

## Success Stories

### KANDI AREA FED FRUITS AND VEGETABLE PRODUCER COMPANY LIMITED

The Kandi Area Fed Fruits and Vegetable PCL was registered in November 2021 in Kashmir. The FPO has 300 members of which 41 are women. The CBBO is Indian Agribusiness Systems Ltd. (Agriwatch) and IA is NAFED.

<b>Year of Registration</b>	2022	
<b>State</b>	Punjab	
<b>District</b>	Hoshiarpur	
<b>Block</b>	Mahilpur, Garhshankar, Dasuya, Tanda, Bhunga	
<b>CBBO</b>	Agriwatch	
<b>Shareholder Farmers (Nos)</b>	300	
	<b>Small Farmers:140</b>	<b>Marginal Farmers: 160</b>
	<b>Women Farmers:41</b>	<b>Tribal Farmers: 0</b>
<b>State Category</b>	Plain Area	
<b>Share Capital (INR- Lakh)</b>	1.1	
<b>Business Activities (Summary)</b>	Sale of Honey worth 26 Lakh	
<b>Area of Success*:</b>	Market Linkage and Raw Material sales	
<b>Board of Directors</b>	<b>Male:5</b>	<b>Female:1</b>

#### i. Background

Hoshiarpur, one of the oldest districts of Punjab, is located in the Northeast part of the Punjab state and shares common boundaries with the Gurdaspur district in the northwest, Jalandhar, and Kapurthala districts in the south-west, Kangra and Una districts of Himachal Pradesh in the north-east. Hoshiarpur district comprises 4 sub-divisions, 10 community development blocks, 9 urban local bodies, and 1417 villages. The district has an area of 3365 sq. km. and a population of 14,80,736 persons as per the census 2001

The marketing infrastructure for agricultural produce has been concentrated in and around five principal Agricultural Market Centres located in Hoshiarpur, Mukerian, Tanda Urmur, Dasuya and Garhshankar towns. Whereas, the rural credit Agencies have fully developed infrastructure and widespread network in terms of coverage through rural cooperative societies.

In the Hoshiarpur district net sown area is 60 percent of the total geographical area of the district and out of this 85 percent is irrigated with 170 cropping intensity compared to 188 for the state as a whole. Half of the cultivators are marginal and small farmers, having land holdings of less than 2 acres. There is inter-block variation in the area irrigated. In Kandi blocks (Talwara, Bhunga, Garhshankar, and Manipur) only one-fourth of the area is irrigated. Wheat, rice, and maize are the main crops sown in the district. The productivity of major crops is much lower in the district than the state average. The land productivity measured by the value of 45 crops is the lowest in the district among all the districts. Factors responsible for lower productivity are the lack of irrigation facilities and the degradation of land in the Kandi area due to soil erosion. The size of land holdings is another problem causing lower productivity. The problem of soil erosion and water loss is more acute in the Kandi area of the district where severe erosion occurred due to undulating topography and erratic

behaviour of the rainfall. The total annual rainfall is about 1125 mm but 80 percent of this rain is received during three months of monsoon. This results in high runoff. The high velocity aggravates the problem of serious soil erosion.

## **ii. Focus Areas**

The Kandi Area Fed Fruits and Vegetable PCL was established and registered under the Company Act of 2013, (Subsection 2 of Section 7, Amendments in Company Act 1956, New Rules as per 2013) on 9<sup>th</sup> November 2021. The main aim of this FPO was to strengthen farmer capacity by ensuring enhanced productivity through agricultural best practices and market accessibility.

The FPOs will be covering special Fruits and vegetable crop growers (Organic) and the primary marketable crop is Fruits and Vegetables. This section should include the information related to the focus areas of the FPO relevant to the member farmers.

## **iii. Strategic Interventions undertaken**

Kandi Area Fed Fruits & Vegetable Producer Company Limited (KAFF&VPCL) was mainly focused on organic fruits and vegetable crops and this product Hoshiarpur district villages are involved in growing fruits and vegetable crops and processing Honey, Jaggery, Turmeric, and Fruits and Vegetables.

## **iv. Success Mantra**

As a result of the interventions of the FPO, there have been marked improvements in the volume as well as the quality of fruits being produced. There is increased awareness about the benefits of modern techniques of farming vis-a-vis the traditional ones. A structured schedule has been drawn to cover the required crop management operations in a timely manner, thus avoiding undue delays. Peer learning has also helped to widen the farmers' horizons.

The FPO has been instrumental in providing an alternative remunerative channel to the farmers by eliminating the chain of intermediaries in marketing

## **v. Benefits of the scheme**

This scheme should focus on benefits availed under the "Central Sector Scheme for Formation and Promotion of 10,000 Farmer Producer Organizations (FPO's)" leading to the program's uptake. These benefits include but are not limited to: Impact of matching equity grant received, or credit availed under the credit guarantee facility.

## **vi. Convergence with other Central and State government schemes**

FPO has not applied under any scheme to date.

## **vii. Way forward**

Going forward the FPC to diversify into value-added products and set up a processing plant and market linkage link companies. There was a FPO income increase and more profits.

viii. Glimpse of Board Meeting held in Hoshiarpur



ix. Important Name and Contact Number

- FPO Name: - **Kandi Area Fed Fruits and Vegetable Producer Company Limited**
- BOD Name: - **Manjit Singh (8847578033)**
- Contact Number: - **9876877377**
- CEO: - **Navjot Kaur**
- CBBO Point of contact: - **Mr.Kamaljit Singh Suri (9888477222)**