

Towards Building Resilient Agriculture

**Convention on
Unleashing the power of collective:
Farmers Producer Organization**



Madurai Symposium 2017

Thamukkam Grounds, Madurai

September 21, 2017

Organized by



DHAN Jeevidam

Rationale

The liberalization and privatization of Indian agriculture saw the State withdrawing from many productive and economic functions, a space that was readily claimed by the private agribusiness sector. The small and marginal farmer found himself at the receiving end – his livelihood is threatened in an environment of instability, competition and fragmentation of farm holdings. He faced many issues including lack of access to credit and the market, and technology adoption. Producer collective has been identified as the way out for addressing the issues of farmers. This concept and idea has emerged from the SHG movement which has proved the power of collective, mutuality and self help on poverty reduction. On the similar lines the farmer's producer organization has been promoted to deal with the range of challenges faced by farmers both in the production and marketing.

Collectivization of farmers is not a new concept, a good old strategy which has benefitted many farmers across the world. It helps in bringing economies of scale, bringing down the input costs, better bargaining power and magnifies the voices of farmers as collective voice. The producer organization inherits the cooperative ethos and corporate virtues. As a structure the small and marginal producers at village level promote the primary producer groups and 50-100 primary groups promote the farmers producer organization. These organizations focus on increasing the production and facilitating the direct marketing through building relevant institutional processes.

The scaling up of producer organization concept has started from 2013 by the government of India, and the promoted FPOs are in nascent stage of growth. SFAC, NABARD, state government and NGOs are involved in promoting and handholding the FPOs. The challenges before the FPOs and the promoting organizations are building institutional systems and market governance with the small and marginal farmers and making them to confidently enter in to the market chain where the corporate giants are operating either directly or indirectly, evolving and establishing their own strategies of marketing and reaching the customers directly with value added products, and very importantly, producing continuously with the expected quality. These challenges can be easily overcome over a period in time, provided if producers are staying together continuously, withstanding the odds of



the production and marketing and developing locally fit solution jointly. They have to first believe the power of collective and learn the collective strategies. The role of the promoting organization is to cultivate the hope and help them to establish the relevant ecosystem for increasing the production and marketing.

To reinforce the power of collective among the small producers and to evolve their requirements for collective functioning, DHAN centre for social enterprise is organizing a convention as part of Madurai symposium organized by DHAN foundation on 21st of September 2017 inviting the CEOs and Directors of FPOs.



The objectives of the convention

- To reinforce the confidence among the small producers on collective action
- To evolve their requirements for collective functioning
- To bring out the present issues and challenges in production and marketing
- To jointly evolve the working mechanism to address the issues identified

The sessions

- The resource lecture on role of FPOs in increasing the income of small and marginal farmers
- Resource lecture on collective production and marketing
- Subgroup discussion on issues and challenges and way forward

The Date

21st September 2017

The venue

Thamukkam ground, Madurai

The participants

CEOs and Directors of FPOs, lead farmers, Producer Organization Promoting Institutions

Organizing team

T. Dhanabalan, *CEO, Kalanjium Thozhilagam Limited*

V.K.Padmavathy, *Programme Leader, DHAN centre for social enterprises*

M.Palanisamy, *Programme leader, Rainfed Farming programme*

K.Shanthi, *Livelihood coordinator, Kalanjiam Foundation*

DHAN centre for social enterprises – Jeevidam



DHAN centre for social enterprise is the livelihood advancement initiative of DHAN Foundation. The centre has been initiated recently for evolving the model for livelihood graduation of small and marginal producers involved in both farm and nonfarm activities for increasing their income. The CSE has promoted incubation centre and school for sustainable production. The incubation centre focuses on promoting and sustaining the producer organizations. The school of sustainable production will offer capacity building for the producers and the producer organizations. At present the CSE, handholds 52 farmers' producer organizations which are promoted with the support of SFAC and NABARD across six states of the country. To have a common

identity the FPOs and their products are branded as Jeevidam. The Jeevidam producer organizations will focus on increasing the production of farmers and facilitate collective marketing for getting better price. The CSE will also support the sector.

For further information, please contact



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