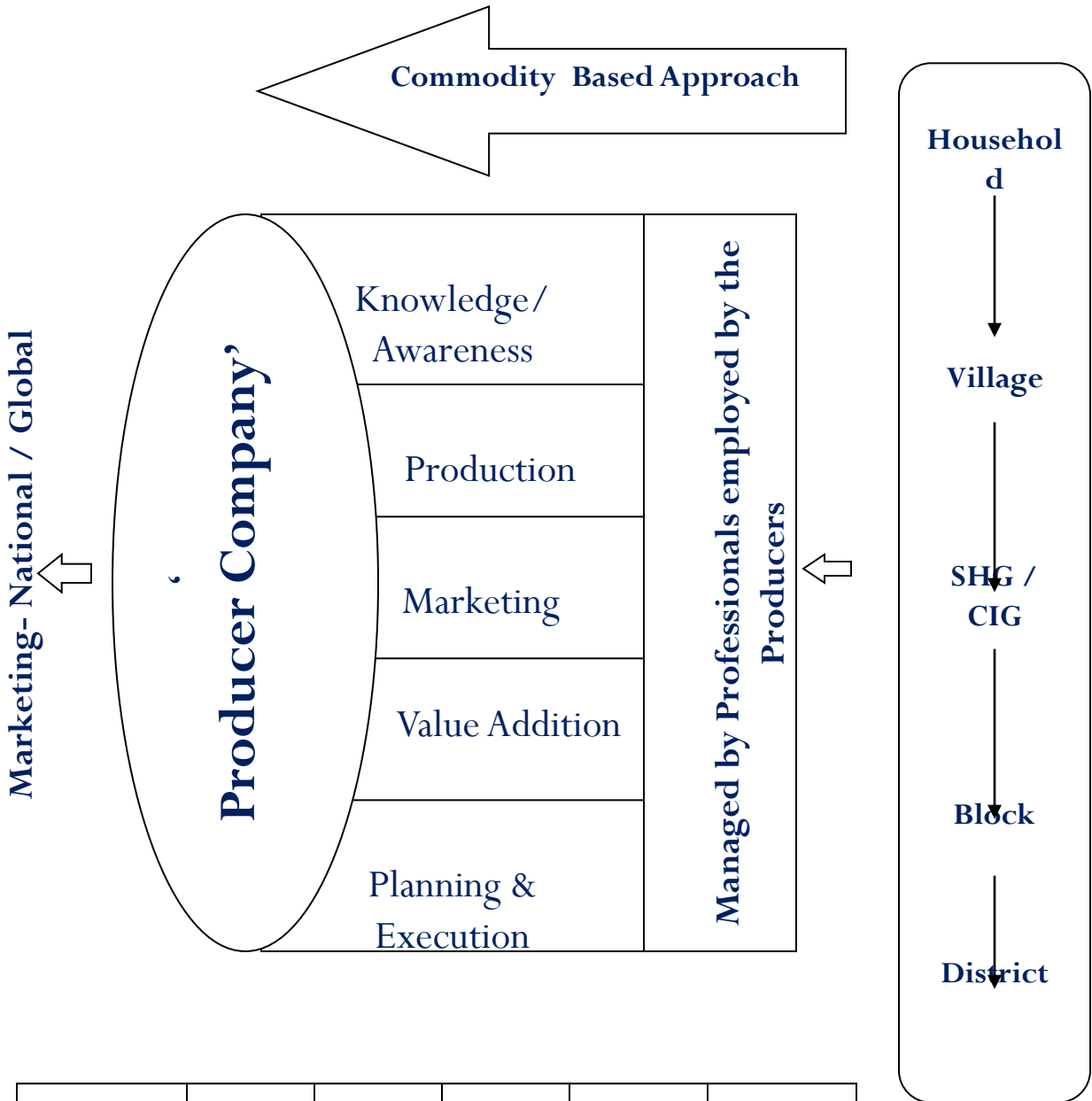


Farmer Producer Companies

Thiru Anil Meshram, IAS,
Director, Agriculture Marketing and
Agribusiness

Present Structure of Intervention from a Commodity Perspective



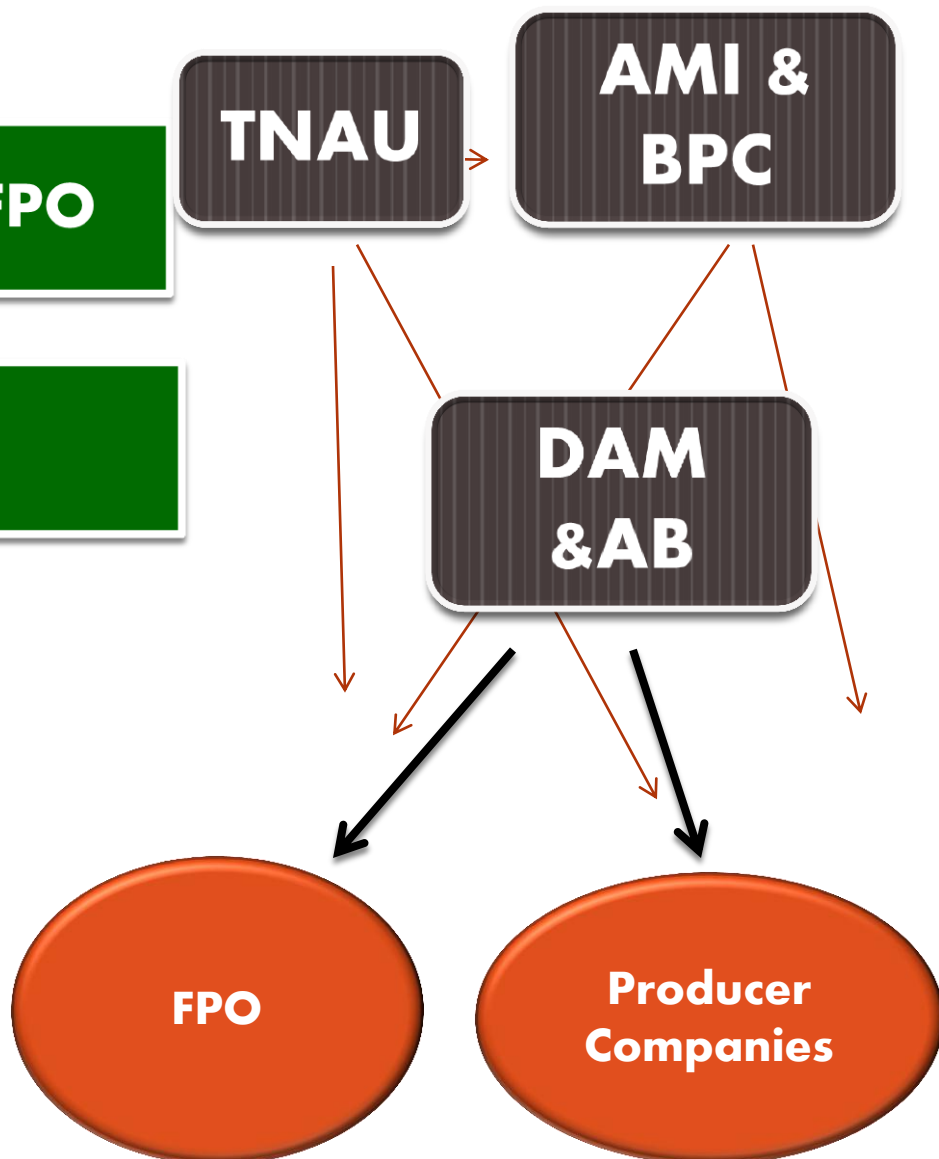
Efficiency	Economies of scale	Capital Intensity?	Technology Intensity?	Management Control	Ownership Control
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AMI BPC - Field market extension Promotion unit

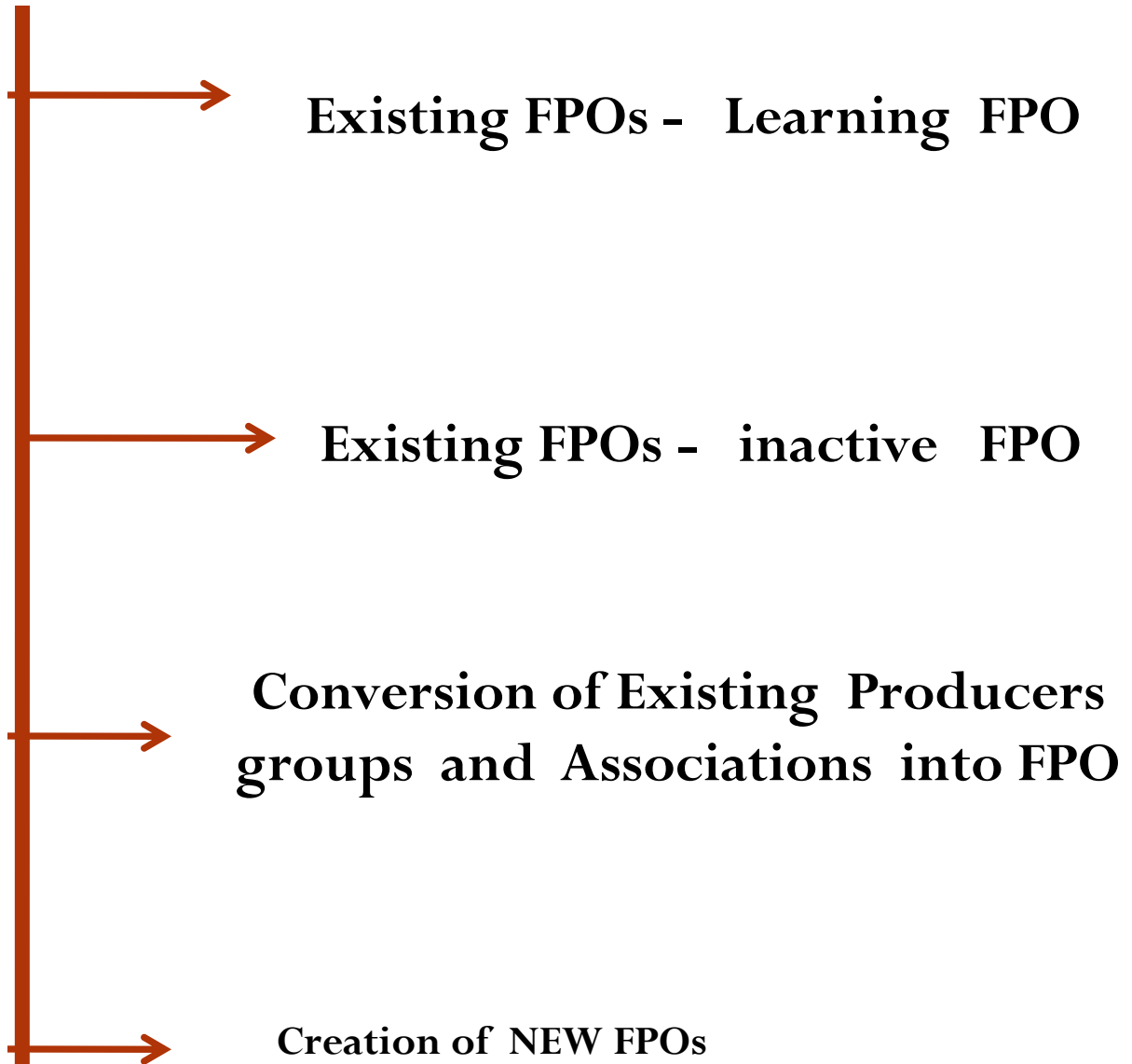
Facilitate the farmers

Establishing FPO

Producers companies



Action Plan for Establishing and Sustaining the Existing FPOs in Tamil Nadu



Existing FPOs

Quick assessment by
SFAC, AMI BPC and
DDABs

Existing FPOs - Learning FPO

Existing FPOs - Defunct - FPOs

Detailed assessment of Issues

Solving the Issues

Business Plan Development

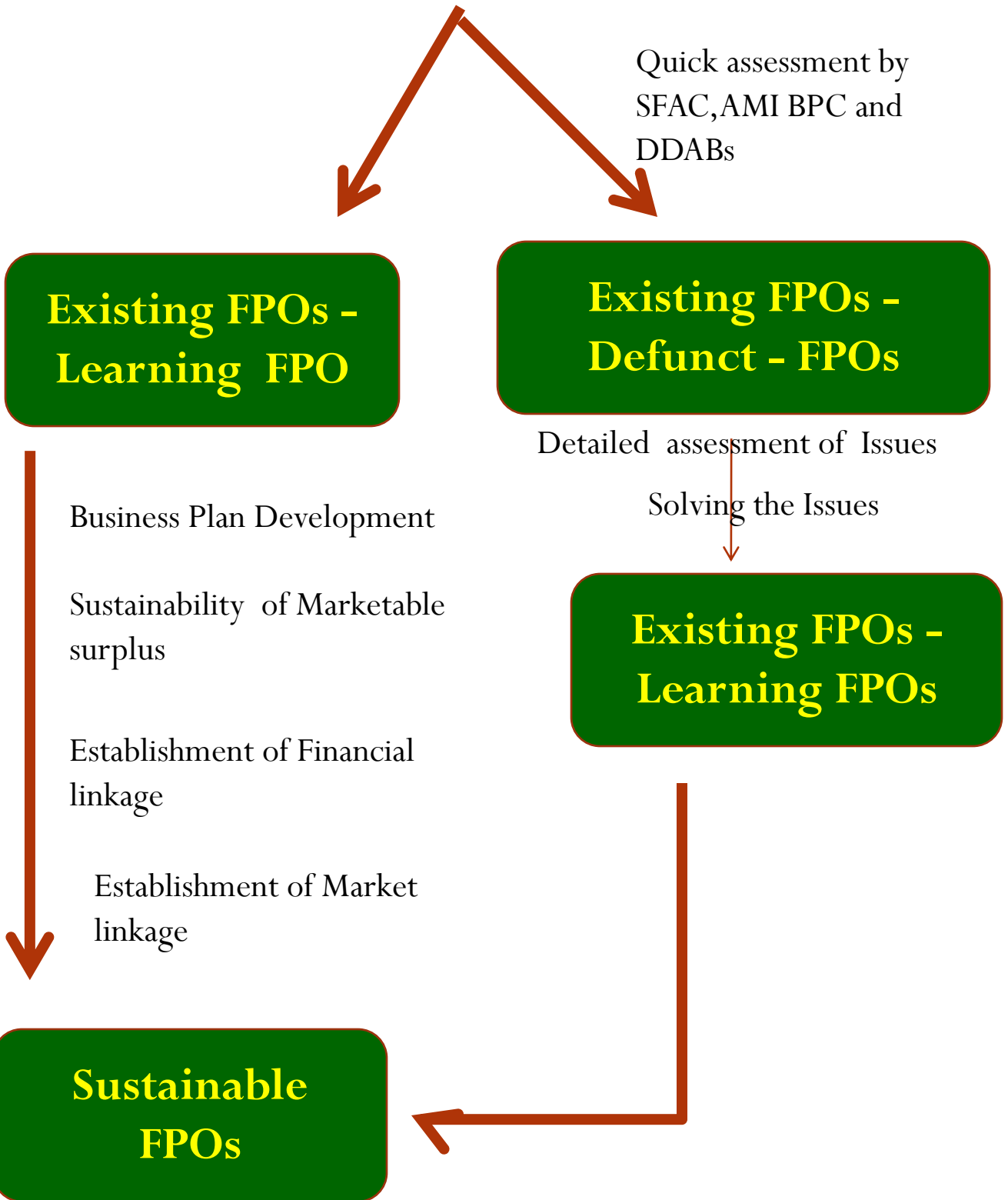
Sustainability of Marketable
surplus

Establishment of Financial
linkage

Establishment of Market
linkage

Existing FPOs - Learning FPOs

Sustainable FPOs



Establishment AMI & BPC at Trichy

Awareness creation – technical Officers (TNAU _SWC & AMI BPC)

Awareness creation – Farmers and Farmers groups (DDABs Uzhavar Peruvizha)

Identification of Production Clusters

Existing Producer Associations/ Groups

Coconut Producer Society -Theni

Organic rice producer
Kumbakonam

Flower producer Association - Sathy

Pre project
implementation stage

Enhancing Production
Capacity stage

Pre formation stage of
FPO

FPO formation stage

FPO Establishment Stage

Converting producers association in to FPOs

Implementation of Business Plan

Phase out system

Sustainable FPOs

Production Clusters

S.No	Commodity	Clusters	Expected FPOs
1	Coconut	Pollachi Theni and Pudukkottai	3
2	Cashew	Panruti	1
3	Flowers	Thovalai, Nilakottai, Sathy* and Srirangam	4
4	Banana	Theni*, Gobi, Trichy ,Alangudi and Tuticorin	4
5	Turmeric	Erode and Salem	3
6	Mango	Dharmapuri* Krishnagiri* and Kanyakumari	2
7	Guava	Ayakudi*	1
8	Onion	Thathiyankarpet, Oddanchatram, Perambalur, udumalpettai	3
9	Vegetables	Oddanchatram, Palacode, Hosur, Thalaivasal , Viluppuram, Panruti, Coimbatore, Ooty and Trichy	10
10	Gloriosaa	Moolanur	1
11	Medicinal Plants	Salem	1
12	Cut flowers	Coonoor, Yercaud and Kodaikanal	3
13	Peri Metro Project	Chennai, Coimbatore	2
14	Organic Rice	Thenkasi and Tanjore	2
15	Sheep and Goat	Namakkal and Karur	2





प्रारूप 1
पंजीकरण प्रमाण-पत्र

कॉर्पोरेट पहचान संख्या : U01403TN2013PTC091326

2013 - 2014

मैं एतद्वारा सत्यापित करता हूँ कि कैसल

RAJAPALAYAM PRECISION FARMERS PRODUCER COMPANY LIMITED

का पंजीकरण, कम्पनी अधिनियम 1956 (1956 का 1) के भाग 9क के अधीन आज किया जाता है और यह कम्पनी प्राइवेट लिमिटेड है।

यह निगमन-पत्र आज दिनांक चौबीस वई मे हजार तेरह को चैन्नई में जारी किया जाता है।

Form 1
Certificate of Incorporation

Corporate Identity Number : U01403TN2013PTC091326

2013 - 2014

I hereby certify that RAJAPALAYAM PRECISION FARMERS PRODUCER COMPANY LIMITED is this day incorporated under Part IXA of the Companies Act, 1956 (No. 1 of 1956) and that the company is private limited.

Given at Chennai this Twenty Fourth day of May Two Thousand Thirteen.

Registrar of Companies, Tamil Nadu, Chennai, Andaman and Nicobar Islands
कम्पनी रजिस्ट्रार, तमिलनाडु, चैन्नई, अंदमान और निकोबार द्वीप

*Note: The corresponding form has been approved by C M Karlmarx, Assistant Registrar of Companies and this certificate has been digitally signed by the Registrar through a system generated digital signature under rule 5(2) of the Companies (Electronic Filing and Authentication of Documents) Rules, 2006.
The digitally signed certificate can be verified at the Ministry website (www.mca.gov.in).

कम्पनी रजिस्ट्रार को संबोधित अधिलेख में उपलब्ध पताकार का पता :
Mailing Address as per record available in Registrar of Companies office:
RAJAPALAYAM PRECISION FARMERS PRODUCER COMPANY LIMITED
8 B, SUBBARAJA MADAM STREET, RAJAPALAYAM - 626117.

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Given at Chennai this Twenty Fourth day of May Two Thousand Thirteen.

Signature Not Verified
Digitally signed by Henry Richard
Date: 2013.05.24 17:59:36
GMT+05:30

Registrar of Companies, Tamil Nadu, Chennai, Andaman and Nicobar Islands

कम्पनी रजिस्ट्रार, तमिलनाडु, चैन्नई, अंदमान और निकोबार द्वीप

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Status of farmer producer companies at the district level

Sl.No.	District	Name of the Company / Commodity	Status
1.	Coimbatore	1.Vellingiri Uzhavar Producer Company Ltd., (Vegetable and coconut) 2. Producer company on Tender coconut	Incorporated Members : 175 Share Capital : Rs.17,50,000- Group formation in progress
2.	Cuddalore	Nil / Ground Nut, Cumbu	Farmer Group consolidation Process is being done
3.	Dharmapuri	Pennagaram Millet Producer Company Ltd., / Millets	Consolidation of 50 groups in progress
4.	Dindigul	1.Aayakudi Guava Growers Association /Guava 2.Ottanchaththiram Vegetable Producer Company Ltd./ Moringa	On the verge of Incorporation Members : 65 Share Capital : Rs. 3,50,000- Members : 60 Share Capital : Rs. 5,00,000-
5.	Kancheepuram	Vegetable Peri metro clusters / Vegetable	Integration and consolidation of vegetable clusters
6.	Karur	1.Nachchalur Precision Farmers Producer Company Ltd., 2.Nadayanur Producer Company Ltd.	Incorporated Members : 125 Share Capital : Rs. 31,25,000- Members : 124 Share Capital : Rs. 12,40,000-

9.	Virudhunagar	1.Rajapalayam Precision Farmers Producer Company Ltd./ mango 2. Producer company on chillis	Incorporated Members : 55 Share Capital : Rs.11,00,000- Conceptual stage
10.	Madurai	1.Producer company on Flowers	Conceptual stage
7.	Nilgiris	11. Krishnagiri	Producer company on mango Formation stage Members : 150
12.	Thoothukudi	Producer company on Moringa	Conceptual stage
13.	Perambalur	Producer company on Maize	Formation stage
14.	Pudukottai	Aranthaangi Coconut Producer Society	Formation stage Members : 810
8.	Theni	15. Thanjavur	1.Cholai Organic Vegetable producer company Ltd./Organic vegetables 2. Chola mandala Organic Rice Producers Company Ltd./organic rice
16.	Tirunelveli	Producer company on Organic Lemon	Formation Stage Members : Share Capital : Rs,5,00,000-
17.	Thiruvallur	NallaKeerai Producer Company Ltd./Vegetables	Formation stage Integration and consolidation of vegetable clusters in progress
18.	Namakkal	1.Namagiripettai Vegetable Growers Federation/Vegetables 2. Mohanur Banana Producer Company./banana	Formation Stage Members : 213 Share Capital : Rs.2,13,000- Formation stage
19.	Thiruvallur	Rice fallow cotton Producer company	Formation Stage Members : 50 Share Capital : Rs.5,00,000

Workshop on Market Led Extension and Farmer Producer Organisation at Sangam Hotel, Trichy 04.06.13



Workshop on Vegetable cluster initiatives and Farmer Producer Organizations at TNAU, Coimbatore on 24.07.2013



Action plan

- **Facilitate formation of 100 FPO along with DAM&AB**
- **Increase the number of farmers in FPO**
- **Facilitate Resource Institution Intervention in FPOs**
- **Steps to be initiated to develop Common ICT intervention like networking ,financial management etc and Business Plan for FPOs**
- **Two more regional workshops at Salem and**

Dissimination of Market Advisories

**Agro Market Intelligence and
Business Promotion Centre
(AMI & BPC)**

e – Resource division

**Back office
at TNAU**

Crop & Market advisories



AMI & BPC

Market advisories

Market information

SMS

Web based

**Conventional Mass
Media**

**Commodity
Groups**

FPO

**Other
stake
holders**

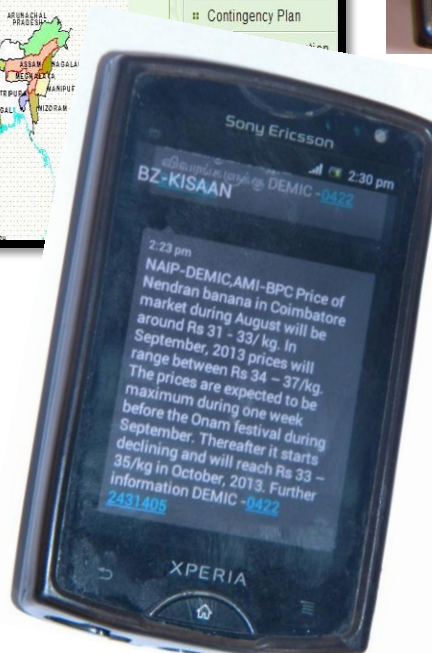
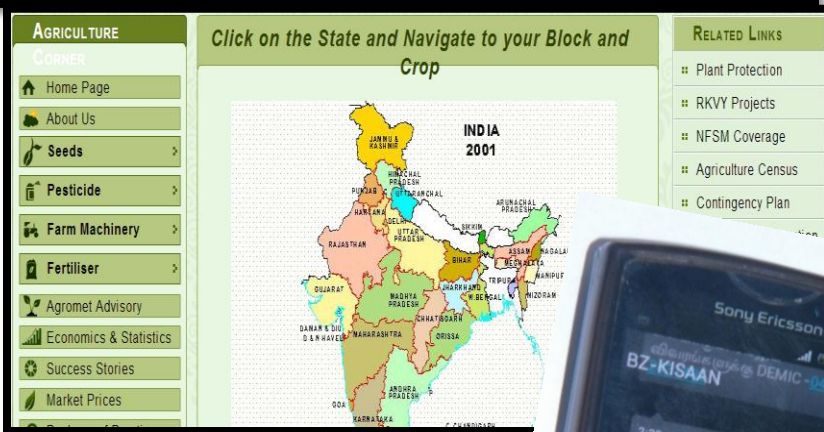


Progress

- **Established Back office of AMI&BPC at TNAU**
- **Market advisories – 17**
- **Daily Market Information: 22nd April 13**
- **SMS based market Intelligence advisories delivered to 3 lakh farmers**
- **17 AMI BPC news letter was developed and disseminated**

Progress

- **SMS** based market Intelligence advisories delivered to **3 lakh FCMS farmers**



Progress

- 17 AMI BPC news letter was developed and disseminated



News Letter

Farmer Producer Company / Organization

What is a Producer Company?

The Producer Company (PC) is a legal institution, registered under Company Amendment Act 2002. It gives primary producers the flexibility to organize themselves as a normal company but on the basis of a one man-one vote principle.

In a Producer Company, only persons engaged in an activity connected with, or related to, primary produce can participate in the ownership. The members have necessarily to be the 'primary producers'. Primary produce has been defined as a produce of farmers arising from agriculture including animal husbandry, horticulture, floriculture, pisciculture, raising and farming plantation products: produce cottage industries: by - products of such products;

A producer company is a hybrid between combines the benefits of a cooperative enterpris members of the Company are the shareholders a run professionally through the appointed Board, CI



News Letter

பருத்திக்கு நல்ல விலை கிடைக்கும்

DEMIC ஆராய்ச்சி முடிவுகள் படி சீனா மற்றும் அமெரிக்காவில் கணிக்கப்பட்டுள்ள குறைந்த உற்பத்தி, சீனாவின் அதிக இருப்பினால் எதிர்பார்க்கப்படும் குறைந்த ஏற்றுமதி மற்றும் முக்கிய நுகர்வு நாடுகளில் குறைந்த இருப்பு ஆகிய காரணங்களினால் பருத்தி விலை 2014, ஜனவரி-பிப்ரவரி மாதங்களில் குவிண்டாலுக்கு ரூ.4800-5100 வரை இருக்குமென்று கணித்துள்ளது. ஆகவே விவசாயிகள் ஆவணி - புரட்டாசி பட்டத்தில் பருத்தி பயிரிட அறிவுறுத்தப்படுகின்றனர்.

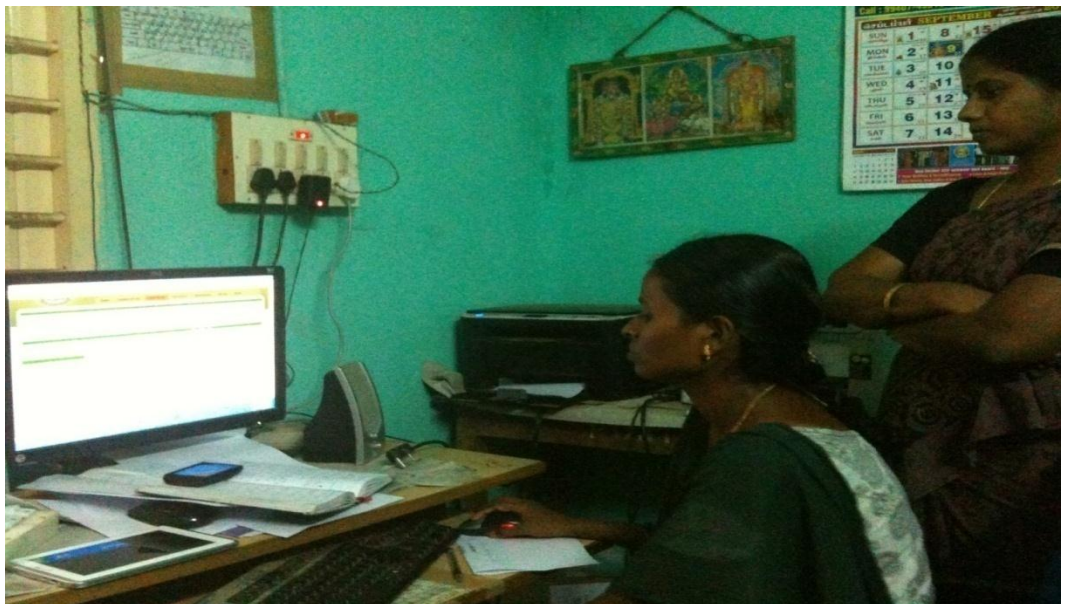
Progress

Special lectures were delivered on Role of AMI BPC and use of Market Intelligence advisories in various stakeholders meetings



Progress

- Preliminary discussion with selected FCMS block level officials to conduct MI trainings



Progress

- Quick impact survey on utility and reach of SMS delivered to Farmers

Details of Farmers Feedback

S.NO	IMPACT OF FARMER'S	Details	%
1.	Sample Size (Number of farmers)	50	
2.	Number of farmers responded	38	76
3.	Number of farmers not responded	12	14
4.	Number of Farmers received and read SMS content	36	95
5.	Number of Farmers received and not read SMS content	2	5
6.	SMS Delivered Only in English	4	11
7.	SMS Delivered Both in English and Tamil	34	89
8	Better timing for SMS delivery		
	1) Morning	21	55
	2) Any time	17	45
9	Frequency of SMS delivery		
	1) Daily	0	
	2) Weekly	31	82
	3) Seasonal	7	18
10	Usefulness of MI		
	Useful	38	100
	But need More information (All crops)	14	
	But need More information (particular crops)	7	
	Plant Protection details	1	

Action plan

- **Increasing the reach out nearly Thirty lakh farmers through SMS gateway**
 - **FCMS Database**
 - **Peri-metro vegetable cluster farmer mobile database**
- **One day training - the officials and progressive farmers in the pilot FCMS intervention blocks**
- **Speed up the activities e resource division Back office**
- **Impact study**

Proactive role in Value Addition and Marketing

- Supporting Agri-preneur through SFAC- Venture Capital Assistance
- Entrepreneur development Programme – NMFP
- Support to Agri-preneur- NMFP
- Food Processing Incubators cum training centres – Trichy and Pollachi
- Banana Ripening Chamber Complex – Trichy ,Theni
- Support to Commodity Aggregators
- Terminal Market complex
- Perishable market Improvement – Hub and Spoke model
- Up gradation of Rural Sandies

Benefit Tracking System

- Initiated the automation and benefit tracking system
 - 20 regulated market in pilot basis

Thank You