



Dissertation Report

A study on - Assessment of role of farmer producer organization (FPO)
In empowering farmers of village block district of Jharkhand ,India



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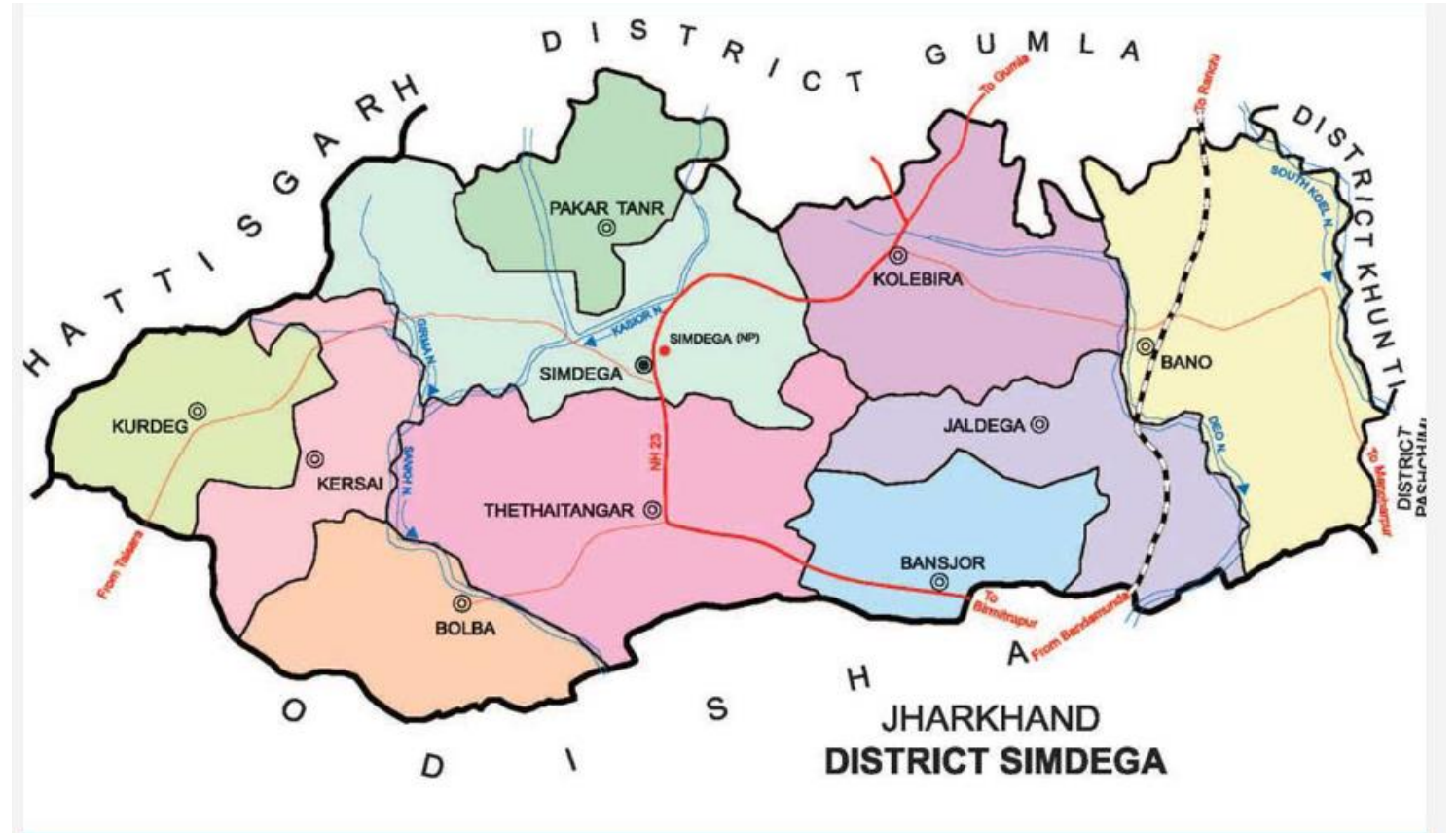
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Introduction

1.1 About Simdega District

- Simdega became a district of Jharkhand on 30th April 2001 and was separated from Gumla district of the Jharkhand.
- The district is divided into nine development blocks.
- Kurdeg, Jaldega, Bano, Simdega, Kalebira, Bolwa, Thethaitnager, Bansjor.
- It is bounded by Gumla district in the north, Chhattisgarh in the west, and Orissa in the south.



Introduction

1.1 About Simdega District

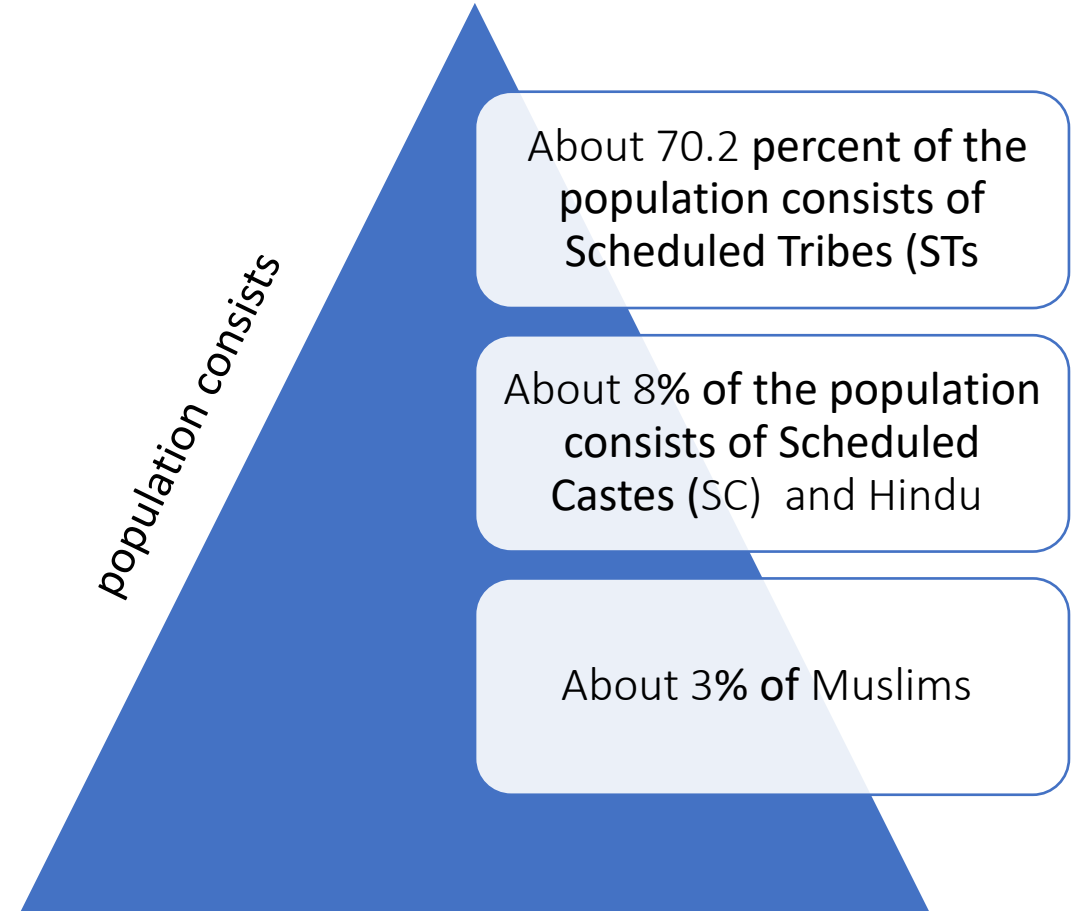
- The 94% of population living in rural areas.
- Because The urbanization rate is low, with 6.6% of the population living only in urban areas. Simdega is the only town.
- In urban areas, 6.6% of the population resides in 5.9% of the households.



Population pyramid

- Tribal groups in the district include the Oraons, Kharias, and Mundas.

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As per the Census India 2011, Simdega district has 118288 households, population of 599578 of which 300309 are males and 299269 are females. The population of children between age 0-6 is 94414 which is 15.75% of total population.



Simdega Religion Population



- According to 2011 census data
- Current trends of population changing her own religious to other religion is very high tribal people are changing or converting into Christian

Description	Population	Percentage
Christian	306601	51%
Hindu	201524	33.61
Other religious and persuasions	73930	12.33%
muslim	15103	2.5%
jain	114	0.02%
Buddhist	753	0.03%
sikh	51	0.01%
Total	583,003	100%

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How middle effect the income of the farmer of Kurdeg block Village Simdega

In simdega No any active FPO are found the production of wheat they direct sell their agriculture production to Private buyer

Jharkhand co - operative bank Lambs are there they also buying the paddy of the farmer but delay in payment s

Jharkhand co – operative price of 20 rs per kg of buying or private buyer price is 14kg



Jharkhand state Co – Operative Bank (Lamps) v/s Private buyer price of kurdeg ,simdega distinct of Jharkhand

Jharkhand state Co – Operative Bank (LAMPS) BUYER	Private buyer price
20.50 per kg	13,14,16 per kg

This chart showing the difference between government buying price of paddy and private

About farmer producer organization



About farmer producer organization

- Farmer organization is a group of farmers with special interests and concerns with developed structure, formal membership, status and functions for its members and with a set of byelaws and rules
- Mobilizing farmers into groups of between 15-20 members at the village level (called Farmer Interest Groups or FIGs) and building up their associations to an appropriate federating point i.e., Farmer Producer Organizations (FPOs).
- Farmers Producer organizations are groups of rural producers coming together based on the principle of membership, to pursue specific common interests of their members and developing technical and economic activities that benefit their members and maintaining relations with partners operating in their economic and institutional environment



About farmer producer organization

1.1 Meaning of farmer producer organization are -

- A producer company is basically a body corporate registered as Producer Company under Companies Act, 1956.
- **It covers following points:**
 - Production, harvesting, processing, procurement, grading, pooling, handling, marketing, selling, export of primary produce of the Members or import of goods or services for their benefit
 - Rendering technical services, consultancy services, training, education, research and development and all other activities for the promotion of the interests of its Members
 - Generation, transmission and distribution of power, revitalization of land and water resources, their use, conservation and communications related to primary produce
 - Promoting mutual assistance, welfare measures, financial services. insurance of producers or their primary



The observation

Key concerns relating to small farm holders

Inadequate farming and extension services and low level of technology adoption

Lack of capital and poor services business skill

Low income due to poor infrastructure and low market efficiency

The observation

- A number of innovative institutional models are emerging and there are many opportunities for small and marginal farmers in India
- In last decade, the Centre has encouraged farmer producer organization (FPOs) to help small farmers.
- Since 2011 it intensively promoted FPOs under the small farmers Agribusiness consortium (SFAC) NABARD, State government and NGOs



Farmer producer organization (FPOs)

- Presently, approximately around 5000 FPOs are in existence in the country, which were formed under various initiatives of the Govt. of India (including SFAC), State Governments, NABARD and other organizations over the last 8-10 years.
- Of these, around 3200 FPOS are registered as Producer Companies and the remaining as Cooperatives/ Societies, etc.



Farmer producer organization (FPOs)

Cost of production can be reduced

- Bulk input orders
- Aggregation of produce
- Bulk transport reduce marketing cost
- Past harvest losses can be minimized

Advantage of economics of scale

- For farmers as well as traders

**Easy access to
modern
technology**

**Easy communication
for dissemination of
information**

**Easy access to
financial
resources**

**Improved bargaining power
and social
capital building**

RESEARCH METHODOLOGY



The objective, sample design and the methodology for the study. Both survey data and case study methodologies are included in the study. A sample study of FPOs across major localities of commodities, and types of promoters such as NGOs, SHGs, farmers and their organizations was conducted to collect information on ownership and management structure.



A number of case studies have been conducted on FPOs in each category and major district to provide a comprehensive analysis Understanding how FPOs operate and challenges they face.

RESEARCH QUESTION

These are the Research question for the studies are –

- Whether The FPO are really contributing to increasing the income of farmer winning a limited period?
- What is the process of formation of FPOs, Their governance and management practices in comparison to the state's guideline? Are these being followed or not? And
- What are the factor works well to generating more income for the FPOs and what are the gapes still in existing in districts?

OBJECTIVES

To answer the above the research question, the objective of the study framed is into -

- Conduct the assessment on formation of governance management of FPOs and identify the factors and barriers which currently contribute to the growth of the income of the FPO members?

STUDY AREA



- The study is proposed to conduct in five selected villages of the Kurdeg block of Simdega district, Jharkhand.
- The cluster sampling method will be applied to select the village, and from each cluster, one village will be selected randomly.
- The names of the selected clusters are **Kurdeg ,Kasdega, Dumardih, and Bangaon**. To get the answer to the research questions, FPO members enrolled in these villages will be contacted through a pre-tested semi-structured tool.
- Additionally, 5 Case studies will be used to identify the existing gaps in the formation of FPOs. Secondary data will be collected by referring to various kinds of websites, journals, newspapers, etc.
- The tool will be aimed at gathering information on understanding the current status of FPOs, how are they managing the FPOs, and doing governance. The findings of the study will be facilitating their business and institutional development paths, needs, and policy constraint

Research Design

Study Area – Kurdeg block Simdega District of Jharkhand

Study Type - Descriptive and Observational

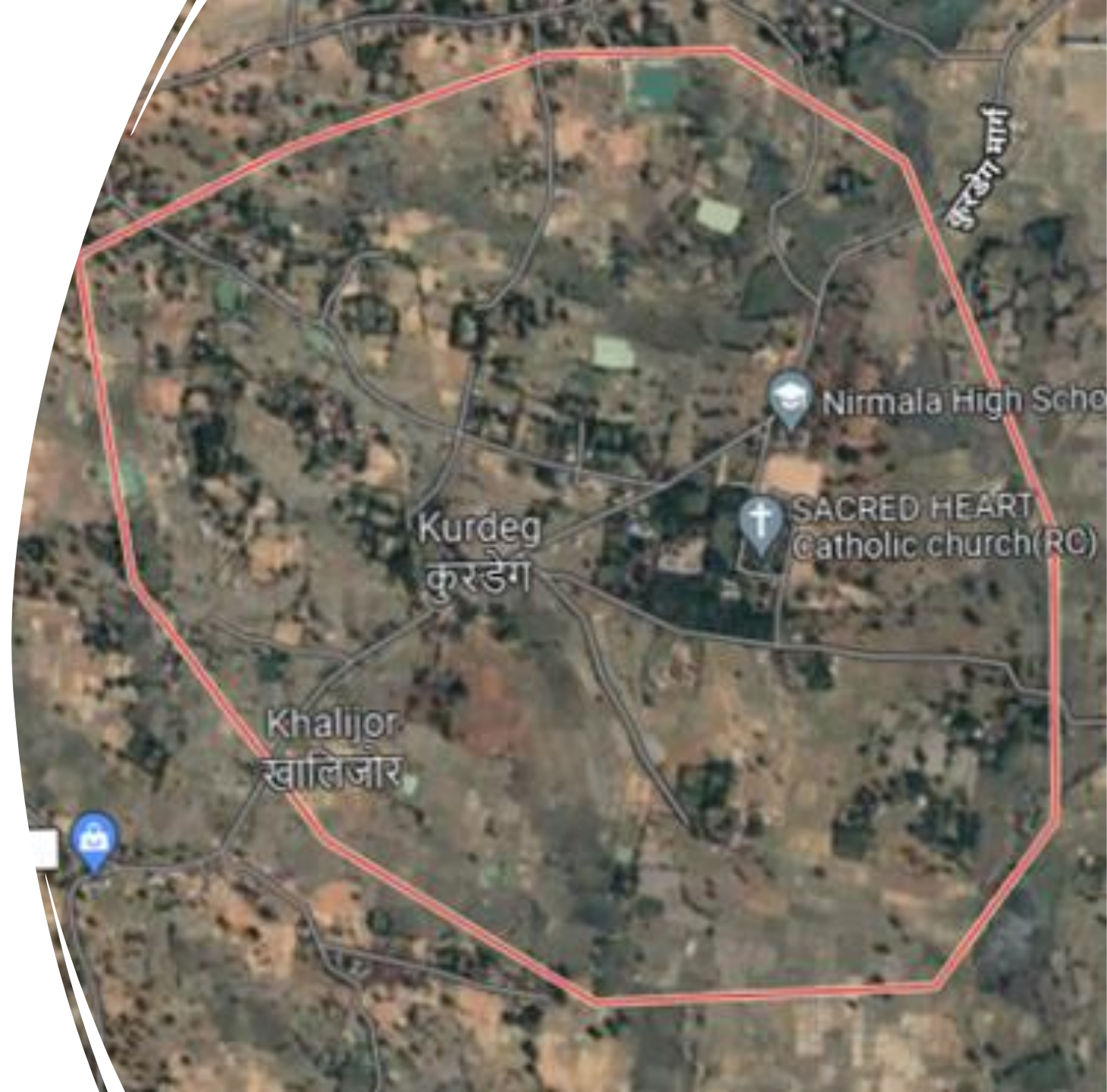
Study Duration – 21st March to 19th June



Research Design

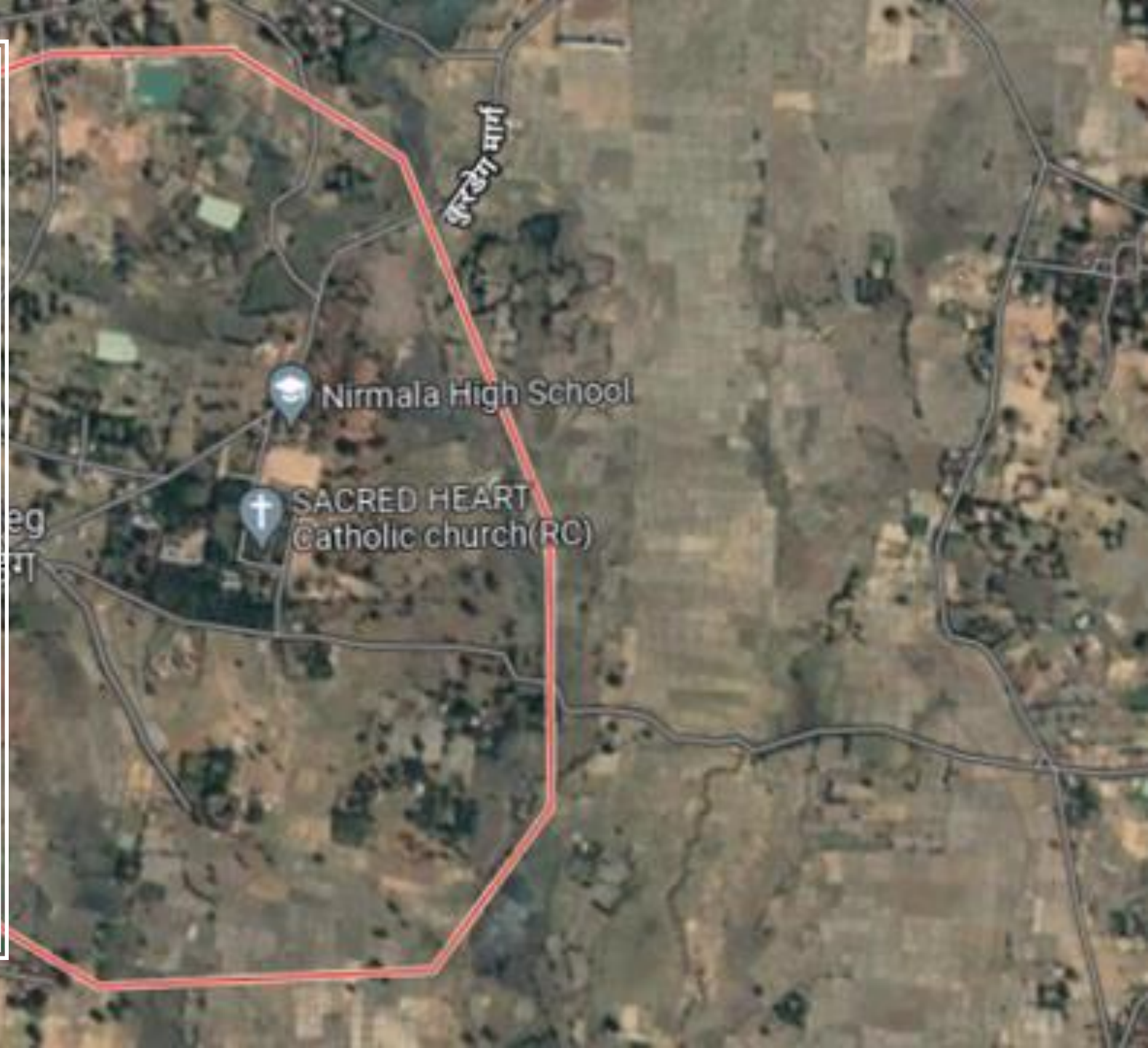
Method of Data Collection: The study is basically observational and descriptive in nature. The basic primary data were collected from members of FPO and Farmers of Kurdeg block village are **Kasedega , Dumardih ,Bangaon ,Kinnda ,Garijor, Kurdeg , and Hethma**

Discussion and through FPO and Farmer and the secondary data were taken from various sources like FPO , Through literature review, Jharkhand government farmer Scheme doubling the income of the farmer development programme . This discussion will me to understand the problem and strength of the farmers



Research Design

- Interacted with ATMA organization members and staff to understand the agriculture problem and about the government scheme which helps farmers to double their income through agriculture.
- Visited village with ASRAY project Coordinator and we Interaction with Gram Panchayat Member to understand the implementation strategy and about Rice Mill operation and discuss about the Farmer production and which type of Rice are in region .
- However whatever primary data were gathered through structured checklist was analyses in excel to form of table and graphs for interpretation



SAMPLE SIZE

- The sample size will be 184, and respondents will be chosen from each selected village of the Kuderg block. This means altogether 30 individuals will be selected from each of the selected villages mentioned earlier.
- The study is proposed to be completed within the time period of 3 months i.e., From 21st March 2022 to 18th June 2022. MS Excel will be used for conducting analysis as well as used to create graphs based and to analyze and interpret the data

S.no	Village /cluster Name	Number of male respondent	Number of female respondent	Total number of respondent
1	Kasdega	21	07	27
2	Dumardih	22	07	29
3	Bangaon	5	3	08
4	Khinda	26	2	28
5	Gariajor	11	15	26
6	Kurdeg	19	12	31
7	Hethma	25	10	35

1.1 Research Question

Whether The FPO are really contributing to increasing the income of farmer winning a limited period?

- The Government of India announced in 2016 that it would double farmers' incomes by 2022. Farmers' incomes have taken center stage during discussions regarding farmers' welfare and the creation of agricultural policies at the state level due to this resolve.
- JOHAR is a project being implemented by the state government of Jharkhand with support from the World Bank, which was launched in 2017.
- The project aims to achieve a 50% increase in the real income of farmers between 2017 and 2023 in 68 selected blocks in 17 districts of Jharkhand. The project aims to achieve this by implementing interventions in high-value agriculture (HVA), irrigation systems, livestock, fisheries, and non-timber forest products (NTFP).and Jharkhand government launches several schemes to increase the farmer income .

Johar scheme

A target beneficiary of JOHAR is rural producer households in self-help groups (SHGs) that have the ability to generate a marketable surplus. To improve access to inputs such as seeds, hatchlings, fingerlings, community-owned irrigation systems, markets, market intelligence, credit, and technical knowledge, farmers are organized into producer groups (PGs) and farmer producer organizations (FPOs).



Beneficiary of Johar scheme

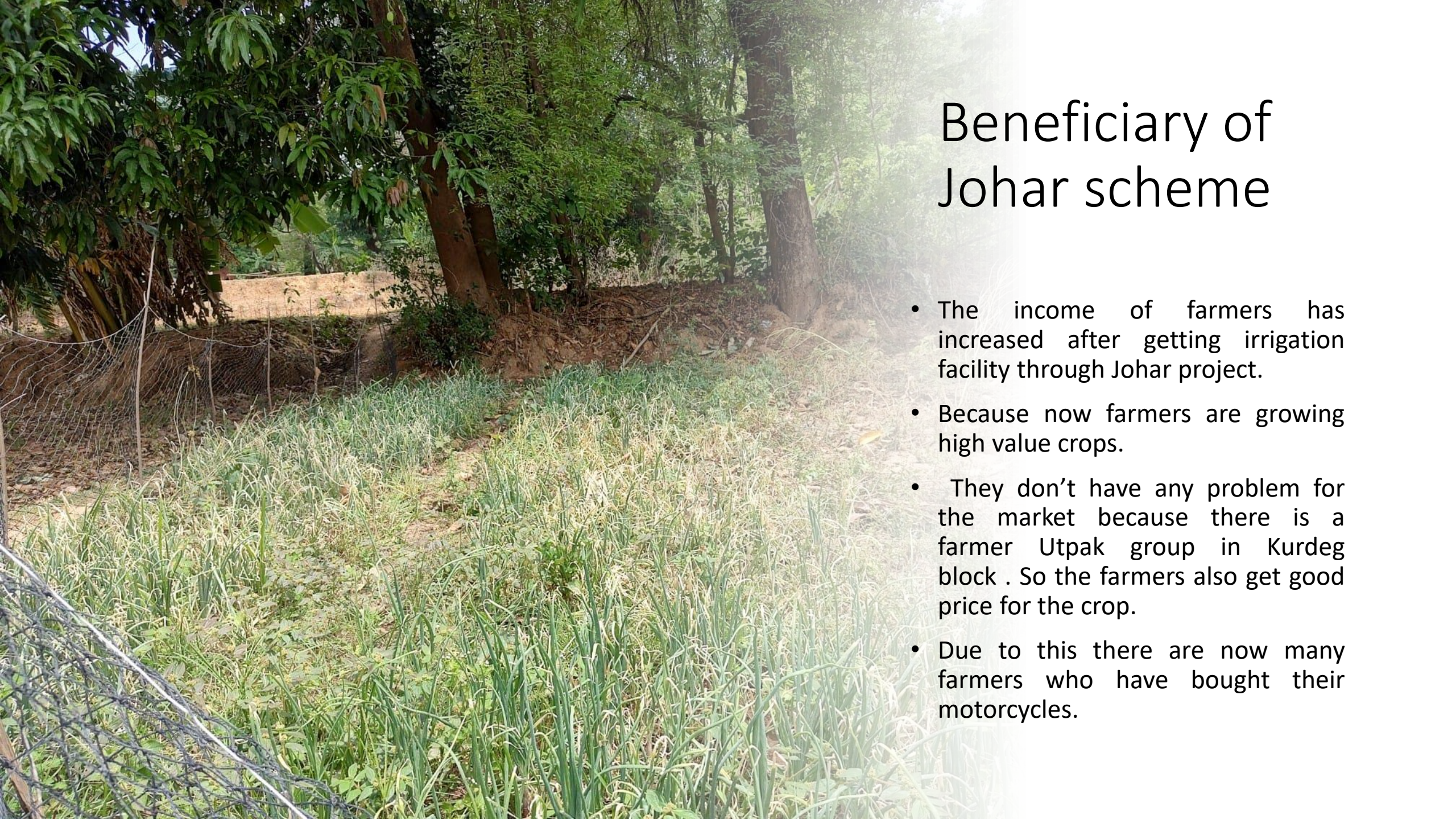
- 'Johar' is changing the lives of women in Simdega , the land of Naxalism, farming is earning big money through solar
- This solar irrigation has given a lot of facilities to the farmers for irrigation. Because they no longer have to wait for electricity, nor do they have to spend petrol and diesel for irrigation.
- At present, the work of providing irrigation facility through solar pumps is being done in the state through the **Kusum scheme of the central government and the schemes of the state government.**
- The Solar based lift irrigation has been installed on a large scale through the Johar project. Solar pumps have been installed under the scheme in **Khunti, Simdega, Latehar, Gumla and Lohardaga districts of Jharkhand.** Which farmers are getting benefit. This has brought a lot of change especially in the lives of **women farmers. their earnings have also increased**



Beneficiary of Johar scheme

- Johar project, 43 solar lift irrigation systems have been proposed in different villages of kurdeg block simdega district of Jharkhand.
- The construction work of 42 has been completed. From where farmers are irrigating. With this, more than 625 farmers of the block are directly connected.
- The Community farming has been promoted here through lift irrigation. On an average 15 acres of land is irrigated with a single solar pump. However, somewhere around 22-23 acres are also irrigated.
- The total area of about 650 acres is now being cultivated throughout the year. Under the scheme, agricultural inputs are given to the farmers by Johar only. Including saplings.
- The income of the farmers here has doubled due to vegetable production throughout the year. Most of the farmers cultivate tomato in Kharif season. Peas and cabbage are cultivated in Rabi crop. **This project**



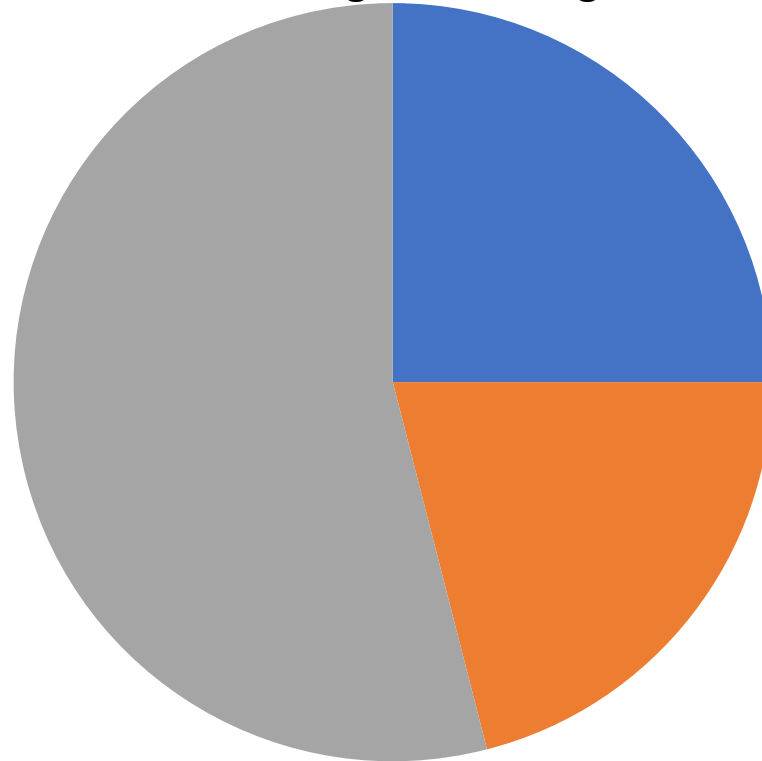


Beneficiary of Johar scheme

- The income of farmers has increased after getting irrigation facility through Johar project.
- Because now farmers are growing high value crops.
- They don't have any problem for the market because there is a farmer Utpak group in Kurdeg block . So the farmers also get good price for the crop.
- Due to this there are now many farmers who have bought their motorcycles.

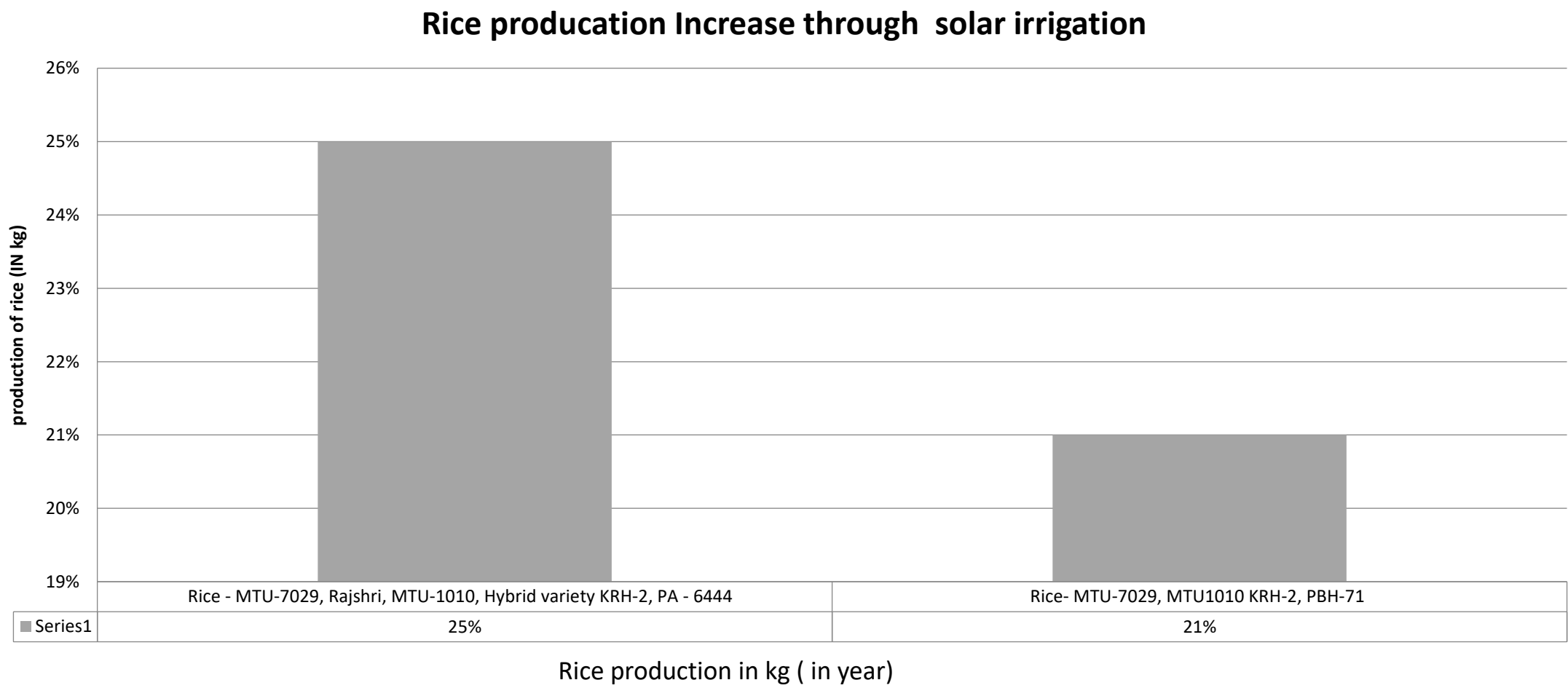
Beneficiary of Johar scheme

This pie chart showing that the Number of people benefited from Johar Scheme
Kurdeg block Village



■ Rice - MTU-7029, Rajshri, MTU-1010, Hybrid variety KRH-2, PA - 6444 ■ Rice- MTU-7029, MTU1010 KRH-2, PBH-71 ■ Direct seeded rice (lalat IR64, Naveen) ■

Farmer income increase through scheme



Name of Beneficiary through Johar scheme

- **Goloriya lakra** has produced 1,200 kg (12 quintals) of paddy (rice) on her land. But after installing solar pumps in early 2021, it managed to increase its production to 3,000 kg (30 quintals) this year, which it sold for Rs 36,000.
 - **Santosh Baxla** planned to grow vegetables in the Rabi (winter crop) season as well. If yields continue to improve, the couple wants to send their three children to a city school for a better education.
-



Jharkhand Horticulture Intensification by Micro Drip Irrigation Project

- This scheme is funded by Japanese ODA loan

➤ **The main objective this project is to**

1. Enhance household incomes from diversified farming and on-farm activities
2. Capacity building of community on improved MDI technology and Package of practices of crops for wider dissemination of technology.
3. Training of SHGs members in nurturing for micro-enterprises promotion, managing group fund, arranging micro credit from Village Organisation and ensuring pay back for replication of technology in sustainable manner
4. Public Private Community Partnership (PPCP) through engagement with financial institutions, input suppliers and market forces. Collectivization of the products and linkages with market. Convergence with government programme for replication.



**Higher and better productivity by applying Micor
Drip Irrigation Technology employed under
Jharkhand Horticulture Intensification through Micro
Drip Irrigation**

1.2 Research Question

What is the process of formation of FPOs, Their governance and management practices in comparison to the state's guideline? Are these being followed or not? And

➤ What is the process of formation of FPOs

- Farmer organization is a primary producer group with special interests and concerns with developed structure, formal membership, status and functions for its members and with a set of byelaws and rules.
- It is a hybrid of co-operative and private company
- It basically covers: Production, crop insurance, harvesting, processing, procurement, grading, pooling, handling, marketing, selling, better bargaining power, elimination of middle man, credit sources, export of primary produce of the Members or import of goods or services for their benefit

What is the process of formation of FPOs

THESE ARE THE SEVEN PRINCIPLES TO FORM FPO

Voluntary and open membership

Democratic farmer member control

Farmer-Member Economic participation

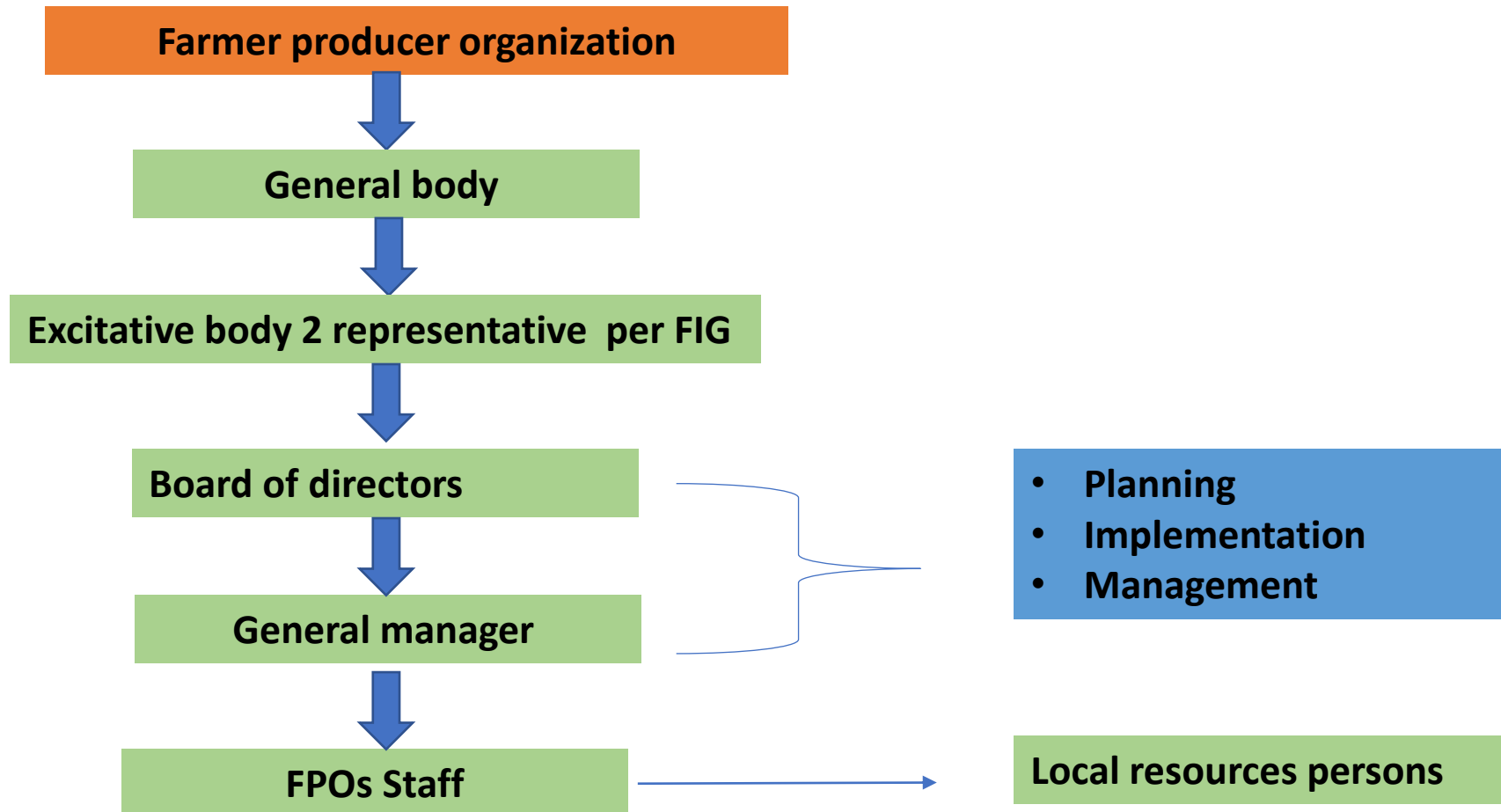
Autonomy and independent

Education, Training and Information

Co-operation among FPOs

Concern for the community

Structure of FPOs



SERVICES BY FPO

- Financial services: The FPO will provide loans for crops, purchase of tractors, pump sets, construction of wells, laying of pipelines. The FPO will provide various insurance like Crop Insurance, Electric Motors Insurance and Life Insurance.
- Input Supply Services: The FPO will provide low cost and quality inputs to member farmers. It will supply fertilizers, pesticides, seeds, sprayers, pump sets, accessories, pipelines
- Procurement and Packaging Services: The FPO will procure agriculture produce from its member farmers; will do the storage, value addition and packaging.
- Marketing Services: The FPO will do the direct marketing after procurement of agricultural produce. This will enable members to save in terms of time, transaction costs, weight losses, distress sales, price fluctuations, transportation, quality maintenance etc.
- Technical Services: FPO will promote best practices of farming, maintain marketing information system, diversifying and raising levels of knowledge and skills in agricultural production and post-harvest processing that adds value to products.
- Networking Services: Making channels of information (e.g. **about product specifications, market prices**) and other **business services accessible to rural producers; facilitating linkages with financial institutions, building linkages of producers, processors, traders and consumers, facilitating linkages with government programs.**

SUPPORT FOR FPO

- NABARD
- SFAC
- Govt departments
- Corporate
- Domestic and international Aid agencies
- NGOS



Their governance and management practices in comparison to the state's guideline? Are these being followed or not?

- The formation and development of FPOs will be actively encouraged and supported by the Central and State Governments and their agencies, using financial resources from various Centrally-sponsored and State-funded schemes in the agriculture sector agencies.
- The agencies of the Central and State Governments involved in the promotion of FPOs and offer a thorough road map for achieving the goal of constructing FPOs, particularly if monies from Central programmes are being used. State governments may, however, create their own independent standards to support FPOs if they choose to do so. State funding for the some
- The governance and management practices are having but the governance body ATMA of Kurdeg block not having much skill to provide proper agriculture training
- Government providing free paddy seeds to farmers for the agriculture .

Major problem with their governance and management practices in comparison to the state's guideline

Some of the significant problems the researchers observed after analysing the responses of farmers were as follows:

- Poor skills of professionals of the producer ATMA
- Lack of vision and direction from board of directors.
- Operational problems of organization they are not active
- Poor marketing and value addition experiences.
- Lack of fund
- Transportation problem in this district no railways line
- Political factor are also infusing
- NGOs are not actively monitoring of own project
- New rice mill has setup at kurdeg block office but yet not started form last one year



1.3 Research Question

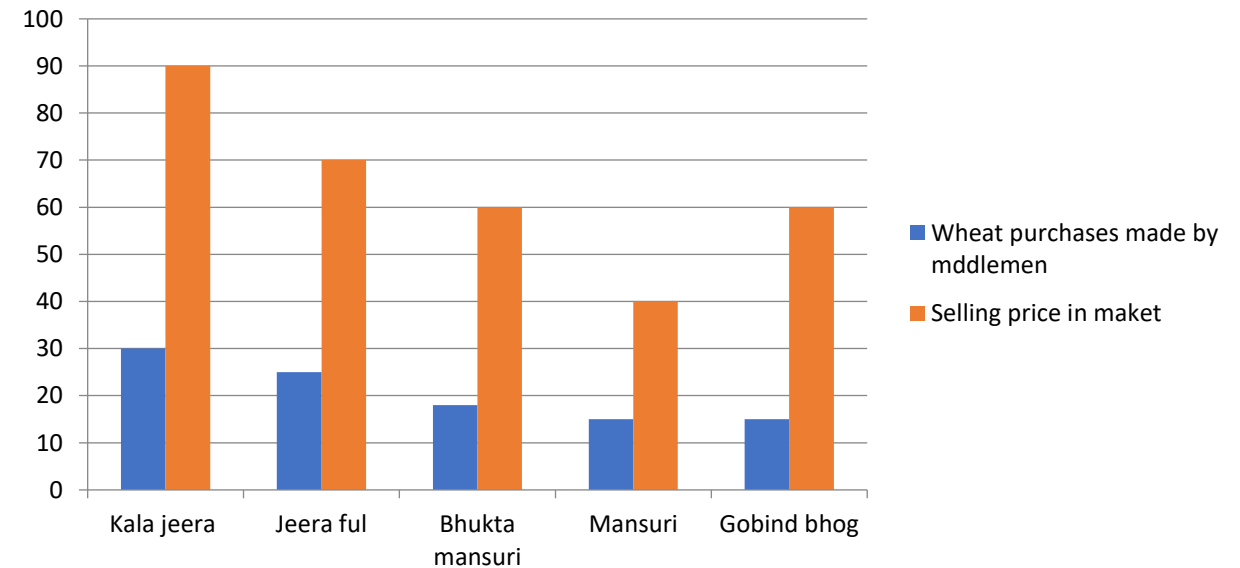
What are the factors that work well to generating more income for the FPOs and what are the gaps still existing in districts?

cooperate and acquire knowledge for growing better price yielding crops. share infrastructure like storage. negotiate for better crop prices with buyers. negotiate for better input prices with sellers.

1. Improvement in crop productivity
2. Improvement in livestock productivity
3. Resource use efficiency or savings in the cost of production
4. Increase in the cropping intensity
5. Diversification towards high
6. Better bargaining power should have
7. Better marketplace for farmers to sell their product

What are the gapes still in existing in districts?

- In this graph you can see how middlemen affect the price of farmers. Farmers are not earning much from agriculture because middlemen buy their wheat at low prices and sell it at high prices to rice mills.
- The main objective of FPO created by Sankh Aroma Trust have been formed to manage rice milling, packaging, and branding at Kurdeg through a semi-automated rice mill that will be operated by FPO members themselves and doubling the income from agriculture production
- Not having proper road and railway connectivity in this district the distance the nearest railways station is Raurkela in Odisha state
- Still farmer doing smellier crop practices and still used old farming method technique



Analyzing and comparing the price of local purchases made by middlemen with the price of local purchases made by retailers

S.no	Types of rice	Wheat purchases made by middlemen	Selling Market price
1	Kala Jeera	30	90
2	Jeera ful	25	70
3	Gobind Bhog,	15	30
4	Bhukta, mansuri	18	60
5	Mansuri	15	40

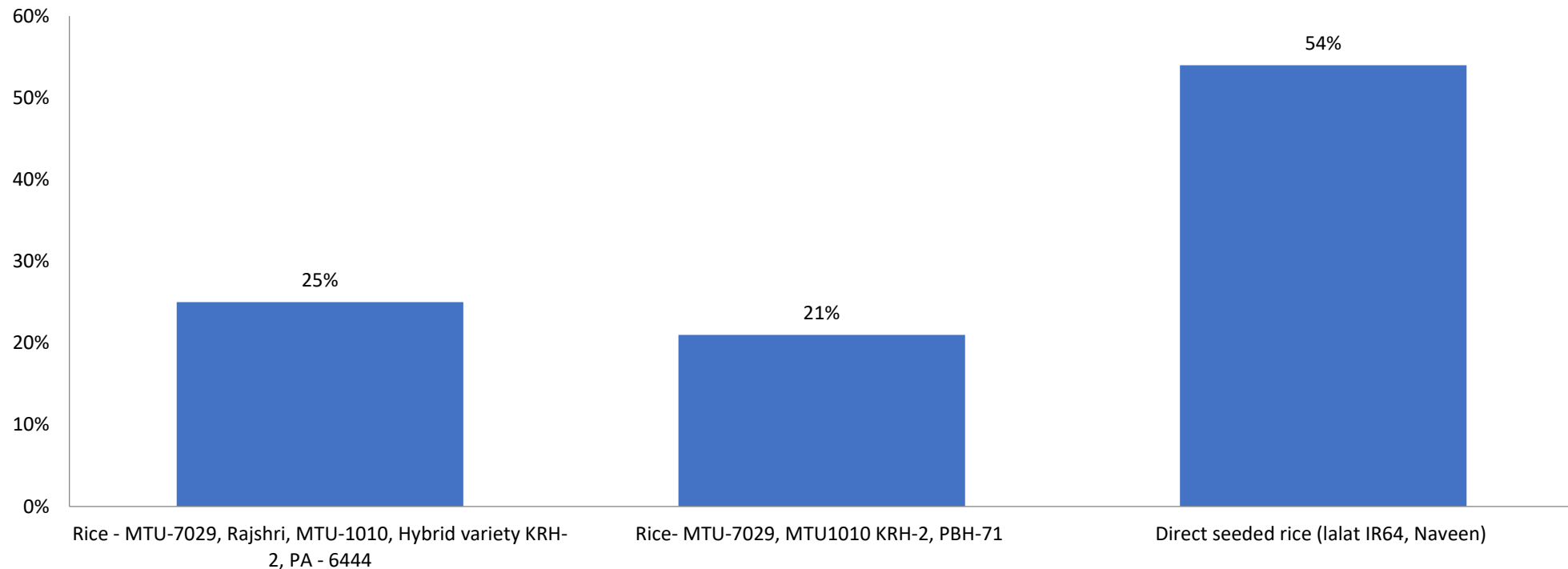
High demand rice in local market of Jharkhand

High growing rice variety of rice in Kurdeg village block

Major Farming situation	Crop variety	Percentage
LOW LAND Sandy loam soils	Rice - MTU-7029, Rajshri, MTU-1010, Hybrid variety KRH-2, PA - 6444	25%
Black sandy loam soils	Rice- MTU-7029, MTU1010 KRH-2, PBH-71	21%
Red lateritic sandy soils	Direct seeded rice (lalat IR64, Naveen)	54%

This table show that the high growing rice verity by Kurdeg block farmer

The graph of high growing rice variety of rice in Kurdeg village block



This table show that the High growing rice variety of rice in Kurdeg village block

what are the gapes still in existing in districts?

- In this graph you can see how middlemen affect the price of farmers. Farmers are not earning much from agriculture because middlemen buy their wheat at low prices and sell it at high prices to rice mills.
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What are the gapes still in existing in districts?

- Through this this rice mille, they are helping the farmers of Simdega to make an FPO so that they can profit from the produce, forgo middleman and help in making as much profit while doing so. The small famers have a very limited knowledge of marketing and branding of their produce and are unable to bargain a good price for the same.
- Sankh Aroma Trust design the marketing strategy for the launch of the product “Aromatic Rice” in the nearby market of Simdega (A District of Jharkhand), produced by the FPO – Simdega, by the end of February 2022 in order to capture the major cities of Jharkhand, Chhattisgarh, Orissa, and Bihar. Also, the focus was to make them sustainable in the long run and independent of any external aid or help.
- But having a problem the rice mill did not start due to lack of proper management and having issues with organization





The area, production, and productivity of the major crops cultivated in the kurdeg block village

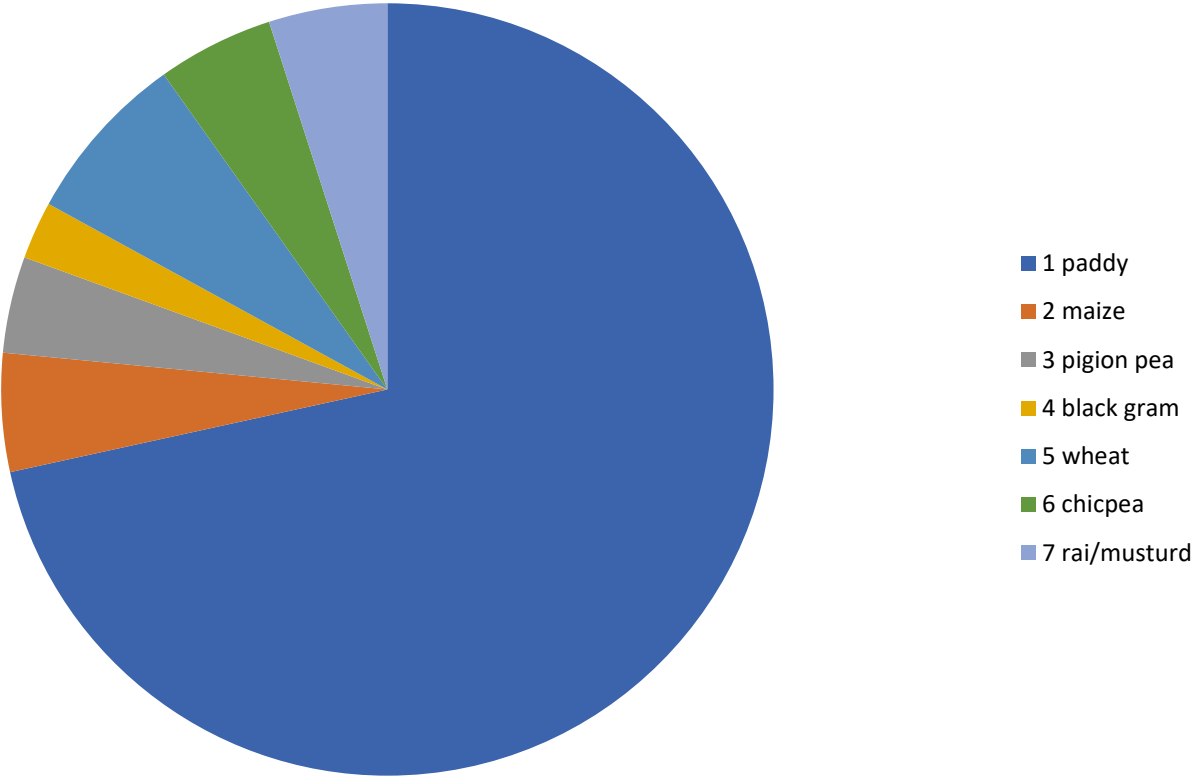
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- The area, production, and productivity of the major crops cultivated in the Kurdeg block villages shows that rice production is very high.
- The total area of rice cultivation, expressed in hectars, is 35468 hectars. It is only used for rice cultivation during the rainy season as there is not enough water.
- Wheat is the second largest proportion grown in 3567 hectars of land and produces 127820 tons of 15.05 % of the total productivity in this region. Total productivity is 1479230 tons of 40.03 % total productivity and only one season of agriculture is practiced in this region.

The area, production, and productivity of the major crops cultivated in the kurdeg block village

-

The area, production, and productivity of the major crops cultivated in



The area, production, and productivity of the major crops cultivated in the kurdeg block village

- Simdega is extremely primitive and underdeveloped. Majority of the rural population depends on traditional methods of agriculture.
- The it is estimated that out of 1, 34,024 hectares of cultivable land, only 4669.83 hectares of land are irrigated.
- Other problems in the agriculture sector include lack of irrigation facilities, lack of scientific inputs, poor marketing facilities, and underdeveloped infrastructure.
- Agricultural production is largely dependent on seasonal rains. Despite the district's average rainfall being 1100-1200 mm, rainwater is not commonly harvested due to a lack of rainwater harvesting techniques.

These are the major crops are grown in kurdeg regions

S.NO	CROP	KHARIF CROP	RABI CROP	SUMMAR
1.	Oil seed crop	Groundnut,Niger	Toria,Rai, Mustard	-
2.	cereal	Maize and Rice	Wheat	Summer Rice
3.	Fruit crops	Papaya jackfruit mango, Custard apple ,Black berry	Papaya Guava mahua	Jack fruit
4.	Pulses Crop	Blackgram ,pea	Pea ,chickpea	-
5.	Vegetable	Lady finger ,cucurbits etc	Potato,Tomato, Brinjal , chilli , cauliflower ,Cabbage	Potato,Tomato, Brinjal , chilli , cauliflower ,Cabbage

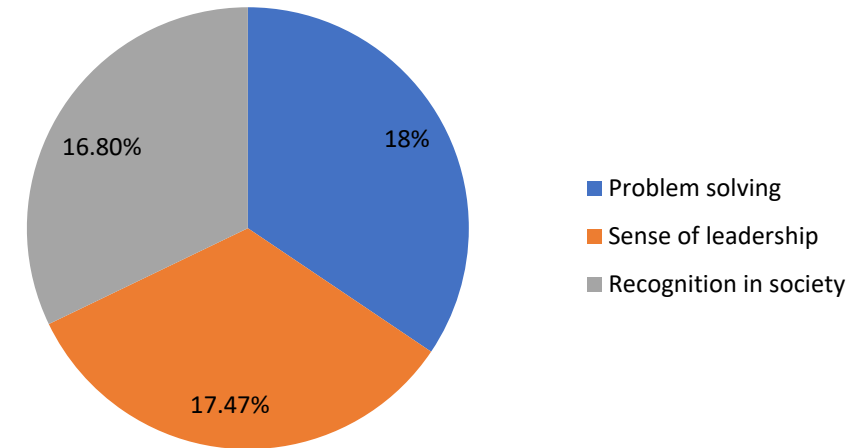
These are the major crops are grown in kurdeg regions

S.no	crop	Area in hector	Production /tone	Productivity on %
1	paddy	35468	1479230	40.03
2	maize	2456	92145	15.25%
3	Pigion pea	2000	2564	5.25
4	Black gram	1200	10256	5.07
5	wheat	3565	127820	15.05
6	chickpea	2414	8956	5.02
7	Rai/Mustard	2456	19921	6.25

Understanding Strength and weakness of the farmers

Social Empowerment through Farmers and FPO member's. When interviewed across variables about social empowerment farmers had with FPOS, improvement in problem solving skills remained as the top ranked variable followed by confidence in decision making and recognition in society. This clearly states that farmers themselves feel socially empowered working in an FPO as the top three variables are strong indicators of boost of confidence and empowerment

According to questionnaire I found that the farmers and fpo having confidence in decision making and recognition in society. This clearly states that farmers themselves feel socially empowered working in an FPO as the top three variables are strong indicators of boost of confidence and empowerment



FINDING A MAJOR PROBLEM AND STRENGTH OF FARMERS AND FPO OF KURDEG

- In this survey I was conducted with the help of a questionnaire, where I asked questions about the problem and strength of particular region of Kurdeg block village , Simdega district, Jharkhand to understand the strength and weakness of the farmers



Interviewed with farmer's and fpo member

S,no	Questionnaire question (Variables)	Weighted average in %	Rank
1.	Participation in social activists	14.8	
2.	Confidence in decision making	17.47	
3.	Participation in village admirations	15.6	
4.	Problem solving	18	I
5.	Sense of social responsibility	13.73	
6.	Organizational skills	12.87	
7.	Awareness of socio economic development programmes	11.87	
8.	Improvement in communication skills	12.87	
9.	Sense of leadership	17.47	II
10.	Involvement in addressing social issues and problems	15.93	
11	Assurance of children higher education studies	10.67	
12	Knowledge on improved technologies	9.7	
13	Sense of motivation doing social work	16.33	
14	Recognition in society	16.8	III



Limitation

- Very few FPO
- Majority of these FPOs are in nascent stage of their operation
- Low membership range 50 –50
- Fpo lack technical handholding suport
- Fpo lack of adequate capital and infrastructure facilities including market linkages there business operation
- Soil degradation problem is increasing fertility of soil decling
- The farmer of kurdeg block depend upon only crop production

Recommendation



Proper monitoring should increase the fpo efficiency



Developing agri-infrastructure

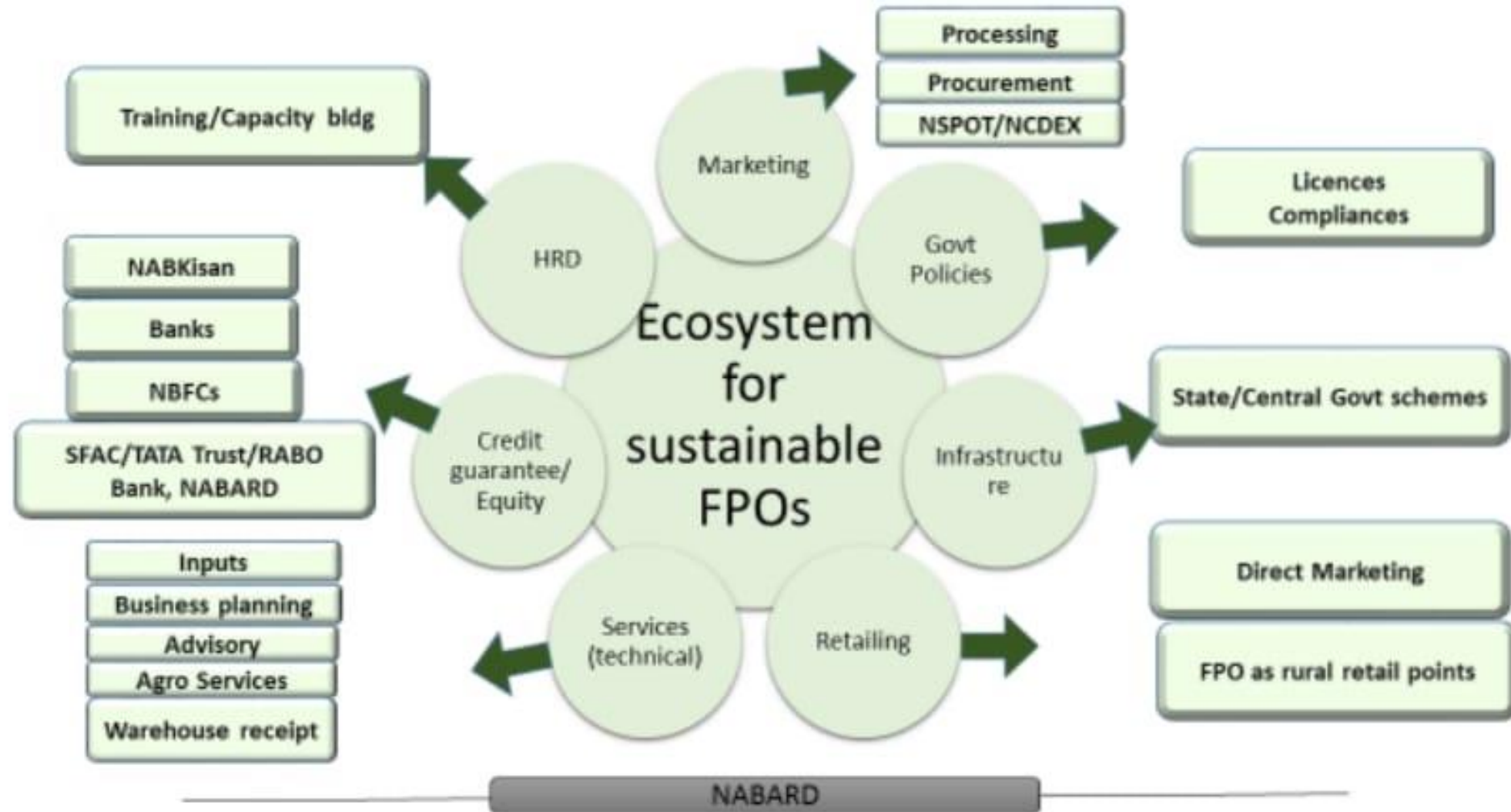


Proper Transportaion of railways because its cost effective

Recommendation

- Fpos have to encouraged by policy maker and other stakeholder a part from scaling up thought-out the country to benefit particularly the smallholder farmers
- Encouraged new fpos

Recommendation



Conclusive leaning

1

Understand the farmer
producer
organization process
making

2

Identify the problem and
how NGOs, private
companies, and government
can help improve farmer's
problems and increase their
income

3

Learn how technology can
be used to improve farmer
problems in a sustainable
manner.

4

Increase the participation of
woman for the dev

Conclusive leaning

during my 40 working days internship with **South Vihar Welfare Society for Trible** , i have attempted to absorb as much of learning as possible. some of the learning objectives that i relished with in this period

I visited to field of the **Kasedega , Dumardih ,Bangaon ,Kinnda ,Garijor, Kurdeg , and Hethma** village to understand the problem of Farmer agriculture problem and market

Understanding the working strategy of a non - governmental organization

Understanding and realization of work ethics in a professional environment.

Analysis of field visits and proposal of elements to strengthen the work strategy to create FPOs

Adptation to a completely new social interface for the farming and sell their product through FPOs

Conclusion

- The main aim of PO is to ensure better income for the producers through an organization of their own.
- Small producers do not have the volume individually (both inputs and produce) to get the benefit of economies of scale. Besides, in agricultural marketing, there is a long chain of intermediaries who very often work non transparently leading to the situation where the producer receives only a small part of the value that the ultimate consumer pays.
- Through aggregation, the primary producers can avail the benefit of economies of scale. They will also have better bargaining power vis-à-vis the bulk buyers of produce and bulk suppliers of inputs.
- Low rainfall causes only crops are cultivated in a year

Conclusion

Kurdeg had ATMA, but they did not have skilled trainers who were trained in new agriculture technologies these are the major problem and Sankh Aroma Trust design the marketing strategy for the launch of the product "Aromatic Rice" in the nearby market of Simdega (A District of Jharkhand), produced by the FPO – Simdega, by the end of February 2022 in order to capture the major cities of Jharkhand, Chhattisgarh, Orissa, and Bihar. Also the focus was to make them sustainable in the long run and independent of any external aid or help and making market strategies.

Most marginal and small farmers are oppressed by middlemen/commissions FPO is an ultimate solution to the problem since it provides agents with remunerative prices and profitable income. Education, business planning, and marketing require more involvement from the promoting institutions Linkage of the market with various state governments. Support from policy makers in the operation of the market It will be a great benefit to the farming community to have the FPO.



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