

Challenges and Opportunities before FPO : a study on FPO with special reference to Kumaon region of Uttarakhand

A study on FPO by Dinesh Upadhyay under the guidance of Dr. Ratna Verma

The first company register as FPC in 2003 as
“ Farmers Honey Bee India Producer
Company Ltd.” is struck off bu MCA

A total of 445 FPC have been struck off till
2019

There are 7374+ registered
FPO in India till 2019 and
still counting

The factor for failures of FPO are external as well as internal

There are some challenges and opportunities

- The study was an effort to identify key challenges and possible solution

Area of study – FPO across India and Kumaon(Uttarakhand

- 2 months
- Analysis of 20 secondary sources
- Interview of 2 experienced development professionals

Key Findings

- Financial viability
- High per FPO operational cost
- Wrong business model

Recommendations

Implication

- Low operation cost per FPO
- Large market access
- Lesser risk
- Better management of a cluster of FPO

Steps

- Two – tier business model for FPO
- More member per FPO(500+ would be good)
- 1 FPO- 1 livestock, 1 crop, 1 business service provider, 1 marketing brand
- Priority to regional products like GI tags