

## Fostering Farmer Empowerment: The Triumph of Atreyapuram Farmer Producer Company Limited

Atreyapuram Farmer producer company limited located in Konaseema district of Andhra Pradesh, was established with the vision to enhance the livelihoods of banana farmers in the region. Recognizing the potential of banana cultivation and value addition, the FPO embarked on a journey to empower its members and create sustainable agricultural practices. Atreyapuram FPO, a 1.2-year-old company incorporated on 10 Jan 2023, has a paid-up capital of ₹ 9,00,000.00. It covers around 10 villages in the block. The Company has 400 farmers as its shareholders with a share capital of ₹ 4.50 Lakhs with ₹ 1500 as their share amount. It includes 120 women farmers as its shareholder.

### Business Activity:

Atreyapuram FPO has become famous for its delicious Paper Sweets, which is loved by the people for their amazing taste. They've also expanded their dishes to include a variety of paper sweets, each with its own unique flavor and texture. These sweets are carefully made using traditional methods and high-quality ingredients purchased from FIG



members. From traditional Sweets like Kaju katli, Coconut burfi and Badam burfi to innovative treats like fruit-flavoured petha was produced and sold by the FPO. Atreyapuram's paper sweets cater to different tastes and occasions among the surrounding region. Banana candy is particularly popular for its naturally sweet taste, creamy texture, and wonderful smell. It provides a tasty alternative to regular candies and desserts, showcasing the natural goodness of bananas in a convenient and easy-to-carry form. With these businesses, the company has achieved a turnover of 15 lakhs. Additionally, 150 farmers were directly benefited from the production of Paper Sweets and Banana Candy.

### Involvement of Female Farmers in the FPO:

In Atreyapuram, female farmers play a vital role in the production of paper sweets, infusing their expertise and dedication into every aspect of the process. With a rich tradition of craftsmanship passed down through generations, these women bring a unique blend of skill and creativity to the art of making paper sweets.

Moreover, the involvement of female farmers in paper sweet production provides them with valuable opportunities for economic empowerment and skill development. By actively participating in the business activities of their community, these women contribute to the growth and sustainability of Atreyapuram's confectionery industry while also enhancing their own livelihoods.

### Participation in TARANG Conducted by NABARD & SFAC:

“TARANG”, an exclusive mela for FPOs organised by NABARD to showcase and sell their products. Participating in "TARANG" offered a valuable opportunity to highlight its successful ventures, particularly its involvement in the confectionery industry, including the production of banana candy and various types of paper sweets. Through this they have got many wide market opportunities from all over India. As a token of success, Atreyapuram FPO has signed an MOU with Sri Srinivasa Foods, Delhi and delivered their first batch of 150 boxes of Paper Sweets worth of Rs. 35,000.

