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FARMER PRODUCER COMPANY MODEL AS FARM TO MARKET LINKAGE: LEARNING AND CASES FROM CHHATTISGARH

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ABSTRACT

The women former make a Self-help Groups (SHGs), they purchase cocoon of the Government cocoon bank and sale the thread of cocoon bank, cocoon bank sale of the cocoons to SHGs and private cocoon trader. Reelers are sale the thread to cocoon bank, they purchase the thread and sale the thread trader, Government is providing facilities to reeling machine and working infrastructures. Kanker District in durgkondal block is working with Self-Help Groups in 13 villages, with 117 women in group. They are starting of tussar farming in forest area, there are more host plant available in this area. Farmers are farming own land and Government forest.

KEYWORDS

SHGs group formation, women employment.

INTRODUCTION

Agriculture sector looks like a greener pasture to major corporate houses in recent times particularly with government regulations in favour of corporate houses to be in contract terms with farmers.

Consumers as well are changing preference for shopping from mom and pop stores to supermarkets, malls, and food parlours.

The grass has not always been greener on the other side though as from 1995-2005 almost a half lakh farmers committed suicide across the country. These two dramatically different scenarios force us to think why is it that capital is moving into agriculture and farmers are desperate to get out of it? Answer to farmers' distress lies in the fact that majority of value addition in agriculture commodities happen only after production and hence a meager chunk of that huge investment coming in towards agriculture sector. Currently what proves to be working as solution of this problem?

Farmer's producer companies have been enabled through 2002 amendment to the companies Act so that they do not face the political pulls and pressures which cooperatives are subjected to. Like cooperatives, they have the one-member-one vote rule, but unlike them, there is no provision for veto-wielding government representation on the board. This is supposed to assure their autonomy.

There are 445 FPCs in the country, with Tamil Nadu leading at 51, Madhya Pradesh with 48 and Telangana with 40. The Delhi-based Small Farmer agribusiness Consortium sponsors them with matching grants of equity and credit guarantees without collateral-up to a certain limit.

TABLE 1: STATE- WISE DISTRIBUTION OF PCS BY DATE OF REGISTRATION

S. No.	State	Total agri. PCs	Regd. Before/in 2008	Regd. In 2009 or 2010
1	Delhi	3	1	2
2	Punjab	6	2	4
3	Rajasthan	6	1	5
4	UP	1	1	0
5	Uttarakhand	3	2	1
6	And. & Nicobar	1	0	1
7	Andhra Pradesh	6	0	6
8	Karnataka	3	1	2
9	Kerala	3	0	3
10	Tamil Nadu	11	3	8
11	Assam	4	2	2
12	Bihar	4	2	2
13	Jharkhand	3	2	1
14	Meghalaya	2	2	0
15	Mizoram	8	8	0
16	Orissa	6	1	5
17	Chhattisgarh	1	0	1
18	Goa	1	1	0
19	Gujarat	8	3	5
20	MP	27	19	8
21	Maharashtra	20	5	15
	Total	127	56	71

Source: MCA list from NABARD: ASA, Bhopal

FARMERS PRODUCER ORGANIZATIONS: DEVELOPMENT SO FAR

Vrutti is an organization that has been working on developing Farmer Producer Organizations (FPOs) for the last four years. Vrutti works with over 45 FPOs of which 25 are under direct implementation and 20 FPOs are being developed in partnership with other NGOs. Vrutti has been providing support to variety of organizations in different domains and geographies in transforming community based organizations and producer organization into sustainable institutions. Vrutti built on the experiences expertise and tools to transform FPOs (source Vrutti.org.)

SCENARIO IN CHHATTISGARH

In the state three FPOs have been formed by Revitalizing Agriculture Extension System through Agri. Enterprise Facilitation Center (AEFC) in Kanker District, supported by World Bank under Development of Market place for 18 months. Currently 3000 farmers are associated with it.

The innovation delivers an increase in net returns of a small holder producer from agriculture and other enterprises to the tune Rs.15000 per acer Per annum. This is achieved by considering agriculture as an enterprise and making the farmer an entrepreneur, and moving from improvements in productivity to improvements in returns of FARMING households. The innovation creates an ecosystem of knowledge and support services that increase agriculture productivity, reduce Risks, and increase incomes and net returns.

TABLE 2: NAME OF THE PRODUCER ORGANIZATION AND THEIR PRODUCE IN KANKER DISTRICT (CHHATTISGARH)

S.No.	Name of the Producer Organization	Producer/Crop Dealt by PO	District
1	Mahanadi Farmer Producer Organization.	Animal husbandry services and Agriculture.	Kanker
2	Devari Village Bio-Pesticide Unit	Bio-Pesticides	Kanker
3	Gadhiya Farmer Producer Company Limited	Animal Production and Allied	Kanker
4	Self-help Groups and Cooperative Samity	Tussar Cocoon Production and Reeling.	Kanker

REVIEW OF LITERATURE

In the year 2014-15 NABARD alone reported 21471 thousand rupees of expenditure for promotion of FPOs, a 17.1% increase over 2013-14. A total of 302 FPOs are registered in India out of which highest are in Andhra Pradesh (49) followed by Madhya Pradesh (34). Number of FPOs are not reported precisely as many of them are yet to be registered under the Indian Companies Act others are in the process.

NABARD set up a Producer Organisation Development Fund with a corpus of Rs. 50 crore from its surpluses in the year 2011. So far, NABARD has supported 91 POs of different forms by extending credit facility of Rs.205 crore and Rs. 6.30 crore towards accompanying measures for capacity building/ market interventions. Not only there is a dire need of seed capital but it has also been observed by promoter organizations such as NGOs, NABARD etc. that significant capacity building and handholding is required before the POs attain organizational, financial and commercial sustainability.

Farmer producer companies in India came into existence as legal entity after necessary modification of the Indian Companies act (1956) by adding section 9A in the year 2003. Farmers' producer companies can be seen as hybrids between private companies and cooperative societies. The producer-company concept is aimed to combine the efficiency of a company with the 'spirit' of traditional cooperatives (Trebbin & Hassler, 2012).

The concept of 'Cooperative' is one of the options available for the producers to organize themselves to move up in the supply-chain by value addition and business ownership. However, the cooperative system in the country has been infected by several inadequacies (Sontakki, 2012). The Indian farmer is connected to the Indian consumer through various supply chains, each of which has evolved over time. The first and oldest model, the APMC supply chain, is one wherein the crop is sold to traders at the local agricultural market called a mandi (Prasad, 2013).

NEED/IMPORTANCE OF THE STUDY

Study focuses on women employment opportunities and forest area conservation through tussar farming and increasing disposable income of the tribal areas farmers by increasing economies of scale through joint liability groups and working for common goals.

STATEMENT OF THE PROBLEM

Literacy level of artisans is poor, there is high need to train them every year because technologies are improving day by day. main problems like nursery preparation and plants), high disease and pest infestation, lack of DFL (Disease Free Layer), Low Hatching percentage, transportation and Markets were all the more reasons which were constraining this concept of market linkage to flourish.

OBJECTIVES

1. To study the cost of cultivation of tussar forming.
2. To study the SHGs group formation and employment

RESEARCH METHODOLOGY

The study was conducted in 13 villages of Kanker District (Chhattisgarh) in this villages 117 women making self-help groups(SHG). They are starting of tussar farming in forest area, there are more no. of host plants available in this area. Farmers are farming own land and Government forest. Structured questionnaire and focused group discussion was used as tool to collect the data and simple statistical procedures were followed to analyze it as it was an exploratory study.

RESULT AND DISCUSSION

SUCCESS STORIES: A CASE OF SAHBHAGI SAMAJSEWI SANSTHA

Kanker District in durgkondal block is working Self-Help Groups (SHGs) in 13 villages, with 117 women in group. They are starting of tussar farming in forest area, there are multiple host plants available in these area. Farmers are farming own land and Government forest. They are earning additional income from tussar farming with agriculture as a part time. In one season (60-65 Days) of tussar cocoon farming they earn Rs. 4953 or more. (100 DFL farming) And 115 women farmers are doing part time or full time work in reeling charama block in village babukohaka. One woman is doing reeling work in a day an average 100-150 gm from the cocoon. And she can earn Rs.150-200.

FIG. 1: TUSSAR COCOON PRODUCTION IN KANKER DISTRICT (in %)

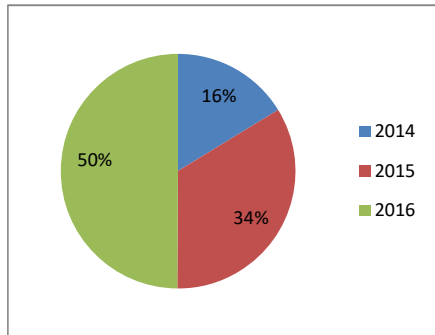
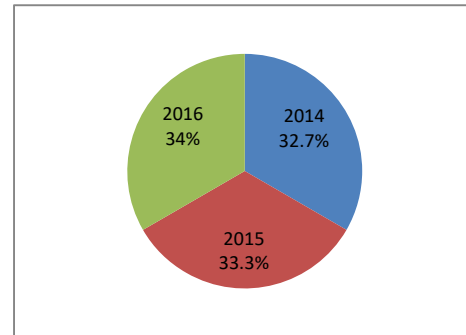


FIG. 2: THREAD PRODUCTION IN (Kg)

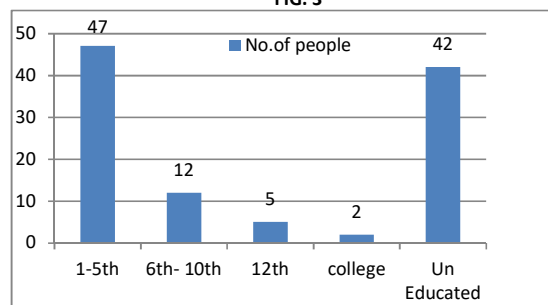


Every year, the production of tussar in increasing in the district of kanker. It was 32.7% in 2014. As the awareness increased in tussar producers, the production also increased which became 33.3% in 2015 and the production has been 34% till now in 2016. So, there are possibilities that cocoon production might increase in further years. Production of tussar threads has been increasing every year in district kanker because training is imparted not only for tussar farming but also for reeling. It was 16% in 2014 which increased to 34% in 2015 and 50% till now in 2016

Sahbhagi Samajsewi Sanstha (NGO) through MKSP makes Women groups in 13 Villages of 18 groups. The groups are called TVS (Tussar Vikas Samity), each group has minimum 18 and maximum 41 members. They are Basic seed rearers.

EDUCATION LEVEL

FIG. 3



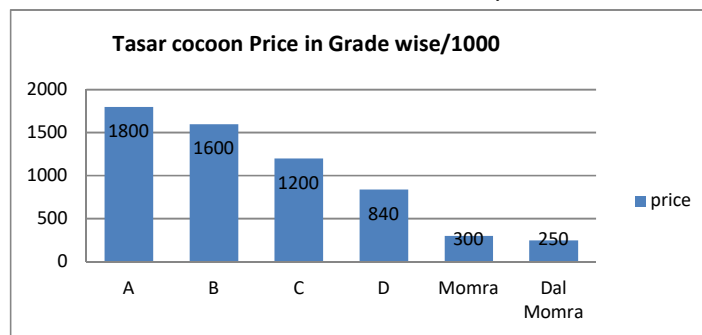
The education levels of tussar farming women (61%) women is as follows- 47 Women were 1st-5th passed, whereas 42 never went to school.

WORKING MODEL

Kanker District in Durgkondal Block working the women Self-help Groups (SHGs) in these groups are creating in 13 villages, including 117 members, they are starting to Tussar cocoon farming in these areas, there areas forest has more no. of host plans. After the cocoon production they are selling of cocoon FPO (Farmer Producer Organization) and Government Cocoon Bank.

The women formers make a Self-help Groups (SHGs) 115 women in these Groups, they had been purchasing of cocoon, of the Government cocoon bank and sale the thread of cocoon bank, cocoon bank sale of the cocoons to SHGs and private cocoon trader, Reelers are sale the thread to cocoon bank, they were purchasing the thread and sale to the thread traders, Government is providing the facilities of reeling machines and working infrastructure.

FIG. 4: TUSSAR COCOON PRICE IN GRADE WISE/1000 COCOON



Cocoon Farmers sell the cocoon to the Government cocoon bank in following prices per 1000 cocoon. A grade cocoon Rs. 1800, B grade Rs. 1600, C grade Rs. 1200, D grade Rs. 840, Momra Rs. 300 and Dal Momra Rs. 250.

TABLE 3: COST OF CULTIVATION TUSSAR COCOON FARMING

S.No.	Work/ Product description	No. of day/product one day	Wage/price	Total
1	Preparation of chauki garden	One day	150	150
2	Ten day's monitoring day 3 time (one hour one time)	30 h. 3 day 6 hour	150	562
3	DFL (Disease free laying)	100 DFL	12/DFL	1200
4	Lime	20kg	12/Kg	240
5	Bleaching powder	2kg	80/Kg	160
6	Small silk worm transfer to host plant	1day	150	150
7	Monitoring to silk worm in host plant open field	3day	150	562
8	Jiwan sudha(300gm)		300	300
9	Dusting	1day	150	150
10	Lime turmeric bleaching powder	-	42	42
11	Harvesting	2 day	150	300
12	Nylon net	1		400
13	Sceketier	1		41
	Total input			4257
	Total Output	6119 Cocoon	Grade vice	9210

BC Ratio = Total Output /Total Input
 9210 /4257 = **2.16**

As evident, the BC Ratio of the model comes out to be 2.16 which ensure a promising part time business or additional income source along with their main business (Agriculture).

FIG. 5: DETERMINATION OF PRICE

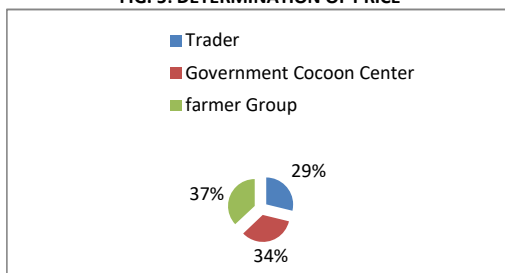
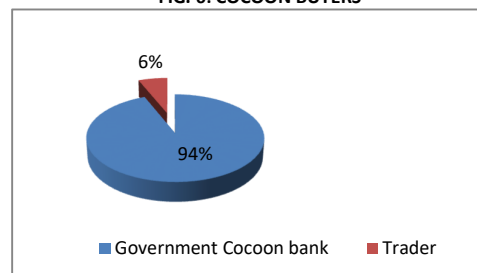


FIG. 6: COCOON BUYERS



Tussar cocoon farmer sell 29% of their produce to trader, 34% to Government cocoon center, and 37 % sold it to other farmer groups who reel the thread. The prices of cocoon are fixed by government cocoon bank for 92% of cocoons and price of the rest 6% cocoons are decided by trader.

FIG. 7: CAPACITY OF REELING IN A DAY

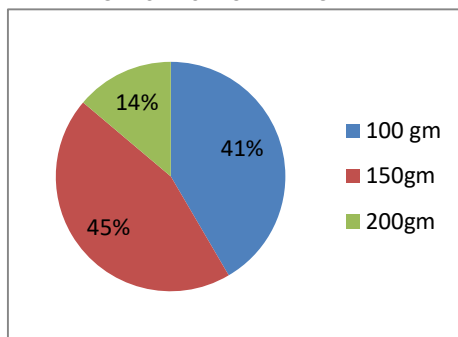
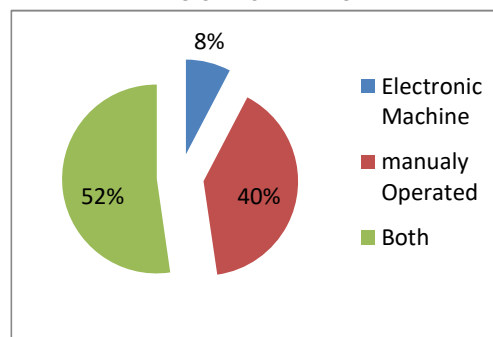


FIG. 8: MECHANIZATION



In Babukohkah village of charama block 41% women reelers reel 100 gram, 45% women reel 150 gram and 14 % women reel 200 gram of thread per day. 8% women of babukohkah village use electronic machine for reeling purpose, while 40% women use manually operated machines and 52% uses both the machines.

RECOMMENDATIONS/SUGGESTIONS

- Tussar farmer should be training from time to time and field visits should be arranged for progressive farmer.
- A trained person should be in the field who can inspect the field 2-3 time in a week.
- Arrangement of essential inputs for tussar farming.
- To arrange for DFL or for DFL production a training center for a grainage center should be established.
- To establish a cocoon collection center and to regulate market.
- Arrange of machines and cocoon for farmer preparing the reeling.
- Farmers should be given training in cloth weaving and loan can be need to them during this period.
- Development of the market of silk clothes and Government should advertise and encourage these from time to time.

FINDINGS/CONCLUSIONS

Literacy label of former is poor, need to training every year because technologies are improving day to day. There are main problems is chauki garden (nursery preparation and plants), more No. in natural predator and parasites, lack of DFL (Disease Free Layer), Low Hatching percentage, transportation and Markets. Despite of all the bottlenecks. The FPO model of silk reeling presently promises sustainable income with a benefit cost ratio of 2.16:1 which other -wise they wouldn't be able to get through traditional agricultural practices owing to their lack of competitiveness. However, in future more such producer cost will be there in the region which will further reduce their profitability? It would be then this model will be tested to its limits & Right Policy interventions might be needed.

LIMITATIONS

Since the Study area was limited to one FPO at block level and one commodity was explored, further aspects of value chain and market access, working capital management could not be explored.

SCOPE FOR FURTHER RESEARCH

This study explored the marketing opportunities, value chain and value addition. Though study area in the state has huge potential for this concept to be developed. Future descriptive studies in areas of Economic development in Small and medium entrepreneurs, working capital management of producer companies, market access etc. could be carried out.

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