

Reaping the Benefits of Aggregation and collective marketing –Story of Pragatisheel Arajiline Farmers Producer Company Limited

Pragatisheel Arajiline FPC is located in the Arajiline block of Varanasi district in Uttar Pradesh. This region consists largely of marginal farmers who own land less than 3 - 4 acres per household. Farmers of this region mainly cultivate vegetables. They faced many hardships like not getting manures and fertilizers on time and are selling their vegetables at very low prices, due to poor bargaining power and scattered production.

Observing these prevailing problems of the farmers in the area, National Agro Foundation had rallied the farmers together to educate them about the importance of Producer organizations, collective farming and marketing to improve their bargaining power and address the issues of farmers in the region. The Pragatisheel Arajiline Farmers Producer Company Limited was formed with the support from NABARD under CSS 10,000 scheme. This FPO has 325 members and 7 BoDs including a female BoD. Today the FPC has its own Agri Input Centre, selling quality seeds, fertilizers and pesticides to the farmers at affordable rates. This agri-input centre is situated in the village and is easily accessible by FPC members. Now farmers are able to get the inputs whenever they require. Till date, FPC has achieved a turnover of around INR 1,10,000.

FPC has also collaborated with the local hostels for selling green vegetables. The FPC aggregates the vegetables from its members and supplies fresh vegetables to the hostels at affordable prices. Farmers don't need to travel long distances to the market and are remunerated well for their produce through the FPC aggregation.

Pragatisheel Arajiline Farmers Producer Company Limited promoted by National Agro Foundation and NABARD is working with the main objective to provide member farmers with better market access opportunities for their produce and reduces cost of agri-inputs thus reducing total cost of cultivation.

According to the BoD, Mr.Ramchandra Patel, FPC is benefitting the farmers to a large extent, as FPC has helped in the cost cutting of the crop production and helping them to get good amount of their produce which has ultimately improved their economies of scale.

The Pragatisheel Arajiline FPCL is planning to enter in processing of oil and flour for its members and is planning to diversify its business by adding value to its produce.





