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Odisha

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Department of Agriculture and Farmers' Empowerment
Government of Odisha

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**EMPOWERING FPOs.
EMPOWERING FARMERS.**



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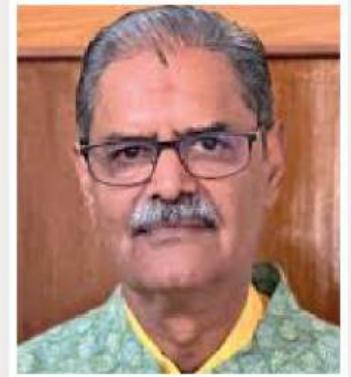




MESSAGE



Shri Kanak Vardhan Singh Deo
Hon'ble Deputy Chief Minister
Agriculture and Farmers' Empowerment, Energy
Government of Odisha



It gives me profound satisfaction to introduce this comprehensive coffee table book on Farmer Producer Organizations (FPOs), an initiative that encapsulates Odisha's transformative approach to agricultural empowerment. This publication is a testament to our state's unwavering commitment to reimagining agricultural development through collective enterprise and innovative collaboration.

Odisha's agricultural landscape is characterized by its remarkable diversity - small and marginal farmers who possess immense potential but have historically faced challenges in accessing markets, technologies, and economic opportunities. Farmer Producer Organizations represent a paradigm-shifting solution to these long-standing challenges. By enabling farmers to come together, pool resources, share risks, and collectively negotiate market access, FPOs are not just an organizational model, but a powerful instrument of socio-economic transformation.

The journey and success stories captured in this book reflects our strategic vision of making farmers active participants in the value chain, rather than mere producers. Each page tells a story of collective empowerment, technological integration, and sustainable agricultural practices. From enhancing market linkages to facilitating access to modern agricultural inputs, FPOs are emerging as critical platforms that bridge the gap between individual farming capabilities and broader economic opportunities.

As we prepare for the Make in Odisha 2025 initiative, Farmer Producer Organizations stand at the forefront of our agricultural strategy. They represent a nuanced approach to addressing the complex challenges faced by small and marginal farmers - providing them with economies of scale, technological interventions, and direct market connections that were previously out of reach.

The visual narratives and insights in this publication are more than just documentation; they are a blueprint for agricultural resilience and inclusive growth. By highlighting successful FPO models, we aim to inspire more farmers to embrace this collaborative approach and demonstrate the tangible benefits of collective entrepreneurship.

Our government remains committed to creating an enabling ecosystem for FPOs. Through targeted policy interventions, capacity-building programs, and strategic support, we are working to transform these organizations from localized initiatives to robust, market-responsive enterprises that can compete on a national and international scale.

I congratulate the Department of Agriculture and Farmers' Empowerment and all stakeholders involved in bringing this remarkable publication to life. This coffee table book is not just a record of our present achievements, but a beacon of hope and a roadmap for the future of agricultural development in Odisha.

Together, we are building an agricultural ecosystem where every farmer has the opportunity to prosper, innovate, and contribute to our state's economic growth.

Shri Kanak Vardhan Singh Deo



FOREWORD



Dr. Arabinda Kumar Padhee, IAS
Principal Secretary to the Government
Department of Agriculture and Farmers' Empowerment
Government of Odisha



It is with great enthusiasm that we present this comprehensive Coffee Table Book on Farmer Producer Organizations (FPOs) in Odisha. This publication showcases our strategic vision for transforming the state's agricultural landscape.

Odisha's agricultural ecosystem is characterized by its remarkable diversity, with small and marginal farmers forming the backbone of our agrarian economy. FPOs have emerged as a transformative mechanism, addressing critical challenges such as fragmented landholdings, limited market access, and technological constraints.

By enabling farmers to collectivize, we are reshaping the approach to agricultural productivity and economic empowerment. This book chronicles the journey of FPOs across Odisha, offering insights into their operational models, success stories, and tangible impact.

Our department has focused on market system development and leveraging the power of collectivization. The FPO model streamlines approaches to addressing multifaceted supply chain challenges faced by farming communities.

By providing collective bargaining power, access to resources, and direct market connections, we promote sustainable agricultural practices and economic resilience. This publication serves as a resource for stakeholders, inspiring innovation and collective enterprise among farming communities.

As we strive to make Odisha a leader in agricultural production, FPOs remain critical to our transformation strategy. They embody our commitment to creating an inclusive, technologically advanced, and economically vibrant agricultural sector.

I extend heartfelt appreciation to farmers, FPO members, agricultural experts, and departmental officials who contributed to this journey. This coffee table book documents our progress and serves as a beacon of hope and roadmap for Odisha's agricultural future.

Let us collaborate to build a resilient, productive, and prosperous agricultural ecosystem that empowers farmers and contributes to the state's economic growth.

Dr. Arabinda Kumar Padhee, IAS



MESSAGE



Shri Prem Chandra Chaudhary, IAS
Director of Agriculture and Food Production
Department of Agriculture and Farmers' Empowerment
Government of Odisha



Odisha's agrarian economy, where agriculture employs 55% of the rural workforce and contributes 20.61% to the Gross State Value Added (GSVA), reflects the pivotal role of this sector in livelihoods and development. With 61.80 lakh hectares of cultivable land, accounting for 39.69% of the state's geographical area, agriculture remains the backbone of our economy and culture. Farmer Producer Organizations (FPOs) play a critical role in shaping the future of agriculture in our state.

While Paddy dominates Odisha's agricultural landscape, contributing one-tenth of India's total rice production, farmers in the state cultivate pulses, oilseeds, millets and cash crops such as jute, sugarcane, and cotton, demonstrating the diversity and resilience of our farming community. Additionally, the Odisha Millet Mission has become a national model for promoting nutritious and climate-resilient crops, while the Odisha Maize Mission strengthens maize production and market linkages for tribal farmers. Notably, 93% of our farmers are small and marginal, underscoring the critical need for strategies that strengthen their economic and social well-being.

However, the agricultural sector in Odisha faces significant challenges, including low productivity due to problematic soils, limited irrigation, and underutilization of fertilizers and mechanization. These challenges are compounded by fragmented landholdings and inadequate market access, especially for smallholder farmers.

Recognizing these constraints, the Government of Odisha has prioritized the creation of a robust ecosystem to support farmers. The promotion of FPOs is a cornerstone of this strategy. By aggregating resources, FPOs enable farmers to access better markets, negotiate favorable prices, and adopt advanced agricultural technologies. These organizations empower smallholders to overcome traditional barriers, transforming them into key players in value chains. The Government of Odisha has undertaken several forward-looking initiatives and policies to address these challenges and build a robust agricultural

ecosystem. Flagship schemes like Pradhan Mantri Fasal Bima Yojana (PMFBY) mitigate risks for farmers, while Paramparagat Krishi Vikas Yojana (PKVY) promotes sustainable and organic farming. The State Agriculture Policy (SAP), 2020 emphasizes productivity through mechanization, climate-resilient practices, and value chain development, alongside efforts to foster agri-entrepreneurship.

Odisha's focus on sustainable agriculture, including organic farming and climate-resilient practices, further enhances the role of FPOs in addressing environmental and economic challenges. Recent investments in infrastructure, such as cold storage facilities, aim to reduce post-harvest losses and improve market linkages, ensuring that farmers benefit from stable prices and expanded reach.

This coffee table book showcases the transformative journey of FPOs in Odisha, capturing their innovative approaches, success stories, and potential for scaling impact. These collective enterprises represent a paradigm shift from subsistence farming to entrepreneurial agriculture, enabling farmers to integrate into value chains as innovators and stakeholders. FPOs will remain integral to our vision of an inclusive, resilient, and sustainable agricultural sector. This publication serves as a testament to the power of collective action and a roadmap for stakeholders committed to rural prosperity.

Let us work together to build an agricultural ecosystem that not only sustains livelihoods but also inspires future generations to view farming as a viable, thriving enterprise.

Shri Prem Chandra Chaudhary, IAS



MESSAGE



Shri Nikhil Pavan Kalyan, IAS
Director of Horticulture
Department of Agriculture and Farmers' Empowerment
Government of Odisha



It is my privilege to introduce this coffee table book on Farmer Producer Organizations (FPOs) in Odisha, a state stands as a testament to agricultural resilience and potential, emerging as one of India's most significant horticulture production states. The book represents a critical milestone in our journey towards agricultural transformation, sustainable development, and economic empowerment of our smallholder farmers.

With an impressive array of crops spanning fruits, vegetables, spices, and floriculture, Odisha has consistently demonstrated its agricultural prowess. Our state's horticultural landscape is a marvel of diversity and productivity. Recent export achievements, including successful international shipments of fresh produce, mangoes and spices, underscore our state's potential to compete in global agricultural markets.

The Government of Odisha has been proactively creating an ecosystem of support for farmers through innovative interventions. Our cold storage scheme is a prime example of infrastructure development that addresses critical post-harvest challenges. By providing farmers with sophisticated storage solutions, we are helping them minimize crop losses, stabilize prices, and extend market reach.

Farmer Producer Organizations emerge as a transformative solution to the challenges faced by small and marginal farmers. These collective enterprises provide a comprehensive platform that goes beyond traditional farming approaches. By aggregating resources, negotiating better market prices, accessing advanced technologies, and creating robust supply chains, FPOs are redefining agricultural economics.

The strategic importance of FPOs cannot be overstated. They enable smallholder farmers to overcome the limitations of fragmented landholdings, limited capital, and restricted market access. Through collective action, these organizations are creating economies of scale that were previously unimaginable for individual farmers.

This publication captures the remarkable journey of FPOs from different parts of Odisha - documenting their growth, highlighting success stories, and demonstrating their potential to revolutionize agricultural practices. Each narrative within these pages is a testament to the power of collective enterprise and collaborative development.

Moving forward, Farmer Producer Organizations will continue to play a pivotal role in our agricultural strategy as they represent not just an organizational model, but a comprehensive approach to rural economic development, technological integration, and sustainable agricultural practices. Our vision extends beyond mere production. We aim to create an ecosystem through market system development where farmers are not just producers, but entrepreneurs, innovators, and active participants in the value chain. The FPO model is instrumental in realizing this vision, providing the necessary infrastructure, knowledge, and market connections.

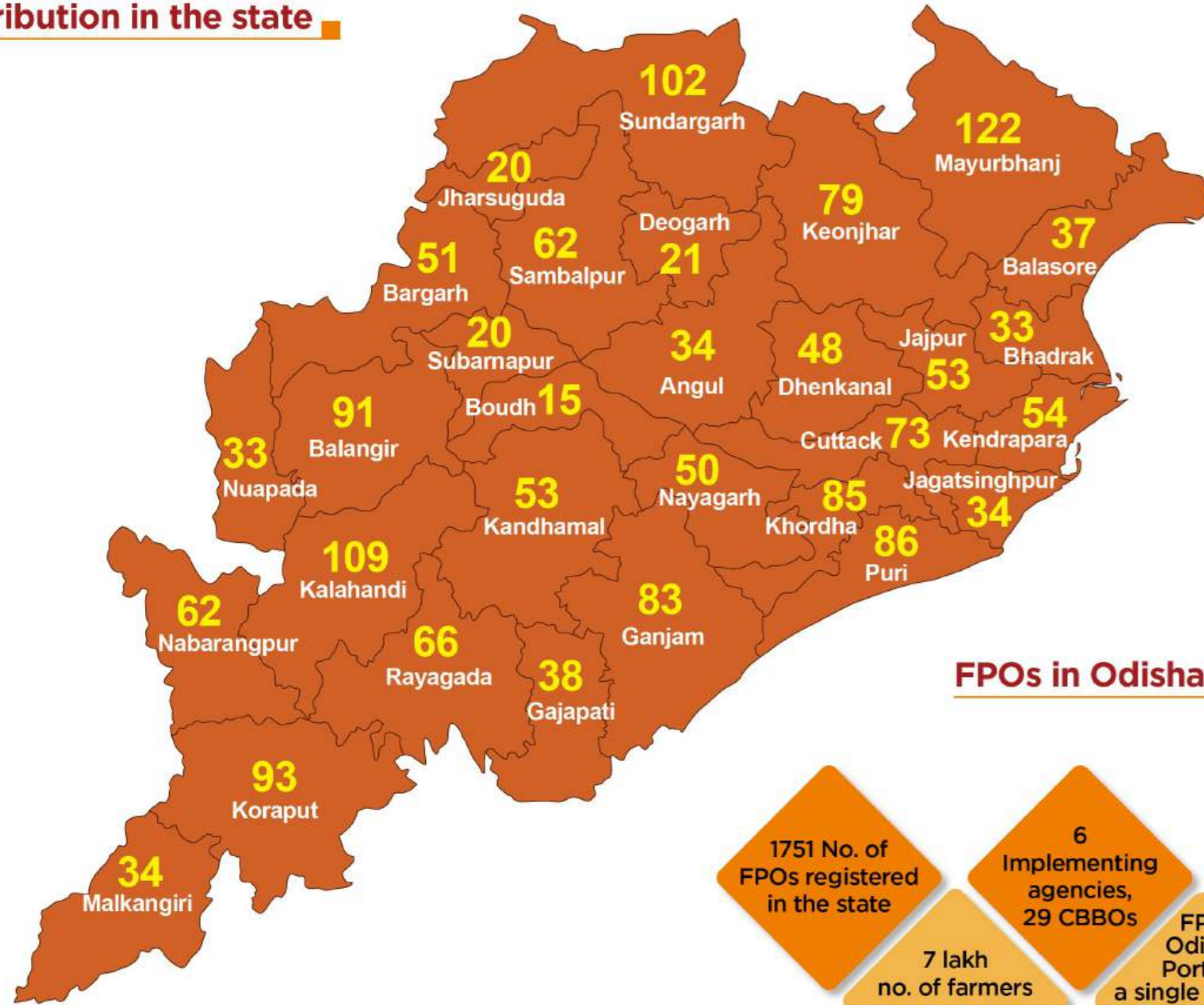
I am confident that this coffee table book will serve as an inspiration for farmers, policymakers, and stakeholders alike. It is a celebration of collective potential, a roadmap for agricultural transformation, and a powerful narrative of Odisha's agricultural resilience.

Let us continue to work together in building a robust, productive, and sustainable agricultural ecosystem that empowers our farmers and contributes to the state's economic prosperity.

Shri Nikhil Pavan Kalyan, IAS

OVERVIEW OF FPO ECOSYSTEM IN ODISHA

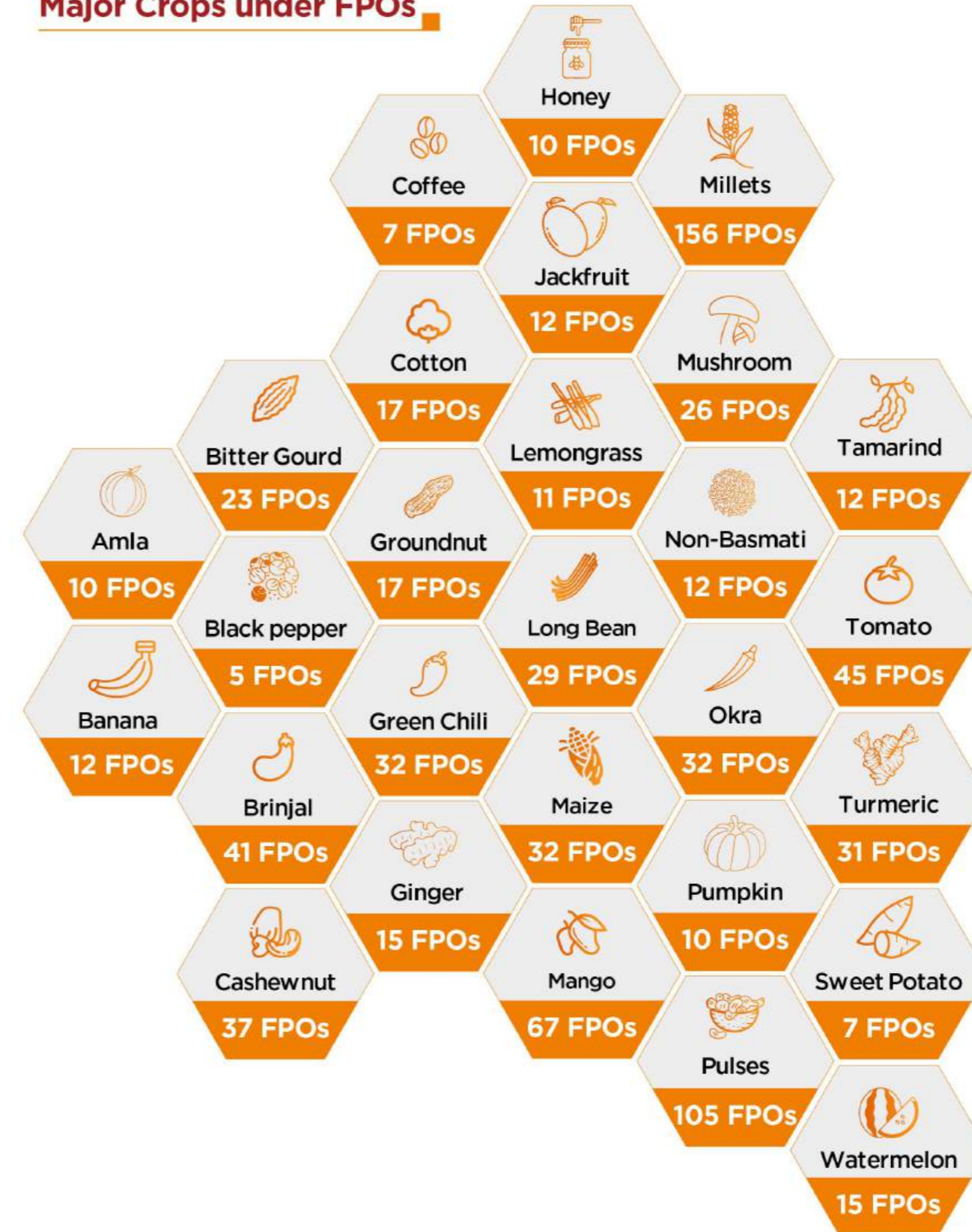
District wise FPO distribution in the state



FPOs in Odisha - An Overview



Major Crops under FPOs



FPO-centric schemes in Odisha



State Schemes/components dedicated for FPOs

Other Schemes/Projects with FPO support component

The Department of Agriculture & Farmers Empowerment, Odisha has been associated with the Bill and Melinda Gates Foundation (BMGF) to strengthen the Farmer Producer Organizations by promoting inclusive and sustainable business models, accessing remunerative markets and adopting use of digital technology. Under these initiatives, the Promotion and Stabilization of Farmer Producer Organizations (PSFPO) project, has been operational as the Technical Support Unit under Department of Agriculture and Farmers' Empowerment, Government of Odisha since 2020.

*FPO database, DoH & MCA report 2024

INITIATIVES EMPOWERING FPOs IN ODISHA



Promotion and Stabilization of Farmer Producer Organizations (PSFPO) project- A snapshot

Phase -1

The PSFPO project, initiated in 2020 and funded by BMGF, laid a strong foundation for supporting small-scale producers, promoting inclusivity, and empowering women farmers through Farmer Producer Organizations (FPOs) while streamlining the FPO ecosystem in Odisha. PSFPO Phase 1 focused on market system development, capacity building, and policy support benefiting over 300 FPOs and 1.5 million farmers till date. 13.4%-17.5% increase in price-realization for farmers associated with FPOs in the state and enabling the government to mobilize over INR 1050 crores through dedicated FPO-centric schemes and earning national recognition for FPO governance in Formation and Promotion of 10,000 FPOs under Central Sector scheme.

Phase -2

Building on this success, PSFPO 2.0, launched in October 2023, is working on accelerating business growth for FPOs, enhancing local and global market integration, and fostering private-sector partnerships, with a focus on value-chain development and export markets, technology adoption, sustainable development and creation of inclusive business models through FPOs. The project also focusses on supporting the state Government through the implementation of Support to FPO scheme.

389 FPOs have been provided with intensive market-oriented training and business planning support

78 MoUs signed with agri-business corporates for increasing business turnover, access to finance and market access for FPOs

171 FPOs procured and sold goods to institutional buyers

900 FPOs & 220 traders onboarded on FPO Odisha portal

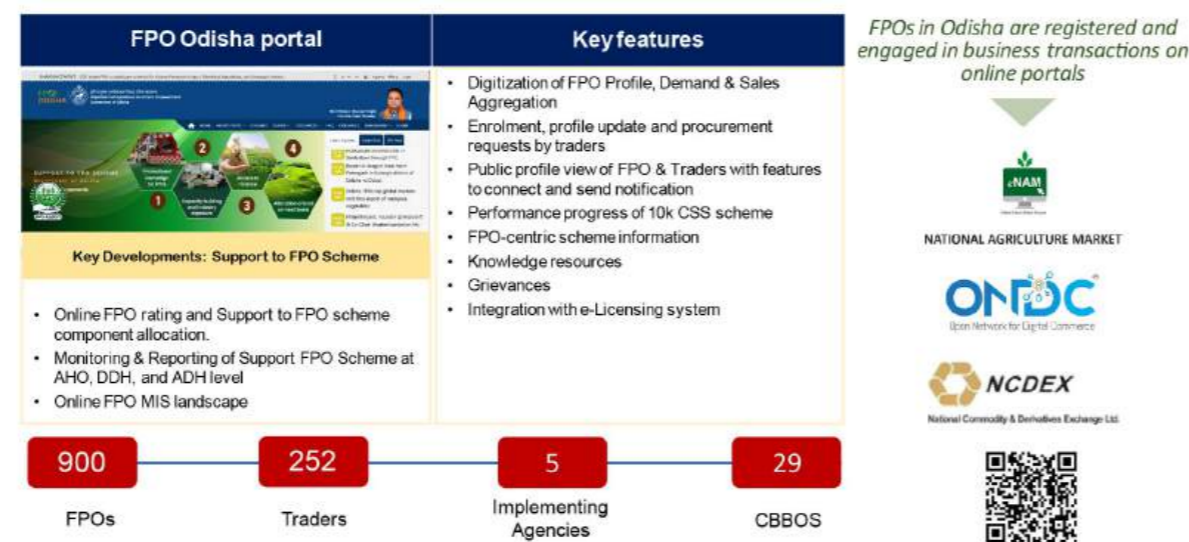
7 export markets connected in countries in Middle-east, UK and Europe for market linkage of fresh fruits & vegetables, spices through FPOs

Centre of Excellence for FPOs established in Odisha for FPOs



Digitizing the FPO ecosystem in Odisha

A single point access to all FPO related information in the state



FPOs from the state connecting with global markets



> 75 MT

Volume of fruits, fresh vegetables and spices exported from the Biju Pattanaik International Airport, Odisha and NSCB International airport, Kolkata till date to 7 countries in Middle-east, UK and EU.

18

No of FPOs from 06 districts -Kalahandi, Rayagada, Bolangir, Dhenkanal, Khordha, Mayurbhanj exported their produces.

40% to 100%

Incremental price realization for the farmers through export of horticultural produce.



Agriculture Production Clusters (APC)

Promotion of Agriculture Production Cluster (APC) in Tribal Regions of Odisha' is a collaborative effort by Department of Agriculture and Farmers' Empowerment, Department of Panchayati Raj & Drinking Water, Mission Shakti, Bharat Rural Livelihood Foundation (BRLF), District Mineral Foundations (DMF) and Professional Assistance for Development Action (PRADAN). The project facilitates the promotion of Producer Groups and Producer Companies (PC) for sustainability by ensuring synchronized production, linkage with stakeholders to optimize production and access different livelihood support infrastructures, orchestrating market ecosystem to actualize better prices. Further, to accelerate economic empowerment of women, the project emphasises women participation in the governance system and institutional arrangements of production and market systems.

5 Years

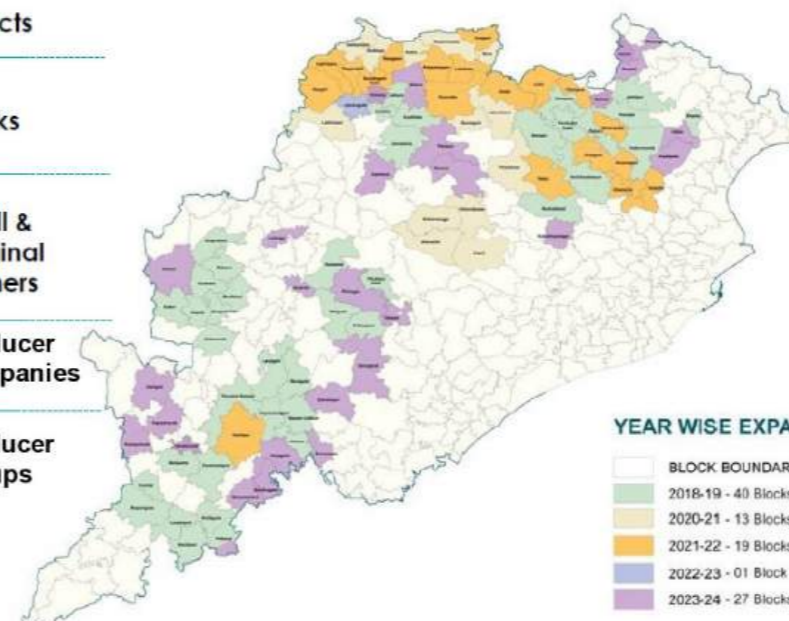
16 Districts

100 Blocks

3.83 Lakhs Small & marginal Farmers

62 Producer Companies

1757 Producer Groups



Shree Anna Abhiyan (SAA) Odisha Millet Mission (OMM)

Since 2017, SAA which is renamed version of Odisha Millet Mission (OMM), the flagship programme of Department of Agriculture and Farmers' Empowerment, Government of Odisha, has been promoting millet cultivation in the tribal regions of Odisha, to revive millets in farms and plates. The project focusses on promoting conservation, increasing household level consumption, increasing productivity, value addition enterprises, FPOs and market facilitation, inclusion of millets in ICDS, MDM and PDS.

Highlights

- 156 Farmer Producer Organizations (FPOs) across Odisha are connected with OMM.
- Prime Focus: Quality millet production and Value addition.
- Enhanced production practices and procurement at Minimum Support Price (MSP) are the game changers, redefining the market space for millets.



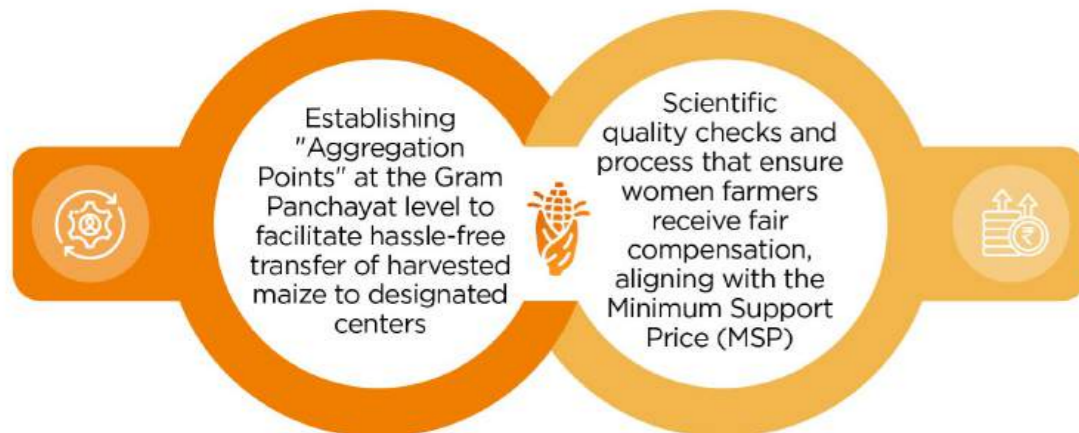
Impressive Market Transactions through FPOs

- Nearly 130 FPOs participated as Block Level Ragi Procurement Agency (BLPA) in the Kharif Mandi Sale 2023-24.
- FPOs now supply millets to various Millet Shakti cafes and outlets supported by SAA.
- Ten FPOs have been onboarded onto the eNAM portal, receiving necessary training from the program implementation team and district offices.
- Under Mukhyamantri Krushi Udyog Yojana (MKUY), FPOs are receiving support to establish Millet Service Centres, which serve as production and value addition units



Mukhyamantri Maka Mission (MMM)

The Mukhyamantri Maka Mission (MMM) aims to transform the maize ecosystem in the state by enhancing the value chain spanning from seed production to market distribution of Maize. The Mission has adopted an innovative approach to make producer companies (PCs) and producer groups (PGs) market-ready.



Highlights

- 16 farmer producer organizations (FPOs) are connected and operating under MMM
- Since Jan 2024, the FPOs have marketed 2,20,258+ quintals of maize to different institutional buyers, primarily to the poultry feed industry, within and outside the state.
- All 16 FPOs are onboarded on the eNAM platform.



Rejuvenating Watersheds for Agricultural Resilience through Innovative Development (REWARD) project

- The REWARD project in Odisha is a World Bank-assisted watershed development program implemented from 2023 to 2026, focusing on agricultural resilience and innovative development.
- Covering seven rainfed districts, the project aims to develop 17 green field sites and establish model watersheds, backed by a total investment of USD 49 million from the World Bank.
- The project emphasizes watershed management and agricultural productivity while aligning with Odisha's FPO Policy. It supports Farmer Producer Organizations (FPOs) by strengthening agricultural infrastructure, introducing scientific farming approaches, and fostering an ecosystem for agricultural innovation.

Odisha Integrated Irrigation Project for Climate Resilient Agriculture (OIIPCRA) project

The Odisha Integrated Irrigation Project for Climate Resilient Agriculture (OIIPCRA) is a World Bank-funded initiative, implemented by the Odisha Community Tank Development & Management Society (OCTDMS) from 2019 to 2025, with a total project cost of ₹1,560 crore (USD 230.62 million).

The project aims to intensify and diversify agricultural production across four river basins—Rushikulya, Budhabalanga, Baitarani, and Tel—by converging activities from three key departments: Water Resources, Agriculture and Farmers' Empowerment, and Fisheries and Animal Resources Development. It focuses on stabilizing irrigation over 90,000 hectares, enhancing climate resilience, and supporting approximately 2 lakh households through Integrated Water Resource Management (IWRM) and climate-smart agricultural practices.

The OIIPCRA project emphasises formation and strengthening of Farmer Producer Organizations (FPOs) to promote agricultural development. The project specifically aims facilitating market linkages and supporting smallholder communities, with a particular focus on empowering women through FPO development.





WOMEN EMPOWERMENT

SOCIAL LEADERS

DECISION MAKERS

WOMEN IN BUSINESS

ENTREPRENEURS

COLLECTIVE APPROACH

FINANCIAL INCLUSION

RESILIENCE

EQUALITY



SAHAYAK WOMEN PRODUCER COMPANY LIMITED

Papadahandi, Nabarangpur



HIGHLIGHTS



3,296
Shareholders
(100% women members)



₹ 2.12 Cr
Annual Business
Turnover
(as of Dec 25, 2024)



Commodities
**Maize, Paddy,
Tamarind**



Promoted
and Supported by
**Harsha Trust,
NABARD & ORMAS**



Awards & Recognition:
**Certificate of
Appreciation and
Recognition from OUAT**



Empowering Women; Uplifting Rural Economies

Sahayak Women Producer Company Limited (SWPCL) is redefining the role of tribal women in agriculture and the rural economy by recognizing them as farmers and entrepreneurs. Operating across 88 villages of Nabarangpur, the company serves 355 Women Self Help Groups and 48 Cluster Level Federations, providing them with array of essential services like agricultural inputs, short-term credit, technology, livestock services, value addition, and direct market access.

The FPC have restructured market landscape, playing a crucial role in establishing Mandi system and promoting cluster-level aggregation of vegetables, maize, paddy, and tamarind. This systematic transformation ensured fair prices and direct income for women farmers, fundamentally changing their economic status.

As the region's mother FPO, (SWPCL) has earned state-level recognition for fostering women's leadership and bringing visibility and identity to rural women. By transforming women into dynamic business leaders, the FPC is paving the way for a more equitable and prosperous rural economy.



- Recognised as "Mother FPO of Nabarangpur District" in 2022 by NABARD.
- 2200 + (66%) women members engaged in business transactions with the FPC.
- Established Mandi System for marketing of maize, vegetables and tamarind.



KORAPUT NARI SAKTI FARMERS PRODUCER COMPANY LIMITED

Lamtaput, Koraput



Women at the Forefront of Spices Supply Chain

Koraput Nari Sakti Farmers Producer Company Limited (KNSPCL) is revolutionizing rural dynamics in Koraput's tribal villages, standing as a powerful example of women entrepreneurship that demonstrates how innovation, partnerships, and resilience drive women-led businesses towards success. Uniting 5974 women from 46 villages, the FPC is at the forefront of a transformative movement focused on creating sustainable livelihoods and empowering women in agriculture.

Women are spearheading the ginger value chain in the district through a cluster production approach, getting involved from planning, production and processing to marketing. With an emphasis on climate-resilient agriculture and non-pesticide management (NPM), these women are enhancing farming practices and building a robust seed-to-market supply chain.

In collaboration with S4S Technologies and the Department of Mission Shakti, the FPC has strengthened its post-harvest management and introduced solar dehydration technology for ginger processing. This game-changing innovation allows the women to process ginger year-round, providing continuous engagement, consistent income, and business continuity. With 48% of total revenue generated from ginger, the FPC has established steady markets in Aurangabad, Semiliguda, Raipur, Araku, Kundeli, and Berhampur.



- Spearheading the ginger value chain with solar dehydration technology, providing year-round employment for women.
- 3500 + women (60%) members are actively engaged in business transactions.



HIGHLIGHTS



5974
Shareholders
(100% women members)



₹ 1.75Cr
Annual Business
Turnover
(as of Dec 2024)



Commodities
**Ginger, Potato,
Turmeric**



Promoted
and Supported by
PRADAN
(Agriculture Production
Cluster - APC) and
Mission Shakti





CLIMATE RESILIENCE & SUSTAINABILITY

AGRO-ECOLOGY

RENEWABLE ENERGY

CROP DIVERSIFICATION

SUSTAINABLE AGRICULTURE

MILLET PRODUCTION SYSTEMS

NUTRITION SECURITY

DECENTRALIZED PROCESSING

MILLET MANDIS



NARI PRAGATI PRODUCER COMPANY LIMITED

Borigumma, Koraput



Reviving Millets – Path of Resilient Farming

Nari Pragati Producer Company Limited (NPPCL), with the support of Shree Anna Abhiyan (SAA) is spearheading the revival of climate-resilient millet farming systems in Kundra and Borigumma blocks of Koraput District. Introducing System of Millet Intensification (SMI), line sowing, and transplanting, and ensuring efficient processing and marketing. NPPCL has turned millets a sustainable and economically viable crop choice.

In strategic collaboration with (SAA) and Odisha University of Agriculture & Technology (OUAT), NPPCL has established seed centres, Custom Hiring Centres and processing units at the Gram Panchayat level, covering 24 GPs. Exclusive Millet Mandis in Borigumma, Katharaguda, Kerapa, and Nuagaon have regulated marketplaces, ensure farmers receive Minimum Support Prices (MSP) for millets, resulting in a significant price increase from Rs.15 to Rs.45/kg.

Overseeing millet production across 1,000+ acres working with 2300 farmers in Borigumma, Koraput, NPPCL continues to expand its interventions in value addition and aims to diversify into millet-based products like ragi biscuits, chatua, ladoos, fostering rural women entrepreneurship and sustainable livelihoods.



- 1000+ acres under millet production adopting scientific and sustainable practices.
- Decentralised Seed Centers, Custom Hiring Centers and Processing Units covering 24 Gram Panchayats.
- 4 Exclusive Millet Mandis assuring Minimum Support Prices for Millet Producers.



HIGHLIGHTS



4135 Shareholders



₹ 2.30 Cr Annual Business Turnover (as of Dec 2024)



Commodities
Finger Millets (Ragi), Little Millet, Maize, Vegetables, Paddy, Tamarind, Cashew, Input seeds, Broiler feed, Chicks, Cattle feeds, Fish Feeds



Promoted and Supported by Harsha Trust, Mission Shakti & Shree Anna Abhiyan (SAA), Odisha University of Agriculture & Technology (OUAT)



SANKALPA PRODUCER COMPANY LIMITED

Lakhanpur, Jharsuguda



Building Sustainable Value Chains through Renewable Energy

Established in 2016, Sankalpa Producer Company Limited (SPCL) has united over 1,200 women farmers across 56 villages in Jharsuguda's Lakhanpur block, to take up sustainable agriculture, integrating climate-smart solutions and build a robust supply chain. At the core of SPCL's approach is its dedication to eco-friendly practices. The FPC operates a 100 MT vermi-compost manufacturing unit that produces organic inputs, improving soil fertility and fostering biodiversity.

SPCL's Bio-input Resource Center (BRC) manufactures bio-fertilizers, pesticides, and organic manure, which enhance crop yields while reducing the harmful environmental impact of chemical inputs. Renewable energy plays a key role in SPCL's operations. The solar-powered farmer resource center processes crops like ginger, pulses, onions, and moringa, while solar irrigation systems provide sustainable water solutions for farming. The organization also owns two solar-powered cold storage units, each with a 10 MT capacity, ensuring that produce stays fresh without relying on energy-intensive refrigeration.

The FPO's retail outlet, Jharsuguda Fresh, connects local farmers to urban markets, ensuring fair prices and reducing carbon footprints. Through innovation and community-driven sustainability, SPCL is shaping a resilient future for both farmers and the environment.



HIGHLIGHTS



1252
Shareholders
(100% women members)



₹ 1.61 Cr
Annual Business
Turnover
(2023-24)



Commodities
Vegetables (Cauliflower,
Pointed Gourd, Brinjal, Tomato,
Cabbage, Potato, Pumpkin)
Millets Production and Marketing,
Vermicompost Production and Marketing



Promoted
and Supported by
**Anchalik Jana Kalyan
Anusthan (AJKA)
and NABARD**



Awards & Recognition
**Best performing FPOs
Acknowledgement -
'Krusha Odisha' 2020**



• **Bio-Resource Centre:** Empowering members to embrace natural farming practices and fostering rural entrepreneurship.

• **Comprehensive Solar Technology Integration:** Implementing solar solutions across the entire value chain, from production to processing and post-harvest management.

• **Vermi-Compost Manufacturing Unit as a profitable business,** motivating FPO members to venture into livestock farming and explore dairy entrepreneurship opportunities.





AG-TECH INTEGRATION

FARM MECHANIZATION

WOMEN-FRIENDLY TECHNOLOGIES

VALUE-CHAIN INTEGRATION

POST-HARVEST MANAGEMENT

COLD-CHAIN DEVELOPMENT

“ONE STATION ONE PRODUCT”



SABUJIMA PRODUCER COMPANY LIMITED

Boipariguda, Koraput



Innovative Infrastructure to Enhance Product Value

Sabujima Producer Company Ltd. (SPCL) leverages advanced agriculture technology to enhance value addition and reduce post-harvest losses, empowering farmers through innovative and sustainable solutions. The adoption of advanced value addition units such as threshers, hullers, polishers, pulverisers, and duellers has streamlined the processing of key commodities, including millets, maize, tamarind and turmeric.

Infrastructure advancements, including cold storage facilities at Kollar and Mathapada, and a polyhouse in Mundaguda, have significantly reduced post-harvest losses, ensuring better price realization for farmers. SPCL has also established a Millet Tiffin Center, fostering value addition and product diversification. Strategic partnerships with CYSD, TDCCOL, E-NAM, and ATMA fostered the access to technology, training, and markets integration, enhancing the capacity of the FPC to manage input services and output marketing effectively.

Looking ahead, the FPO aims to scale up its operations by introducing IoT-based farm management systems, expanding cold storage capacity, and creating a digital marketplace, paving the way for enhanced efficiency, stronger market linkages, and sustainable livelihoods.



HIGHLIGHTS



2569 Shareholders



₹ 1.02 Cr Annual Business Turnover (2023-24)



Commodities
Finger Millets (Ragi), Little Millet, Maize, Tamarind, Vegetables, Turmeric



Promoted and Supported by Centre for Youth and Social Development (CYSD), Agriculture Production Cluster (APC), Mission Shakti & Shree Anna Abhiyan (SAA)



Awards & Recognition
Best FPO Award for Millet Procurement by DoA for three consecutive years (2021-23); Certificate of Appreciation for Best Seed Cell by District Collector, 2021



- Infrastructure - Cold Storage at Kollar and Mathapada, and Polyhouse in Mundaguda.
- Advanced Value-addition of Millets, Maize, Tamarind and Turmeric and Millet Tiffin Center.



PASCHIMESWAR FARMER PRODUCER COMPANY LIMITED

Bhubaneswar, Khordha



Ag-Tech Adoption and OSOP bridging Rural-Urban Divide

Paschimeswar Farmer Producer Company Limited (PFPC) is revolutionizing agricultural practices by seamlessly integrating technology across production, processing, and marketing. To empower women farmers, PFPC has partnered with ICAR-CIWA to introduce women-friendly agricultural technologies, fostering inclusivity and innovation. Collaborating with Pioneer Holon Agroecology Pvt. Ltd. and Reliance Fresh, the FPC has established cold storage and marketing channels for potatoes and vegetables, ensuring efficient farm-to-market connectivity.

With the support of NABARD and SELCO Foundation, PFPC has set up a solar-powered millet processing unit and a cold-pressed oil processing unit, diversifying its portfolio with value-added products. The FPC now processes millet into Ragi Powder and Ragi Chattua and produces cold-pressed mustard oil. These products are marketed locally and prominently showcased at exhibitions and stalls.

As part of the "One Station One Product (OSOP)" initiative, PFPC has established a stall at Bhubaneswar Railway Station, directly connecting small and marginal farmers, artisans, and SHG members to open market systems. The stall features a variety of products, including millet-based foods, processed pulses like horse gram and green gram, cold-pressed oils, and handicrafts made by women SHGs, bridging the rural-urban divide.



HIGHLIGHTS



521 Shareholders



₹ 93.88 Lakhs Annual Business Turnover (2023-24)



Commodities Pulses, Oil Seeds, Vegetables, Millet-based products



Promoted and Supported by NIGAM, NABARD, ICAR-CIWA and SELCO Foundation



Awards & Recognition District-level Best FPO Award in Krishi Odisha 2020



Strategic partnerships with CIWA, Pioneer Holon Agroecology Pvt. Ltd. and Reliance Fresh for Ag-Tech Adoption.

One Station One Product (OSOP) stall in Bhubaneswar Railway Station.





PIONEERING EXPORTS

GLOBAL MARKETS

PROFITABILITY

PRICE-REALIZATION

MARKET LINKAGES

INTERNATIONAL
QUALITY STANDARDS



MADANAMOHANA FARMER PRODUCER COOPERATIVE SOCIETY LIMITED

Odapada, Dhenkanal



Gateway to Global Markets

Madanamohana Farmer Producer Cooperative Society Limited (MFPCSL) has set a remarkable benchmark by successfully exporting Odisha's farm produce to international markets. Through collaboration with the Directorate of Horticulture (DoH), Government of Odisha, Agricultural and Processed Food Products Export Development Authority (APEDA), the National Cooperative Development Corporation (NCDC), and Palladium, the FPC has opened new global opportunities for the farmers of Ostapal village in Dhenkanal.

The export of 1,202 kg of premium-quality Dasari and Amrapali mangoes, along with 500 kg of fresh vegetables—such as bitter gourd and ladyfinger—to Dubai, Italy, and Qatar, showcases the excellence of Odisha's agricultural outputs. The FPC is trained to maintain robust, end-to-end quality systems while ensuring strict adherence to export guidelines and international quality standards, ensuring compliance with global regulations.

Building on its success, the FPC aims to expand its membership base, focus on exporting cashew, and invest in advanced machinery for cashew processing and enhance organic farming practices to further tap into global markets.



- Strategic partnership with APEDA, DoH and NCDC aided the export of premium Dasari and Amrapali mangoes to Dubai, Italy, and Qatar.
- Robust quality adherence systems and compliance with international export regulations.



HIGHLIGHTS



777 Shareholders



₹ 16.2 lakhs Annual Turnover (2023-24)



Commodities Cashew, Mangoes, Vegetables



Promoted and Supported by Harsha Trust and National Cooperative Development Corporation (NCDC)



MAHILA PRAGATI FARMER'S PRODUCER COMPANY LIMITED

Kolnara, Rayagada



Expanding Markets to Europe

Mahila Pragati Farmer's Producer Company Limited (MPFPCL), an all-women FPO, has made history by becoming a pioneer in the export of fruits to the London and Europe, setting a powerful example for women-led agricultural enterprises in Odisha.

With support from APEDA (Agricultural and Processed Food Products Export Development Authority) and Palladium, MPFPCL successfully exported nearly 20 quintals of mangoes to Europe. This venture resulted in a 40% price increase for participating farmers and helped bridge the gap between Odisha's farms and global markets.

MPFPCL has demonstrated remarkable financial growth, increasing its revenue from ₹76 lakhs in 2022-23 to ₹1.33 crore today. MPFPCL's expanding marketing network now spans across four states, connecting with 10 markets and seven Mandis, while fostering long-term relationships with 35 regular buyers. This strategic expansion has ensured reliable, sustainable income streams for its members.

Looking ahead, MPFPCL aims to strengthen its supply chains, connect with institutional buyers, and expand its exports to new markets. Additionally, the FPC plans to venture into spice exports to the European Union, further solidifying its position on the global agricultural stage.



HIGHLIGHTS



2233
shareholders
(100% women members)



₹ 1.33 Cr
Annual Turnover
(2023-24)



Commodities
Brinjal, Marigold,
Beans, Mango,
Poultry chicks,
Agri inputs



Promoted
and Supported by
PRADAN-Agriculture
Production Cluster (APC)
and Mission Shakti



- Women-led FPC exported 20 quintals of mangoes to Europe, boosting profits for members by 40%.
- Strategic Market Expansion across four states, engaging with 10 markets, 07 Mandis, and 35 regular buyers.





AGRI-BUSINESS MOMENTUM

- PRODUCT DIVERSIFICATION
- AGRI-ENTREPRENEURSHIP
- INPUT SERVICES & OUTLETS
- WINNING COMMODITIES
- HIGH BUSINESS TURNOVER
- COLLECTIVE MARKETING
- LIVELIHOOD ENHANCEMENT



PATNESHWARI AGRI PRODUCER COMPANY LIMITED

Koraput and Rayagada



Expanding Business Horizons, Empowering Rural Communities

Patneshwari Agri Producer Company Limited (PAPCL) offers a comprehensive suite of services, including agri-inputs, production-enhancing technology, short-term credit, value addition, and market linkages. Its NABARD-supported 50-cent vegetable cultivation model integrates solar-lifting devices, drip irrigation, and trellis methods, optimizing land use, ensuring year-round cash flow, and doubling farmers' incomes.

PAPCL strategically focuses on maize cultivation, providing targeted short-term crop loans to shareholder farmers and facilitating bulk procurement and marketing to larger markets and corporates, resulting in commendable business turnover. The FPC also promotes climate-resilient livelihoods through renewable energy adoption, providing solar-based solutions to its members.

Operating three retail outlets and solar-powered processing units for paddy, millet, and turmeric, along with two storage-cum-aggregation centres, PAPCL ensures efficient handling and distribution of agricultural produce. By combining a diversified business portfolio with farmer-centric innovations, PAPCL continues to empower communities and redefine agricultural success.



- Innovative 50-cent models for vegetable cultivation integrating solar lifting devices, drip irrigation, and trellis method - Doubled farmers' income.
- Diversified Business Portfolio - Production, Agri-inputs Dealership, Short-Term Credit and Crop Loans.

HIGHLIGHTS



3270
Shareholders



₹ 7.20 Cr
Annual Business
Turnover
(2023-24)



Commodities
**Maize, Vegetables, Paddy,
Turmeric, Agri-equipment,
Irrigation units,
Solar Power systems**



Promoted
and Supported by
**Harsha Trust,
NABARD, Tata Trust,
NABKISAN Finance Limited**



Awards & Recognition
**Certificate of
Appreciation
by NABARD - 2023**



BASTRANI WOMEN FARMERS PRODUCER COMPANY LIMITED

Munirbahal, Bolangir



Market-Oriented Organic Cotton Venture

Bastrani Women Farmer Producer Company Ltd (BWFPCPL), established in 2022, is a transformative force in Bolangir's Munirbahal block. With 1,600 women members spanning 32 villages, the FPO has united its community around sustainable agriculture. Specializing in cotton aggregation and sales, 100% of BWFPCPL's revenue stems from this key commodity, supported by a buyback agreement with Ploughman Agro Pvt. Ltd.

Market-oriented production has been central to the FPC's growth, with training in organic cotton production enabling women members to achieve competitive yields priced at INR 6,800-7,300 per quintal. A 400-MT leased storage facility further augmented the operational efficiency. Partnerships with organizations like ASA have enhanced their technological capacity, paving the way for long-term success.

BWFPCPL's journey showcases the power of women-driven enterprises thriving through innovation and community solidarity. Their vision includes expanding their processing infrastructure and strengthening market ties to sustain their growth trajectory.



HIGHLIGHTS



1600
Shareholders
(100% women members)



₹ 8 Cr
Annual Business
Turnover
(2023-24)



Commodities
Cotton
(Aggregation
and Sales)



Promoted
and Supported by
ASA and
Ploughman Agro Pvt. Ltd.



- **Exceptional Growth:** Achieved an INR 8 crore turnover within two years of inception.
- **Empowered Women:** 1,600 women members manage 100% of operations, fostering community leadership.
- **Leveraged the enhanced price-realization potential of organic cotton** and tapped into markets within and around Odisha.





HARNESSING E-MARKETS

- E-NAM
- ONLINE TRADING
- UNIFIED LICENSING
- QUALITY ASSURANCE
- SEAMLESS TRANSACTIONS
- COLLECTIVE BARGAINING
- SERVICE PROVIDER INTEGRATION



GOPALPUR FARMER PRODUCER COMPANY LIMITED

Ranpur, Nayagarh



Leading the way in e-NAM

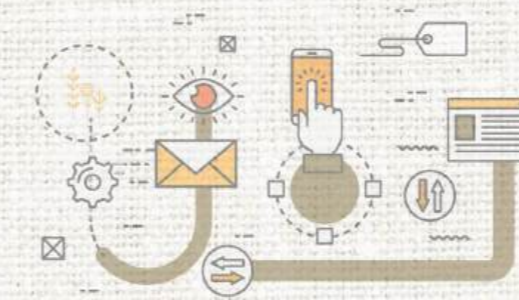
Gopalpur Farmers Producer Company Limited (GFPC) has harnessed the power of e-NAM, the national digital marketplace, to revolutionize agricultural marketing for its members. Registered on the platform in 2020, the FPC has made remarkable strides in cashew marketing. In FY 2023-24, Gopalpur FPC marketed an impressive 102.365 metric tons of raw cashew nuts through e-NAM, achieving a turnover of ₹90,38,760 (68% of the FPC's total revenue), firmly establishing e-NAM as the backbone of its marketing strategy, for seamless and efficient trading.

Strengthening its digital presence, Gopalpur FPC plans to enrol in the FPO Odisha portal, enabling connections with a broader network of buyers and unlocking new market opportunities. The FPC is also preparing to diversify its e-NAM portfolio by incorporating vegetables, ensuring sustained growth and increased profitability for its members.

GFPC's success in e-NAM marketing serves as a testament to the transformative potential of digital platforms in empowering rural farmers and driving sustainable agribusiness in e-Markets.



• 100% of the raw cashew is sold through e-NAM, contributing 68% of the FPC's total revenue.



HIGHLIGHTS



544 Shareholders



₹ 1.32 Cr Annual Business Turnover (2023-24)



Commodities Raw Cashew Nuts, Green gram, Paddy Seeds, Vegetables, Fertilizers



Promoted and Supported by I-Concept Initiative and NABARD



Awards & Recognition: Award for Excellence by NABARD in 2023 District's Best FPO Award in 2023



GHUMUSARA FARMERS PRODUCER COMPANY LIMITED

Jagannatha Prasad, Ganjam



Unlocking New Markets through E-Commerce

Ghumusara Farmers Producer Company Limited is leveraging e-commerce platforms like e-NAM and ONDC to enhance market access and ensure fair pricing for its members. By integrating technology into its operations, GFPC provides services such as input supply (seeds), market linkages, and convergence with key stakeholders, including Agriculture and Horticulture departments, NABARD, and ATMA.

Specializing in value-added products like millet laddus, sesame laddus, groundnut laddus, and ready-to-eat mixtures, the FPC is bringing local agricultural produce to the forefront of digital markets. These products, along with fresh vegetables and cotton, are marketed via eNAM and distributed through outlets such as the "One Station One Product" initiative at Berhampur station. The FPC has also partnered with Big Basket, further extending its market reach.

Participation in NABARD exhibitions and registration with ONDC have significantly strengthened the FPC's brand presence, opening doors to diverse markets. The FPC has set up processing units for millet and turmeric, and also established a CustomHiring Center (CHC) and polyhouses to support members with modern agricultural tools and techniques.

Ghumusara FPC's initiatives exemplify how e-commerce and value addition can revolutionize traditional farming, ensuring sustainable growth and improved livelihoods for farmers in Ganjam district.



- Fresh vegetables, Value-Added Products (millet laddus, sesame laddus, groundnut laddus, and ready-to-eat mixtures) and cotton, are marketed via e-NAM and distributed through outlets such as the "One Station One Product" initiative at Berhampur station.
- NABARD exhibitions and registration with ONDC have significantly strengthened Ghumusara FPC's brand presence, opening doors to diverse markets.



HIGHLIGHTS



545
Shareholders
(91% women members)



₹ 93.44 Lakhs
Annual Business
Turnover
(2023-24)



Commodities
Vegetables (Cauliflower, Brinjal, Cabbage, Tomato, Brinjal, Lady finger, Cucumber, Bean, Cluster Bean), Cashew nut ,Jack fruits



Promoted and Supported by
Block Mahila Sanchayika Sangha (BMASS) - SHG federation and NABARD





PC - Digital Green

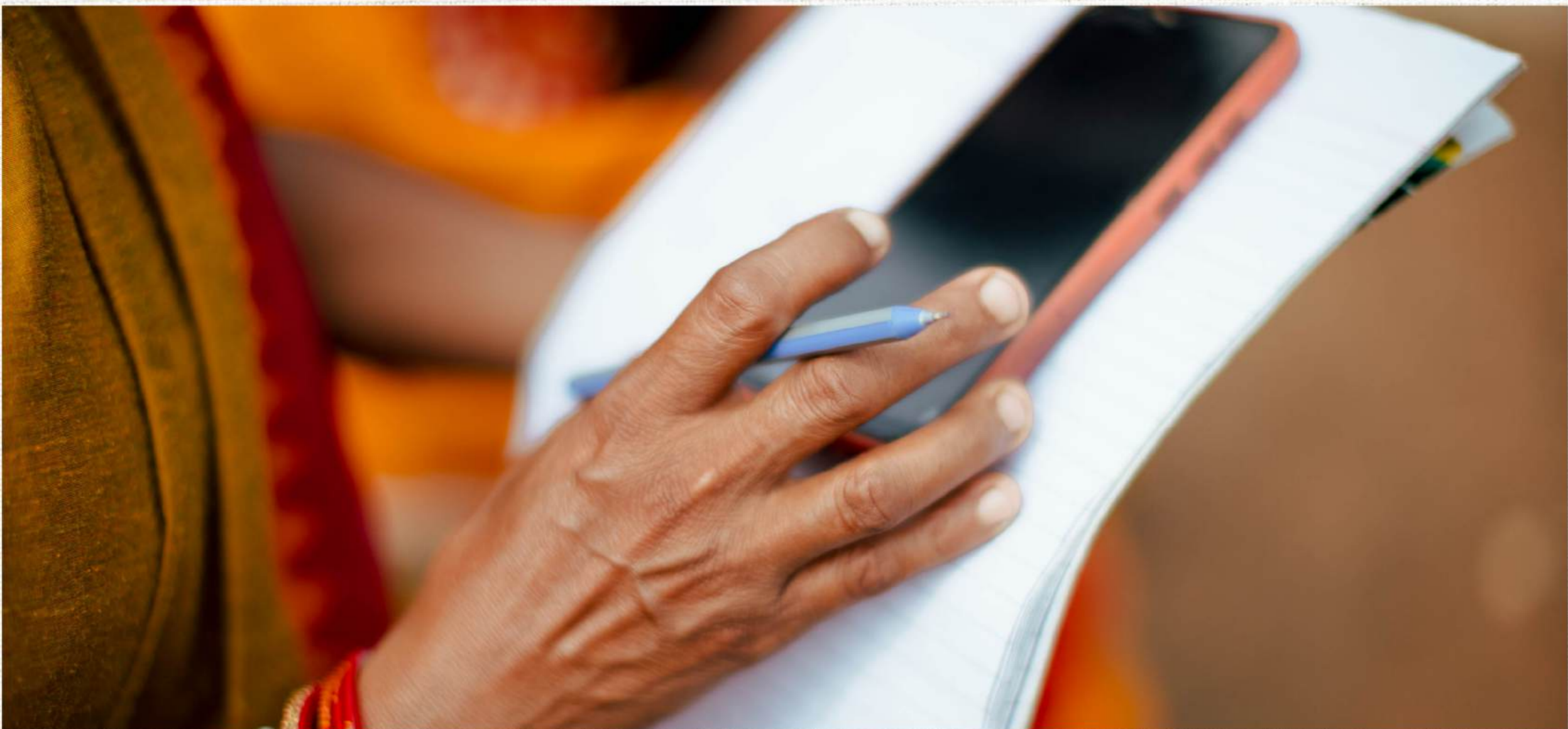
DIGITISATION

- IOT ENABLED SOLUTIONS
- DIGITAL APPS
- CROP ADVISORIES
- AI-BASED FARMING
- INFORMATION TECHNOLOGY
- BUSINESS PLANNING
- COMMUNICATION



SAHARPADA FARMERS PRODUCER COMPANY LIMITED

Saharpada. Keonjhar



Digital Leap in Nursery Business

Saharpada Farmers Producer Company Limited leverages digitization to enhance operational efficiency and farmer engagement. The women-led FPC specializes in nursery saplings and has diversified into millet processing, clothing production, and household goods manufacturing.

Adopting the eFARM application (Digital App) supported by CYSD and Digital Green revolutionized the FPO's operations. Streamlining indent collection allowed the FPO to sell more saplings, reduce input costs by 30%, minimize losses, and empower decision-making with real-time data updates. With the support of Shree Anna Abhiyan (SAA), the FPC has secured ₹ 8 lakhs loan for millet promotion, optimized seed distribution, and initiated value-added product development.

Comprehensive training for the Board of Directors (BoDs) and Community Resource Persons (CRPs) on using Digital App has further strengthened operational efficiency. Additionally, the use of WhatsApp for farmer-centric advisory messages has enhanced communication, helping farmers adopt better agricultural practices.

The FPC plans to integrate the AI-powered Farmer.Chat app, enabling farmers to access real-time agricultural information at their fingertips and scale its business using data-driven strategies and enhanced member engagement. Leveraging digitization and data, Saharpada FPC aims to explore new business opportunities and set a benchmark for sustainable, technology-driven agricultural development.



- Streamlining indent collection through the eFARM application, the FPC sold 1,30,000 saplings —a 156% increase from the previous year.
- Customised advisory messages through Whatsapp has enhanced communication, helping farmers adopt better agricultural practices.



653
Shareholders
(100% women members)



₹ 4.6 Lakhs
Annual Business
Turnover
(2023-24)



Commodities
Vegetables
Soilless Nursery,
Finger millets,
Millet Powder



Promoted
and Supported by
**Centre for Youth and Social
Development (CYSD),**
Shree Anna Abhiyan (SAA)
& Digital Green



SWAYANGSAMPURNA WOMEN FARMERS PRODUCER COMPANY LIMITED

Jashipur and Karanja, Mayurbhanj



Empowering Business through Data-driven Decisions

Swayangsampurna Women Farmer Producer Company (SSWFPCL) Limited stands out as a model of empowerment and innovation, driven by its growing focus on digitisation and technology solutions. This all-women producer company specializes in vegetable cultivation, leveraging digital tools to streamline its operations and digitally empower its members.

Embracing advanced digital solutions, including an AI-powered farming advisory app developed in partnership with Digital Green, the FPC offers real-time crop advisory, market news, and weather updates, to members, enabling data-driven decisions. Additionally, PRADAN's Digital FPO Alert System ensures timely compliance and operational efficiency.

The FPC is actively trading on e-NAM, successfully marketing key crops like tomatoes and watermelons to RMC Udala and has established strong linkages with Big Haat and ORMAS Mandi for input procurement and marketing. Catering to regional markets such as Cuttack, Baripada, and Bhubaneswar, and even to larger markets in Tata, Jamshedpur and Kolkata markets.

Expanding its horizons, the FPC has established a retail store for agri-inputs in Jashipur and a butcher shop in Karanja, broadening its reach and services. With plans to diversify into paddy and cashew value addition, Swayangsampurna Women FPCL continues to exemplify resilience and innovation in women-led agribusiness.



HIGHLIGHTS



4808
Shareholders
(100% women members)



₹ 1.12 Cr
Annual Business
Turnover
(2023-24)



Commodities
Vegetable and paddy input seeds, pesticides, Non-timber Forest Produce (NTFP) products and Backyard Poultry and Goat



Promoted and Supported by
PRADAN under Agriculture Production Cluster (APC) project and Mission Shakti, Digital Green



- AI-powered farming advisory app offering real-time crop advisory, market news, and weather updates, enabling data-driven decisions.
- Digital FPO Alert System for timely compliance and operational efficiency.





FOOD PROCESSING & VALUE ADDITION

POST-HARVEST TECHNOLOGIES

VALUE ADDITION

INFRASTRUCTURE
DEVELOPMENT

AGGREGATION CENTRES

READY-TO-COOK
MILLET PRODUCTS

PACKAGING & BRANDING



JAIVIK SRI FARMERS PRODUCER COMPANY LIMITED

Nandapur, Koraput



Boosting Profits through Value Addition

Jaivik Sri Farmers Producer Company Ltd. (JSFPCL) in Koraput District has emerged as a model for food processing and value addition. With a focus on ginger, turmeric, millets, coffee, and paddy, the FPC integrates production, processing, and marketing, ensuring sustainable incomes for over 10,000 small and marginal farmers.

JSFPCL's notable initiatives include establishing millet threshers, graders, and ginger processing units for cleaning, grading, and preparing dry ginger. The adoption of Good Agricultural Practices (GAP) and organic cultivation has enhanced productivity and reduced reliance on middlemen. In 2023-24, the FPC marketed 3 MT of dry ginger, generating revenue of ₹1.29 crore.

Collaboration with partners like Shree Anna Abhiyan (SAA), Plant Lipid Pvt. Ltd., and others has enabled market expansion, including millet exports to Dubai. Additionally, JSFPCL promotes indigenous aromatic and non-aromatic rice, leveraging processing innovations and partnerships with women-led FPCs.

Future plans include establishing a large-scale ginger processing unit to target national and export markets. Convergence with the Horticulture Department and visits to EU countries highlight its commitment to global standards, making JSFPCL a beacon of agricultural excellence.



• **Leader of Value added products** - In 2023-24, the FPC marketed 3 MT of dry ginger, generating revenue of ₹1.29 crore; Millets exports to Dubai.

• **Diversified Product Portfolio and Organic Cultivation Practices.**



HIGHLIGHTS



1784 Shareholders



₹ 4.33 Cr Annual Business Turnover (2023-24)



Commodities Spices (Ginger and Turmeric), Millets, Potato, Coffee, Aromatic & Forgotten Rice



Promoted and Supported by PRAGATI, KORAPUT, NABARD and Shree Anna Abhiyan (SAA)



Awards & Recognition MFOI National Millet Promoter Award (2024) Brand of Odisha Pride of India Award (2022)



BHAIRABI WOMEN AGROPRODUCER COMPANY LIMITED

Sanakhemundi, Ganjam



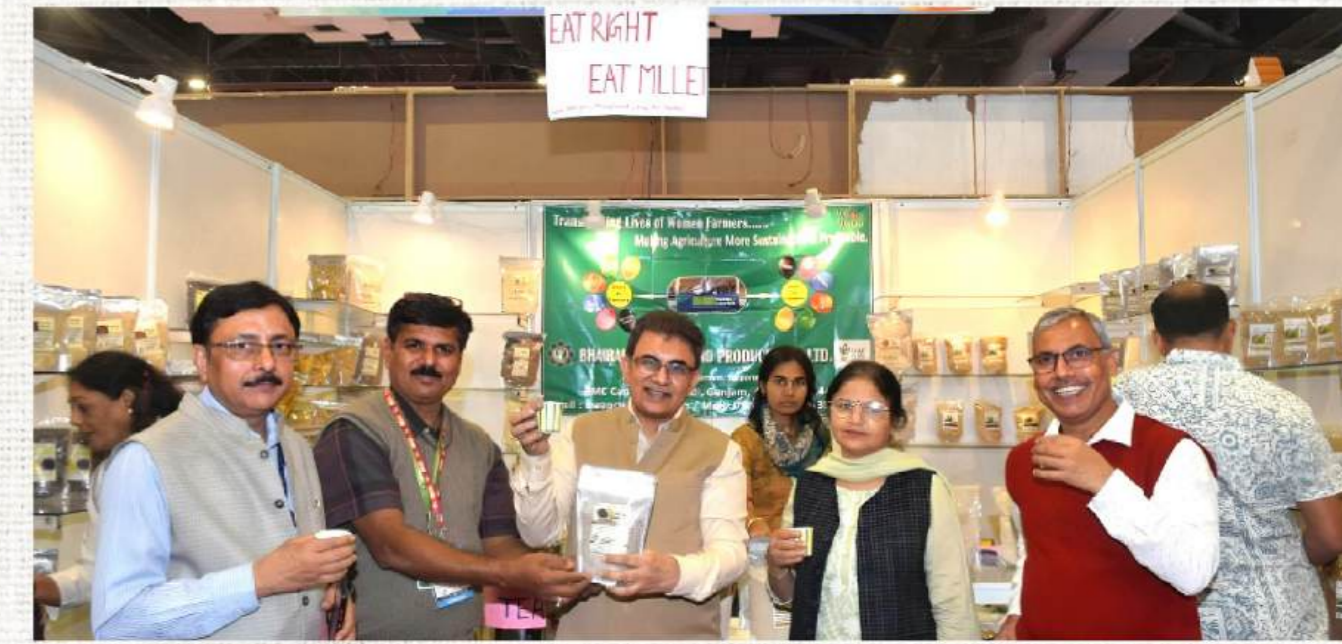
Pioneering Post-Harvest Management and Value-Addition

Established in 2016, Bhairabi Women Agro Producer Company Limited (BWAPCL) has become a trailblazer in empowering smallholder women farmers in Ganjam by pioneering post-harvest management. The FPC operates a 500 MT godown and three retail outlets under the "KrushakBhandar" brand, alongside a millet processing unit for ready-to-cook and ready-to-eat products. To further enhance its storage infrastructure, a modern cold storage facility is under construction at the RMC Campus in Dengadi.

BWAPCL's partnership with IRRI in 2022 revolutionized quality seed production, training 40 members in advanced agricultural practices and providing breeder seeds and licensing support. With IRRI's guidance, BWAPCL processed 40 tonnes of raw paddy, producing 35 tonnes of certified seeds, significantly benefiting member farmers.

The FPC also champions sustainable agriculture by promoting organic farming practices, integrating use of biofertilizers, vermicompost, and nutrient-rich inputs like Panchagavya, that increased yields of black rice.

Looking to the future, BWAPCL is gearing up to establish an "Agro-Processing Centre" near Dengadi with a vision to benefit 10,000 women farmers. This initiative aims to minimize post-harvest losses, enhance the marketability of produce, and increase farmers' incomes.



- 500 MT storage godown and three retail outlets under the "KrushakBhandar" brand, complemented by a millet processing unit producing ready-to-cook and ready-to-eat products.
- Partnered with IRRI to process 40 tonnes of raw paddy, yielding 35 tonnes of certified seeds, significantly benefiting member farmers.



HIGHLIGHTS



960 Shareholders (100% women members)



₹ 91.54 lakhs Annual Business Turnover (2023-24)



Commodities Black rice (60%), Black moong, Vegetables, Maize & Millets



Promoted and Supported by Small Farmers' Agribusiness Consortium (SFAC) and International Rice Research Institute (IRRI)





AGRI-ALLIED BUSINESS

- AQUACULTURE
- SHRIMP PRODUCTION
- BIO-FLOC TECHNOLOGY
- DAIRY PRODUCTION
- SUPPLY CHAIN MANAGEMENT
- VALUE-ADDED MILK PRODUCTS



ALARNATH FARMER PRODUCER COMPANY LIMITED

Bramhagiri, Puri



Embracing Technology for Aquaculture

Alarnath Farmer Producer Company Limited (AFPC) is transforming the lives of small and marginal farmers by promoting hybrid fish and shrimp seeds, fish feeds, medicines, and equipment. This FPC leverages technology to drive fish cultivation, feed production, and marketing to ensure sustainable farming practices.

With assistance from NABARD, AFPC established a floating fish feed production unit, providing farmers with high-quality feed and premium fingerlings at competitive prices to shareholders. Through convergence with the Pradhan Mantri Matsya Sampada Yojana (PMMSY) scheme, AFPC has enabled fish farmers to benefit from Bio-Floc Technology, improving water quality and boosting farm productivity.

The FPC also operates a live fish sales counter in Brahmagiri, offering fresh produce for local markets. Strong market linkages have been established for live fish and shrimp sales locally and in neighbouring districts, increasing farmers' income by 30-40% over the previous year.

AFPC has also set up a live fish sales counter at Brahmagiri, offering direct access to fresh produce. The FPC has built strong market linkages for live fish and shrimp sales locally and in neighbouring districts, boosting farmers' income by 30-40% compared to the previous year. Looking ahead, AFPC plans to expand its business activities by driving innovation and growth in aquaculture while also branching out into cashew marketing for its members.



• **Tech-Adoption in Aquaculture:** Floating fish feed unit providing high-quality feed and Bio-Floc Technology for enhanced productivity.

• **Direct sales through the Live Fish sale counter.**



HIGHLIGHTS



950 Shareholders



₹ 6 Cr Annual Business Turnover (2023-24)



Commodities
Live Fish, Shrimp seeds, Fish feeds, Medicines and equipment, and Cashew



Promoted and Supported by **NIGAM, NABARD and NABKISAN**



Awards & Recognition
Certificate of Appreciation from QUAT



AMRUTA DAIRY AND AGROVET FARMER PRODUCER COMPANY LIMITED

Raghunathpur, Jagatsinghpur



Women-Led Dairy Business

Amruta Dairy and Agrovet Farmer Producer Company Ltd. is a women-led dairy enterprise focused on Milk Value Addition through integrated processing and marketing. The FPC operates a 1000 sq.ft dairy processing unit equipped with modern machinery, including a Hybrid Solar Technology-based Bulk Milk Cooler supported by NABARD. This advanced facility processes, packages, and markets dairy products across Jagatsinghpur, Paradeep, Cuttack, and Bhubaneswar.

Women are the driving force behind this value chain at every stage—from production and processing to distribution and sales—ensuring empowerment and economic independence. The FPC procures a remarkable 2.5 lakh litres of milk daily from its dedicated women dairy farmers, who earn ₹2,000 per month by working just under two hours a day.

The dairy processing unit also supports Amruta Rural Mart at Kheras, Jagatsinghpur, Odisha. With plans to expand membership and diversify its product line, Amruta Dairy continues to uplift women farmers and strengthen the dairy sector in Odisha.



• State-of-the-art Dairy Processing Unit for milk and value-added dairy products.

HIGHLIGHTS



412 Shareholders (100% women)



₹ 52.42 lakhs Annual Business Turnover (2023-24)



Commodities Milk and Dairy Products (Cow Ghee, Khoa, Peda, Paneer & Rabidi)



Promoted and Supported by NABARD and SEEDS



Awards & Recognition Best Women FPO Award 2023 - by NABARD





INNOVATIVE BUSINESS MODELS

LOCAL ECONOMY
DEVELOPMENT

ECOSYSTEM
DEVELOPMENT

MARKET INTEGRATION

INNOVATION

EMPLOYMENT
GENERATION



PENDRANI KRUSHAK PRODUCER COMPANY LIMITED

Umerkote, Nabarangpur



Innovating for Farmer's Profitability

Pendrani Krushak Producer Company Limited (PKPCL) is revolutionizing agriculture through Project "MANDI" (Mainstreaming Agri-producers through Network and Development Initiatives). As part of the FPO hub, PKPCL has introduced innovative practices to improve input services, market access, quality assurance, and post-harvest management while connecting farmers to larger markets.

Satellite procurement centres ensure farmers can access maize markets within 5-6 km of their farms. Real-time spot prices from major markets like Raipur, Vizianagaram, Cuttack, and Kolkata are displayed on village price boards and announced through mic campaigns. Scientific maize storage in Odisha State Warehousing Corporation (OSWC) rental godowns, on-farm quality certification, door-step input delivery, and farm-level post-harvest management, Maize hedging via the National Commodity and Derivatives Exchange Limited (NCDEX) platform have been instrumental in PKPCL's success.

PKPCL has forged strong linkages with 77 institutional buyers, including ABIS and Godrej Agrovet, Cargill, ITC, Shallimar Pellets, etc., and exporting to Bangladesh. Looking ahead, PKPCL is scaling hybrid seed production for sweet and baby corn, venturing into dairy production, and focusing on improving irrigation infrastructure to drive sustainable growth.



- Satellite procurement centres, Real-time spot prices on village price boards, Door-step input services, scientific storage of Maize, Maize hedging via the NCDEX platform, and strong market linkages.



HIGHLIGHTS



1793
Shareholders
(48% women
members)



₹ 8.70 Cr
Annual Business
Turnover
(2023-24)



Promoted
and Supported by
**Access Development Services,
Bill & Melinda Gates
Foundation (BMGF)
and Mukhyamantri Maize
Mission (MMM)**



Awards & Recognition
**FPO Hub of Excellence (MMM)
Kisan Samruddhi Kendra (IFFCO),
FPO Impact Awards-Large category- 2023
(National Livelihoods India Summit 2024),
Elite partner (IFFCO-MC),
Best Channel Partner(DeHAAT),
Best Entrepreneurial Environment Award (NSTFDC)**



CHHEDLAGAN FARMERS PRODUCER COMPANY LIMITED

Lakhanpur, Jharsuguda



Streamlining Supply Chain and Markets for Business Growth

Chhedlagan Farmers Producer Company Ltd. (CFPCL) has seamlessly integrated climate-smart technologies for production and processing, along with value addition and branding, while establishing strategic market linkages to drive the economic growth of its members. Supported by the SELCO Foundation, CFPCL has transformed its operations with solar-powered solutions across seven processing units, cold storage facilities, and vehicles, ensuring uninterrupted functionality even in remote areas with erratic electricity.

CFPCL's climate-smart approach is strengthened through partnerships with organizations like NABARD, NABKISAN, and the Shree Anna Abhiyan (SAA). From millet, dal, to spices, the FPC's solar-powered processing units deliver premium, market-ready goods. Vacuum-sealed packaging under the "Adidhara Brand" not only elevates product appeal but also boosts farmer incomes. Solar-powered cold storage units reduce post-harvest losses by preserving the freshness of perishable goods, extending their market viability.

CFPCL's innovative approach streamlines the supply chain, enabling members to access both retail and wholesale markets with ease. Direct market linkages, complemented by platforms like e-NAM and NCDEX, have widened its market reach and secured better prices for produce.



- **Supply Chain:** Collaboration with SHGs to supply raw materials, including millet, which is processed into products like millet sattu, flour, and little millet for various channels, including canteens and e-commerce platforms as well as marketing through SHGs.

- **Direct Market Linkage**

- o Retail: Direct-to-consumer (D2C) sales make up 60% of the sales through retail distribution and events like melas, trade-fairs etc.
- o Wholesale distribution to NIT Rourkela, Bhubaneswar, and Sundergarh, and through online platforms like NCDEX and sale through traders, private buyers etc., accounting for 40% of its market reach.



HIGHLIGHTS



1020
Shareholders
(47% women members)



₹ 1.91 Cr
Annual Business
Turnover
(2023-24)



Commodities
**Vegetables, Millets, Pulses,
Brown rice, Turmeric
and Mustard Oil**



Promoted
and Supported by
**SEWAK, NABARD,
SELCO Foundation and
Shree Anna Abhiyan (SAA)**





TRANSFORMING LIVELIHOODS

INDIGENOUS COMMUNITIES

PRODUCTION CLUSTERS

SPICE VALUE CHAINS

SUSTAINABLE AGRICULTURE

POST-HARVEST MANAGEMENT



AGRAHICHASI PRODUCER COMPANY LIMITED

Golamunda, Kalahandi

PM NARENDRA MODI'S "MANN KI BAAT"

Agrahichasi FPO has transformed Kalahandi into a thriving vegetable hub, overcoming challenges of limited water and resources. Once marked by migration, the region now boasts over 200 farmers, including 45 women, cultivating 200 acres of tomatoes and 150 acres of bitter gourd. With an annual turnover exceeding ₹1.5 crores, their produce reaches markets across Odisha and neighbouring states. This success, driven by modern farming techniques and teamwork, highlights how determination and collective effort can bring transformative change. As they expand into potato and onion farming, these farmers continue to innovate and inspire.



Shri Narendra Modi
Prime Minister, India

Kalahandi's Vibrant Vegetable Hub: Reviving Agriculture Landscape and Livelihoods

Once marked by migration and adversity, Kalahandi has transformed into a thriving vegetable cluster with the relentless efforts of the Agrahichasi Farmer Producer Company (APCL). This farmer-led initiative has reshaped the agricultural landscape of Golamunda block by overcoming the challenges of limited water and resources through a cluster-focused approach.

APCL has introduced high-value crops such as tomatoes, chillies, and bitter gourd while empowering farmers with training and capacity building in adopting modern agricultural practices, post-harvest management, and enhancing market engagement. Today, more than 300 farmers, including 45 women, now cultivate 200 acres of tomatoes and 150 acres of bitter gourd, with their produce reaching markets across Odisha and neighbouring states like Chhattisgarh, Andhra Pradesh, and Jharkhand.

The FPC envisions expanding its membership to 750 farmers, diversifying into potato and onion cultivation, and adopting advanced technologies to enhance yields. Plans are underway to improve infrastructure, including storage and distribution facilities, and forge partnerships with digital platforms to strengthen market access and sustain this agricultural transformation.



- A 350+ acre vegetable cluster boosting the local economy and increasing women's participation in agribusiness.
- FPC members reported a 50% increase in income, significantly reducing migration through high-value crop cultivation.

HIGHLIGHTS



305
Shareholders
(40% women members)



₹ 1.08 Cr
Annual Business
Turnover
(2023-24)



Commodities
Vegetables
(Tomatoes, Bitter gourd
and Chillies)



Promoted
and Supported by
**Mahashakti Foundation
and NABARD,**
Agriculture Production
Cluster (APC)



Awards & Recognition:
**Honourable Prime Minister
Narendra Modi**
highlighted APCL's success
in his "Mann Ki Baat"
program



PATTAKHANDA TURMERIC FARMER PRODUCER COMPANY LIMITED

Baliguda, Kandhamal



Spice Value Chains - Turmeric fostering Tribal Livelihoods

Pattakhanda Turmeric Farmer Producer Company Ltd. (PTFPCL) is dedicated to improving the livelihoods of Kandh tribal farmers through sustainable and organic turmeric cultivation. Specializing in the production and marketing of premium-quality, high-curcumin turmeric known for its medicinal properties, the FPC offers comprehensive support to its members, including input supplies, branding, packaging, and marketing services.

The FPC's efforts are bolstered by partnerships with AMD Germany, APEDA, and the Spice Board, which provide technical assistance to establish scientific production practices and ensure adherence to international quality standards. By adopting a value-chain development approach, it ensures access to lucrative markets for processed turmeric, enhancing tribal farmers income. Its premium turmeric has reached international markets, with exports gracing European shelves.

Looking ahead, Pattakhanda Turmeric FPC aims to scale up its operations by enhancing processing capacities, strengthening branding, and improving packaging to meet global quality standards. This will drive increased sales of processed turmeric in both domestic and international markets. The FPC stands as a powerful example of how collective action can unlock significant economic opportunities for tribal communities.



- Scientific turmeric production and value chain development adhering to international quality standards.
- Export of premium-quality, high-curcumin turmeric to European Markets.

HIGHLIGHTS



350
Shareholders
(40% women members)



₹ 30 lakhs
Annual Business
Turnover
(2023-24)



Commodities
Turmeric



Promoted
and Supported by
**Darabar Sahitya Sansad (DSS)
and NABARD**



Awards & Recognition:
**Selected by
AMD Germany for
Training on Scientific
Production of Turmeric**



SABUJA SANATANPALI FARMER PRODUCER COMPANY LIMITED

Jujomora, Sambalpur



Flourishing through Floriculture

Sabuja Sanatanpali Farmer Producer Company Limited (SSFPCL), formed in 2021 in Jujomora block, Sambalpur, Odisha, is pioneering on floriculture—a sector with immense untapped potential in the state. SSFPCL leverages technology to empower 1,450+ farmer members, with over 50% being women, through modern agricultural practices, working in diverse value-chains such as Floriculture, Oilseeds, Pulses, Paddy and a variety of vegetables and through adoption of sustainable post-harvest management practices.

The FPO's model integrates advanced scientific techniques and strategic partnerships to boost profitability. The FPO has recently signed a MOU with the Council for Scientific and Industrial Research (CSIR) - National Botanical Research Institute (NBRI), Lucknow with an endeavour to promote scientific research in floriculture, enhancing crop diversity, understanding plant-environment interactions, and applying biotechnological approaches for plant improvement, with a focus on economic viability. SSFPCL has also implemented solar-powered cold storage facilities under a public-private partnership (PPP) model, reducing post-harvest losses and ensuring premium quality flowers for institutional buyers like Reliance Fresh.

SSFPCL's innovative business model exemplifies how floriculture can drive rural prosperity. Their efforts are not just limited to innovative floriculture but also involve building strong linkages with market players and utilizing modern infrastructure to make floriculture a profitable venture.



- Sabuja Sanatanpali FPO is the FPO with highest matching equity grant (₹14,59,000) received under the CSS 10,000 FPO scheme, in two rounds.
- First FPO in Odisha to collaborate with CSIR-NBRI, leveraging advanced biotechnology to adopt climate-smart floriculture practices and achieve profitability within two years of formation.
- Solar-powered cold storage facility for efficient post-harvest management, minimizing losses and improving market access.

HIGHLIGHTS



1450
Shareholders
(55% women
members)



₹ 34 lakhs
Annual Business
Turnover
(2023-24)



Commodities
**Floriculture (Marigold & Roses),
Vegetables (Cabbage, Broccoli, Okra),
Paddy, Mangoes, Guava,
Mushroom and Dairy Products.**



Promoted
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