

Farmer Producer Organisations & Agri Marketing Reforms

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Introduction to FPOs & MAHAFPC

Business Models

Commodity Specific Value Chain Development Approach

INPUTS

Natural Capital

- Region Specific cropping Pattern has been focussed
- Commodity wise existing FPCs has been targeted

HUMAN CAPITAL

- 240 + FPCs 1500 + Directors and Managers has been networked.
- 1.5 lac + Farmers Shareholders has been targeted
- 30,000 + Man days work has been created for skilled and unskilled labour's

VALUE ADDITION CAPITAL

- FPC level 100 + Farmer Common Facility centers for collection, aggregation and primary processing of commodity
- 30 + Pulses processing Units with FPCs
- 150 + small scale Farm level warehouses

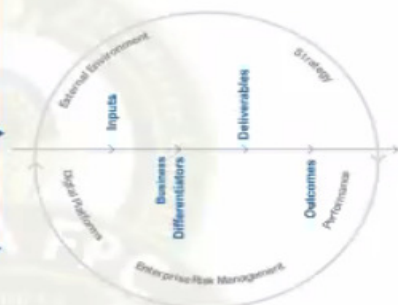
INTELLECTUAL CAPITAL

- Strategic Partnership with Research, education and Corporate houses.
- Business partnership with digital houses.
- Strong networking with policy think tank

PROCESS

Vision

MAHAFPCs vision is to develop commodity centric clusters of FPCs with common business models for value addition through markets at farm gate level



Value Creation

MAHAFPC Business Model & Outcome are aligned with 4 United Nation's Sustainable Development Goals (UN SDGs)

OUTPUT

Handled 70,000 MT of supply chain of Agriculture commodities

Access to farm gate level alternate Market

FPCs have strong players in Agriculture Marketing

10 + corporate Houses are linked (B2B)

Government as strong Business Facilitator (B2G)

Central Nodal Agencies as Government supported business partner (B2G)

Reach at 1500+ villages of Maharashtra.

OUTCOMES

Networking of 247 FPCs from 24 district of Maharashtra.

Connecting FPCs to the Market

Emergence of FPCs as Market Place.

Networking of Business partners in the domestic market for output marketing.

Strong network of procurement centers at production zone of mandate commodities.

Building sustainable market linkages

Direct Farmer level reach

Effective stakeholders engagement

UN SDGs



Major Business Areas

- Procurement of Pulses, oilseeds and Onion under PSS & PSF Scheme of GOI.
- Interstate Trade of Onion
- State level Dealer and Distributor of Fertilizer's.
- Consumer Marketing of NAFED Tea.
- Onion storage and Marketing Infrastructure under Public Private Partnership
- Future Trading

Farmers Producer Trade & Commerce (facilitation & Promotion) Ordinance 2020

| Provisions in the ordinance | Opportunities to FPCs |
|---|--|
| Inter / Intra State Trade Management | Retail business of Agri commodities , Alternate market channels for deficient production zone, Private Markets, Procurement for corporates |
| Electronic Trading & Transaction Platform | Launching of FPOs e markets, e supply chain management service providers, Access to Value chain financing through electronic protocol, Trading through future trading platforms. |
| Market Information & Intelligence | Price Discovery Mechanism & Price information to members |
| Market fee / Cess Exemption for trade area outside APMC | Competitiveness for operating farm gate level procurement centres, No trade barrier from APMC |

Business Opportunities for FPOs

Procurement Centers / Private Markets



Electronic Trading



Interstate Trade



Farmers (Empowerment & Protection) Agreement on Price Assurance & Farm Services Ordinance 2020

| Provisions in the Ordinance | Opportunities For FPOs |
|---|--|
| Farming Agreement (Season specific to long duration) | Contract farming through strengthening of backward & Forward Linkages |
| Value chain development, Linkages with credit & Insurance, cleaning & grading | Micro finance, micro insurance, Farmer common facility Center - cleaning & grading , machinery banks (custom hiring centers) |
| Exemption with respect to farming produce from EC Act / State Acts | Export opportunities, Private Procurement & Stocking / warehousing |
| Farm Services | Public Private Partnership for Agri infrastructure development, Price information & market intelligence |

Business Opportunities for FPOs

MAHAONION (JV initiative of NAFED & MAHAFFPC) for Onion Storage



Storage of essential commodities



FCSC - Cleaning & Grading

