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**Souvenir of
National Seminar
on**

**"Creating a Sustainable Road
Map for FPOs in India"**

25th & 26th February 2022

Ramesh Bais



RAJ BHAVAN
RANCHI-834001
JHARKHAND

GOVERNOR OF JHARKHAND




Message

I am very happy to know that ICFAI University, Jharkhand is organizing a National Seminar on 'Creating a Sustainable Road Map for FPOs in India' on 25th & 26th February, 2022 and a souvenir is also being published to mark this occasion.

It is a matter of pleasure that the organisers have selected an apt theme 'Creating a Sustainable Road Map for FPOs in India' for the Seminar. Farmer Producer Organizations (FPOs) are one of the revolutionary steps in the field of agriculture and allied sciences. In the last few years, Government of India has also taken concerted measures by the help of Farmer Producer Organizations to enhance the income of the farmers.

In this context, the present Seminar organised by ICFAI University, Jharkhand will have an impact on all the stakeholders and believe also address their issues. I hope that many new ideas and suggestions would be debated during the Seminar and the outcome, thereof, will be used for the benefit of the farmer community in India.

I commend my best wishes to the Seminar, Organisers & participants on this momentous occasion.



(Ramesh Bais)



HEMANT SOREN
CHIEF MINISTER



MESSAGE

It gives me immense pleasure to note that ICFAI University, Jharkhand is organising a National Seminar on **"Creating a Sustainable Road Map for FPO's in India"** on 25th and 26th February 2022 and to mark this occasion, a souvenir is being published.

Farmer Producer Organisation (FPO) needs active promotion for their holistic development and sustenance. The seminar will help all the stakeholders to shape their future path for FPO's development and it is hoped that innovative suggestions will come out of the seminar and its outcome will benefit the farmers in the state as well as country as a whole.

I express my best wishes to the National Seminar, Organisers and participants and hope the souvenir leaves indelible mark on the progress and development of FPO's.



(Hemant Soren)



**आलमगीर आलम
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Message

It gives me immense pleasure to note that ICFAI University, Jharkhand is organizing a National Seminar on "Creating a Sustainable Road Map for FPOs in India" on 25th & 26th February 2022 and to mark this occasion, a souvenir is being published.

I am happy to note, that the University has selected the theme "**Creating a Sustainable Road Map for FPOs in India**", which is contemporary as well as relevant, in the context of improving rural incomes. Farmer Producer Organization (FPO) is one of the revolutionary concepts in the field of agriculture and allied fields. Governments of Jharkhand, Government of India, NABARD and many Non Government Organizations have been actively involved in promoting the FPOs in the state.

In many parts of India, FPOs are still in its growing stage of their operations and require support for their holistic development. So, there is a need of support from all the stakeholders to promote the FPOs. Under such circumstances, the present National seminar organized by ICFAI University will definitely shape the future path for FPOs development. I believe that many innovative suggestions will come out of this seminar and its outcomes will benefit the farmers in the state as well as the country as a whole.

I express my best wishes to the National Seminar, Organizers & participants on this momentous occasion.

Alamgir Alam

(Alamgir Alam)



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It gives me immense pleasure to know that ICAI University, Jharkhand is organizing a National Seminar on the theme "Creating a Sustainable Road Map for FPOs in India" on 25th & 26th February 2022. I am thankful to the organisers for allowing us to be one of the co-sponsors of this important event.

Farmer Producer Organizations (FPOs) as many of you aware, is gaining importance, of late, on account its capacity to provide astounding benefits to its members, generally farmers. The concept endeavors collectivization of producers prominently, small and marginal farmers, and ensure benefits of scale and increased bargaining power in procurement of inputs, collectivization of produces, processing, branding and marketing; thereby, realizing higher net income to the participants. In this process, the poor farmers can access quality forward and backward linkages in terms of inputs, technical knowhow and better market linkage, collectively.

Promotion of FPOs and their sustained growth involves comprehensive processes including observing legal formalities, developing sound organizational structure, effective capacity building and professional handholding. To achieve these, there is a need for involvement of various stakeholders and appropriate networking.

In the State of Jharkhand, NABARD promotes FPOs under funds of PRODUCE, PODF and now Central Sector Scheme (CSS) on promotion of 10,000 FPOs. As on date, more than 180 FPOs are functioning under NABARD support with an average membership of 360 farmers, undertaking farming and related activities in the state. Governments, both State and Centre are actively involved in supporting the FPO formation and nurturing through various grant based schemes. This initiative needs a variety of enabling policy environments and this event is right step towards that end. Once again, I appreciate the organisers for choosing this most relevant theme for the Seminar.

I hope that this national seminar will provide a platform to all the major stakeholders such as academicians, students, agri business units, processors and policymakers to gain perspectives and share learning's and experiences, which will go a long way in providing a policy advocacy for the growth of FPOs.

18 February 2022
Ranchi

Dr. Gopa Kumaran Nair
Chief General Manager



Message from the Vice-Chancellor

Our country has been witnessing massive growth and development in almost all domains, especially in the agriculture sector. With a view to enhance productivity through efficient, cost effective and sustainable resource use for ensuring sustainable income oriented farming, the role of FPOs plays a vital role. FPOs will help to leverage economies of scale in production and marketing thus helping in reduction of cost of farm production. FPOs schemes provide provision of support for professional handholding to enhance their earning. FPOs offer opportunities to meet the numerous challenges in the agriculture sector. They are being recognized as a viable and effective solution to enhance agricultural productivity and earn the right value for their produce. The growth of agriculture and rural development are intrinsically linked to global challenges of food insecurity and poverty, climate change adaptation and mitigation, as well as degradation and depletion of natural resources that affect the livelihoods of millions of rural people across the world.

The share of agriculture in GDP increased to 19.9 per cent in 2020-21 from 17.8 per cent in 2019-20. While India is on the progressive path of development, its rural population is an integral part of this growth. More than two-thirds of the country's people are dependent on agriculture for their livelihood. Rapid agriculture growth and rapid rural employment growth were always the focus of India's policy makers. However, India still has many growing concerns, but achieving food sufficiency in production is a major area of concern for the policy makers. As the Indian economy has diversified and grown, the agriculture in India has to achieve self-sufficiency by undertaking aggregation of smaller lots of farmer-members' produce and add value to make them more marketable.

At present time, there is a need to reduce the dependence of farmers on money lenders and to inculcate the habit of saving among them. FPOs not only help the small farmers who were compelled to borrow money to maintain their livelihood but also to buy inputs like fertilizers and seeds. FPOs can make available need based production and post-production machinery and provide helps in getting quick supply of quality production inputs like seed, fertilizer, pesticides and such other inputs at reasonably lower wholesale rates. FPOs facilitate logistics services such as storage, transportation and such services and activities would cater to increasing farmer's income. The FPOs in rural areas can bring transformation in millions of Indian lives and enable self-reliance empowerment and fosters human development. FPOs play the role of a great contributor in uplifting the small farmers through relevant major services and activities for their development. They are instrumental for ensuring sustainable income oriented farming, thus helping in reduction of cost of farm production and enhancing farmers' earning thus playing a major role towards doubling the income of farmers.

NABARD has been providing the necessary guidance in implementation of the scheme to ensure the desired synergy in efforts of various stakeholders for building a sustainable FPO. They have the potential to revolutionize rural India through their intervention in agriculture by helping farmers work more productively, efficiently and sustainably.

FPO initiatives could be effective solutions to address the long-standing problems of our rural economy. While FPOs are gaining momentum in all fronts related to value chain development endeavors of their focused commodities, it is also reaching the next orbit of livelihood development programs through a farmer need-based approach. FPOs can have a dramatic impact in different ways on rural society, the economy and above all, humanity. While these initiatives present excellent opportunities for inclusive growth of the farmers and the country, as a whole, there are several challenges to be addressed. It is in this context, ICFAI University, Jharkhand, in association with NABARD is organizing this seminar, which will provide a platform for discussion on the various facets of the FPOs, by academicians, researchers, industry professionals from agribusiness and related sectors, agri-financing and refinancing organizations, NGOs, policy-makers from Central and the State Government to make FPOs more robust for rural upliftment."

In view of this perspective, it is a commendable initiative on the part of our University to organizing this National Seminar on "Creating a sustainable Road map for FPOs in India" in association with NABARD, wherein all the stakeholders - Academicians, Researchers, Industry Managers, Government Officials, NGOs and Rural Entrepreneurs – are brought together, onto a common platform so that appropriate solutions can be worked out. I am also happy to note that several presenters will discuss and deliberate on trends and issues related to the topic. I am confident that the deliberations during the seminar will be insightful and purposeful. I extend my warm greetings to all the delegates attending the National Seminar and wish the Seminar all success.

Prof. ORS Rao
Vice Chancellor
ICFAI University Jharkhand

Acknowledgement

ICFAI University Jharkhand is thankful for the financial assistance received from Research and Development Fund of NABARD towards printing of Souvenir cum Seminar Proceedings for the National Seminar on “Creating a sustainable Road map for FPOs in India”



Research and Development Fund of National Bank for Agriculture and Rural Development (NABARD) towards printing of souvenir cum seminar Proceedings.

(Organizing Secretary)

National Seminar 2022

About the Seminar

About the Seminar: In the last few years, Government of India has taken concerted measures to enhance the income of the farmers. In order to reduce dependence on money lenders and to inculcate the habit of saving among the underprivileged sections of the society, the concept of Self Help Group (SHG), with its concomitant benefits, was introduced. This movement has become strong now; nevertheless, there is a need to further enhance its efficacy.

Similarly, to make the Marginal, Small and Medium farmers of India strong enough to withstand the vagaries of nature and to increase their capacity to encounter the market forces by optimizing the critical factors of production and marketing, about 3200 Farmers Producers Organizations (FPOs) and about 1,800 Farmers Producers Companies (FPCs) have been formed during the last 8 years , .under various initiatives of the Government of India (including SFAC), State Governments, NABARD and other organizations. Majority of these FPOs are in the nascent stage of their operations and require not only technical handholding support but also adequate capital and infrastructure facilities including market linkages for sustaining their business operations. Further, a target of setting up 10,000 FPOs/FPCs by 2025 have been fixed by the Government of India. NABARD has been providing a lot of support to not only to the existing FPOs but also to promote new FPOs.

While these initiatives present excellent opportunities for inclusive growth of the farmers and the country, as a whole, there are a number of challenges to be addressed.

It is in this context, ICFAI University, Jharkhand, in association with NABARD is organizing this seminar, which will provide a platform for discussion on the various facets of the SHGs and FPOs, by academicians, researchers, industry professionals from agribusiness and related sectors, agri-financing and refinancing organizations, NGOs, policy makers from Central and the State Government so as to make SHGs, FPOs/FPCs more robust for rural upliftment."

Objective

This Seminar is aimed at examining, analyzing and presenting different ideas on Creating a sustainable Road map for FPOs in India.

Themes/Sub themes of the Seminar:

1: FPOs and Market Linkage

Subthemes:

- Agricultural Marketing through Farmer Producer Organizations (FPO) Model.
- Role of agri-logistics for boosting agricultural growth.
- FPOs as way to overcome agricultural marketing challenges/Facilitating market information system through FPOs.
- Support mechanism to enable FPOs to sustain interventions.
- Enriching Agri-value chain through FPOs.

2: Accounting and Finance for FPOs

Subthemes:

- Role of Financial Intermediaries for the growth of FPOs
- Financial sustainability through FPOs
- Enhancing farmers' income through FPOs
- Economic Security through FPOs.
- Micro Finance and FPOs.
- Investment and finance models in startup ecosystems through FPOs.

3. Linkage of FPOs with External Environment and agencies.

Sub-Themes:

- Pivotal role of Technology in Strengthening FPOs.
- Congenial ecosystem and FPOs
- Entrepreneurial development programme and FPOs./Agri-Entrepreneurship/licensees and role of FPOs. / Self-employment through FPOs.
- A holistic approach to poverty alleviation through FPOs
- Socio-Economic Development through FPOs
- Leadership role in FPOs.
- Social management practices in the FPOs.
- Effectiveness of FPOs on the Psychosocial Well-Being.
- Role of Research Institutes in promoting FPOs

Organizing Committee

For National Seminar, 2022

On

“Creating a sustainable Road map for FPOs in India”

At ICFAI University Jharkhand

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About the Document

This document cover the abstracts of research papers, contributed by authors from academia, research, industry, government, banks etc. from various locations in India on the themes of the seminar. They are presented theme wise and author wise.

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Theme : Agricultural Marketing through Farmer Producer Organizations (FPO) Model

FPO and Market Linkage and possible Models for inclusive growth: A study

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Abstract

Eighty-seven percent of Indian agricultural households are small-scale and marginal producers, cultivating small-scale lands with low returns. It is economically impossible to farm on a small piece of land. Policymakers are turning to producercollectives as a means to improve the economic condition of small producers.Farmer Producer Organizations (FPOs) are recent institutional innovations that aim to provide a one-stop solution to many farmers' problems and ensure better price-performance through the establishment of market linkages. The role of FPOs is crucial in this context since they can procure commodities, aggregate them and ensure that size and quality standards required for agri-futures trade are met. China has provided state support in linking farmers to futures and helped smallholder-dominated agriculture to customize products and reduce price distortions.During the COVID19 pandemic, the importance of social programs, institutional credit, input delivery, e-commerce, and storage structures could be well understood. Many innovative models were also developed and implemented by farmers, SHGs, FPOs, and private enterprises in supply chain management. To transform the crisis into an opportunity, the government proposed many reforms in the Essential Commodities Act, the Agricultural Products Market Committee Act, and the Contract Farming Act. A formal supply chain network through innovation, partnerships, alliances, backward linkages, and futures, benefiting farmers, suppliers, and consumers, creating local jobs, can generate profits. Inefficient practices such as too many intermediaries, improper crop selection, flood irrigation, over-fertilization, and food waste require innovative practices that improve the sustainability of the food supply chain. Innovative farm-firm business models viz. FPO -FPO Exchange Model,FPO-SHG-SHG-Consumer Model, FPO-Unemployed Youth Group -Social-Media -Consumer Model, FPO-Digital Platform Model, FPO-Home Delivery Model, FPO-Supplier/Agency/Logistics -Market Model, FPO -Multiple Marketing Channels Model etc. may infuse inclusive growth and deliver maximum benefits. This paper will make a study on possible FPO and Market linkage and inclusive growth.

Keywords: Farmer's Producer Organisations (FPO), Market Linkage, Supply chain, Digital Platform, Innovative Model, Reform, Inclusive Economic growth.

Theme : Role of agri-logistics for boosting agricultural growth

Application of Machine Learning in Modern Age Agriculture

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Abstract

Food is believed to be a basic human requirement that may be met through farming. Agriculture is not only a source of food for humans, but it is also a source of jobs all over the world. Agriculture is regarded as the economic backbone and a source of employment in emerging countries such as India. Machine learning is a popular technique these days, and it can be used to modern agriculture. The use of machine learning in agriculture aids in the creation of healthier seeds. In machine learning agriculture, the methods are derived from the learning process. These methodologies need to learn through experiences to perform a particular task. The performance of the ML model improves as it gains experience over time. To determine the performance of ML models and the machine learning algorithms agricultures various mathematical and statistical models are used.

Keywords: Machine learning, Agriculture, Employment.

Role of Agri-Logistics on Agriculture Growth

Md.Saiyaf Azam Faridy and Sweta Kumari

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Abstract

The agri-food sector plays a significant role in the economy, being one of the main contribution to the GDP of many countries, where the share of this sector in the GDP reaches even as much as 50%. In the view of the fact that in agri-food supply chains (AFSC's) there are raw materials and products with short sell by dates, and due to the fact that are living organisms in the initial links of this chain, this sector is a logistic challenge. In contrast to all other sectors of the economy, apart from the requirement of efficient logistics, it must guarantee the delivery of safe food to final consumers. Apart from that, the transport of food products, especially livestock, requires the application of specialised logistics infrastructure.

Role of agriculture logistics are essential for agriculture enterprises further linking to the AFSC. They produce raw materials for agriculture processing and make fresh products, which are directly or indirectly delivered to the consumer. Thus, the quality of raw materials and products and the costs generated by agricultural enterprises will have considerable influence on the final efficiency of the entire supply chain. Apart from that, the type of production technologies and logistics will significantly affect these costs and quality due to direct contact with the environment and living organisms. The role of production and supply chain management is increasing worldwide due to the growing consumer concerns over food safety and quality together with retailer demands for large volumes of consistent and reliable product. In developed countries, product losses compared to post harvest loss is generally smaller during processing, storage and handling because of the efficiency of the equipment, better storage facilities, and control of critical variables by as skilled and trained staff. Recently, the concept of Agricultural and Food Logistics has been under development as more effective and efficient management system is required for the food production planning, physical collection of primary produce from fields and homesteads, processing and storage at various levels, handling, packaging, and distribution.

Keywords: logistics ,agriculture, food logistics development

Theme: FPOs as way to overcome agricultural marketing challenges/Facilitating market information system through FPOs

Government Initiated FPOs: Lesson Learned And Challenges

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Abstract

Simply, it is the collectivisation of small and marginal farmers to form their organisation is called as Farmer Producer Organisations (FPOs). This has been recognised as the most effective and appropriate institutional mechanism to reduce the cost of production, increase per unit productivity and facilitate better market linkages to enhance their income. The FPO not only help in augmenting the income of the farmers but also considerably improve the rural economy and create job opportunities for rural youths in villages. Realising the significance of the FPOs, the Government of India had announced in the Union Budget, the formation of 10000 new FPOs by 2025. Towards this end 100 FPO was started in Kerala. The study was conducted through online survey covering 100 FPOs in the Kerala state of India. The FPO in Kerala are mostly focussed on species and vegetable and coconut crops dominated districts. Idukki district produce highest turnover in terms of output and has a lot of scope in future too. Although there are lot of scope for establishing the FPOs but it has equally facing challenges like infrastructure, finance, skilled labour and other technical challenges.

Keywords: FPO, Agriprenurship, Socio-economic development, Agriculture marketing.

Theme: Support mechanism to enable FPOs to sustain interventions

Emergence of Farmer's Producer Organization: Challenges and Opportunities

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Abstract

The Farmer Producer Organization (FPO) is an organization that can be identified as a legal entity made up of farmers and where all its members are farmers themselves. In other words, FPO's farmers' groups, membership mainly comprises 70/80% small / medium scale farmers.

Incomplete market conditions, unaffordable credit, poor investment decisions, unskilled labor base, inability to access extension resources and poor technology are some of the major issues facing small and medium farmers in this competitive and unstable environment. The purpose of this paper is to understand the various issues of the FPO, the challenges and opportunities as part of its ongoing development. The secondary data has been utilized in the study. It has been concluded that in this study an attempt has been made to investigate the opportunities and challenges without coming up with future guidelines based on the examination and recommendations built by various researchers over time about the promotion and expansion of FPO's in the country.

Keywords: Farmer's Producer Organisation, farmers, Challenges, Opportunities, legal entity.

Central and State Intervention in Development of Farmers Producers Organization in India

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Abstract

A Producer Organisation (PO) is a legal entity formed by primary producers, viz. farmers, milk producers, fishermen, weavers, rural artisans, craftsmen. A producer organisation can be a producer company, a cooperative society or any other legal form which provides for sharing of profits/benefits among the members. Farmer Producer Organization is a group of farmers, who are in the business of producing agricultural products. To facilitate this process of formation of these FPOs, the Small Farmers' Agribusiness Consortium (SFAC) was mandated by Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India, to support the State Governments in the formation of Farmer Producer Organizations (FPOs). SFAC supports these FPOs through empanelled Resource Institutions (RIs), which provides various inputs of training and capacity-building, and linking these bodies to input suppliers, technology providers and market players. Besides SFCA, National Cooperative Development Corporation (NCDC), Food Corporation of India (FCI), Department of Agriculture and Cooperation (DAC), Ministry of Agriculture, Govt. of India are some of the premier central institution involved in the support and development of FPOs in India.

Keywords – FPOs, NABARD, NAFED, Agri-supply chain, Agribusiness

Theme: Enriching Agri-value chain through FPOs

Emerging opportunities in Agri-Value Chain through Farmer Producer Organization

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Abstract

As we know that Indian agriculture sector has forever been less profitable. There are so many factors which adversely affecting such as weak value chain system, less focused addition, lack of awareness, lack of market information, weak market linkages etc. are some of the significant factors which adversely influence agriculture sector. Farmer producer organization is a legal entity formed by primary producers such as farmers, weavers, fishermen, milk producers, craftsmen and rural artisans. The prime objective of the government regarding formation of FPO's to ensure better income for the producers through an organization of their own because small producers do not have the volume individually to get the benefits of economies of scale.

Agricultural sector is largest employment generating sector in India and have a significant potential to provide good opportunities for budding entrepreneur and unemployed youth. FPOs has been playing a significant role to create linkages and removing middlemen between formers and customers. FPOs have the potential to create value throughout the chain of agri-products.

This paper has been divided into four sub-sections, in which first section discussed about the value chain and FPOs. The second section covered the available literature regarding value chain and Farmer Producers Organization. The third section covered the research methods regarding data collections and analysis. The last section covered the findings and conclusions of the paper.

Keywords: - Farmer Producer Organization, Value Chain, Agri-products, agriculture, linkages

Enriching Millets Value Chain through FPOs for Sustainability

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Abstract

Agriculture in India is predominantly production-oriented confined to a large number of fragmented smallholdings and plays a pivotal role in the Indian economy. The demand for Nutri-cereals or millets is raising in the market for their nutritional value and capacity to combat lifestyle ailments. In this background, ICAR-IIMR, Hyderabad is involved in the formation and handholding of 31 Millets FPOs across four states of India to balance the demand and supply in the millet market. As a Cluster-Based Business Organizations CBBO), IIMR is organizing capacity-building programs for BoDs and CEOs of newly formed FPOs further helping them in infusing the same skills to its shareholders. It is also supporting FPOs to connect to line departments of the state to avail the facilities and the support. To transform the farmers and their organization into business entities, IIMR has trained FPOs to undertake processing and value addition of millets and connecting to markets to sell their raw as well as value-added products. An effort was also made by IIMR to connect FPOs to e-marketing channels to sell their products directly to the intended consumers. The formation of FPOs can harness better profit from the small and marginal farmers by way of its collective approach.

Keywords: FPOs, millet Market, Millet's startups, IIMR

Theme : Role of Financial Intermediaries for the growth of FPOs

FPOs in India: An Endeavour to Reconnaissance its Financial Succor Scenario

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Abstract

Collectivizing farming into Producer Organisations (POs) has been considered as one of the cogent approach to surmount the constraints witnessed by the small and marginal farmers. Under the 12th Five Year Plan (2012-2017) of the Government of India, promotion and strengthening of FPOs has been one of the crucial strategies to attain inclusive agricultural growth. In the past recent years, the growth of the FPOs (Farmers Producer Organisations) has witnessed a big increase. In view of the fast growth of FPOs, the issue of access to credit, i.e., linking the FPOs to dependable and affordable sources of financing to meet their working capital, infrastructure development and other needs has gained center stage. In view of the fact that in India nearly 85% of the farmers and small and marginal farmers. The agriculture sector is hindered by high transaction costs and low access to credit and agricultural produce markets. In view of this, the role of financial intermediaries like commercial banks, regional rural banks, NABARD etc. become vital in extending financial assistance to the FPOs.

This research paper makes an endeavor to reconnoiter the current scenario of FPOs, financial scenario of FPOs, financial assistance provided by various financial intermediaries, various government schemes aimed at strengthening the financial position of FPOs, growth potential of FPOs etc

Keywords: Growth of FPOs; Financial assistance to FPOs; Government schemes for FPOs; Growth potential of FPOs

Theme : Financial sustainability through FPOs

FPOs in India in the context of financial sustainability of farm sector: A critical study

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Abstract

The agricultural sector is the largest employer in our unorganized sector. It employs about two-thirds of the total workforce. Nevertheless, agriculture's share of India's gross domestic product (GDP) continues to decline. Most farmers rely on agricultural activities for their livelihoods and incomes, but they often lack the resources they need to thrive. The creation and networking of Farmer Producer Organization (FPO)s, including unemployed rural and urban youth with unemployed rural and urban youth with agricultural expansion, banking, irrigation and other officials in a similar ecosystem for wider implementation in India, can be explored. Finally, by redesigning the Indian government's mission to double farmers' incomes, national agriculture, banking, cooperation, youth, mission agriculture, and district-level banking. It complements the FPO's network of grassroots middle and rural youth and agricultural entrepreneurs. This study will try to answer how the need for sustainable development often creates conflicting pressures. This situation can be improved through microfinance through groups such as the SHG, JLG, FIG and of course, FPO. and venture capitals. Competing Coexistence Policy (CACP) can result from incompatibility of incentives, standards, and regulatory models between local governments and federal governments, or between two counties where utility networks operate. Members of the FPO are smallholders organized to increase income through improvements in production, marketing and local processing activities. This paper outlines the key characteristics, investment profiles of institutional and informal investors operating very early in the entrepreneurial life cycle e.g., screening, negotiation and monitoring in a more complex funding ecosystem. Instruments like forwards and options can be encouraged to invite greater participation by FPOs. Despite country's cooperative system having some shortcomings, it has a huge rural network and with recent Govt initiatives and can be integrated with the FPOs, minimising further competition and explore the possibilities of an institutional mechanism to progress through collective utilisation.

Keywords: Farmer's Producer Organisations (FPO), Financial intermediary, Sustainability, Microfinance, Start-up Ecosystem, Investment and Finance Model, Economic security

Theme : Enhancing farmers' income through FPOs

Scope of FPOs and development of Farmers in East U.P

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Abstract

FPOs (Farmer Producer Organizations) are the organizations of farmers formed voluntarily and controlled by members and take care of their business activities. FPOs can trade directly their products without involvement of middle man. It ensures the better value of their products up to their satisfaction level. FPOs can register themselves under the Indian Companies Act. It is helpful in increasing farmers income. Government support the FPOs to uplift the agricultural economy and significant increase in the income of farmers. It provides end to end support and services to the small farmers. It takes care of technical services, marketing, processing and other related aspects of agricultural inputs. The general function of FPOs includes supply of seeds, machinery, market linkages and fertilizer, training, networking, financial and technical advice. The FPOs provide adequate training, handholding. NABARD playing vital role in promoting FPOs. UP has about 600 FPOs at present. The farmers in Eastern part of U.P. generally having small landholdings. They don't have control in marketing of their products individually due to small land holdings. The culture of FPOs may play a significant role in development of farming in eastern part of U.P. and mean time it will also contribute to the increase in the income of farmers significantly. FPOs in organized manner can deal with corporates and other market players directly and in strong position to negotiate and decide about their products. Small farmers having small land holdings are benefitted by utilizing the services of these groups and collaboratively having the power to decide more judiciously about their products. FPOs are in nascent stage of development in eastern part of U.P. They are very much required in this region because farmers having small land holdings. They are not in key position to decide the fate of their products and are generally not economically sound. The formation of these FPOs may strengthen them by providing them more autonomy and strength deciding the different aspects of their products. Therefore, FPOs having significant scope of formation and utilization in east U.P. It may be proven key in the development of farmers in this region. Ultimately, it will be proven as key for enhancing the income of farmers in U.P. east.

Keywords: FPOs, Agriculture, Economy, Income, Training, market. Farmers, Landholdings.

Escalating Farmers Revenue through FPOs

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Abstract

Agriculture is a vital segment for Indian economic system where around 70 per cent of rural population depends on farming and allied activities for the livelihood and majority of them (86%) fall under the category of small and marginal. The output received by the farmers isn't worth rewarding despite the farmers producing food of sufficient amount. There are various factors like lack of facilities-transportation, storage, processing for the insufficient output. The concept of doubling the farmers income by 2022 was introduced in an effort to empower the farming community and making them more stable and improving their conditions to make the agriculture self-sufficient. Farmer Producer Organizations (FPOs) are one of the key strategies that should achieve the ambition of doubling farmers' incomes by 2022. The 15-20 Farmer Interest Groups (FIGs) at the village level together form an organization that is dedicated not only in improving the socio-economic status of its farmers, but also in improving market linkages and developing farmers' entrepreneurial skills and business plans through strategic planning. The Union Budget 2022 focusing on taking the agriculture sector a step further through sustained growth and an emphasis on digital infrastructure. The government's plans of multi-dimensional interventions to guide in next-gen digital agriculture through technology, R&Ds, and most importantly, leveraging agritech platforms and FPOs (farmer producer organizations) will be a game-changer for the rural population.

Keywords: Farmer Producer Organizations, Farmers' Income, Farmers Interest Groups

Improving Farmers Income through FPOs in India

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ABSTRACT

It's hardly surprising that most of the small farmers nowadays don't want their offspring to continue in their footsteps. With a monthly household income of less than 6,000, fragmented landholdings, and less than thirty percent chance of purchasing seeds and pesticides that are adulterated or spurious, small and marginal farmers in India play a yearly roll of the dice with the monsoons, with a good monsoon resulting in plentiful crops and accompanying price drops, and a bad one resulting in crop failure. Farmers' associations are increasingly seen as a possible driving factor in increasing farmers' income. In terms of kind of organizations, numbers, and members, India has seen a favorable development in producer organizations. These are indicative of a shift in perception of farming or agriculture as a "value-led industry. Given the circumstances, governments are relying on FPOs to meet their goal of "Doubling Farmers' Income." FPOs have been invested in by the government, NBFCs, civic society, and other financial institutions in anticipation of their future role in rural development. Providing millions of impoverished farmers with fair access to product markets is crucial to the establishment of sustainable rural livelihoods in emerging nations. This study critically examines the challenges faced at both the ends in achieving the goal of the central government to double the farmer's income by 2022.

Keywords: Farmer Producer Organization; Doubling Income; Marginal Farmers

Theme : Economic Security through FPOs

Farmers' Perception and Awareness towards Crop Insurance in India

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Abstract

The government has created many schemes to protect farmers from agricultural hazards, including the National Agricultural Insurance Scheme, weather index-based crop insurance scheme and recent scheme is PMFBY. However, its coverage appears to be restricted among farmers, owing to a lack of complete information. The findings of a survey of 400 farmers were given in this research in order to analyse their perceptions and awareness of various aspects of crop insurance.

According to the survey, the majority of farmers are aware of the government's approaches. However, only half of farmers were found to be aware of crop insurance schemes. This indicates that information on mass scale regarding crop insurance plans must be disseminated to the farmers. The research has highlighted the importance of designing more new schemes where scope of human participation can be minimized.

Keywords: Crop insurance, Perception, Awareness, PMFBY

Theme : Micro Finance and FPOs

Role of Micro-Finance Institutions for the Growth of FPOs in India

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Abstract

The role micro finance companies for development of farmers into Producer Organizations (POs) has been considered as one of the way to overcome the challenges faced by the small farmers. This approach is demonstrating the potential to be more successful in breaking farmer's dependency on limited financial institutions. In the last decade, efforts have been made towards creating and strengthening FPOs and thus strengthening their position in the mainstream value chains management. It has been witness that over the years, there has been a growing interest in promoting an enabling financial environment for the FPOs. Several initiatives have been taken by the Government, Apex financial institutions such as NABARD, private donor organizations, financial institutions and many other institutions to support the growth of the FPOs and facilitate their emergence as successful business enterprises. Microfinance companies in India has played vital role in the rural economy. They are engaged in various self-employment schemes as well as commercial production. Financial institutions such as banks are also providing great support to increase their earning. The study was conducted among various micro finance companies working in Ranchi Districts where they are the prime members in cultivation. The paper has described the contribution of micro finance companies from the last five years. The study will provide a strong pillar to the future researcher in the area of micro finance institutions involvement for FPOs growth.

Keywords: FPOs, Financial Institution, Micro-finance, Value-chain, Rural Economy.

Theme : Pivotal role of Technology in Strengthening FPOs

Role of Technology in strengthening Farmer Producer Organization (FPOs) in India

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Abstract

The idea behind the genesis of Farmer Producer Organizations is to form a group of farmers who are the producers of agricultural products. To hold up the State Governments in the formation of Farmer Producer Organizations (FPOs), the Small Farmers' Agribusiness Consortium (SFAC) was given charge by Department of Agriculture and Cooperation, Ministry of Agriculture, Govt. of India to ease the process. FPOs act as a mediator for the member farmers. It helps to sell through e-trading and also enhance the negotiation powers of member farmers. Unsalable lots are also sent through logistics arrangement facilitated by FPO. Payment is directly received by FPO and sequentially FPO can disperse among members. Member farmers also get real time information on arrival, quality and price of commodities. The government pronounced that FPOs are the most relevant institutional form around which farmers can deploy and build their capacity to collectively strengthen their production and marketing. Member farmers have improved their social, political and economical dimensions of livelihood which in turn improved the psychological well being. The adoption of agri-technology has contributed tremendously to the strengthening FPOs, and has helped them solve varied challenges in relation to market linkages, access to financial services, internal management of members, and achieve higher farm productivity. This research paper will study the role and importance of technology in strengthening Farmer Producer Organization (FPOs) in India

Key words: FPO, SFAC, mediator, e-trading, Online commerce, Supply chain and logistics, etc.

Influence of Technology in Boosting Rural Economy

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Abstract

Indian economy has still been traditional. The change is observed in efficiency, production and development which is still less than the potential. Rural India faces severe technology deficit. While there are other serious shortages, such as power, water, health facilities, roads, etc.but these are known and recognised. However, the role of technology in solving these and other problems is but barely acknowledged, and the actual availability of technology in rural areas is, at best, marginal. The so-called digital divide is widely spoken and written about; but, the technology divide is hardly mentioned. Yet, this disparity is arguably more important, as it has greater impact. The Gandhian vision of an ideal village or village Swaraj is that it is a complete republic, independent of its neighbours for its own wants and yet interdependent for many others in which dependency is necessary. The Gandhian vision of an ideal village can be achieved by promoting technological education and awareness, as we know Indian economy is largely dependent on the villages and is the backbone of the economy. Rural Indians need technological advancement for agricultural activities, transportation, power, banking etc. Rural economy can drive India towards a bright future if it gets support from technology. Through its Digital India programme, Government of India is working to transform the country's rural economy and create skilled jobs in rural areas using eNAM (National Agriculture Market), an online platform for farmers that integrates agricultural markets online, allowing farmers and traders alike to view all Agriculture Produce Market Committee-related information and services, commodity arrivals and prices, and buy and sell trade offers, thus helping farmers bid for the best prices across markets. Many more steps have been taken by the Government for technological advancement in rural areas which proves that the future is bright.

Keywords -Technology Boosting, Technology Rural Area

Neuro-Based Farming Decisions

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Abstract

Expansion of neuromanerial farming parallels development of cognitive science. Neuromanerial farming has bridged contrasting fields of farming and psychology. Farming, psychology, and neuromanerial science converge into a single, unified discipline with ultimate aim of providing single, general theory of farmer behaviour. This is the field in which consilience operates. Researchers and neuromanerial researchers provide tools for study of mechanism. The goal is to understand processes that connect sensation and action by revealing neuromanerial mechanisms by which farming decision are made. Despite substantial advances, question of how farmers make judgments continues to pose important challenges for scientific research. Historically, different disciplines have approached this problem using different techniques and assumptions, with few unifying efforts made. Making a managerial decision implies that there is alternative decision to be considered, and in such a case we want not only to identify as many of these alternatives as possible but to choose the one that (1) has the highest probability of success or effectiveness and (2) best fits with our goals, desires, lifestyle, values, and so on. Farming decision - making is the process of sufficiently reducing uncertainty and doubt about alternatives to allow a reasonable decision to be made from among them. This definition stresses the information-gathering function of decision -making. The research issues in this paper would be . How does farmer decide via. Neuro-based psychoeconomic feedback? How does brain waves play a role in farmer's decision making? Previous research has demonstrated that judgments of intent were significantly related to attitudinal, normative, and affective components of decision - making. This needs to be addressed. Purpose of this research is to elucidate principles and decision - making mechanism to model farming decision making by using tools from neuromanerial science and psychology of farming modelling approach. Objective is to monitor dynamics of neurobiological drivers in understanding farming behaviour and preference making. In light of discussing theories and applications of neuromanerial farming in decision making we have used the eye tracking and interview techniques. Complexly interlinked imaging technologies, new imaging technologies have motivated studies of internal order of mind. Interaction between farming and decision science is not smooth with difference in perception and reasoning potentials on either side. This research attempts to aid rethinking foundations of farming preference dynamics by providing alternative taxonomy for rational preference problems. This research would open new vistas for future replicative studies.

Keywords: neuromanerial farming, cognitive farming, psychology.

Theme : Congenial ecosystem and FPOs

**Turning challenges to opportunities in human-wildlife conflict through FPOs using the start-up ecosystem
and CSR schemes: A synergistic model**

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Abstract:

Human-wildlife conflict management has emerged and these conflicts between humans and wildlife have been increasing with population growth. In this paper we see this as an opportunity to mitigate some risks faced by farmers in the past. Farmers Producer Organization (FPO) have been formed to increase income of farmers. These FPOs face a number of challenges some of which overlap with the trade-off between different sustainability issues. A literature survey is done on innovative technologies, insurance and financing schemes which can be used to turn these conflicts into opportunities. The authors analyse the CSR Act to find which portions of the Act are supportive for the FPOs to avail funds under the CSR schemes, including scope for further amendments and policy level changes. Through a literature survey on human-wildlife conflicts and risk mitigation strategies adopted by farmers, we bring forward a framework of using the opportunities from managing human-wildlife conflicts, start-up ecosystem, and CSR strategy as forming a model and highlighting the scope for future research in these area through the FPOs.

Keywords: conflict management, conflict management, FPOs.

**Theme: Entrepreneurial development programme and FPOs./Agri-
Entrepreneurship/licensees and role of FPOs. / Self-employment through FPOs**

Social Entrepreneurship and its role in boosting Rural Economy

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Abstract

Social entrepreneurship is the process by which individuals, startups and entrepreneurs develop and fund solutions that directly address social issues. A social entrepreneur, therefore, is a person who explores business opportunities that have a positive impact on their community, in society or the world.

Social entrepreneurship is the ability to draw in innovative solutions by businesses to solve different social problems. From the rural development point of view, social entrepreneurs can work to fill the societal gap, helping in social transformation of the economy.

With planned and innovative attempts, countries can work towards combating problems like poverty, inequality, unemployment and illiteracy on a broader level. The benefits are double ended – social entrepreneurs can look forward for making profit. Social enterprises act as promoters to solutions with last mile connect for rural needs. Social enterprises have laid the foundation for micro-level entrepreneurship impact-based business alongside an opportunity for rural citizens to learn and earn better through an elevated lifestyle. Rural India is a pool of talent and determination. Still, due to the lack of technological advancements in rural areas, a connectivity gap has limited opportunities. However, now most businesses utilize the rural market opportunity via social enterprises working in the rural sector, narrowing this gap. Social enterprises are now redefining businesses in rural India by connecting rural consumers with quality products and services at affordable prices through a progressive livelihood approach and reframing norms about agriculture being the only way of livelihood for people in rural areas. This unique business model followed by social enterprises allows for a two-way development process for both brands and rural populations, diminishing the connectivity gap. Value based supply chains through the lens of entrepreneurship are delivering impact and driving change. Connecting consumers to products and brands with efforts and accountability leads to empowering livelihoods and making a difference. Social innovation with innovative commercial models have gained momentum, highlighting the business with impact. Creating social values articulated for larger changes, entrepreneurial activities are linked to discovery to innovation and development. With smartphones and internet connectivity, technological advancements in rural areas have helped consumers connect to larger economies at their fingertips. These developments have played a prominent role in flourishing the overall lifestyle with dynamic support in infrastructure, literacy and innovations. Ideas like micro-entrepreneurship have come as a solution for the increasing unemployment, where people can earn extra income in self-employment. To sustain business in rural areas, access to services and opportunities with continued resource development plays a significant role.

Keyword: social entrepreneurship, rural economy

Theme : A holistic approach to poverty alleviation through FPOs

Intervention of FPOs in poverty alleviation and achieving agricultural transformation

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Abstract:

FPOs play an important role in alleviation of Poverty by enhancing the farmers income and by encouraging the consolidation of holdings. The FPOs result in increasing the net income of farmers through informed decision making, improved access to inputs and agro-services, institutional credit, marketing facilities and enhanced efficiency in the farming operations. However, there are challenges in implementation but the government is making constant efforts in filling up the policy gaps in the ecosystem and confronting issues in building sustainable FPOs. For poverty alleviation the FPOs can be efficiently managed by experienced, trained and professionally qualified CEO .There is no denying the fact that the weak financial and poor resource base can be supported so that they may deliver the product and services as per the market need. Further the small size FPOs should be enabled to access the benefits of credit guarantee schemes. In order to adopt a sustainable approach, FPOs need to identify local market needs of the consumers and take steps to tie-ups for sale of its produce. There is a need for constant support regarding the Policy Support/ Suggested Measures for Scaling up and strengthening of the FPOs, which can go a long way in strengthening the FPO and removing poverty in the country. Moreover, FPO has been considered to be the way forward for enhancing farmers' income and removing the poverty among them and boosting agricultural growth. The role of major stakeholders plays an important role in shaping the future strategies for scaling up of FPO and its promotion by various stakeholders.

Keywords: FPOs, poverty alleviation, sustainable, stakeholders

Theme : Socio-Economic Development through FPOs

Farmer's Producer Organisation (FPO) through linkage with external environment and agencies in the context of inclusive growth of the Indian farm sector

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Abstract:

India's small and marginal farmers, with fragmented land holdings, face challenges in securing favourable prices with limited collective bargaining power. This study will focus on exploring Farmer's Producer Organisations (FPO) business model, impact on services, and empowerment factors like leadership using primary and secondary data sources. The focus will be on how commodities are professionally managed and operated, as well as the forward and backward linkages to FPO activities. The study will highlight the robustness of financial performance, researching with descriptive statistics and whether the FPO model is an ideal agribusiness strategic approach for rural employment, poverty alleviation, improvement of farm income, purchasing power, living standards of small farmers in rural areas, and their sustainability amid crisis. It is evidenced that profitability in farming would be possible in groups rather than practicing it individually. This is especially the case when farmers are organizing to meet credit and input needs, marketing concerns, etc., as there are clear economic advantages to working in groups. This study aims to investigate the role of research institutes in promoting FPOs, providing assistance in gathering information on the availability of inputs, side activities, various programs, imparting technical assistance in the agricultural production sector, providing instructions for soil testing, input quality testing, etc. and to explore the possibilities of an institutional mechanism that can integrate and help farmers not only participate directly in the agricultural supply chain, but also help progress through collectives utilizing the latest advances in technology, communication, and the digital revolution thus facilitating not only efficient supply chains but also the overall development of the agricultural sector. Socially accountable delivery network in operations control is an interesting subject. Societal needs, social impacts, strategic behaviours of farmer-manufacturer organisations (FPOs), and their rising function in growing socially accountable delivery chains in India, can also be studied.

Keywords: Farmer's Producer Organisations (FPO), Technology, Socio-economic security, Leadership, Entrepreneurship, Delivery chain, Linkage, Research institute.

Theme : Leadership role in FPOs

Promoting rural women's leadership in producers' organizations (Pos)

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Abstract:

This paper explores aspects of promoting rural women's leadership in producers' organizations (POs). Despite the vast amount of work that women perform in the agriculture sector, their role remains largely unrecognised. The concerns and issues of women farmers are scarcely heard at the local, national and global levels. One reason for this silence is that there are not enough women in leadership positions to be able to represent the interests of rural women. This shortage is compounded by women's lack of voice in decision making processes at all levels – from households to rural organizations – and in policymaking. Ensuring that women have a greater voice is not only a matter of gender equality. Women's leadership, especially in POs, is essential for increasing the production of smallholder agriculture, as women make massive contributions to the sector. Women leaders can advocate for women's better access to and control over assets and productive inputs, thus boosting their productivity and incomes, leading to food security and increasing their employment opportunities and real wages.

Keywords: producers' organizations, women's leadership, smallholder agriculture.

Role of Leadership in promoting Rural Entrepreneurship

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Abstract

In the era of globalization, entrepreneurship development in the rural context is a challenge. According to 2011 Census, 68.84% people are living in rural areas of India. People in rural areas suffer with unemployment, poor infrastructure facilities which may be solved with the development of the rural entrepreneurship. "Rural entrepreneurship can be defined as entrepreneurship emerging at village level which can take place in a variety of fields of endeavour such as business, industry, agriculture and acts as a potent factor for economic development". But the rural entrepreneurs are suffering with various problems like fear of risk, lack of finance, illiteracy, and competition from the urban entrepreneurs. Rural entrepreneurs increase the standard of living and purchasing power of the people by offering employment opportunity to the people in villages. So, the leadership plays a very significant role in promoting its development.

Leadership involved in injection of public findings and other various policies. the ship helps in overcoming various challenges which are faced by rural entrepreneurship such as traditional industry challenge lack of internet connection capital problem etc. Leadership helps in attracting internet or broadband to the rural areas so that rural entrepreneurship can take advantage of internet. Leadership also helps in encouraging various investment program like USDA's rural entrepreneurship. It also helps in providing rural loans and also promote Argo tech business.

Keywords :-Rural entrepreneurship, rural challenges, Leadership, Development etc.

Theme : Social management practices in the FPOs

Role of Law in enhancing the Digitalisation of Farmer Producer Organisation in respect of existing legal regime

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Abstract:

Farmer Producer Organization (FPO) is legally recognized under the Companies Act or Co-operative Societies Act of the concerned States and framed to use groups through economies of scale underway and showcasing of agrarian and allied areas. The aim of forming FPO is to double the income of Farmers and breaking cartelisation in APMC and providing more bargaining power to farmers and allowing inter-state movement of farm produce. The act of implementation has been handed over to Small Farmers Agri-business Consortium (SFAC), National Cooperative Development Corporation (NCDC) and National Bank for Agriculture and Rural Development (NABARD). In the digital era both physical and electronic trade is a must for maximum optimization of the agricultural trade for the benefit to the farmers. Currently, we do not have any legislation directly addressing the concept of FPO. Farmers Produce Trade and Commerce (Promotion & Facilitation) Act, 2020 engages farmers to openly sell their produce from farm door straightforwardly to the purchasers/exporters/processors/retailers who are offering better costs as option in contrast to APMC Markets without paying any market expense in exchange region. It will assist with decreasing transportation cost of farmer produce from the homestead door to the mandis. It will likewise help in decreasing post-harvest misfortunes. The Farmers (Empowerment and Protection) Agreement on Price Assurance and Farm Services Act, 2020 deals with farming agreement which is a written agreement between FPO and sponsors in respect of any farm produce. These laws faintly deal with the idea of FPO which might not be sufficient to legislate the issues arising in respect to Contract farming and Agri-trade in digital mode.

Keywords- *FPO, NABARD, APMC, electronic trade, cartelisation, Agri-trade*

Theme : Effectiveness of FPOs on the Psychosocial Well-Being

The Potential of Farmer Producer Organizations In India

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Abstract

The Government of India recently announced \$34 million for setting up a “Producers Development and Upliftment Corpus (PRODUCE)” under the National Bank for Agricultural and Rural Development (NABARD). This article studies the potential role of Farmer Producer Organisation's (POs; and more generally, Producer Organisations) in the context of large prevalence of smallholder agriculture in India. FPO consists of collectivization of Producers especially small and marginal farmers so as to form an effective alliance to collectively address many challenges of agriculture like improved access to investment, technology, inputs and markets. Department of Agriculture and Cooperation under Ministry of Agriculture, Govt. of India has identified ‘Farmer Producer Organizations’ registered under the special provisions of the Companies Act, 1956 as the most appropriate Institutional form around which the mobilization of farmers is to be made for building their capacity to collectively leverage their production and marketing strength. We study various POs that have come up over the past years, both, with the support of NABARD, and without, to show how PRODUCE can fill the gaps in the genesis of producer collectives in India. Finally, we offer a brief roadmap for how such funds may be best utilised, along with guidelines for setting up of financially viable POs and promotion of existing ones.

Keywords: smallholder agriculture, NABARD, collective bargaining, economies of scale, sustainable agriculture

Theme : Role of Research Institutes in promoting FPOs

**Farmer's Producers' Organization and Disaster Resilient Agriculture: A Policy
Suggestion**

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Abstract

This concept paper on FPO and disaster resilient agriculture is prepared on the basis of a few observations as well as a thorough analysis of a few literatures. The FPO is a type of people's organization where the members are farmers. This is regulated by the Department of Agriculture, Govt of India since this has legal entity and it is supported by the Small Farmers' Agribusiness Consortium (SFAC) for its promotion. The main aim of FPO is to ensure better income for the producers through an organization of their own. This is a conjoint platform where various planning process pertaining to the procurement, marketing, promotion, regulation, financing, and subsidy etc are made to strengthen the FPO and to benefit the farmers.

Disaster Risk Reduction planning is very much essential to climate change resilient agriculture or disaster resilient agriculture. Therefore, the DRR in agriculture is not an isolated process; it should link and complement other sectoral planning processes, specifically those of sustainable agricultural development and climate change. An alignment of DRR planning at and across sectors and levels (national, subnational, and local levels) is crucial. Mainstreaming DRR across different development sectors along with SDGs priorities for action facilitates consistency and complementarity of planning across levels. The formulation of in-depth, sector-specific DRR priorities is an indispensable step for the integration of agriculture-specific DRR issues into the sectoral development plans.

Linking disaster risk reduction process in agriculture is an integral part of sustainable development process as agriculture provides multiple entry points to prevent new risks, and to reduce and manage existing. The planning processes for DRR in agriculture must also be synchronized and linked with plans related to climate change and natural resources management, amongst other sectoral development plans.

Besides the DRR earmarked budget allocation by the National Disaster Management Authority (NDMA), the legislation on mandatory budget allocations for DRR across sectors are highly desirable to ensure a consistent implementation of complementary DRR measures in the agriculture sector.

The planning process for DRR in agriculture is not an end. While the plans serve agriculture sector planners as a roadmap for DRR, it is only when the plans are implemented at local level that real change towards more risk-

sensitive development can happen. To assess whether a planning process has been moved from the planning stage to implementation, a series of proxy indicators are suggested:

- The extent to which the plan or sections of the plan helped to mobilize resources or served as a guidance for development partners to allocate resources for DRR in the agriculture sector. The take-up of the plan or sections of the plan, for its implementation, through existing government agriculture flagship programmes (e.g. rice and other commodity focused programmes)

The DRR planning in agriculture should be catalytic and able to effectively inspire and influence other parallel or future planning and programming actions of ministries and sectoral stakeholders to be risk-sensitive—regardless of their main sector goals, in addition to facilitating through regularly updated planning cycles the implementation of DRR specific activities/programmes. However, it is important to stress that DRR plans sufficiently incorporate the agriculture sector, or when the agriculture development plans have mainstreamed in detail DRR as part of the development measures, DRR in agriculture can also be achieved.

The agriculture sector has an important role in reducing disaster risks, adapting to climate change, and enhancing resilience. DRR planning processes in the agriculture sector help bringing about short-term humanitarian and long-term development interventions, as emergency response on the one hand, and sustainable economic development and climate change adaptation on the other hand, cannot be achieved without resilient agricultural livelihoods able to withstand shocks, while providing food and nutrition security to the most vulnerable people.

As three-quarters of the world's poor are farmers, mainstreaming DRR into the agriculture sector and vice versa is essential for ensuring sustainable development (FAO 2017b). While the agriculture sector is at risk, it can also be the foundation upon which more resilient livelihoods are built. In fact, a cost benefit analysis of farm-level DRR has as shown, that, on average, the DRR good practices bring benefits 2.5 times higher than previously used practices under hazard conditions, making it both necessary and worthwhile to place agriculture at the heart of DRR action (FAO 2017a). Effective DRR from the local to the global level depends on sustained political commitment and investment by governments. Mainstreaming DRR within the policies and programmes of the agriculture sector and mainstreaming of agriculture within DRR policies are indispensable steps towards more resilient agriculture development.

The spatial and temporal complexity of disaster risks for agriculture require sector-specific risk and vulnerability assessments, which take into consideration both, the often highly localized low-impact hazards. Both have devastating impacts on the livelihoods of farmers in the long run. It is therefore important that focal points or units are created early in the planning process and embedded within responsible institutions to enhance ownership throughout the process, to provide internal guidance and insights and to ensure that the

plans will be implemented.

While the different planning documents are important instruments for promoting DRR in the agriculture sector, it is the planning process itself and its ownership that is most important for the successful mainstreaming of DRR into agriculture, and vice versa, as well as its application at the local level through the implementation of DRR and vulnerability reduction measures.

The inclusion of agriculture into the national DRR planning processes, and the mainstreaming of DRR within climate and development plans should always be ensured. There is significant scope for undertaking an even more comprehensive policy coherence review, which would consider climate change adaptation (CCA) planning processes, as DRR and CCA often overlay and reinforce each other, especially in agriculture.

Keywords: FPO, disaster resilient agriculture, agriculture, climate change adaptation

FPOs: An Institutional Innovation for the Challenging Indian Agriculture

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Abstract

Amidst the pandemic, the Indian agriculture is facing challenges in all stages of agricultural production. The institutional innovation and technological advancements have tried to address all these problems over years. One among the important institutional innovation in agriculture is FPO. The collective approach of the farmers is the need of hour as the remedial measure. Farmer Producer Organizations are collectives formed by farmers, who are the producers of agricultural products to facilitate the marketing of their produce. The primary role of these organizations is to act as aggregator from input to output which can enhance the net income of farmers. This study aims to understand the roles and functions of FPOs in agricultural production. Descriptive research design was adopted in the study and eight FPOs were selected purposively. The theoretical framework of this study was based on the theory of collective entrepreneurship, theory of planned behaviour, and stakeholders theory. Likert scale was used to collect data on the behavioural beliefs, normative beliefs, and control beliefs of FPOs. All the FPOs surveyed have been registered with the primary legal forms under which FPOs are promoted with an average of 1000 members with the membership fees of Rs.1000 per member. The different roles of stakeholders includes the farmers/producers selling their produce, companies aiding in value addition and marketing of the farm produce and consumers as buyers. The average amount of share capital of the surveyed FPOs has been turned out to be Rs.9, 03,625. All the FPOs aid in activities like procurement and marketing of the produce like paddy, vegetables and oilseeds, supplying inputs such as fertilizers and seeds to farmers, value addition to groundnut and coconut. They also aid in providing advisory services and assisting in credit facilities to farmers. The common challenges faced by FPOs includes the issues in marketing, convincing farmers, availing loan, getting farm produce from farmers, maintaining 1000 farmers, inability to meet market demand, loan repayment and poor quality of produce.

Keywords: Indian agriculture, Farmer Producer Organisations, roles and functions of FPOs, Theory of planned behaviour, collective entrepreneurship, marketing

Motivating Force Operating in the Gig Economy

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Abstract

The gig economy is the most recent buzzword in the business. The way our business and society operate has changed dramatically as a result of technological advancements. Internet and communication technologies have altered the conventional employment setup and a new form of working emerged. The gig economy encompasses a wide range of jobs from highly educated freelancers to the less-educated workforce. Gig workers are performing jobs on applications or platforms mediated by algorithmic management. In India, the gig economy can be seen in the form of Swiggy, Zomato, Ola, Uber, Rapido, UrbanClap etc. The gig economy will be playing a major role in accomplishing the \$ 5 trillion economies by providing employment. The researcher has tried to assess the motivational force boosting the gig economy. For this purpose, exploratory cum descriptive study was conducted based on literature and interaction with the gig workers.

Keywords: gig economy, employment, algorithmic management.

A Study on Consumer Preference towards Branded luxury Car in Chhattisgarh

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Abstract-

In the past few years post-LPG (Liberalization, Privatization, Globalization) India has emerged as one of the largest market for Luxury goods since there has been a huge growth in IT industry after globalization consequently giving rise to the purchasing power of the people. The materialism has increased with change in disposable income and there has been a significant increase in luxury consumption. Car has always been a luxury for Indians but with growing transportation needs the demand has increased in every household. A car has now become status symbol in the society and is a matter of envy. A car is common man's dream which has converted into want due to easily availability of finance/loans facilities. But with time there has been a paradigm shift from buying budget cars to buying high end/luxury cars. With development in roads and infrastructure people are now switching to luxury high-end expensive foreign brands who offer more features like power, performance, off-roading etc. A few years back Indian market was not prepared for expensive cars but with increasing number of millionaires the sales of brands like Mercedes, Audi, BMW, Jaguar, and Land Rover has increased. These brands are not only owned by celebrities, sportsmen, business tycoons/industrialists but even upper middle class families and middle class consumers are buying luxury cars to add esteem and show their status in society. This study is aimed at finding more factors responsible for this kind of consumer behavior and to analyze the sudden shift from necessities to luxury lifestyle. This behavior of luxury consumption is not only limited up to urban areas or metropolitan cities but the rural areas or cosmopolitan people are also aiming high on their esteem and are investing more money for lavish lifestyles. The consumption of luxury products like air-conditioner and cars have no boundaries.

Keywords- Consumer Preference, Consumer Behavior, Luxury Brands, Lifestyle Brands, Automobile sector, Purchase Decision, Luxury car segment

About ICFAI University Jharkhand

About Us

The ICFAI University, Jharkhand (IUJ) was established under the provisions of the Institute of Chartered Financial Analysts of India University Act, 2006 (Jharkhand Act No. 08 of 2007), vide Notification dated June 17, 2008 of the Government of Jharkhand. The University is sponsored by the Institute of Chartered Financial Analysts of India (ICFAI), a not-for-profit educational society established in 1984 under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1950 (Act No. 1 of 1950) with the objective of imparting training in finance and management to students, working executives and professionals in India. The IUJ is included in the list of universities maintained by University Grants Commission (UGC) under section 2(f) of the UGC Act, 1956 vide their letter no F.8-17/2009(CPP-I) dated 01 Dec 2009. The ICFAI University, Jharkhand (IUJ) is a part of ICFAI Group that is well known for its quality of education and ethics. It is the first Private University that was set up in Jharkhand, as per the State Legislative Act and is recognized by UGC, as per Section 2(f) of UGC Act, 1956. The University offers a range of Under-Graduate, Post-Graduate and Doctoral Programs in Engineering, IT, Law and Management disciplines.

The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing, and developing a new cadre of professionals with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. The University is committed to grooming its students into competent professionals, by providing contemporary knowledge, equipping them with industry-relevant skills and inculcating good values. The University was ranked among the top ten in East Zone and among top 50 in the Country during 2020, as per various independent rating and ranking agencies.

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The IUJ has two faculties: Faculty of Management Studies (**FMS**) and ii) Faculty of Science & Technology (**FST**). While FMS is committed to provide quality education and training along with research in the field of management by helping the students to develop business and personal competence through their exposure to real business problems, case-based analysis and industrial interaction, FST is devoted to offer advanced industry-oriented education in the field of technology.

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