

WOMEN FARMER PRODUCER ORGANIZATIONS



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INTRODUCTION

- Farmers producer organization are group of rural producers coming together based on the principle of membership, to pursue specific common interests of their members and developing technical and economic activities that benefit their members and maintain relations with partners operating in their economic and institutional environment.

Objectives:

- To provide holistic and broad-based supportive ecosystem to form near 10,000 FPOs
- To enhance productivity through efficient, cost-effective and sustainable resource use and realize higher returns through better liquidity and market linkages.
- To provide effective capacity building to FPOs to develop agriculture entrepreneurship skills to become economically viable and self-sustaining.
- To provide handling and support to new FPOs upto to 5 years from the years of creation in all aspects of management of FPO, inputs, production, processing and value addition, market linkage, credit linkage and use of technology etc.

The services provided by Farmer's Producer's organization:

- Marketing services (input supply, output marketing and processing market information)
- Financial services (savings, loans, and other forms of credit)
- Technology services.
- Education services (business skills, health general)
- Welfare services etc.

Concept of Farmer Producer Companies:

- A producer company is basically a body corporate registered as producer company

under companies act,1956 and shall carry on or relate to any of following activities.

- Production, harvesting, processing, procurement, grading, handling, marketing, selling export of primary produce of the members or import of goods or services for their benefit.
- Rendering technical services, consultancy services, training education, research and development and all other activities for the promotion of the interests of its members.
- Generation transmission and distribution of power, revitalization of land and water resources, their use, conservation and communication relatable to primary produce.

FPOs mainly promoted by

- Small Farmers Agri-Business Consortium (SFAC)
- National Bank for Agriculture and Rural development (NABARD)
- Line department of state government
- NGOs and private players
- Nearly 7374 FPOs are mobilized across India

Women Farmer's Producer Organization:

- FPO has analyzed the role of women in agriculture and provided solutions on how women in agriculture can get their due share and be registered.
- The government is already giving special subsidies to women farmers and looks forward to supporting any viable project for the economic empowerment of women in agriculture

Women FPOs are established under the following areas such as:

FPOs related to agriculture:

- Jeevan Sangini Krishi Vikas Women Farmer Producer Company
- Mann Deshi Farmer Producer Organisation
- Aaranyak Agri Producer Company Limited
- Samridhi Mahila Crop Producer Company
- Apni Saheli Producer Company Limited³

FPOs related to dairy:

- Shreeja Mahila Milk Producer Company
- Mulukanoor Women's Mutually Aided Milk Producer Cooperative Union Limited
- Maitree Mahila Dairy and Agriculture Producer Company Limited
- Saahaj Milk Producer Company Limited
- Koushikee Mahila Milk Producer Company
- Sakhi Mahila Milk Producer Company

FPOs related to veterinary:

- Basundhara Product Organisation
- Savitri Bai Phule Goat Farming Producer Company
- FPOs related to multi products:
- Rudi Multi Trading Company Limited
- Devbhumi Natural Products Producer Company Limited

Jeevan Sangini Krishi Vikas Women Farmer Produce Company

Name of the FPO: Jeevan Sangini Krishi Vikas Women Farmer Producer Company

Location: Talani village, Talani taluk, Motala, Buldana in Maharashtra state

Year of establishment: 6th July 2013

Name of the CEO:

Smt. Shalini Kul

No. of members: 1553 women farmers from 12 villages.

Objectives:

- To strengthen its presence in the State and will soon reach out to consumers in Pune and Mumbai as well.
- To lend dignity to women farmers.
- New marketing opportunities for women who never dreamt of venturing out of their homes. It has been a tough journey for women so far but still marching ahead.
- To increase members to 2000, now around 1553 marginal and small women farmers from 12 villages.

Activities:

The company supply pulses to Delhi. The company is planning to brand its pulse under the Jeevan Sangini and sells these package forms at recently announced Kisan mandi Crop advisories through SMS are also being provided through the team leaders.

- Women come upto 3500 hectares and cultivated the cotton, soybean, maize and turn dhal crops



The company began purchasing pulses to make a profit.

- The company has approached the World Bank aided Maharashtra Agriculture competitiveness project.

Economic Profit: 10, 00,000 lakhs and

- paid-up capital is 5, 84,650.
- Share Capital is 10,00,000 lakhs
- Making a profit of Rs 600 per quintal resulting in a total profit of Rs 50 lakhs per year.

Experience on working through FPO by CEO:

It has been a tough journey for them so far but reaching the capital will also open up new markets for the women who have not even dreamt of venturing out of their homes.

Impact on FPO Member a case study:

Women are farmers who actually work in fields have become active decision maker in their families after becoming a part of the producer company and begun take decisions with regard to seed quality, fertilizers and cropping.



Mann Deshi Farmer Producer Company [MDFPC]

Name of the FPO: Mann Deshi Farmer Producer Company

Location: Manganga River, Mhasawad, Satara District, Western Maharashtra.

Year of establishment: 2017

Name of the CEO: Sinha

No of Members: From 1335 members to 3, 10,000 women's

Objectives:

- To give the farmer greater bargaining power through the farm- to- market value chain by restructuring of agriculture market
- To set up a cold storage as a part of central programmes to minimize wastage for farmers and save produce the next market

Activities:

The company deals in both perishable and non-perishable. The model of procurement is different and is done through farmers' weekly bazars which are run on the premises of the bank. In addition to vegetables and



grains farmers deal in processing and make products like syrups, flaxseed the company also

traded onions and has so2000 kg to Mumbai. Women farmers also cultivate and recent experiment with baby corn on some 20 acres proved to be a huge success.

Experience on working through FPO by CEO:

The CEO SINHA said, daily some four truckloads of vegetables from women farmers are sent to

Mumbai which is supplied to 5star hostels and FPC was officially formed few months ago but informally operated for last couples of years.

Impact on FPO Member a case study:

Venita pise, who handles the farmer producer company, said the company deals in food grains including jowar, bajra and maize in addition to vegetables.



Aaranyak Agri Producer Company Limited (AAPCL)

Name of the FPO: Aaranyak Agri Producer Company Limited

Location:

ward no.12,
Gokul Krishna
ashram Marg,
near congress office, SubhashNagar,
purnea, Bihar.



Year of establishment: 2009

Name of the CEO: Lal Devi

Number of members: 2601

Objectives: Agricultural and animal husbandry service activities except veterinary activities.

Activities:

- Agriculture and animal husbandry activities except veterinary activities.
- AAPCL disrupt the traditional system of maize Marketing with village level Producer groups acting as aggregation and quality control hubs for harvested maize. The producer company owned and managed by SHG Members has linked with online commodities trading platforms like NCDEX for door and future trading and has also established linkages with accredited warehouse for storage. The SHG members have benefited through higher price realization owing to direct marketing by PC, on time electronic payments, fair weighing practices and

off-season sale at higher prices. A part from providing 15-20percent higher price of the farmers.

Economic profit: paid up capital 12.16 lakh

Impact on FPO member a case study:

kiran Devi, this journey has not only been fulfilling as a farmer, but has also given wings to the entrepreneur in her. She was quick to recognize allied business opportunities and procured a gain milling machine by taking loan from bank, and now offers flour milling service to her neighborhood. This helps her to augment her income. And she is recently buying a tractor using bank finance.



Samridhi Mahila Crop Producer Company Limited

Name of FPO: Samridhi Mahila Crop
Producer Company



Location: Kota district, Jaipur, Rajasthan

Year of establishment: 26th November,
2011

Name of CEO: Savitri Goar

Number of members: 2310 members

Objectives:

- To help farmers earn a living and creating awareness among farmers on how best to start their own agricultural enterprise.

Activities:

- They scaled up their enterprise, investing in small scale processing machine to make value added products of soyabean and had even setup an input's outlet selling seeds, fertilizers and other farm related inputs.
- With the help of professional support from SRIJAN, among India's foremost grass root organizations working towards enabling both livelihoods and water security for marginalized farmers across the country, they even tied up with Bunge, a multinational Agri value chain corporation for technical support and forward buying arrangements. They even had established credit linkages with the help of friends of women world. Banking and had a credit line for collective buying and selling of Agri inputs and outputs.

Economic profit: authorized capital share is 2,400,000 and its paid-up capital is 2,400,000

Experience on working through FPO by CEO:

Savitri Gaur chairperson of the FPO, said that I have joined in Fpo in 2009 and worked on increasing productivity of soya bean, graduated to becoming an extension service provider and commenced on a journey of educating, training and rallying around other women to do. One time due to poor monsoon there is a huge loss to FPO, at the time I have walked field to field, motivating the farmers, persuading them to pay back their loans.

Impact on FPO members:

Sumitra Bai a member of the FPO, women like me now are self-sufficient and feel empowered. We now exactly know what to do with our post-harvest crops to earn a better price and thus a better livelihood and most importantly, respect from all. We started with 10 MT of soybean crop that we trade on the exchange platform and that has fetched us good profit, thanks to the future prices



Apni Saheli Producer Company Limited

Name of FPO: Apni Saheli Producer Company Limited

Location: Dholpur, Rajasthan

Year of establishment: 1st October, 2013

Name of CEO: Anita

Number of members: 4500 members

Objectives:

- Working as a cooperative for the purpose of low-cost lending for its members, apart from equipping them with requisite training in the cultivation process.
- FPO, in its 4th year of existence has expanded its scope of work from dairy, vegetables, crop procurement right up to fisheries and goat farming.

Activities:

- Apni Saheli are working towards the forward integration too, firstly by doing crop procurement from the member farmers and then helping them establish linkages with the futures market for selling of their produce at a better rate.
- Women farmers have not only succeeded in increasing the productivity of their crops mainly that of mustard and bajra by around 60-70%, but have also succeeded in lowering their cost of production. The FPO has already begun connecting with some online aggregators from the private space. To sell their vegetables in Delhi, Apni Saheli is in talks with start-ups such as – Sabsiwala.com and Big Basket.

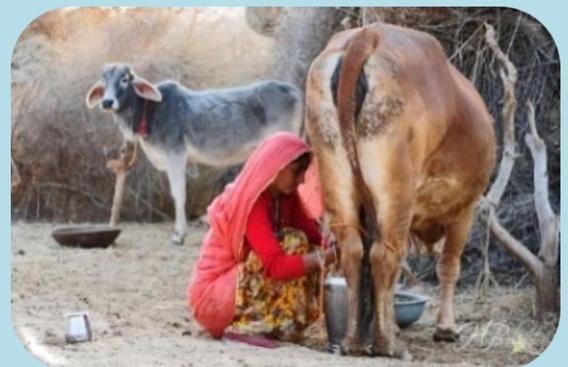
Economic profit: authorized share capital is 1,500,000 and paid-up capital is 100,000

Experience on working through FPO by CEO:

Anita CEO of the FPO said that she is very happy to become a part of FPO. They have attended several training sessions conducted by Manjari Foundation on Modern farming practices and technologies. We adopt that and also keeping a close eye on NCDEX RM seed prices and sell our produce in futures market.

Impact on FPO members:

Kushma Devi a member of FPO said that I want thanks to futures market because we are gaining more profit for our produce. This has empowered women's farmers and has given them a confidence booster.



Shreeja Mahila Milk Producer Company

Name of FPO: Shreeja Mahila Milk Producer Company

Location: Tirupati

Year of establishment: 15th September, 2014

Name of CEO: Jayatheertha chary

Number of members: 75,000 members

Objectives:

- To carry on the business of procuring, pooling, processing and marketing of milk to create maximum value for its shareholders and at the same time provide the best quality milk and milk products to the customers. Shreeja MMPC has been formed with an objective of maximizing returns to its members through professional management and by harnessing capital, markets and technology thus ensuring business growth without undermining the basic cooperative principles of democratic governance and autonomy.

Activities:

- Operations are spread over in districts of Andhra Pradesh and bordering villages of Karnataka and Tamil Nadu, covering about 1300+ Revenue Villages with a membership of about 74,000+ through 3,000+ Milk Pooling Points. We are aiming to reach milk procurement of about 4.22 lakh Kg Per Day in FY 2019-20. We are also the End Implementing Agency (EIA) for various projects implemented by Government of India through National Dairy Development Board (NDDB) under National Dairy Plan 1 (NDP 1). Through these projects we provide our milk producers with integrated animal

Productivity enhancement services like Ration Balancing Programme (RBP), enabling convergence of milk pooling, improved animal nutrition, higher conception rates and genetically improved animals in the same area to derive maximum benefits under National Dairy Plan (NDP).

Economic profit: authorized share capital is 300,000,000 and paid-up capital is 171,103,696

Experience on working through FPO by CEO:

Jayatheertha chary CEO of Shreeja milk, I have 37 years' experience and very happy working with the FPO. We have started Fpo for empowering the rural women and improve their economic status. We have taken NDDB help and started encourage women to join & participate.



Impact on FPO members:

Jayaamma a member from FPO, said that it brings lots of change in their income. Early she has sold milk in their village at low price after joining in the FPO she sells milk with maximum benefit. And also feeding their cattle with compound cattle feed and mineral mixture provided by FPO which increases their productivity.



Mulukanoor Women Mutually Aided Milk Producer Cooperative Union Limited

Name of FPO: Mulukanoor Women's Mutually Aided Milk Producer Cooperative Union Limited

Location: Siddipet, Warangal, Telangana

Year of establishment: 17th august, 2002

Name of CEO: Vijaya Gurrala

Number of members: 8000 members

Objectives:

- To improve overall quality of life to dairy producers & consumers by running a sustainable self-sufficient and managed women cooperative union setting and example for collective action and rural women capacity. Our vision is to become the best value contribution in India for dairy services to producers and consumers.

Activities:

- Ceiling on the procurement distance: By keeping at limit of 30 Kms on the maximum distance of the village where milk is to be procured from the dairy, we have ensured lowest possible cost per liter of procurement.
- Target on Smaller cities: We are able to capture very good market share by centering on mid-sized cities and smaller municipalities around Mulukanoor like Warangal, Siddipet, Karimnagar, Mancherial and Godavari Initial Product portfolio: A product portfolio limiting to marketing just milk, curd and buttermilk helped us ensure daily money inflows back from the market easing out working capital requirement
 - Ensuring higher stakes of members
 - Systematic institution building process

Minimum performance criteria for members and leaders.

- Surplus Distribution: The Surplus distribution is done to the members on the basis of total transactions with the cooperative.

Economic profit: 3.5 cores

Experience on working through by FPO:

Vijaya president of FPO, I have been working here in the last 5 years and I am very happy because we are empowering & encourage them. At the starting time of FPO, for women's it is very difficult to maintain later they have learned everything. We collect milk from them and sell milk in the brand name swakrushi at maximum benefit to members. For our performance we have received cooperative excellence award.

Impact on FPO members Lakshmi Devi a member in FPO, said that she has been working in the Fpo from past 7 years. Before joining into the Fpo she has 2 cows and 1 buffalo. With the help of FPO she has taken loan of 5 lakhs and a buli cattle & now she has 4 cows and 5 buffalos.



Savitri Bai phule Goat Farming Producer Company

Name of FPO: Savitri Bai Phule Goat Farming Producer Company

Location: Dodi BK, taluka sinnar, district Nashik, Maharashtra

Year of establishment: 7th May, 2016

Name of CEO: Bhart Shinde

Number of members: 550 members

Objectives:

- To enable the determined target group of people to undertake goat farming business through adequate knowledge dissemination and developing market linkages.
- Awareness and intervention affordable technology in goat farming
- Strengthening farmer's capacity through best goat rearing practices and its productivity.
- Providing modern goat farming techniques.
- Providing fair market linkages and branding of by products like milk and milk products, manure, meat, skin products

Activities:

- Increasing live weigh base marketing.
- Providing women with the transportation and other facilities like marketing veterinary service, fodder etc.



- Company has set meat shop and mini slaughterhouse.

- Selling of milk and goat skin & setting of manure compost plant.

• Economic profit: authorized capital share is 2,500,000 and paid-up capital is 2,263,000

Experience on working through FPO by CEO:

Manisha Sunil Pote is one of the board members; it is very difficult for us during the initial period because most of us are uneducated and low economic income. We have started FPO with the help of Yuva Mitra and NABARD. We regularly attend meetings and training sessions conducted by Yuva Mitra and NABARD. After that we became self-relevant and confident, now we are doing goat business and encouraging other women to participate in FPO.

Impact on FPO members:

Babita Ankush is a one of the stake holders in the FPO. Before joining in the FPO, she has doing goat rearing practice with 12 goats. She was experiencing high disease frequency in her goat. After joining in the FPO, the disease ratio came down exponentially and as a result she also experienced less expense in her routine practices of goat rearing. Now, she usually tells her story to other women's and encourages them to join into the FPO. She herself is also inspires to increase herd size and avial maximum returns. She has slowly improved her livelihood opportunity from earlier non-productive to productive level.



Maitree Mahila Dairy and Agriculture Producer Company Limited

Name of the FPO: Maitree Mahila Dairy and Agriculture Producer Company Limited.

Location: VPO- Duni, Anwaroad, near shanti Devi mandir deoli tank Rajasthan 304802



Year of establishment: 2006 by rural women of tank.

Name of the CEO: Sofali has elected to the leader by her high level of education

No of Members: 995

Objectives:

- To empower local people, especially women marginalized groups and support them in improving their own lives.
- Breaking with tradition c in rural communities and woman involument has started to change local attitudes to gender equality and women are being more respected in all aspects of their lives.
- To learn essential budgeting skills

Activities:

- The dairy produces the milk of buffalo and cow producing of ghee. Milk collected from village for 400 families covering 37 villagers are included in participating Fpo. Sofali attended 3 days residential course run by Srijan. The collection point is open 7-8 AM daily.

Economic Profit:

- Share capital of Rs 25 lakhs and its
- paid-up capital is 13 lakhs.

- Within the first three months of opening, it had made \$ 102of profit with 22 women.

Experience on working through FPO by CEO:



Once milk collected, Itestits quantity, smelling, and testing by using a small machine to check its density. Said sofali and it's my duty.

Impact on FPO Member a case study:

Raji Devi, one of the members of dairy. She has two buffaloes, one calf and one cow which yield around 0.6 bgallons milk a day. She sells all these to the dairy. Its most stable income she's ever had and it means she can now afford to keep all the goat milk for her own family. The dairy itself is extremely successful and useful.



Saahaj Milk Producer Company Limited

Name of the FPO: Saahaj Milk Producer Company Limited

Location: Awas Vikas colony, sikabdra Bodla Road, Cross Road Mall, 2nd floor, Agra in Uttar Pradesh

Year of establishment: 12th December 2014

No of Members: 80871 members

Name of the CEO: Basant Choudhary

Objectives:

- To carry on business of purchasing and processing of milk and milk products.
- The FPC is operating currently in 10 districts in Gujarat and handling 4.5 lakh liter per day.

Activities:

- Awareness program on importance of quality of milk, advantages and disadvantages
- Women awareness programs because seeking their active involvement of in various ways.
- Rural youth Awareness programs to understand the importance of dairying as a source of livelihood and explain the importance of animal management, feeding, breeding and health care to increase milk production.
- School Children Awareness program to understand the importance of milk in diet, cleanliness and proper hygiene in day-to-day life and cooperation in life and details related to Saahaj milk Producer Company.

Experience on working through FPO by CEO:

Having 31 years' experience on milk procurement, production maintenance, quality control, supply chain, new product development

supply activities for dairy based products, liquid milk, fermented products, powders and paneers.

Procurement network

Milk and milk production and new product development Energy saving Effective team management and motivation Sales of milk and milk products Documentation and implementation of ISO



Koushikee Mahila Milk Producer Company Limited

Name of the FPO: Koushikee Mahila Milk Producer Company Limited

Year of establishment:2017

Location: ward No:
31, NH-107, Hatiya
gachhi, saharra,
Bihar.



Name of the CEO:
Sandeep Kumar Yadav

Number of members: 5500

Objectives:

- Ensure the quality, safety and wholesomeness of milk products by promoting a culture of quality and adopting qualities and food safety systems
- Setting up a fair and transparent milk procurement systems and accurate and timely payment to the milk producers directly in their individual savings bank account Safeguarding the interest of dairy farmers by providing round the year access to organize Market.
- Strengthening the capacity of the proposed milk producer company's stakeholders through education, training and other extension activities.

Arranging to provide technical input services in the areas of breeding, nutrition, care and management of milch animals to increase milk productivity for the benefit of the numbers.



Activities:

Agriculture and allied activities business, growing crops, market gardening to see other companies involved in same activities

Economic profit:

Authorized capital-500 lakhs paid up capital-0.11 lakh



Sakhi Mahila Milk Producer Company

Name of the FPO: Sakhi Mahila Milk Producer Company Limited

Location: Plot no.8B, Roopwas road, Bhawani top, Roopbas, Alwar, Rajasthan

Year of establishment: 2016

Name of the CEO: Dharmendra Choudhary

Number of members: 18000



Objectives:

- To carry on the business of pooling, purchasing, processing of milk supplied by the members
- To provide technical and managerial services in the area of breeding, fodder, veterinary services to increase milk production for the benefit of the members.

To education, training and other activities to promote mutual assistance amongst the members and arrange to procure quality milk from the members meet the standards laid down by the company and the statutory authority.

Activities:

- Arranging to provide technical input services in the areas of breeding, nutrition, care and Management of milch animals to increase milk productivity for the benefit of the numbers.
- Artificial insemination for cattle breeding improvement
- Ration balancing programs
- Cattle feed and mineral mixture



Organizes infertility management camps and silage demonstration for the Farmers.

Economic profit:

- paid up capital-0.1lakh
- authorized share capital-50lakh

Impact on FPO member a case study:

The story of sushila Devi life: over a period of just three years, the 47-year-old dairy farmers from buldana village earned 9, 74,000 from the sale of milk. She was able to buy five additional cows and two buffaloes and expand her milk production business. The enhanced income has benefited her family in many ways.



Rudi Multi Trading Company Limited

Name of the FPO: Rudi Multi Trading Company Limited

Location: Navarag colony, Near Kashmira chambers, Near Navrangpura. Railway crossing, Navrangpura, Ahmadabad, Gujarat.



Year of establishment: 2004

Name of the CEO:

Number of members: 65,000

Objectives: Strengthening small women farmers by setting up Rural distribution network. Ensuring the food security of rural women and their households of production through the use of better technology on. Creating multiple employment opportunities by way of bulk procurement directly from the farmers and a well-organized sales and distribution network. Strengthening farmers based on Gandhian philosophy on strengthening Village economy.

Activities: Procurement, processing and packaging, quality control, brand promotion, marketing, record keeping and accounting

Economic profit: Total turnover year 2007-11 is Rs. 14.00 cores



Impact on FPO member a case study: Rural women and House Holds migration level has been reduced due to employment security through rural distribution network. Health has been improved the women and children due to consuming good quality of RUDI products. Rural women able to provide quality education to their children. To internally generates funds for the rural Producer groups.



Devbhumi Natural Products Producer Company Limited

Name of the FPO: Dev Bhumi Natural Products Producer Company Limited

Location: Mohabbewale, Dehradun, Uttarakhand 248002

Year of establishment: 2007

Name of the CEO: Girish Bahuguna

Number of members: 8561

Objectives: To assist village communities in the western Himalayas eco region to conserve their natural resources while utilizing non timber forest products in a socially equitable, economically efficient and ecologically sustainable manner

Activities: To support the rural Producers in production, processing and marketing of the following Himalayan Products; Hand woven natural silk fabrics- Himalayan oak tasar, Eri and mulberry silk. Certified organic and non-organic Honey. Milk products marketing.

STRENGTH:

High quality organic farming ensured by a qualified and dedicated team strong back

linkage of 4000 Producers. Well-equipped honey and spices processing and testing infrastructure.

Mountain Himalayas based products. The spirit to serve best quality healthy organic food

Economic profit:

INR 18, 00,000



Impact on FPO member a case

study: Agriculture in remote regions creates challenges that prevent farmers from entering into mainstream markets. By creating a strong supply chain along with operational support several small farmers Producer organization. Now have the ability to create a strong presence in a highly competitive market

