

Realizing the Impact of collectivization of small and marginal farmers of the Mohammadabad Pragatisheel FPCL

The Mohammadabad Pragatisheel FPCL is located in Mohammadabad block of Farrukhabad district. The region is heavily dependent on agriculture with poor infrastructure facilities, middle man involvement, lack of farm produce collectivization, lack of awareness among farmers regarding government schemes and access to market linkages for better price realization of their produce. Mohammadabad is a primary producer of potatoes and maize in the region. While interacting with the farmers of the region and undertaking the feasibility study, National Agro Foundation decided to help the farmers by forming the Mohammadabad Pragatisheel FPCL in Mohammadabad block under CSS 10,000 FPO scheme of central government with the support from NABARD in July 2021.

The FPC has today increased its outreach to more than 325 shareholder farmers covering 36 villages of Mohammadabad Block.

The FPC is bringing to its member farmers the benefit of direct procurement from the market players in potato and maize. The FPC has also developed demand planning and forecasting system under the leadership of BODs within 8 months by collecting the data of producers from ground level with the help of CEO and CBBOs.

The Mohammadabad Pragatisheel FPCL has established input shop for the farmers and provided inputs like fertilizers, high yielding seed varieties and pesticides to the farmers based on the demand at less prices on time. They have also created a tie up for providing nursery saplings to the farmers.

The FPC with the support of NAF has demonstrated the impact of collectivization of small and marginal farmers to leverage economies of scale in production, procurement and marketing. Today, FPC has done total business of approximately INR 18 lakhs within the year of establishment by avoiding distress sale of produce, by creating market linkages. FPC has also availed the equity grant of INR 3 lakhs from the central government.

According to the active BOD Mr. Varij Rajput, NAF has provided all the required support in FPO and is constantly guiding. Initially farmers were not getting the appropriate amount at the time of harvesting. Now through FPO it is sold to other states as well, earning the farmer members a much higher profit than anticipated earlier. They have witnessed an increase in farmer incomes by 45%.

There is better connect to end consumers and buyers for better price realization. Farmers are happy to connect with FPCL as according to them their input cost reduced by 10% and income increased by 45% post-harvest. Direct sale to large buyers has helped reduce unnecessary involvement of the middlemen in the process and the farmers are getting good prices for their produce. The FPO model is creating huge improvement in socio-economic conditions of small and marginal farmers with their increasing participation in the decision making thus empowering them in the process. The concept of FPC has developed a sense of ownership among farmers and BODs are now working as entrepreneurs rather than just farmers.

The FPC has also shared its interventions within state in farmers fair organised in Farrukhabad and is a forerunner to many upcoming farmer producer groups.

In the near future, the FPC has planned to diversify its business in to value added products like potato chips by setting up a processing plant under AIF (Agriculture Infrastructure Fund) and by availing Credit Guarantee Fund. National Agro Foundation with support from NABARD will continue to support the farmers realize their full potential through agri business and knowledge empowerment.



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