

Exploring the role of a producer organization in the development sector:

A case study of Ram Rahim Producer Company, Bagli, Dewas (Madhya Pradesh)

Submitted to



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Introduction

- Farmer Producer organizations can be defined as groups of farmers who voluntarily form legally registered associations aimed at promoting economic gain by improving access to markets, finance, and technology
- Its main goal is to increase the bargaining power of smallholder farmers and improve their livelihoods through collective action.
- It is formed by primary producers such as farmers, milk producers, fishermen, weavers, country artisans, and craftsmen (NABARD, 2015)
- It can provide farmers with credit, technical assistance, and market information, all of which can boost their productivity and profitability.
- FPO efficacy may be influenced by a variety of elements, including governance structure, management, financial sustainability, and external environment.
- FPOs are typically formed around a particular crop, product, or value chain, and can range in size from a few dozen to several thousand members



Literature Review

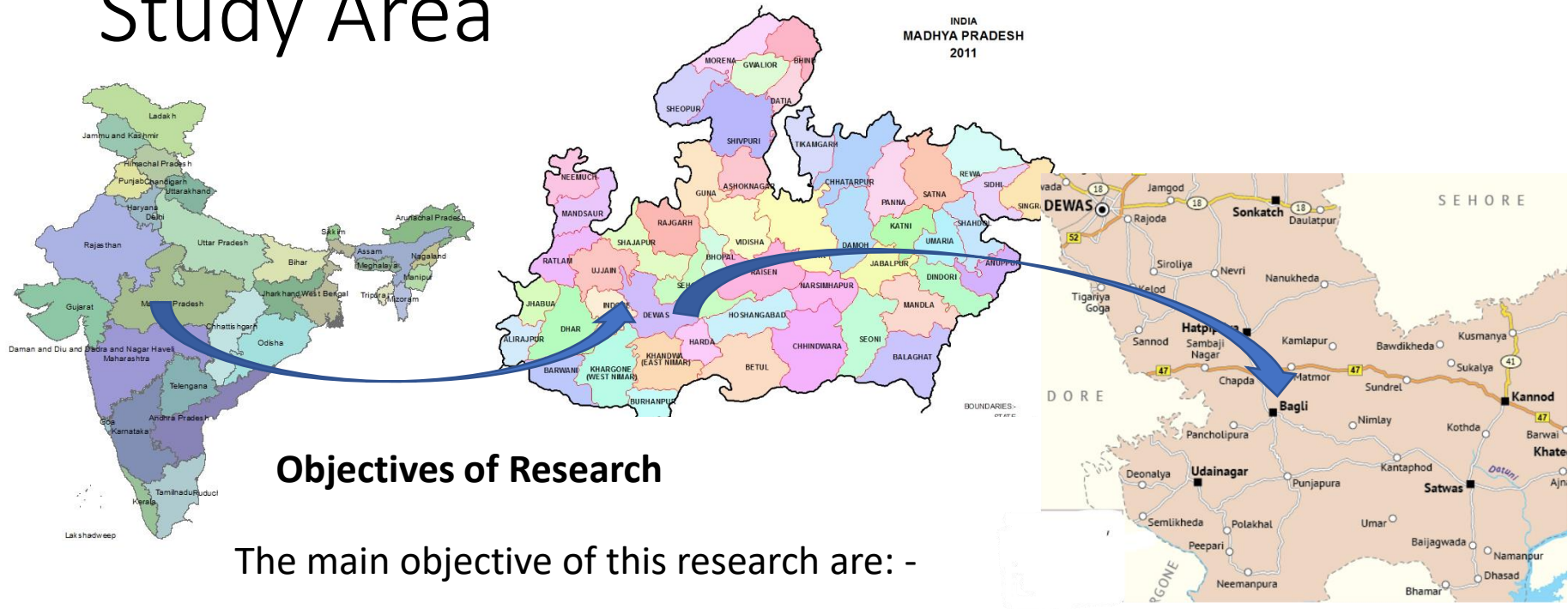
- Ramappa KB and Yashashwini MA's article explores the evolution, challenges, and government support of Farmer Producer Organizations (FPOs) in India, serving as a valuable resource for researchers, policymakers, and practitioners.
- The article investigates how Farmer Producer Organizations (FPOs) contribute to the skill development of farmers in organic farming in Maharashtra's Marathwada region, based on primary survey data.
- Singh and Vatta's study found that Farmer Producer Organizations (FPOs) in Gujarat, India, positively impacted smallholder farmers' economic well-being by increasing their incomes through improved market access, input availability, credit access, and collective bargaining power.
- Velmurugan PS and Gagana DS conducted a systematic review of 66 articles on farmer producer organizations (FPOs), highlighting their potential to enhance smallholder farmers' income and livelihoods through strong organizational structures, access to finance and markets, and policy support.
- Mihir Shah, Rangu Rao, and P.S. Vijay Shankar's article offers a comprehensive review of the evolution of rural credit in 20th-century India, emphasizing the role of formal credit institutions and the regulatory oversight of the Reserve Bank of India



Methodology



Study Area



Objectives of Research

The main objective of this research are: -

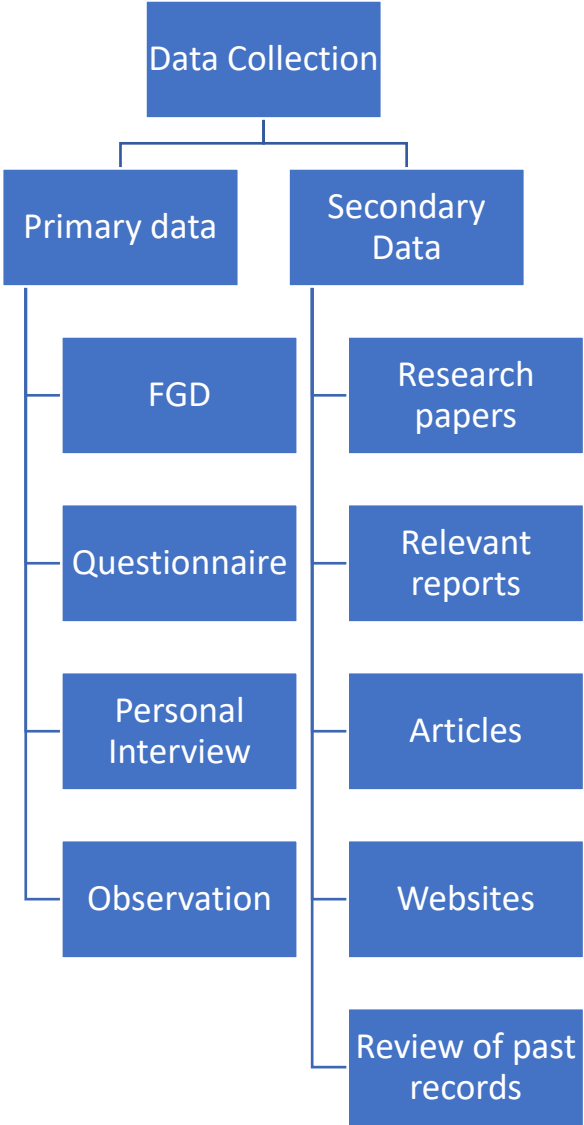
Objective 1: To understand the concept of Farmer Producer organization

Objective 2: To study successful Farmer Producer Organizations and their impact on the shareholders of the organization.

Objective 3: To identify the key factors and practices that contribute to the long-term success and sustainability of FPOs, focusing on the specific strategies employed by the Ram Rahim Producer Company and their impact on agricultural and rural development.

Objective 4: To explore the gender dynamics within the Ram Rahim Producer Company and examine the differences in effects on male and female farmers

Material and method



Questionnaire

This Questionnaire would assist the Dissertation on Farmer Producer Organization

Name of the FPO :-

Location of the FPO :-

Year of Incorporation :-

FPOs Parent Organization :-

Objectives of FPO :-

Need of FPO

Working Area of FPO :-

Activities Undertaken under the FPO :-

Board of Directors :-



AN ENGINEER WHO REVIVED ONE OF INDIA'S LARGEST PRODUCER OWNER AGRI VALUE CHAINS, RAMRAHIM: BY THE FARMER, OF THE FARMER, AND FOR THE FARMER



Study Design

This study design involves qualitative research that aims to answer questions related to the "how," "what," "where," and "why" of the research topic, in order to gain a comprehensive understanding of the subject matter.

Study Population

All the Stakeholders of the Ram Rahim Pragati Producer Organization

Duration Of Study

The Duration of the study is 3 months

Sample Technique

For this qualitative research study, the sampling technique primarily involved is snowball sampling and convenience sampling. Snowball sampling is used to identify and recruit participants based on referrals from other participants, while convenience sampling is used to select participants who were easily accessible and willing to participate in the study.

Mode of Data Collection

As the research is qualitative research the research typically involved collecting data through non-numeric means which include interviews, Focus groups, observations, document analysis, case studies, and ethnography.

Data Analysis Tool

A case study analysis tool examining FPOs was carried out that involved an in-depth examination and analysis of the case

Findings and analysis

About the FPO



Ram Rahim Pragati Producer Company Limited (RRPPCL) was incorporated in 2012 under Part IXA of the Companies Act, 1956 with an authorized capital of 1 crore and a paid-up capital of 58.8 lakhs. The company is located in the resource-scarce of Bagli tehsil, Dewas, which is considered one of the most neglected and backward regions of Madhya Pradesh.

Samaj Pragati Sahayog (SPS) facilitated the formation of RRPPCL, which is owned and run by over 4000 small and marginal tribal women farmers belonging to 304 SPS-promoted Self Help Groups. The company promotes Non-Pesticide Management of Agriculture (NPM) and markets pesticide-free agricultural commodities.

In 2014, RRPPCL became the first producer company to receive an equity grant from the Small Farmer Agribusiness Consortium (Ministry of Agriculture, GoI) under the matching equity grant scheme. RRPPCL also became India's first farmer-owned company to enlist in NCDEX(National Commodity and derivatives Exchange)

Working Area:-

Indore
इन्दौर

Bagli:

Villages: 20, Farmer groups: 67, NPM farmers: 1,207

Harpipliya:

Villages: 4, Farmer groups: 23, NPM farmers: 406

Kataphod:

Villages: 16, Farmer groups: 57, NPM farmers: 919

Punjabura:

Villages: 20, Farmer groups: 86, NPM farmers: 1,455

Udainagar:

Villages: 30, Farmer groups: 149, NPM farmers: 2,394

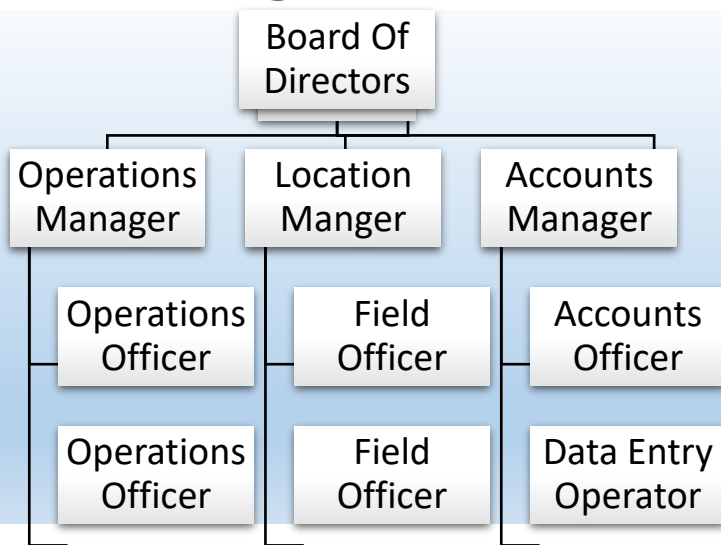
Barwah:

Villages: 21, Farmer groups: 79, NPM farmers: 1,438

Melghat:

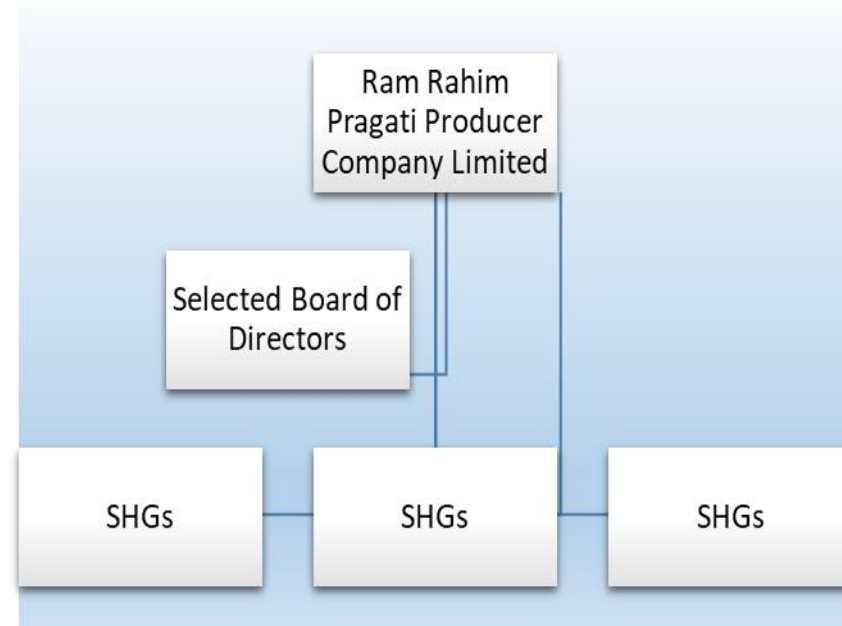
Villages: 64, Farmer groups: 980, NPM farmers: 980

Management structure



Governance structure

Designation	Name
Directors of Organization(RRPPCL):	Meera Bai, Chinta Bai, Sushila Bai, Champa Bai, Sugan Bai, Bhuri Bai
CEO of Organization:	Mr Animesh Mondal
Assistant Manager:	Swati Kumari
Finance Officers:	Hussain Modi, Abhishek Bhadoriya
Finance Team	Soham Bodana, Vikram Chauhan
Quality In charge	Sushmita Jurel
Manager Operations	Sudanshu Gupta
Warehouse Supervisor	Mukesh Yadav
Aggregation officer	Shivam Gupta
Procurement	Sunil Kumrawat (Bagli), Mukesh Verma(udaynagar), Dinesh Banjariya(Barwaha), Gangram Rawat(Kantaphod), Babulal Randhawa(Punjabura)
Assistant Warehouse	Santosh Pal



Case Study 1

Chinta Bai's Journey of Empowerment and Transformation

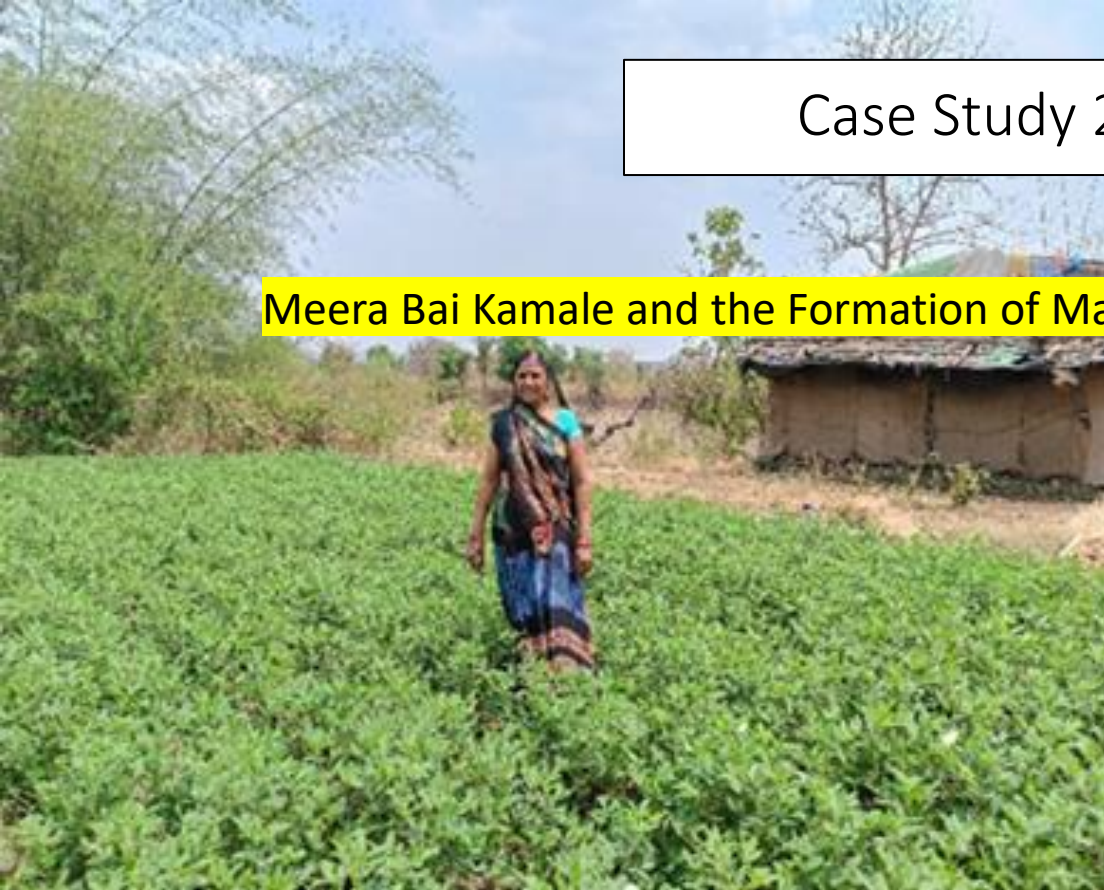


Chinta Bai: Director, Ram Rahim Pragati Producer Company Limited

“One block-level official, concluded that the women did not hold any land and were not farmers or traders. So we could not sell produce in the Mandi. However, we fought with the local authorities and now our FPO is running successful” – Chinta Bai (Director RRPPCL)

Case Study 2

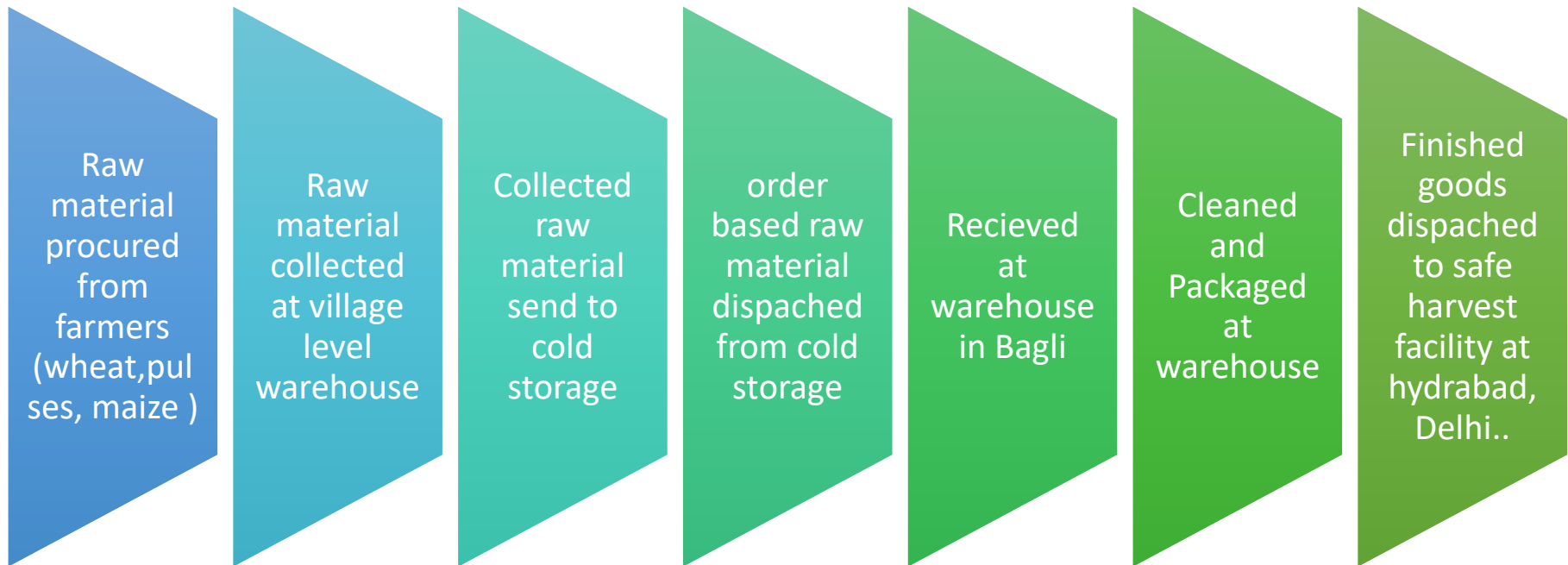
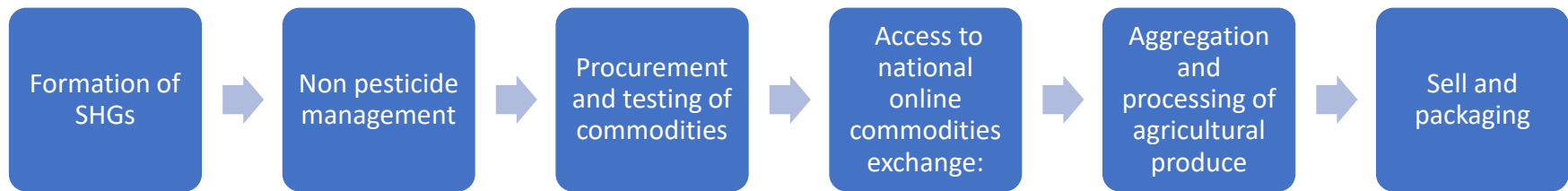
Meera Bai Kamale and the Formation of Mangla Shri Pragati Self-Help Group



Despite facing challenges and resistance, she persevered and succeeded in forming a successful SHG that has helped improve the lives of its members.

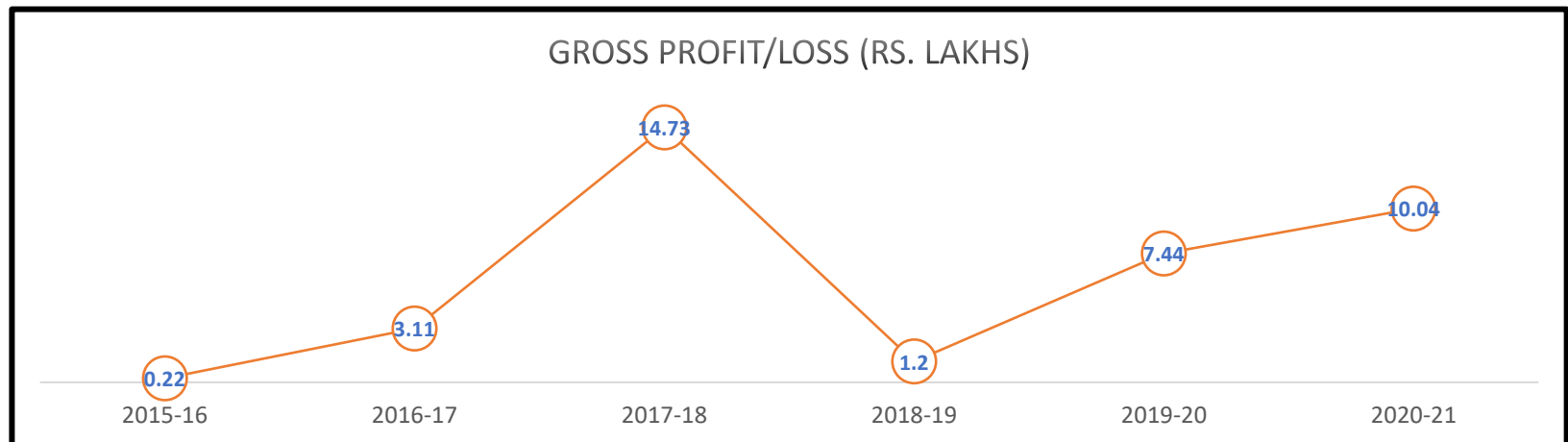
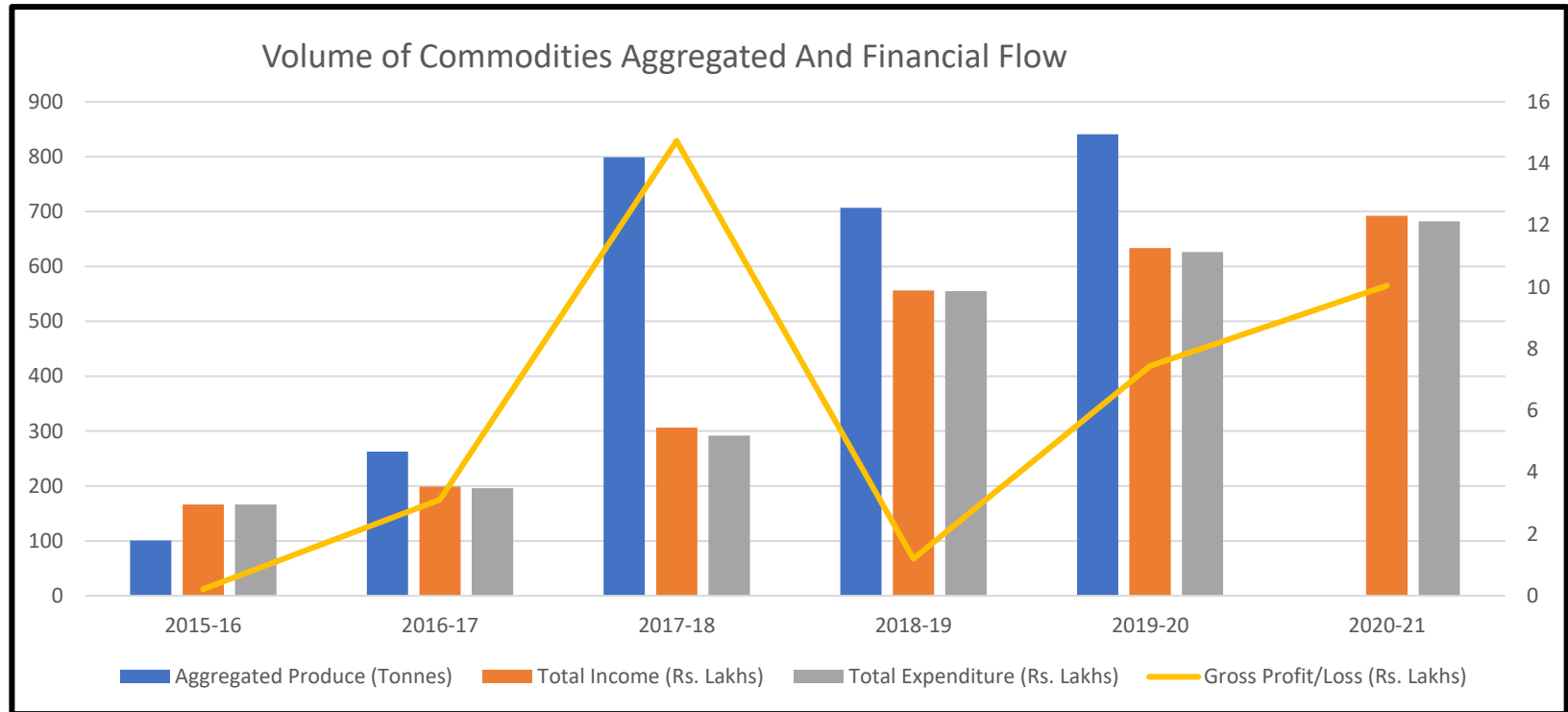


Working style:



Product Processing: Process Flowchart

Financial Outlay and outreach



Discussion

The article by Malik, Mishra, Paul, and Noronha on farmer-producer organizations (FPOs) in tribal communities and the research on Ram Rahim Pragati Producer Company (RRPPCL)

1. Both Focus on

- Addressing the challenges
- Empowering Farmers
- Collective action And Community-based organization

The study by Kumar et al. (2021) on the impact of self-help groups (SHGs) on women's empowerment in India and the research on Ram Rahim Pragati Producer Company (RRPPCL)

- Women Empowerment
- Social Welfare and Knowledge Sharing
- Livelihood improvement

Conclusion And Contribution

- The research on Ram Rahim Pragati Producer Company (RRPPCL) provides valuable insights into the company's performance and growth trajectory.
- Company has demonstrated consistent improvement and progress in various aspects of its operations
- Despite facing challenges in the rain-fed dryland regions, RRPPCL has successfully incorporated learnings, enhanced agricultural practices, and overcome hurdles to achieve positive outcomes
- The company's efforts in aggregating production, addressing market challenges, and improving financial flows have yielded favorable results, as evident from the data and analysis
- The learnings from the RRPPCL case highlight the transformative potential of FPOs in addressing the challenges faced by small and marginal farmers.
- active SHGs within the RRPPCL case highlight the importance of community-based organizations in empowering farmers and fostering sustainable agricultural development. SHGs enable collective action, skill development, financial inclusion, women empowerment, knowledge sharing, and social welfare.
- The case provides valuable insights into the strategies, approaches, and best practices that can be replicated in similar contexts, empowering farmers, improving their livelihoods, and fostering sustainable agricultural development

Suggestions

- **Knowledge Sharing and Capacity Building:** RRPPCL should prioritize knowledge sharing and capacity building initiatives for its members. This can involve organizing training programs, workshops, and demonstrations on modern agricultural practices, sustainable farming techniques, and effective business management. Empowering the farmers with knowledge and skills will enable them to enhance their productivity, adopt best practices, and make informed decisions.
- **Collaboration and Networking:** RRPPCL should actively seek collaboration and networking opportunities with other producer companies, government agencies, research institutions, and industry stakeholders. Collaborative efforts can facilitate knowledge exchange, access to resources, and collective advocacy for the interests of small and marginal farmers. Networking can also open doors for potential partnerships, market linkages, and shared learning experiences.

By implementing these suggestions, Ram Rahim Pragati Producer Company can further strengthen its position, expand its impact, and ensure sustainable growth for the benefit of its members and the agricultural community it serves.

Question and Answer



A scenic landscape photograph featuring a vast field of golden-brown corn in the foreground. In the background, a range of hills is visible under a dramatic sky with wispy clouds. The sun is setting behind the hills, creating a warm, orange glow. A semi-transparent rectangular box is centered over the image, containing the text "Thank You" in a large, black, sans-serif font.

Thank You