

Soron Farmer Fed Producer Company Ltd.

Year of Registration	2020-21
State	Uttar Pradesh
District	Kasganj
Block	Soron
CBBO	Bhartiya Samraddhi Investment & Consulting Services Ltd.
Shareholder Farmers (Nos)	611
	Small Farmers: 207 Marginal Farmers: 310
	Women Farmers: 94 Tribal Farmers:
State Category	Plain Area
Share Capital (INR- Lakh)	14,40,000/-
Business Activities (Summary)	Facilitation of Agri Input
Area of Success*:	Farmers mobilisation & Input Sell
Board of Directors	Male: 9 Female: 1

Background

The soron block is the interior region of the district. The majority of the farmers in the block are facing challenges in accessing agricultural technology, and market access. Higher dependency on agriculture coupled with poor infrastructure facilities, a long chain of middlemen, poor price realization and challenges in access to the market are some of



the key challenges. Soron Farmer Fed Producer Company Ltd (SFFPCL) came into existence to overcome the above-addressed challenges. The FPO is promoted under INM being implemented by NAFED with technical support from BASICS Ltd. The main focus is to promote income through organic farming. The SFFPCL deals with the following key crops- Wheat, Paddy and Maize.

Focus Areas

The key focus of the FPO is on organic farming. Organic production is a lengthy process and it requires dedicated efforts to convert into organic

farming. Keeping in view of various challenges faced by farmers in the region the FPO has obtained all the required licenses for input purchase and sales. This will not only enable FPO to provide quality input at a reasonable rate but also enable FPO to have a strong relationship with its member farmers. SFFPCL has taken demonstration from hybrid Maize seed from Pioneer Seeds. The FPO started selling hybrid maize seed procured from Pioneer. All farmers practise organic agriculture production without using any chemicals. They all are using bio-fertilizer and bio-pesticide. A total of 18 farmers benefitted from the demonstration of maize. The FPO planned to provide a demonstration to other farmers on bio-fertilizer and bio-pesticide with the help of KVK and the Agri department.



Meanwhile, FPO achieved a sum of Rs. 16.35 Lakh as turn-over till June 2022. It's a great achievement for any newly registered FPOs.

Strategic Interventions undertaken

FPO focused to achieve its objectives by using collectivization techniques/methods and participating for the benefit of its shareholders.

- FPO started a village-level promotional campaign for increasing its shareholder through the dissemination of the FPO concept.

- BASICS conducted a series of training programs for the Board of Directors/CEO and accountant on the different modules as provided by BIRD-Lucknow. The BoDs have a clear mindset on increasing their income through organic cultivation. BASICS team also contacted some organic certifier agencies for certification purposes.



- Right-now FPO has a total share capital of Rs 14.40 lakh. This good amount of paid-up capital boosted BoDs capacity. They started input business shop at village Pachlana block Soron of district Kasganj. FPO established input shops facilitation Agri inputs like Fertilizers, High yielding seeds, bio-fertilizer, and bio-pesticide to the farmers based on the demand.

Success Mantra

FPO with the support of CBBO has received technical guidance on availing different licenses to work in the field. Due to that FPO stands for a good business transaction.

- Market intelligence to connect with qualitative hybrid seed providers like a pioneer.
- FPO also connects with local governance and puts stalls at the district level so that it can come to the notice of the mass community.
- Assured market linkage is helping farmers avoid distress



sales in the hand of intermediaries and the local market. Mandi Licence availed for output procurement. Recently we connect with ITC and Agri Bazar to procure maize.

Recognition

The FPO is appreciated by local district officials during the monthly meeting.

Benefits of the scheme

The FPO received the first tranche of the equity Grant Fund (EGF) of Rs. 4.30 Lakh on the 1st of January 2022. They didn't stop here they continued to increase its shareholders and applied for 2nd trench EGF of Rs 5 Lakh. The EGF is under the "Central Sector Scheme for Formation and Promotion of 10,000 Farmer Producer Organizations (FPOs)".

Convergence with other Central and State government schemes

For storage purposes, a mini seed godown construction is going on with the subsidy of 3.5 lakh

Lessons learned

- The FPO has the potential to work on collectivization as well as on organic farming.
- FPO is now on the stage to bargain in selling their produce.
- BoDs are noticing that schemes are their door through FPO.
- Reducing unnecessary involvement of the middlemen.
- The FPO model is creating a huge improvement in the socio-economic condition of small and marginal farmers with their increasing participation in the decision making thus making them empowered.

Way forward

Going forward the FPO to diversify into value-added products and set up a processing plant under AIF (Agriculture Infrastructure Fund) and avail Credit guarantee Fund.