the owners of the organisation,
- iii) The management is through the representatives of the members.

These organisations provide end-to-end support and services to the small farmers, and cover technical services, marketing, processing, and others aspects of cultivation inputs. These are voluntary organizations controlled by their own farmer-members who actively participate in setting their policies and making decisions. They provide education and training to ,the farmermembers, elected representatives, managers, and employees so that they can contribute effectively to the development. FPOs in Gujarat, Maharashtra and Madhya Pradesh. Raiasthan and some other states have shown encouraging results and have been able to realize higher returns for their produce. For example, tribal women in the Pali district of Rajasthan formed a producer company and they are getting higher prices for custard apples.

The Government of India has launched the Central Sector Scheme of Formation and Promotion of 10,000 Farmer Producer Organisations (FPOs), to form and promote 10,000 new FPOs which will leverage economies of scale in production and marketing with a view to enhance productivity through efficient, cost effective and sustainable resource use for ensuring sustainable income oriented farming, thus helping in reduction of cost of farm production and enhancing farmers' earning thus playing a major role towards doubling the income of farmers. Under this scheme, provision is made for professional handholding support for a period of five years to new FPOs formed.

The Scheme is intended to undertake and provide following relevant major services and activities for their development which would cater to increasing farmers income:-

- (i) Supply quality production inputs like seed, fertilizer, pesticides and such other inputs at reasonably lower wholesale rates.
- Make available need based production and postproduction machinery and equipment like cultivator, tiller, sprinkler set, combine harvester and such other machinery and equipment on custom hiring basis for members to reduce the per unit production cost.
- (iii) Make available value addition like cleaning, assaying, sorting, grading, packing and also farm level processing

Producers Organisation (PO) and the latter is a generic Storage and transportation facilities may also be made

- (iv) Undertake higher income generating activities like seed production, bee keeping, mushroom cultivation etc.
- members' produce; add value to make them more marketable.
- (vi) Facilitate market information about the produce for judicious decision in production and marketing.
- (vii) Facilitate logistics services such as storage, transportation, loading/unloading etc. on shared cost basis.
- (viii) Market the aggregated produce with better negotiation strength to the buyers and in the marketing channels offering better and remunerative prices.
- (ix) May result in additional employment generation due to the increased intensity of farming
- (x) can help farmers compete with large corporate enterprises in bargaining, as it allows members to negotiate as a group and can help small farmers in both input and output markets
- (xI) Will enable members to save in terms of time, transaction costs, distress sales, price fluctuations, transportation, quality maintenance, etc.
- (vii) Social capital will develop as it may lead to improved gender relations and decision-making of women
- (viii) Will reduce social conflicts and improved food and nutritional values in the community.

The challennges are

- (i) Inadequate awareness among the farmers about the potential benefits of collectivization & non availability of competent agency for providing handholding support.and
- (ii) lack of legal and technical knowledge about various Acts and Regulations related to formation of FPOs and statutory compliances.

The farmer producers organisation is a livelihood issue and a promise for sustainable living of the farmers.

Prof Benudhar Bhuyan

Advisor, Centre For Agribusiness Management **Utkal University**



IMPLEMENTATION OF NATIONAL AGRICULTURE MARKET

SUCCESS STORY - NAGESWARI FARMERS PRODUCER COMPANY LTD., KORAPUT, ODISHA

Nageswari Farmers Producer Company Ltd. (NFPCL) registered as a FPO in the year of 2019. The Nageswari Farmers Producer Company Ltd have 625 members & capital of the FPC is Rs. 5,00,000/- at Nandapur of Koraput district, Odisha. NFPCL registered on e-NAM on APR-2020 through Koraput Market Yard under the Koraput RMC. Within few days after the registration on e-NAM, they had started to sell on e-NAM from the Month of Aug 2020. Nageswari Farmers Producer Company Ltd traded different types of commodity through e-NAM like Sweet Potato, Pumpkin, Cabbage, Ginger, Tamarind, Jackfruit, etc.

Nageswari Farmers Producer Company Ltd has sold about 7192 quintals of different types of 8981 8982 quintals of vegetables like Ginger, Brinjal , Cabbage , Pumpkin , Sweet Potato , Tamarind etc. worth Rs. 1.25 crores on e-NAM platform. Before e-NAM members of Nageswari Farmers Producer Company Ltd. used to sell independently in the local market. However, post e-NAM when they started selling through e-NAM they realised that, their produce is fetching more price compared to local markets over the same period of time. They are very happy with the services of the e-NAM.

Then the team of e-NAM contacted the CEO of Nageswari Farmers Producer Company Ltd about the feedback on trading on e-NAM he mentioned that the NFPC witnessed better price realization on e-NAM as compare physical markets at the same period of time, he expressed his happiness and assured that he will continue to trade on e-NAM. He also expressed his sincere thanks to Koraput Market Yard under Koraput RMC and e-NAM team for facilitating in on boarding and trading of their produce on e-NAM.

Name of CEO: Mr. Akshaya Kumar Meher

Contact Number: 8328841509



E.NAM Co-Ordinator, Odisha State Agricultural Marketing Board









SUCCESS STORY OF VEGI-COSTA PRODUCER COMPANY LIMITED, SAKHIGOPAL, ODISHA

Vegi-Costa Producer Company Limited. (VCPCL) registered as a FPO/FPC in the year of 2016. The Vegi-Costa Producer Company Limited has 514 members & capital of the CPS is Rs. 5, 00,000/- At/Po-Sagada, Via-Ranch, Nimapada of Puri district, Odisha.

VCPCL registered on e-NAM on 27th April 2020 through Sakhigopal Market Yard under the Sakhigopal RMC. Within few days after the registration on e-NAM, they had started to sell on e-NAM from the Month of April, 2020. Vegi-Costa Producer Company Limited traded 3 types of commodities through e-NAM like Coconut, Banana & Raw Banana.

Vegi-Costa Producer Company Limited has sold about 1182 quintals of different types of Fruit, Vegetable & 1715043 No's of Coconut worth Rs. 1.16 Crores on e-NAM platform. Before e-NAM members of Vegi-Costa Producer Company Limited used to sell independently in the local market. However, post e-NAM when they started selling through e-NAM they realised that, their produce is fetching more price compared to local markets over the same period of time. They are very happy with the services of the e-NAM.

When the team of e-NAM contacted the CEO of Vegi-Costa Producer Company Limited about the feedback on trading on e-NAM he mentioned that the FPO/FPC witnessed better price realization on e-NAM as compare physical markets at the same period of time, he expressed his happiness and assured that he will continue to trade on e-NAM. He also expressed his sincere thanks to Sakhigopal Market Yard under Sakhigopal RMC and e-NAM team for facilitating in on boarding and trading of their produce on e-NAM.

Name of CEO: Mr. Rajanikant Mohanty

Contact Number: 9438079323

Kedar Chandra Swain

E.NAM Co-Ordinator, Odisha State Agricultural Marketing Board





Picture of Loading Coconut on vehicle for Gate entry in Sakhigopal RMC



Picture of Assaying Coconut for Auction
On e-NAM in Sakhigopal RMC



Picture of Gate Exit on e-NAM In Sakhigopal RMC



A GLANCE AT THE FISH FARMERS PRODUCER ORGANISATION, ODISHA

The fish Farmers Producer Organization (FFPO) is a generic name, i.e. an association of group of fish farmers and fisheries stakeholders, with objective of carrying out sustainable fisheries value chain business registered under the law promoted and supported by the Central or State. The primary objectives have been envisioned to economically empower the fishers and fish farmers and enhance their bargaining power by achieving economies of scale. Enhance productivity through efficient, cost effective & sustainable resource use. Realize higher returns for fishers and farmers through better liquidity and remunerative market linkages for their produce .Build capacities of fishers and fish farmers to develop entrepreneurial skills for making the FFPOs economically viable and self-sustaining. Develop vibrant and sustainable income-oriented fisheries value chains.

Size and Composition of FFPOs:-

In plain areas, the minimum membership size is 100 and 35 in Hilly*and North Eastern regions: Minimum member size of 35 shall be eligible .However, the implementing Agencies should within a period of 2 years from the date of inception/creation of FFPOs will make efforts to enhance the membership to 300 in plain areas & 10 in Hilly & North-Eastern regions. Further, the implementing Agencies should make efforts to further enhance the membership to the size of 500 fishers & fish farmers in plain areas & 200 in Hilly & North -Eastern regions to make them sizable for economic sustainability and profitability in accordance with the 10,000 FPOs Scheme being implemented by the Department of Agriculture, Cooperation and

Services & activities are undertaken by FFPOs:-

1. Production and Productivity:-

Supply of quality inputs like seed, fingerlings, brood stock, fish feed, fishing nets and such other inputs for production at reasonable rates. Undertake Pond Culture, Pen Culture, Cage culture, RAS, Raceways, Bio-floc etc. related fish culture activities for both inland and marine regions. Dissemination of Technology, Quality control and other fisheries related activities and innovations. Undertake aggregation of smaller lots of farmer-members produce.

2.Post-Harvest Management:-

Make available post-production machinery and equipment like storage – Ice flakes, ice boxes, and transportation/logistic support – reefer vans, insulated cargo and such other machinery and equipment on custom hiring basis for members to reduce the per unit production cost. Offering

value addition services like cleaning, assaying, sorting, grading, packing and processing facilities at user charge basis at a reasonably cheaper rate for better price realization and exports. It Undertake higher income generating activities like cold chain development, seed/brood stock production, ornamental fisheries, seaweed cultivation, cold water fisheries, fish kiosks, aquarium manufacturing etc. Undertake any activity (including but not limited to microfinance, emarket, technical support, repairs and maintenance services for boats, motors, cold chain, reefer transport etc.) associated with fisheries supply chain as door-step support

3. Marketing and Branding:-

The marketing services i.e. Branding, packaging, leveling, standardization of products, aggregated produce with better negotiation strength in marketing channels and offering better and remunerative prices are given. The FFPO undertakes operation of fish vending kiosks at various urban centers. .

Composition of FFPOs:-

The FFPOs comprise of, Fishers, Fish Farmers, Fish Workers and Fish Vendors, Fisheries entrepreneurs or any other person(s) associated with fisheries sector. "Fisheries Business Cluster Area" for the purpose of FFPO formation, operations and management The, potential growth clusters is identified in order to enhance competitiveness of the fisheries sector, facilitate economies of scale, generate higher incomes and accelerate growth and expansion of the sector in an organized manner.

Status of PFCs in the State, as on date

There is tremendous scope for Fishers and Fish farmers for augmentation of fish production in the State. Primary Fishermen Cooperative Societies have the pivotal role in the Inland, Marine, Brackish water and Reservoir Sector. The PFCS with sector wise information along with membership are as follows.

Sector	No of PFCs	Membership		G.Total
		Male	Female	G. IOtal
Inland	303	36590	11670	48260
Reservoir	154	20268	6283	26551
Brackish	186	33803	11755	45558
Water	180	33603	11/33	45556
Marine	107	24141	9127	33268
Total	750	114802	38825	153637

Sri Umesh Kumar Mohanty

FARMER PRODUCER COMPANY-OPERATIONAL DYNAMICS & CHALLENGES

Government Of India's recent announcement to create Ten thousand additional Farmer producer organizations by 2023-24 has created renewed enthusiasm among stakeholders.

But the pertinent point with this regard is whether the creation of these new FPOs would create necessary conditions for the sustainability and viability of large number of marginal and small farmers who are going to be the part of this eco- system. The answer to this important pointer could lie in analysing the performances of existing 7000 odd FPOs and challenges faced by them.



One of the primary objectives of creating FPO structure was to initiate the marginal and small farmers with modern dynamics of Agriculture and treat Agriculture operations as a viable business opportunity. As in any business the necessity of capital and proper managerial competency is the basic edifice on which business organizations thrive. This is the major challenge faced by the existing FPOS. With limited capital at their disposal and inability of financial institutions to offer them suitable financial opportunity, has restricted these organizations capacity to absorb risks. In addition to this the main task of these FPOS was to connect the producers to markets thereby cutting down intermediaries and increasing the profitability. But the dynamics of Indian Agri markets are much more complex, so it becomes extremely difficult for the CEO & the FPO Team to navigate better terms of trade for its producer members.



These and some other structural limitations like managerial incompetency, stronghold of trading intermediaries, absence of meaningful warehousing, sorting & grading, information asymmetry continue to create problems for small and medium size FPOs.

An innate understanding of the dynamics of operations of these FPOs is the absolute need of the day and more importantly One Fit All strategy cannot be the desired solution. FPOs in various parts of the country are at varied stage of evolution and also their operations vary substantially, so given these challenges three implementing agencies like SFAC, NCDC & NABARD mandated by Government Of India have to decide on a prudent strategy and its implementation. But what would be common in whatever strategy formulated would be creation of enabling circumstances in form of longer handholding and creation of basic infrastructural facilities, steps for crucial linkage to market and more importantly pragmatic solutions to varied problems faced. The journey has just started and it's up to policy planners and all the stakeholders to hasten the journey further.

Sri Sukumar Dash

C.E.O, Krushi Jibika Bhubaneswar, Odisha



WATER USER'S ASSOCIATION FOR EFFICIENT WATER MANAGEMENT IN AGRICULTURE

Water management plays vital role in sustainable crop production ensuring food security n agriculture economy. The creation, maintenance and management of water resources and multiple use of water is primarily governed by active participation of stakeholder. In this regard, the participatory water management and role of water users' association (Pani Panchayat) is highly relevant. The Water Users' Association is formed within the command area of Government irrigation projects which is playing prominent role in equitable distribution of irrigation water among the beneficiary members in phased manner. This lower tier institution below the Gram Panchayat is formed for efficient management of local water resources. The Gram Panchayat is occupied with management of several diverse matters, where as the WUAS have time exclusively for maintenance of water structures, management and distribution of major, medium and minor irrigation systems. Besides they look after efficient maintenance and management of rainwater harvesting structures, water conservation structures in watersheds.

The origin of concept of WUA is in Andhra Pradesh where, irrigation reforms were taken with special focus on the Participatory Irrigation Management Program, known as the AP Model of Irrigation Reforms. It is commonly observed that out of the several number of WUAs, the functionality or effectiveness of many associations are not that encouraging. Hence, the main challenges at ground level for effective functioning of WUAs need to be tackled. The linkage of release of funds by Government with scale of effectiveness of WUAs needs to be strengthened.

Out of several successful cases reflecting the meaningful role of WUAs in canal commands in Odisha the success story of Kuanria Medium Irrigation Project at Daspalla block in Nayagarh district in Odisha is welknown. A total of 10 Pani Panchyats were formed and the system is handed over to the respective Pani Panchayats. The jurisdiction area of the Pani Panchayats varies from 274.95 ha to 501.70 ha. The cropping intensity, crop productivity and cultivated land utilization index of the command areas governed by WUA were significantly higher compared to that of adjoining areas where. However, the performance of some WUAs like WUA-1 and WUA-3 in terms of these agricultural parameters was found quite superior which might be attributed to the proximity of the respective fields to the Head reach of canal commands. Overall, the role of WUAs in efficient irrigation water management was found quite phenomenal and highly encouraging in Kuanria Medium Irrigation Project of Odisha. The need of the hour is to make incessant efforts to strengthen the structural and functional fabric of other registered WUAs in the state of Odisha.

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SUSTAINABILITY OF FARMERS PRODUCER ORGANIZATIONS IN ODISHA

In order to improve the terms of small holder farmer's access to the market and strengthen their position, it is realized that the farmers should have more bargaining powers in both inputs and output markets. This led to the establishment of Farmer Producer Organizations (FPOs) in 2014 in India and 2018 in Odisha. The FPO is the legal form of a company. The year 2014 has been announced as "The year of FPOs" in the country as it envisaged to strengthen the linkages between FPOs and input markets, technology suppliers, extension and research agencies and processing firms both in public and private sectors.

The state of Odisha enacted FPOS policy in 2018 to generate higher returns to the farming communities and to make the state a lucrative destiny—for investment in agri business and food processing sectors. Under the policy, farmer members are provided with financial assistance for capacity building for purpose of implementation of specific, cluster/commercial crop cycles. The FPOs have been given priority to have access into markets and have linkage with market aggregators. The Single window clearance system has been introduced in FPOS for issuing licenses to the traders. Land is made available to FPOs at concessional rate or free of cost.

In Odisha FPOs help the farmers in increasing production, harvesting, processing, procurement, grading, assembling ,handling, packaging and marketing, of their products including exporting primary products and importing implements and machineries and technical services .FPOs render technical and consultancy services, training, education and research for economic development of its members. Several studies have revealed services rendered by FPOs are for increasing production of crops i.e paddy, maize, millets, pine apple, mango, ginger, turmeric, tomato, groundnut, and vegetables etc. Many of them also provide services like supply of organic manures, seeds, bio-fertilizers and plant protection chemicals to the farmers. The financial assistance is given for establishment of vermi-compost units, value addition units, turmeric processing, and purchase of cattle and for establishment of external linkages. In the output sector, the FPOs are undertaking services such as procurement and sale of produce and facilitate the organic certification to the organic farmers besides imparting further training to them on organic farming and value addition and arranging outside exposure field visits. The group membership is increasing over the years with the procurement of the produce .The external linkages enable them to increase procurement and provide access to wide market to the members of the FPOs .This enables them to provide premium price to the members for their produce and thereby increasing their income. Thus the FPOs are climbing on ladder of their success in achieving the stated objectives..

The FPOs encounter some constraints such as lack of capital to provide required funds to the members, low awareness about FPO among the farmer members, low technology adoption, poor storage and warehousing facilities, competition from outside markets and low infrastructural facilities. FPOs are heavily dependent on the revenue from service charges on account of sale of the produce .It is necessary for the Govt. to extend financial assistance to enhance work efficiency ..The management of FPOs should provide loan assistance to its members and stands guarantee to the loan availed by them from financial institutions. Improved administrative skills and technical training need to be imparted to the FPOs by the Govt. Agriculture Universities and other related institutions for improved performance and efficiency of FPOs.

Prof R.K.Mishra
Ex Prof. and Head OUAT
& Ms Subhashree Mishra,
Research Associate,
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COMMON PROPERTY PARTICIPATORY WATER RESOURCE DEVELOPMENT

Tank Cum Well System is relevant for rainwater harvesting and utilization, creation of additional water storage, enhancement in irrigation command area, cropping intensity and crop productivity. In order to capture rainwater and utilization of the harvested rainwater, the tank cum well system technology along the drainage line in a watershed is suitable for plateau areas having slope of 2 to 5%. The site for the technology should be selected in such a way that the area should have a well-defined valley where the runoff flows either as overland flow or channel flow. The well is constructed about 100 to 300 m downstream of the tank to tap the water that is lost by seepage from the tank.

Multi tank cum well system in a watershed

In general for a catchment area of 500 ha, set of 15 tanks and wells can irrigate 60 ha area. The cost of implementation of the technology is Rs. 100,000/ ha of gross irrigated area (2015 price). The technology can be implemented along drainage lines in any watershed located in plateau areas with a moderate slope of 2 to 5%. The unit cost of construction is Rs. 100,000 per ha of gross irrigated area. The technology has a potential to generate Rs. 30,000/- extra gross income per year with additional employment generation of 115 man-days per ha. It can increase the cropping intensity to up to 166%.

DR. R.C. SRIVASTAVA, VC, RAUPUSA, DR. P.NANDA, DR. S. MOHANTY,

PR SCIENTISTS ICAR IIWM, BHUBANESWAR



CONTEMPORARY HURDLES OF FPOs

FPO is a productive initiative to transform agriculture to an organized sector with an objective of ensuring sustainable livelihood to its small and marginal farmer members. The full potential of FPOs are yet to be explored , necessity for addressing certain fundamental problems for sustenance of the system.

The following are some of the issues which are standing on way of the beneficiaries from reaping the full potential and benefits of the FPO's.

1. STRUCTURAL ISSUES:

The structural issues are i.e. inadequate professional management, lack of technical skills, weak financial status, lack of risk mitigation mechanism, and inadequate access to market and infrastructure of the FPOs.,

2. OBTAINING ADEQUATE INSTITUTIONAL CREDIT

The FPOs are very often are unable to obtain required institutional credit for its members for which members do show adequate interest in functioning of the FPOs,

3. FRAGMENTED AND SMALL LAND HOLDING,

The small and marginal farmer members do not have sufficient surplus production to contribute to the FPOs.

4. POOR WOMEN PARTICIPATION,

it is observed that the FPOS are starved of women farmers as members.

5. IGNORANCE ABOUT LEGAL TECHNICAL ISSUES

The farmer members are not yet acquainted with legal and technical issues of the FPOs for which they are unable to participate fruitfully in business transactions

6. AVAILABILITIES OF REQUIRED SERVICES

One of the constraints in its business function, the FPOs are deprived of essential services like storage, processing and transport facilities .Internet and server problems are the common phenomenon.

SUGGESTIONS FOR IMPROVEMENT

The few pragmatic recommendations of State of India's Livelihood (SOIL) on report 2021 may be implemented..:

The report recommends

1 Make it easier for FPOS is to avail all Government programmes and schemes for providing equity grants and loans. This can be achieved either by reducing the threshold

for eligibility or by supporting FPOs to reach the eligibility criteria,

2. Enhance Capacity building of FPO members to establish relations with customers, establish internal Governance processes among other things.

Apart from that, the following steps can be undertaken,

- 3. Address the Structural Issues:
- A. the Government should address working capital, marketing, infrastructure issues while scaling them,
- B. Land consolidation of FPO members can overcome the constraint of small farm size, C. Encourage Women farmer groups to cultivate for getting higher returns.
- D. Banks must frame structured products for lending to FPOs,
- E. Link FPOs with various essential service providers like technical service providers, input companies, marketing companies, retailers, etc. This will enable them to access data on markets and prices and other information and competency in information technology.

Some studies show that a large country like India needs more than one lakh FPOs, but currently, India has less than 10,000. So, India should take active steps to not only promote them but also take steps to reap their full potential.

Kshama Salehundam

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LIVING LAB. IN RTP, UTKAL UNIVERSITY DEVELOPED BY CENTRE FOR AGRI-MANAGEMENT























AN ETHICAL INVENTIVENESS OF CENTRE FOR AGRI-MANAGEMENT, UTKAL UNIVERSITY

Centre for Agri-Management (CAM) offers a two-year Post Graduate Program in Agribusiness Management -MBA (Agribusiness) in Utkal University since 2006 with a consistent placement record and academic excellence. The CAM developed a Living Lab (learning & experimental platform) at the Utkal university campus as a live project hub, to guide students, SHG members, farmers and any interested person, to develop sustainable Agro -Enterprises involving Nursery, Mushroom cultivation, Duck-Fish integrated farming, Natural Farming, Vermin Compost, Bio Compost, Bee Keeping, Protective farming, Urban farming etc.

The CAM is planning to develop some campus garden with nutritional value in different Schools with the support of Government, public sectors and private sectors.

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