



Linking producer group to forward Market Linkage and formation of producer association and establishment of Farmer Common Service Centres (FCSC)

Context:

Konkan (coastal region of Maharashtra) comprises of five districts i.e. Thane, Mumbai, Raigad, Ratnagiri and Sindhudurg. Except Mumbai, economy of all the other four districts is driven by agriculture. Konkan region is famous for producing major horticultural crops like Mango, Cashew, Coconut, Sapota. Paddy and Ragi are the major grain crops produced within region. State Government of Maharashtra and Government of India are implementing several schemes and projects in the region to boost agricultural production through Department of Agriculture and Cooperation (DAC). Ratnagiri and Sindhudurg districts are famous for cultivating celebrity variety of Mango i.e. Alphonso. These districts are also famous for cashew production. Thane district is leading producer of Sapota apart from paddy and milk. Nowadays cut flower and cashew production is also increasing in Konkan districts. All these commodities have very good market in nearby township in Mumbai and Pune. The products are to be aggregated and value added for premium market segment of these metros.

Goal:

The goal of the project is provide support to small and marginal farmers of Konkan who will sell their produce in metros after value addition in their Common Facility Centre.

Donor:

MACP (Maharashtra Agriculture Competitive Project) funded by The World Bank.

Partners:

All four Project Directors of Agricultural Technology Management Agency (ATMA), from Sindhudurg, Ratnagiri, Raigad and Thane along with more than 20,000 farmers of the area.

Objectives of the project:

To facilitate the process of registration of 56 Producers Company in four districts by bringing more than 20000 farmers as the members to take up the marketing of their produce through the company.

Interventions:

- ☞ Adoption of the Producer Groups (PGs) for formation of Producer Association (PA) by federating 15-20 PGs at cluster level.
- ☞ Training Needs Assessment (TNA) on market linkages and agribusiness
- ☞ Identification and capacity building of community resource persons.
- ☞ Assisting and facilitating PAs in overall management.

- ☞ Assisting PAs for identification of required land for FCSC activities.
- ☞ Identification of business activities and prepare commercially viable and bankable Business Plan.
- ☞ Mentoring, backstopping and monitoring effectiveness of the PA on regular basis and revising and adapting planning & implementation arrangement to respond to the emerging needs and demands on the ground.

Achievements:

- ☞ Promoted 1496 groups consisting of more than 20000 farmers of the region
- ☞ Identified the clusters to promote 56 Producers Companies
- ☞ Selected the commodities for each Producers Company
- ☞ Leaders for each company has been identified and oriented for business development

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