

Project Completion Report



Awareness Campaign on Promotion of Farmer Producer Organization(FPO) in Faridkot



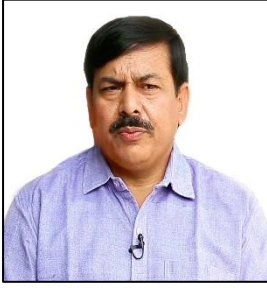
Implemented
By

**Abhivyakti
Foundation**



Supported By:
**National Bank for Agriculture
and Rural Development**





Mr. Shailendra Kumar Singh
General Secretary, Abhivyakti Foundation

Acknowledgement

Abhivyakti Foundation has carried the Awareness campaign on Promotion of Farmer Producer Organization" in the district Faridkot of Punjab. Untiring the sincere efforts by various departments helped make this a successful project. First and foremost we wish to place on record our sincere gratitude to National Bank for Agriculture and Rural Development (NABARD) Regional office Punjab for providing an opportunity for our organization to implement this project in district Faridkot and for always providing prompt and unwavering support to Abhivyakti Foundation.

For providing encouragement, support and valuable guidance during this duration of the project we are indebted to Shri Narendra Kumar, District Development Manager, NABARD Faridkot.

We also wish to thank district Administration and all the line departments like KVK, Agriculture department, Animal Husbandry Department for their valuable support to the program.

Last but not the least, Abhivyakti Foundation extends sincere thanks to Regional office Punjab of the organization and its VLWs teams for untiringly carrying out the assigned work plan activities, and for conducting a successful campaign in 40 cluster of district Faridkot. In district Faridkot FPO Campaign was conducted in all the 3 blocks of district Faridkot. VLWs of district Faridkot did a tremendous work to enhance awareness about Promotion of Farmer Producer Organization in district Faridkot.

A handwritten signature in blue ink that reads "Shailendra Singh". The signature is written in a cursive style.

Shailendra Kumar Singh
General Secretary
Abhivyakti Foundation



Mr. Amritpal Singh
Regional Director, Abhivyakti Foundation

Preface

Due to the rising cost of cultivation, lack of assured market, modern technologies and quality inputs, the small and marginal landholders are not able to realise optimal productivity as also price for their produce. Further small and marginal farmers in Punjab are plagued with issues such as continued fragmentation of land and dwindling income. Through the FPOs, the farmers can have access to benefits such as quality agri-inputs and extension services. Besides economy of scale in their operations, this has resulted in increased bargaining power for them.

Considering their plight, the National Bank for Agriculture and Rural Development (NABARD) has decided to promote farmer producer organisations (FPOs) in the state in a big way. The concept behind FPOs is farmers can form groups and register themselves under different acts. Since small farmers often find it difficult to access markets on their own, aggregating farmers into the FPOs will help enable them improved market access and better bargaining capacity.

Abhivyakti Foundation has been assigned as the implementing partner for the awareness campaign in 4 districts of Punjab. In Faridkot district the promotion of FPO campaign was conducted in all the 3 blocks of district Faridkot by covering 40 village clusters of district Faridkot with the support of trained Village Level Workers (VLW).

Abhivyakti foundation has taken grass root level efforts to undertake the activities under Promotion of Farmer Producer Organization in the district Faridkot. We do hope that whatever little effort made by Abhivyakti Foundation will continue and this report will be an instrument in further discussion towards FPO campaign implemented by Abhivyakti Foundation in the district Faridkot.

Amritpal Singh
Regional Director
Abhivyakti Foundation

Table of Content

Content	Page No.
Organization Profile	6-9
Background of the project	10
Farmer Producer Organizations (FPOs): Status & Issues	11-18
State & District Profile	19-21
District Level Training Programme	22-24
Impact Assessment Programme	25-26
Geographical Coverage	27
Summary of Programmes conducted in the district	28-29
Feedback Compilation of the Campaign	30
Leads of the formation of FPO	31
Annexure	32-39

About the Organization

The incorporation of Abhivyakti Foundation was visualized in 2000 by Mr. Shailendra Kumar Singh, founder member and General Secretary of the organization. The organization started their social development initiative through publishing social magazine namely SRIJAN besides running the educational programme in slum areas namely Holambi Kala of north Delhi through raising donations. Subsequently, the organization has made their regular efforts to identify options and opportunities for expanding the development initiatives. These efforts resulted in success when we received first educational support from Ministry of Human Resource Development, Govt. of India under SARVA SHIKSHAN ABHIYAN programme in Palwal district of Haryana state in 2004. Following the 2004, the organization was gradually expanding both in terms of programmes and operational areas. Currently we are actively involved in Health & Sanitation, Education, Women and Child Development, Livelihood, Skill development programme and Research and Development programme with special focus on women and child. Under the various activities have been conducted in six states namely Delhi, Haryana, Uttar Pradesh, Himachal Pradesh, Jharkhand and Punjab, of northern India. The past one and half decade of development sector experiences has strengthened us in order to have effective results in improving the living conditions of poor and backward community of both rural and urban areas of northern India.

IDEOLOGY

Abhivyakti Foundation is guided and directed by different ideological values. They have been the control mechanisms for operating various programmes and activities of the organization. Our organization believes in following core values:

- Equity
- Transparency
- Participation
- Gender
- Self-Sustainable Development

Above said values have been followed not only at the level planning and executing the programmes and activities but also at level of recruiting and selecting the organizations' team members.

VISION

Establish participatory, Gender Justice, Self-Reliance and Community Participation.

MISSION

Abhivyakti Foundation aims to organize women and weaker sections of society for social change through participatory approach. Abhivyakti Foundation is committed

to educational development, Poverty Elimination, Ecological Balance, growth of self-reliance among people and empowerment of rural and urban community.

LEGAL IDENTITY

We have successfully able to complete the legal formalities required for running a successful organization. The legal details of Abhivyakti Foundation are given in following table:

S. No.	Legal Entity	Registration No.
1.	Society Registration Act	39069
2.	Income Tax Registration 80G Registration	DEL-AE22883-14072011/799
3.	PAN Registration	AAAAA4322L
4.	FCRA Registration	231660767

ORGANIZATIONAL STRUCTURE

Since the inception of the organization, we have made efforts to adopt the decentralize structure of the organization's team structure. We could successfully to have balance team, to a maximum level, from the point of view of Gender. At the different level of the organization team, each team members have been given opportunities to grow and contribute to the growth of the organization.

PROGRAMME

HEALTH & SANITATION

Since the beginning of organization, health and hygiene was one of major programme initiative of the organization and it has been continued till now. As a part of health initiatives, we have focused on HIV/AIDS Intervention programme in three states namely Delhi, Haryana and Punjab besides institutional health care services to the HIV positive and their families. We are involved in organizing the capacity building programme health care team of grass-root level organizations besides conducting awareness generation and health programme linkages for the benefit of women and children of both rural and urban areas.

Under the sanitation programme, we have successfully launched the Sanitation and Hygiene programme with the objective cover school going children of govt. schools and inter college of Gautam Budh Nagar district of Uttar Pradesh.

EDUCATION

Under the educational programme, we have focussed on primary education and preparing both adolescents and youth community for higher education. As a part of primary education programme, we have been involved in SARV SHIKSHAN

ABHIYAN programme by providing the primary education to adults while adolescents and youth have been covered under Bachelor Preparatory Programme of Indira Gandhi Open University. In addition, they were also provided coaching classes for English language and also computer.

CHILD DEVELOPMENT

Child development was always one of important area of concern. During past, we could not only successful to run child health programme namely **Rajiv Gandhi Creche Programme** but also able to successfully launched **CHILD LINE** programme for helping the vulnerable child labourers in terms of supporting for their medical, psychological and institutional support. Recently, we have also entered in organizing financial literacy programme for school going children.

WOMEN EMPOWERMENT

Women empowerment is one of our core issues of the organization. We have been making intentional efforts for making women empowered have through enhancing their knowledge and skills, providing the option and opportunities of their social and economic growth, mobilization and solving their problems like harassment, exploitation and deprivation through various programmes and activities of the organization. We are actively involved in organizing the general awareness programme, formation of women Self Help Groups, running of vocational cum production unit of Jute bags, legal support through Mobile Women Help Line, and financial literacy programme.

SKILL DEVELOPMENT PROGRAMME

Under the skill development programme, we are successful to initiate programme “**STeP**” for youth community with the view of generating employment opportunities by deploying the technical courses. The project was financially supported **SMILE FOUNDATION**, national level supporting organization. It was envisaged that this programme will help the students to gain basic knowledge and education of communication and computers through theoretical and practical processes which would further help them to ensure employment opportunities

LIVELIHOOD

With the view of enhancing the income level and further economic growth of poor and backward community especially women group, we have launched livelihood programme for generation options and opportunities of employment generation. We are providing relevant technical inputs in respective trades selected by women group. Women are working at two levels. Some women prefer to visit our production centre while other desire to work from home. We are also helping women for making linkages for loan from banks and market linkages.

RESEARCH & DEVELOPMENT

During the past experiences of more than one decade of development interventions, we have come across with various social issues which require further in-depth study. In this regard, we have been involved in different processes. Among this process, there were internal review, external evaluations and direct initiative of conducting research study.

PROGRAMME TEAM

During the one and half decade of working in development sector, we were quite successful to develop a team of qualified, experienced committed and energetic team. We have group of professionals having the background of social work, rural development, medical and engineering.

NETWORK:

Since the beginning of the organization, we have been believed in learning by sharing and exposing ourselves with like-minded people and organizations. In this regard, we are part of various platforms both at state and national level in order to show presence in development sector. Our organization is not only having organizational memberships of larger platforms but also playing leading role in the Network. The detailed information are mentioned below

- CNRI- Confederation of NGOs of Rural India
- CREDIBILITY ALLIANCE
- Indian Social Responsibility Network
- UPVAN

Background of the Project

Small and marginal farmers in Punjab are plagued with issues such as continued fragmentation of land and dwindling income. Considering their plight, the National Bank for Agriculture and Rural Development (Nabard) has decided to promote farmer producer organisations (FPOs) in the state in a big way. The concept behind FPOs is farmers can form groups and register themselves under different acts. Since small farmers often find it difficult to access markets on their own, aggregating farmers into the FPOs will help enable them improved market access and better bargaining capacity.

Under the plan, NABARD has embarked upon a plan to launch statewide awareness campaign on FPO promotion during the current year. There are around 12,500 villages in Punjab. To reach out to the farming community, it has decided to organise 3,000 programmes in a cluster of 2-3 villages each in all the districts of the state. Through this campaign, NABARD in collaboration with NGOs will motivate farmers to organise themselves into FPOs and achieve the desired results by collaborating with each other.

Due to the rising cost of cultivation, lack of assured market, modern technologies and quality inputs, the small and marginal landholders are not able to realise optimal productivity as also price for their produce. Through the FPOs, the farmers can have access to benefits such as quality agri-inputs and extension services. Besides economy of scale in their operations, this has resulted in increased bargaining power for them.

As a result National Bank for Agriculture and Rural Development Regional office Punjab Launches State-wide awareness campaign on promotion of FPOs. The campaign was launched by Punjab Governor VP Singh Badnore.

Title of Project

Awareness Campaign on Promotion of Farmer Producer Organization in Punjab

Project Aim

The campaign aims to achieve dual objectives, including motivating farmers to organise themselves into FPOs and convergence of various stakeholders.

Supporting Agency

National Bank for Agriculture and Rural Development (NABARD)

Beneficiaries

Farmers

Project Location

Faridkot, Punjab

Farmer Producer Organizations (FPOs): Status & Issues

Background:

Agriculture in India is predominantly production oriented confined in large number of fragmented small holdings and plays a pivotal role in the Indian economy. It provides employment to around 56 per cent of the Indian workforce, contributes to overall growth of the economy and reduces poverty by providing employment and food security to the majority of the population. However, due to highly fragmented, scattered and heterogeneous landholding, rising cost of cultivation and limited access of small/marginal farmers (SF/MF) to public resources and markets, the small holding based agriculture has gradually become unviable. The limited production quantities, lack of farmers' access to public resources, quality inputs, credit facility, modern technologies, etc. and frequent crop failures, lack of assured market, income safety and poorly developed supply chain, has resulted in high dependency of farmers on the exploitative intermediaries and local money lenders. Small and marginal farmers constitute around 85% of the total land holding and hold around 44% of the land under cultivation. Some of the key concerns relating to small farm holders include:

- Inadequate farming and extension services and low level of technology adoption
- Lack of capital and poor business skills
- Low income due to poor infrastructure and low market efficiency

Benefits of Farmers' Collectives

Some of the important benefits of organizing farmers into Collectives, as demonstrated through various pilots, are as under:

- Cost of production can be reduced by procuring all necessary inputs in bulk at wholesale rates
- Aggregation of produce and bulk transport reduces marketing cost, thus, enhancing net income of the producer
- Building the scale through produce aggregation enables to take advantage of economies of scale and attracts traders to collect produce at farm gate
- Access to modern technologies, facilitation of capacity building, extension and training on production technologies and ensuring traceability of agriculture produce.
- Post-harvest losses can be minimized through value addition and efficient management of value chain
- Regular supply of produce and quality control is possible through proper planning and management
- Price fluctuation can be managed; if there are practices like contract farming, agreements, etc.
- Easy in communication for dissemination of information about price, volume and other farming related advisories
- Access to financial resources against the stock, without collaterals

- Easy access of funds and other support services by the government / donors / service providers, and
- Improved bargaining power and social capital building

Current Status of FPO in India

FPOs are farmers' collectives, with membership mainly comprising small/marginal farmers (around 70 to 80%). Presently, around 5000 FPOs (including FPCs) 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. Majority of these FPOs are in the nascent stage of their operations with shareholder membership ranging from 100 to over 1000 farmers and require not only technical handholding support but also adequate capital and infrastructure facilities including market linkages for sustaining their business operations.

Status of Punjab

Particulars	PRODUCE Fund, GoI	NABARD's own fund	Total FPOs
FPOs mobilized	69	22	91
FPOs formed / registered	69	18	87
Registers as PC	15	13	28
Registered as Coop Societies	32	5	37
Registered as Societies/Trusts	22	-	22
No of POPIs involved	9	4	13
No of Farmers covered	5200	1100	6300
Equity mobilized by FPOs (Rs lakh)	53.50	-	53.50
Grant Sanctioned by NABARD (Rs lakh)	616.04	44.00	660
Grant Disbursed by NABARD (Rs lakh)	315.00	3.52	318.52
Digitization of FPOs	69	-	69
Credit Linkages	5	-	5

NABARD's Support to Farmer Producers' Organizations

Financial Support to Existing POs

NABARD created Producers Organization Development Fund (PODF) with initial corpus of Rs. 50 crores out of its operating surplus during 2011-12, for supporting

the existing POs including PACS to create innovative financing models for mainstream banking. The broad objective of the fund is to provide financial/ non-financial support to Producers' Organizations for facilitating improved credit access, ensure adequate capacity building, market linkages and need based handholding services to meet their 'end to end' requirements and thereby ensuring sustainability and economic viability. Considering the success of financing to POs/PACS in terms of improved access to inputs, affordable credit, better price realization by members by building scale and enhanced skill development of farmers, NABARD created its own subsidiary (NABKISAN Finance Ltd.) for meeting the credit requirements of FPOs by adopting a flexible approach based on life cycle needs, while it continues to provide promotional support towards capacity building, market linkages and other incubation services to FPOs out of grant fund. The scope of this fund has been further enhanced during 2017- 18 to provide need-based grant assistance to those FPOs also, which are financed by the Commercial Banks, Cooperative Banks and Regional Rural Banks.

Promotion of New FPOs

While NABARD has been promoting farmers' collectives in the past such as Farmers' Clubs, Joint Liability Groups, Self Help Groups, Watershed Groups, etc., to nurture the collective strengths and empowering farmers, it took special initiative to promote and nurture new FPOs out of Producers' Organization Development and Upliftment Corpus (PRODUCE) Fund created in NABARD by the Govt. of India during 2014-15, to be utilized for the promotion of 2000 FPOs. Under this Fund, NABARD has promoted 2154 FPOs as on 31 May 2018 of which, around 70% FPOs are registered as Producer Companies and the remaining as Cooperatives/Societies. These FPOs are in incubation/ emerging stages & initially engaged in business activities like input distribution to members, produce aggregation & direct marketing to retail units, local mandis or institutional buyers, etc., except around 45-50 FPOs, which have also commenced agro processing, branding and direct marketing activities with turn over exceeding Rs. 100 lakhs.

Considering the experience gained and lessons learnt under PRODUCE Fund, NABARD has introduced a scheme for promoting 3000 FPOs during next 2-3 years by adopting low cost model and leveraging financial resources under its various promotional and developmental programmes/ schemes. funds. Up to 31 March 2018, around 1850 new FPOs have been promoted across 22 States under this initiative.

Important Measures initiated by NABARD

- In order to oversee the promotional efforts and provide policy inputs for creating appropriate ecosystem for FPOs to sustain their business operations, NABARD has constituted a National Advisory Committee headed by its Chairman and members from the concerned Ministries of the Govt. of India, SFAC, Academic Institutions, Professional agencies, Agri Corporates, leading FPOs, etc. Similarly, State level Consultative Committees have been formed under its Regional Offices to provide

necessary guidance to the implementation of the scheme and ensuring desired synergy between the efforts of various stakeholders for building sustainable FPO.

- Considering the need for a centralized data base on FPOs, NABARD has launched a dedicated web portal and digitized the data in respect of all its FPOs including profile of the shareholder members and uploaded on its website for use by the stakeholders.
- With a view to supplementing the efforts of the Govt. of India, particularly in 115 Aspirational districts for holistic development, NABARD is implementing "Integrated Water Management Scheme through watershed approach", covering more than 40 such districts to address issues relating to availability and efficient usage of water through FPO/ community participation. Besides, NABARD through its State offices has launched a massive awareness campaign on the role of FPOs in building farmers' resilience against climate change, increasing agricultural productivity and bringing optimal efficiency in the agri value chain through achieving the economy of scale for ensuring enhanced income to the farmers, particularly small producers.
- NABARD, with support of BIRD has designed three separate training modules for capacity building/ training of Board of Directors and CEOs of FPO and also for the capacity building of POPIs. Further, in order to develop a cadre of local professionals, a short-term certificate course on FPO management for the existing/ aspiring CEOs, has been designed and the same is being organized through 10 Regional level reputed Anchor agencies.
- A National Seminar on "Linking Farmer Producers' Organizations (FPOs) with Commodity Exchanges" was organized in association with SEBI and Commodity Exchanges and road map for increasing farmers' participation on trading platform was suggested. As a follow-up of the seminar, series of district/state level training programmes are being organized in association with commodity exchanges for the benefit of farmers, besides initiating certain policy/procedural modifications by the commodity exchanges particularly for reducing the lot sizes, streamlining account opening procedure and creating adequate number of delivery centres, etc.
- NABKISAN Finance Ltd, a subsidiary of NABARD, has introduced a number of innovative loan products for directly supporting FPOs besides creating a digital platform for on-line submission of loan applications. To further provide lending comforts to its subsidiaries, NABARD has introduced a Credit Guarantee Scheme on a pilot basis to provide guarantee cover to its lending subsidiaries. Based on the success of pilot, the scheme will be extended to other lending institutions in due course for facilitating adequate credit flow to FPO sector

Schemes of Govt. of India/ SFAC for FPOs

The Union Finance Minister, in the Budget Speech for 2013-14, announced two major initiatives to support Farmer Producer Companies (FPCs) viz., support to the equity base of FPCs by providing matching equity grants and Credit Guarantee support for facilitating collateral free lending to FPCs.

Equity Grant Fund Scheme

The main objectives of Equity Grant Fund are as under:

- (i) Enhancing viability and sustainability of FPCs;
- (ii) Increasing credit worthiness of FPCs;
- (iii) Enhancing the shareholding of members to increase their ownership and participation in their FPC

The equity grant support to eligible FPCs is provided by the SFAC on matching basis subject to a maximum of Rs 10.00 lakh per FPC, provided the FPC has a minimum shareholder membership of 50 farmers.

Credit Guarantee Fund Scheme

The main objective of the Credit Guarantee Fund scheme is to provide a Credit Guarantee Cover to Eligible Lending Institutions to enable them to provide collateral free credit to FPCs by minimizing their lending risks in respect of loans not exceeding Rs. 100.00 lakhs. Under the schemes, only Farmer Producer Companies having minimum 500 individual shareholders, are eligible for Credit Guarantee cover. Further, the Bank should have extended/ sanctioned within six months of the date of application for the Guarantee or /in principle agreed in writing/ has expressed willingness in writing to sanction term loan/ working capital/ composite credit facility without any collateral security or third party guarantee including personal guarantee of Board Members. Maximum guarantee cover is restricted to the extent of 85% of the eligible sanctioned credit facility, or to Rs. 85 lakhs, whichever is lower.

Scheme for Creation of Backward and Forward Linkages

The Ministry of Food Processing Industries, Govt. of India is implementing a scheme to provide effective and seamless backward and forward integration for processed food industry by plugging the gaps in supply chain in terms of availability of raw material and linkages with the market. Under the scheme, financial assistance is provided for setting up of primary processing centers/ collection centers at farm gate and modern retail outlets at the front end along with connectivity through insulated/ refrigerated transport. The Scheme is applicable to perishable horticulture and non-horticulture produce such as fruits, vegetables, dairy products, meat, poultry, fish, Ready to Cook Food Products, Honey, Coconut, Spices, Mushroom, Retails Shops for Perishable Food Products,

etc. The Scheme would enable linking of farmers to processors and the market for ensuring remunerative prices for agri produce. The scheme is implemented by agencies/ organizations such as Govt./ PSUs/ Joint Ventures/ NGOs/ Cooperatives/ SHGs / FPOs / Private Sector / individuals, etc.

The Ministry has engaged Technical Agencies (TAs) for assisting farmer/ producer groups including Farmer Producer Companies, Farmer Producer Organization and Self Help Groups to facilitate their participation under the Scheme. The TAs are responsible for preparation of Business Plan, Detail Project Report, Capacity Building, Trainee and other related support services.

National Rural Livelihoods Mission (NRLM)

The Ministry of Rural Development, Govt. of India under its Deendayal Antyodaya Yojana-NRLM, has taken initiatives towards building value chain development interventions with focus on sustainable agriculture, livestock and NTFP to enable small and marginal farmers to gain better price realization, access to markets, improved technologies for value addition and technical support. Under this initiative, large number of Producers' Groups are being promoted and graduated into sustainable, member-owned and member-governed Producers' Enterprises (PEs). Besides issuing operational guidelines, the Ministry has initiated a number of measures to strengthen the ecosystem around these collectives so as to facilitate them become a true business enterprise of small producers

Union Budget, 2018-19: Focus on FPOs

The Govt. of India in the Union budget 2018-19, announced the following measures to promote FPOs for a prosperous and sustainable agriculture sector that enable farmers to enhance productivity through efficient, cost-effective and sustainable resource use and realize higher returns of the produce;

- i. Launching of "Operation Greens" for onion, potato and tomato crops on the lines of Operation Flood with an allocation of Rs. 500 crores. The initiative aims to address price fluctuation in vegetables for the benefit of farmers and consumers. It will promote FPOs, agri-logistics, processing facilities and professional management.
- ii. With a view to encouraging enabling environment for aggregation of farmers into FPOs and take advantage of economies of scale, the Govt. announced 100% tax deduction for FPOs with annual turnover of up to Rs. 100 crores.

Challenges and Issues in Building Robust FPOs

Some of the studies commissioned by NABARD, have clearly established the positive role of FPOs in terms of increased 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 and policy gaps in the ecosystem. The important challenges and confronting issues in building sustainable FPOs, are as under:

Lack of/ Inadequate Professional Management

Farmers' Organizations are required to be efficiently managed by experienced, trained and professionally qualified CEO and other personnel under the supervision and control of democratically-elected Boards of Directors. However, such trained manpower is presently not available in the rural space to manage FPO business professionally.

Weak Financials

FPOs are mostly represented by SF/MF with poor resource base and hence, initially they are not financially strong enough to deliver vibrant products and services to their members and build confidence.

Inadequate Access to credit

Lack of access to affordable credit for want of collaterals and credit history is one of the major constraints, the FPOs are facing today. Further, the credit guarantee cover being offered by SFAC for collateral free lending is available only to Producer Companies (other forms of FPOs are not covered) having minimum 500 shareholder membership. Due to this, large number of FPOs particularly those, which are registered under other legal statutes as also small size FPOs are not able to access the benefits of credit guarantee scheme.

Lack of Risk Mitigation Mechanism

Presently, while the risks related to production at farmers' level are partly covered under the existing crop / livestock / other insurance schemes, there is no provision to cover business risks of FPOs.

Inadequate Access to Market

Marketing of produce at remunerative prices is the most critical requirement for the success of FPOs. The input prices are largely fixed by corporate producers. The cultivators loose through the complex gamut of market processes in the input and output prices. There are more market opportunities; if FPOs can identify local market needs of the consumers and have tie-up for sale of its produce. The linkage with Industry/ other market players, large retailers, etc. is necessary for long term sustainability of FPOs.

Inadequate Access to Infrastructure

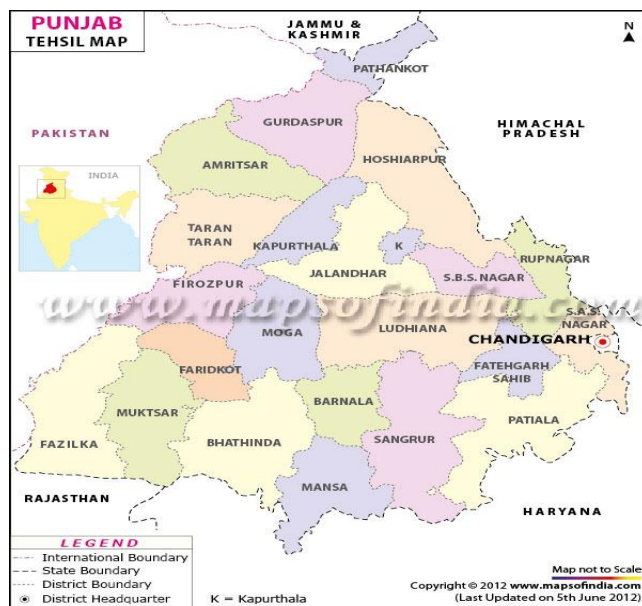
The producers' collectives have inadequate access to basic infrastructure required for aggregation like transport facilities, storage, value addition (cleaning, grading, sorting, etc.) and processing, brand building and marketing. Further, in most of the commercial farming models, the primary producers are generally excluded from the value chain.

Lack of technical Skills/ Awareness

Inadequate awareness among the farmers about the potential benefits of collectivization & non availability of competent agency for providing handholding support. Further, lack of legal and technical knowledge about various Acts and Regulations related to formation of FPOs and statutory compliances thereafter.

Demographic Details of Punjab

Punjab is a state in northern India. Forming part of the larger Punjab region of the Indian subcontinent, the state is bordered by the Indian states of Jammu and Kashmir to the north, Himachal Pradesh to the east, Haryana to the south and southeast, Rajasthan to the southwest, and the Pakistani province of Punjab to the west. The state covers an area of 50,362 square kilo meters, 1.53% of India's total geographical area. The state capital is Chandigarh, a Union Territory and also the capital of the neighbouring state of Haryana. The



five rivers from which the region took its name were Sutlej, Ravi, Beas, Chenab and Jhelum; Sutlej, Ravi and Beas are part of the Indian Punjab.

Punjab is the home to 2.77 crore (2011 Census) people, constituting 2.29% of the total population, covering 1.54% surface area of the country. 62.52% of the State's population lives in rural areas. Males outnumber the females in Punjab with the sex ratio of 895 females to every 1,000 males, with the highest sex ratio in Hoshiarpur (961) and lowest in Faridkot (868). The State is more densely populated (551 persons/km²) than the country's average (382 persons/km²). About 75.8% of the State's population is literate as against the national average of 74%. Though agriculture is the predominant economic activity in the State, it engages only 36% of the State's work force as against about two third at national level. Migration of rural people to foreign countries in search of jobs has resulted in reduction in the workforce available for agriculture. Shortage of farm labour has prompted farmers of the State to go for farm mechanization in a big way.

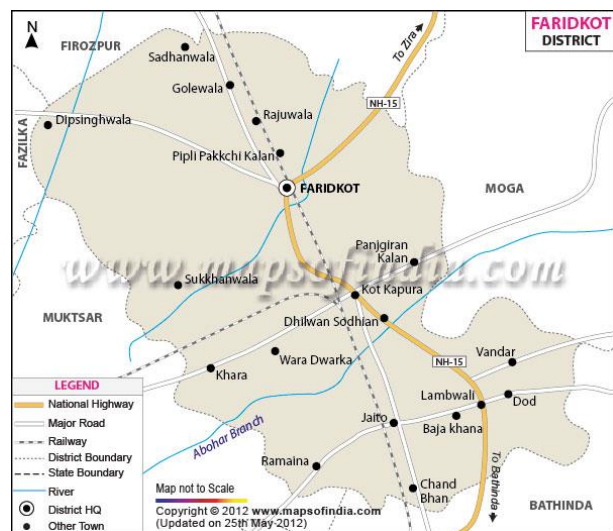
Punjab (the five rivers region) is one of the most fertile regions on earth. The region is ideal for growing wheat crop. Rice, sugar cane, fruits and vegetables are also grown. Indian Punjab is called the "Granary of India" or "India's bread-basket." [7] Many records mistakenly mention that it produces 43% of India's wheat, but that is actually its contribution to the national pool. It produces 17% of India's wheat, and 11% of India's rice (2013 data). The total area of Punjab is just 1.4% of total area of India, but it produces roughly 12% of the cereals produced in the country.[8] The largest grown crop is wheat. Other important crops are rice, cotton, sugarcane, pearl millet, maize, barley and fruits. The principal crops of Punjab are barley, wheat, rice, maize and sugarcane. Among the fodder crops are bajra and jowar. In the category of fruits, it produces abundant stock of kinnow. The main sources of irrigation are canals and tube wells. The rabi or the spring harvest consists of wheat, gram, barley, potatoes and

winter vegetables. The Kharif or the autumn harvest consists of rice, maize, sugarcane, cotton and pulses. Agriculture sector is the largest contributor to the gross state domestic product (GSDP) of Punjab. According to 2013-14 data, the contribution of agriculture and allied industries in GSDP at factor cost is 28.13%.

Rice, which occupied around 6.87 per cent of the gross cropped area in 1970-71, increased to over 33.15 per cent in 2007-08, and then rose further to around 35.85 per cent in 2010-11. The increase in wheat cultivation has been at the cost of gram, rapeseed and mustard, while that of rice has been obtained by shifting the area from maize, groundnut, millets and cotton. Total food grain production over this period increased by more than three and half times. Yields of wheat, paddy and total food grains nearly doubled over this period of time (1971 to 2011). Besides, production of cotton, potato and milk during this period has been gone up by 1.76, 7.24 and 4.47 times, respectively. On the other hand, the production of pulses and oilseeds went down drastically over this period and that of sugarcane with some variations remained almost same. The reason of decline of production of these crops was the drastic decline of area under these crops due to encroachment by paddy and wheat.

About the District Faridkot

Faridkot District was part of the then Ferozepur Division but in the year 1996, Faridkot Division has been established with a Divisional headquarter at Faridkot which includes Faridkot, Faridkot and Mansa districts. It is situated between 29 degree 54 feet to 30 degree 54 feet north latitude and 74 degree 15 feet to 75 degree 25 feet east longitude. It lies in south west of the state and is surrounded by Ferozepur District in the north west, Moga and Ludhiana Districts in the north east and districts of Faridkot and Sangrur in the south.



Headquarter of the district administration, lies on the Ferozepur-Faridkot-Delhi Railway line. It is also connected by road with Chandigarh (218 km), Ferozepur (32 km), Muktsar (45 km) and Faridkot (65 km). Faridkot, Kot Kapura and Jaito Towns are linked by railway stations as well as by road.

Faridkot district is divided into 3 blocks (Faridkot, Kot Kapura & Jaiton) and 3 Municipality.

Faridkot district of Punjab has total population of 617,508 as per the Census 2011. Out of which 326,671 are males while 290,837 are females. In 2011 there were

total 120,893 families residing in Faridkot district. The Average Sex Ratio of Faridkot district is 890.

As per Census 2011 out of total population, 35.1% people lives in Urban areas while 64.9% lives in the Rural areas. The average literacy rate in urban areas is 78.7% while that in the rural areas is 64.6%. Also the Sex Ratio of Urban areas in Faridkot district is 873 while that of Rural areas is 900.

The population of Children of age 0-6 years in Faridkot district is 69311 which is 11% of the total population. There are 37454 male children and 31857 female children between the age 0-6 years. Thus as per the Census 2011 the Child Sex Ratio of Faridkot is 851 which is less than Average Sex Ratio (890) of Faridkot district.

The total literacy rate of Faridkot district is 69.55%. The male literacy rate is 66.05% and the female literacy rate is 56.91% in Faridkot district..

District Level Training Programme

Abhivyakti Foundation in collaboration with National Bank for Agriculture and Rural Development organized one day training for village level workers of district Faridkot at Faridkot Club on dated 12th February 2019 under Awareness Campaign on Promotion of Farmer Producers Organizations (FPOs) in Punjab.

List of Dignitaries joined the Training Programme

1. Mr. Anamjot Kaur, SDM, Jaito, Faridkot
2. Mr. Narendra Kumar, DDM Faridkot
3. Mr. Hitesh Arora, LDM Faridkot
4. Dr. Jagdish Grover, Associate Director KVK Faridkot
5. Dr. Rakesh Kumar, Assistant Professor, KVK Faridkot
6. Mr. Ramandeep Singh, ADO, Agriculture Department Faridkot
7. Mr. Bhupesh Joshi, Deputy Project Director ATMA Faridkot
8. Mr. Charanjeet Singh, AMO, Agriculture Department Faridkot
9. Mr. Rajvinder Singh, Bank Manager Punjab and Sind Bank

Minutes of the Programme

At the beginning of the training event Mr. Amritpal Singh, Regional Director Abhivyakti Foundation formally welcome all the dignitaries & participants and discussed about this campaign and share the brief objective of this campaign. As regards to introduction of the term PO he share that A Producer Organization (PO) is a legal entity formed by primary producers, viz. farmers, milk producers, fishermen, weavers, rural artisans, craftsmen. A PO can be a producer company, a cooperative society or any other legal form which provides for sharing of profits/benefits among the members. In some forms like producer companies, institutions of primary producers can also become member of PO. He share that 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.

During the session Mr. Narendra Kumar, DDM Faridkot discussed about this campaign in detail. He shares that Indian agriculture is predominantly characterized by large number of dispersed and fragmented small holdings. Large number of land holding belong to small and marginal farmers. Being unorganized these farmers are unable to realize good value for their products. Pilots projects implemented by SFAC, NABARD etc., indicate that the problems encountered by the small and marginal farmers can be mitigated to a large extent by organizing them into Producer Organizations. Further Mr. Narendra Kumar shared that NABARD in order to reach out to the farming community, has decided to organise 3,000 programmes in a cluster of 2-3 villages each in all the districts of the Punjab state and 40 programmes in district Faridkot. NABARD has promoted 91 FPOs as

on date in Punjab state. These FPOs are engaged in activities such as input supply, seed production, vegetables, dairy activity-processing, processed food, honey production and marketing and few have started custom hiring centres for farm machinery too.

During the session Mr. Hitesh Arora, LDM Faridkot share that due to the rising cost of cultivation, lack of assured market, modern technologies and quality inputs, the small and marginal landholders are not able to realize optimal productivity as also price for their produce. Through the FPOs, the famers can have access to benefits such as quality agri-inputs and extension services. Further he ensure that Banks will gave full support for promotion of FPOs in the district.

After that Ms. Anamjot Kaur, SDM Jaito apricate the initiate being taken by NABARD for Promotion of Farmers Producer Organization in Punjab. She shares that Due to the rising cost of cultivation, lack of assured market, modern technologies and quality inputs, the small and marginal landholders are not able to realize optimal productivity as also price for their produce. Through the FPOs, the famers can have access to benefits such as quality agri-inputs and extension services. Besides economy of scale in their operations, this has resulted in increased bargaining power for them.

Dr. Jagdish Grover, Associate Director KVK appreciate the initiative taken by NABARD for the welfare of farmers. He share that Since small farmers often find it difficult to access markets on their own, aggregating farmers into the FPOs will help enable them improved market access and better bargaining capacity. Further he share that success of a FPO depends on the networking and continuous interactions with various stakeholders.

After that all the dignitaries share the views on Farmers Producer Organization and ensure their department support and cooperation in this campaign.

Mr. Amritpal Singh share the main learning of this training and discussed key outputs and outcomes expected from the campaign and the role of village level workers. He wraps up this session by votes of thanks to SDM Madam, DDM NABARD participants and all the departments for supporting this training event.

Pictures of District Level Programme:



“During the Training Programme Ms. Anamjot Kaur, SDM Jaito district Faridkot grace the occasion with her presence”

Introduction of the Impact Assessment Programme

Abhivyakti Foundation in collaboration with National Bank for Agriculture and Rural Development organized impact Assessment Programme of district Faridkot on dated 8th March 2019 under Awareness Campaign on Promotion of Farmer Producers Organizations (FPOs) in Punjab.

List of Dignitaries join the Impact Assessment Programme

1. Mr. Narendra Kumar, DDM Faridkot
2. Mr. Hitesh Arora, LDM, Faridkot
3. Dr. Rakesh Kumar, Associate Professor KVK Faridkot
4. Mr. Ramandeep Singh, ADO, Agriculture Department
5. Mr. Paramjeet Singh Sandhu, Senior Manager DCCB Faridkot

Minutes of the Programme

At the beginning of the Impact Assessment Programme Mr. Amritpal Singh, Regional Director Abhivyakti Foundation formally welcome all the dignitaries & participants and discussed about this campaign and share the brief outcomes of this campaign.

After that Mr. Narendra Kumar, DDM NABARD discussed about this campaign in detail. He shares that Initially Abhivyakti Foundation identified Village Level Workers (VLWs) to run the campaign for a localized and more effective approach. He share that during the campaign these volunteers increased awareness about Farmer Producer Organization in 40 cluster villages of district Faridkot and spread awareness on promotion of FPOs in the district. It is expected that 5-6 FPO will be formed in the district in upcoming month.

During the session Progressive farmers from Faridkot share their experience of diversification and processing. It was assessed that many farmers were convinced with the concept of FPO and keen to formed FPO in the district.

Dr. Rakesh Kumar, Associate Professor KVK appreciate the initiative taken by NABARD for the welfare of farmers. He share that Since small farmers often find it difficult to access markets on their own, aggregating farmers into the FPOs will help enable them improved market access and better bargaining capacity. Further he share that KVK will also facility with Abhivyakti Foundation to mobilize progressive farmers of district Faridkot under the umbrella of FPO.

After that Mr. Hitesh Arora, LDM Faridkot share that due to the rising cost of cultivation, lack of assured market, modern technologies and quality inputs, the small and marginal landholders are not able to realize optimal productivity as also price for their produce. Through the FPOs, the famers can have access to benefits such as quality agri-inputs and extension services. Further he ensure that Banks will gave full support for promotion of FPOs in the district

Further Mr. Amritpal Singh, share the process of registration and process need to follow to progressive farmers for formation of FPO

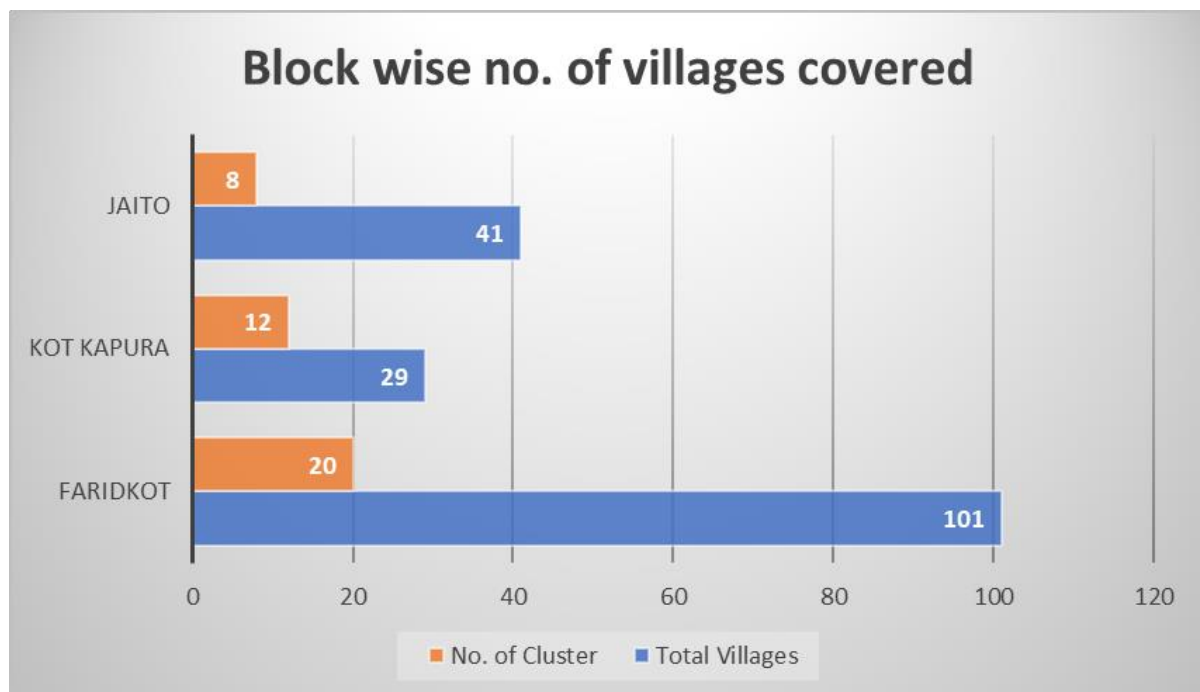
Pictures of Impact Assessment Programme



Geographical Coverage

Awareness campaign on Promotion of Farmer Producer Organization in Punjab 2019 was conducted in 40 cluster villages of 3 blocks in district Faridkot of Punjab. Details of geographical area are mentioned below-

S. No	Name of the Block	Total Villages	No. of Cluster	Average Village covered in a cluster
1	Faridkot	101	20	5.1
2	Kot Kapura	29	12	2.4
3	Jaito	41	8	5.1
Total		171	40	



Summary of Programmes conducted in the district

S. No	Name of Village	Name of block	Date of Conduct of Programme
1	Bargari (145)	Jaito	13-02-2019
2	Golewala (7)	Faridkot	13-02-2019
3	Arayanwala Kalan (56)	Faridkot	14-02-2019
4	Bajakhana (151)	Jaito	14-02-2019
5	Kot Kapura (129)	Kot Kapura	14-02-2019
6	Dhilwan Kalan (127)	Kot Kapura	15-02-2019
7	Kot Sukhia (120)	Faridkot	15-02-2019
8	Qila Nau (73)	Faridkot	16-02-2019
9	Sandhwan (111)	Kot Kapura	16-02-2019
10	Sarawan (140)	Jaito	16-02-2019
11	Matta (132)	Jaito	17-02-2019
12	Ghanian	Jaito	17-02-2019
13	Hari Nau (105)	Kot Kapura	17-02-2019
14	Pakka (79)	Faridkot	17-02-2019
15	Chahal (94)	Faridkot	18-02-2019
16	Khara (102)	Kot Kapura	18-02-2019
17	Ramiana (137)	Jaito	18-02-2019
18	Jaitu (1) (Part)	Jaito	19-02-2019
19	Pakhi Kalan (80)	Faridkot	19-02-2019
20	Rori Kapura (138)	Kot Kapura	19-02-2019
21	Deep Singhwala (34)	Faridkot	20-02-2019
22	Dod (3)	Kot Kapura	20-02-2019
23	Chand Bhan (9)	Jaito	20-02-2019
24	Dhudi (90)	Faridkot	21-02-2019
25	Pipli (76)	Faridkot	21-02-2019

26	Sibbian (120)	Kot Kapura	21-02-2019
27	Dhulkot (88)	Faridkot	22-02-2019
28	Kamiana (74)	Faridkot	22-02-2019
29	Jeonwala (124)	Kot Kapura	22-02-2019
30	Aulakh (123)	Kot Kapura	23-02-2019
31	Machaki Mal Singh (97)	Faridkot	23-02-2019
32	Tehna (92)	Faridkot	23-02-2019
33	Bhana (93)	Faridkot	24-02-2019
34	Faridkot (Rural) (75)	Faridkot	24-02-2019
35	Romana Ajit Singh (8)	Kot Kapura	24-02-2019
36	Kauni (31)	Faridkot	25-02-2019
37	Machaki Kalan (60)	Faridkot	25-02-2019
38	Sadiq (47)	Faridkot	25-02-2019
39	Panjgrain Kalan (126)	Kot Kapura	26-02-2019
40	Sukhanwala (64)	Faridkot	26-02-2019

Feedback Compilation of the Campaign:

Awareness Campaign on Promotion of Farmer Producer Organizations in Faridkot has certain decent impacts observed during the impact assessment session. Some major feedback of the campaign is as follow:

Feedback of the Campaign

- Awareness campaign on Promotion of Farmer Producer Organization in Punjab was carried out in 40 villages of district Faridkot.
- During the campaign 3 teams (2 VLWs in a team) worked in the district and these volunteers increased awareness about Farmer Producer Organization.
- During the village level programmes 2093 farmers participated and out of these farmers 117 farmers were willing to join Farmer producer organization in 21 villages.
- It is expected that 5-6 FPO will be formed in the district in upcoming month

General Feedback of the Campaign

- FPO promotion is not to be seen as a one-time exercise. There is a requirement of continuous engagement with farmers.
- One of the important tasks of the promoting organizations is to organize the producers and organize the groups in to a federal structure for that more FGD needs to be organized.
- Benefits of forming the producer organizations are clear. However, there is not much clarity in terms of choosing the most appropriate structure of the FPOs. There are advantages and disadvantages in both forms - cooperatives can avail of concessions like rebates while filling the income tax returns whereas Producer Companies are treated on par with all corporate sector companies for tax matters. The advantages of Producer Company over cooperatives are ease of operations and greater autonomy in operations and lesser interference from government. Mutually Aided Cooperative Societies [MACS] have taken care of some of these provisions and MACS has been adopted in Rajasthan but many states have yet to adopt MACS. It must be noted that cooperatives have received support for decades whereas this is not available for FPOs. One of the tasks of the state level platform could be to guide the farmers on choosing the appropriate legal entity for their producer organization.
- There are not many examples of FPOs and cooperatives being viable. The business mode of operation is absent. At present farmers do not believe that companies can give them profits. They are also a little afraid of companies, an unfamiliar form for them.

Leads of the formation of FPO

S No	Name of Village	Name of block	Willing to join FPO (No.)	Potential commodity
1	Bargari	Jaito	4	Processing
2	Arayanwala Kalan	Faridkot	8	cattle feed
3	Kot Kapura (Kot Kapura	7	Processing
4	Dhilwan Kalan	Kot Kapura	5	Processing
5	Qila Nau	Faridkot	4	Dairy
6	Sandhwan	Kot Kapura	2	Goatery
7	Ghanian	Jaito	5	Dairy & Poultry
8	Ramiana	Jaito	4	Dairy
9	Jaitu	Jaito	2	Processing
10	Pakhi Kalan	Faridkot	12	Processing
11	Deep Singhwala	Faridkot	7	Processing
12	Dod	Kot Kapura	4	Dairy
13	Chand Bhan	Jaito	9	cattle feed
14	Kamiana	Faridkot	5	Goatery
15	Aulakh	Kot Kapura	5	Dairy
16	Machaki Mal Singh	Faridkot	4	Dairy
17	Tehna	Faridkot	7	Dairy
18	Faridkot (Rural)	Faridkot	10	Dairy & Processing
19	Romana Ajit Singh	Kot Kapura	4	Poultry Farm
20	Kauni	Faridkot	4	Dairy
21	Sukhanwala	Faridkot	5	Dairy

Annexure: 1. Cluster Level Programme Photographs





SH43, Bajakhana, Punjab 151205, India
 Bajakhana
 Punjab
 India
 18°C
 64°F
 2019-02-14(Thu) 11:19(AM)

SH43, Bajakhana, Punjab 151205, India
 Bajakhana
 Punjab
 India
 18°C
 64°F
 2019-02-14(Thu) 11:16(AM)



Chand Bhan, Goniana Jaitu Road, Chandbhan, Punjab 151202, India
 Chandbhan
 Punjab
 India
 14°C
 57°F
 2019-02-20(Wed) 10:05(AM)



Hari Nau Rd, Hari Nau, Punjab 151204, India
 Hari Nau
 Punjab
 India
 19°C
 66°F
 2019-02-17(Sun) 11:58(AM)



Hari Nau Rd, Hari Nau, Punjab 151204, India
 Hari Nau
 Punjab
 India
 19°C
 66°F
 2019-02-17(Sun) 12:00(PM)

ਨਾਬਾਰਡ ਵਲੋਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਸੈਮੀਨਾਰ ਕਰਵਾਇਆ



ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਲਗਾਏ ਗਏ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਸੈਮੀਨਾਰ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦੇ ਹੋਏ ਵਿਸ਼ਾ ਮਾਹਿਰ। ਅਜੀਤ ਤਸਵੀਰ

ਫ਼ਰੀਦਕੋਟ, 12 ਫ਼ਰਵਰੀ (ਜਸਵੰਤ ਸਿੰਘ ਪੁਰਬਾ)-ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਅਭੀਵਿਅਕਤੀ ਡਾਊਡੇਸ਼ਨ ਵਲੋਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਸੈਮੀਨਾਰ ਕਰਵਾਇਆ ਗਿਆ। ਇਸ ਪ੍ਰੋਗਰਾਮ ਵਿਚ ਐਸ.ਡੀ.ਐਮ ਜੈਤੋ ਅਨਮਜੋਤ ਕੌਰ ਨੇ ਮੁੱਖ ਮਹਿਮਾਨ ਦੇ ਤੌਰ 'ਤੇ ਸ਼ਿਰਕਤ ਕੀਤੀ। ਸੈਮੀਨਾਰ 'ਚ ਹਾਜ਼ਰੀਨ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦਿਆਂ ਐਸ.ਡੀ.ਐਮ ਅਨਮਜੋਤ ਕੌਰ ਨੇ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਬਾਰਡ) ਦੀ ਇਸ ਮੁਹਿੰਮ ਦੀ ਸ਼ਲਾਘਾ ਕਰਦਿਆਂ ਇਸ ਨੂੰ ਸਮੇਂ ਦੀ ਜ਼ਰੂਰਤ ਦੱਸਦਿਆਂ ਉਸਾਰੂ ਕਦਮ ਦੱਸਿਆ। ਇਸ ਮੌਕੇ ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ ਨਰਿੰਦਰ ਸਿੰਘ ਨੇ ਜਾਣਕਾਰੀ ਦਿੰਦੇ ਹੋਏ ਦੱਸਿਆ ਕਿ ਨਾਬਾਰਡ ਦੁਆਰਾ ਪੰਜਾਬ ਦੇ 3000 ਕਲੱਸਟਰਾਂ ਵਿਚ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਗਾਏ ਜਾ ਰਹੇ ਹਨ। ਉਨ੍ਹਾਂ ਕਿਹਾ ਕਿ ਹੁਣ ਤੱਕ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਪੰਜਾਬ ਵਿਚ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਬਣਾਏ ਜਾ ਚੁੱਕੇ ਹਨ। ਇਸ ਮੌਕੇ ਸੰਸਥਾ ਦੇ ਖੇਤਰੀ ਡਾਇਰੈਕਟਰ

ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਬਾਰਡ) ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਇਸ ਅਭਿਆਨ ਦੇ ਤਹਿਤ ਫ਼ਰੀਦਕੋਟ ਵਿਚ 40 ਕਲੱਸਟਰਾਂ ਵਿਚ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਪ੍ਰੋਗਰਾਮ ਕੀਤੇ ਜਾਣਗੇ। ਉਨ੍ਹਾਂ ਕਿਹਾ ਕਿ ਨਾਬਾਰਡ ਕਾਫੀ ਉਪਰਾਲੇ ਕਰ ਰਹੀ ਹੈ ਕਿ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਨੂੰ ਦੁੱਗਣਾ ਕੀਤਾ ਜਾ ਸਕੇ। ਸਮਾਗਮ ਨੂੰ ਡਿਪਟੀ ਡਾਇਰੈਕਟਰ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਡਾ. ਜਗਦੀਸ਼ ਗਰੇਵਰ ਨੇ ਵੀ ਸੰਬੋਧਨ ਕੀਤਾ। ਜ਼ਿਲ੍ਹਾ ਲੀਡ ਮੈਨੇਜਰ ਫ਼ਰੀਦਕੋਟ ਹਿਤੋਸ਼ ਅਰੋੜਾ ਨੇ ਬੈਂਕਾਂ ਵਲੋਂ ਪੂਰਨ ਸਹਿਯੋਗ ਦੇਣ ਦੀ ਗੱਲ ਆਖੀ ਅਤੇ ਕਿਸਾਨਾਂ ਨੂੰ ਸਹਾਇਕ ਧੰਦਿਆਂ ਨੂੰ ਅਪਣਾਉਣ ਦੀ ਵੀ ਅਪੀਲ ਕੀਤੀ। ਇਸ ਦੌਰਾਨ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਤੋਂ ਡਾ. ਰਾਕੇਸ਼ ਕੁਮਾਰ, ਖੇਤੀਬਾੜੀ ਵਿਭਾਗ ਤੋਂ ਰਮਨਦੀਪ ਸਿੰਘ ਖੇਤੀਬਾੜੀ ਵਿਕਾਸ ਅਫ਼ਸਰ, ਭੂਪੇਸ਼ ਜੋਸ਼ੀ ਡਿਪਟੀ ਪ੍ਰਾਜੈਕਟ ਡਾਇਰੈਕਟਰ ਆਤਮਾ ਅਤੇ ਡਾ. ਚਰਨਜੀਤ ਸਿੰਘ ਨੇ ਇਸ ਪ੍ਰੋਗਰਾਮ ਵਿਚ ਸ਼ਮੂਲੀਅਤ ਕੀਤੀ ਅਤੇ ਆਪਣੇ ਵਿਚਾਰ ਸਾਂਝੇ ਕੀਤੇ।

ਅਜੀਤ

13-Feb-2019

Page: 7

<http://epaper.ajitjaladhar.com/edition/20190213/12/7.cms>

ਸਹਾਇਕ ਧੰਦਿਆਂ ਵੱਲ ਵਧੇਰੇ ਧਿਆਨ ਦੇਣ ਦੀ ਲੋੜ

ਹਰਪ੍ਰੀਤ ਸਿੰਘ ਚਾਨਾ, ਫਰੀਦਕੋਟ

ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਵੱਲੋਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਸੈਮੀਨਾਰ ਕਰਵਾਇਆ ਗਿਆ। ਇਸ ਪ੍ਰੋਗਰਾਮ ਵਿੱਚ ਐੱਸਡੀਐੱਮ ਜੈਤੋ ਅਗਮਜੋਤ ਕੌਰ ਨੇ ਮੁੱਖ ਮਹਿਮਾਨ ਦੇ ਤੌਰ 'ਤੇ ਸ਼ਿਰਕਤ ਕੀਤੀ। ਸੈਮੀਨਾਰ 'ਚ ਹਾਜ਼ਰੀਨ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦਿਆਂ ਐੱਸਡੀਐੱਮ ਅਨਮਜੋਤ ਕੌਰ ਨੇ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਬਾਰਡ) ਦੀ ਇਸ ਮੁਹਿੰਮ ਦੀ ਸ਼ਲਾਘਾ ਕਰਦਿਆਂ ਇਸ ਨੂੰ ਸਮੇਂ ਦੀ ਜ਼ਰੂਰਤ ਦੱਸਦਿਆਂ ਉਸਾਰੂ ਕਦਮ ਦੱਸਿਆ। ਇਸ ਮੌਕੇ ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ ਨਰਿੰਦਰ ਸਿੰਘ ਨੇ ਜਾਣਕਾਰੀ ਦਿੰਦੇ ਹੋਏ ਦੱਸਿਆ ਕਿ ਨਾਬਾਰਡ ਦੁਆਰਾ ਪੰਜਾਬ ਦੇ 3000 ਕਲੱਸਟਰਾਂ ਵਿੱਚ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਗਾਏ ਜਾ ਰਹੇ ਹਨ ਤਾਂ ਜੋ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾ ਸਕੇ। ਉਹਨਾਂ ਕਿਹਾ ਕਿ ਉਹ ਕਿਸਾਨ ਉਤਪਾਦਕ



ਜਾਗਰੂਕਤਾ ਸੈਮੀਨਾਰ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦੇ ਹੋਏ ਐੱਸਡੀਐੱਮ ।

ਆਪਣੀ ਆਮਦਨ ਵਧਾਉਣ ਚਾਹੁੰਦੇ ਹਨ ਉਹਨਾਂ ਲਈ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਮਹੱਤਵਪੂਰਨ ਡੂਮਿਕਾ ਨਿਭਾ ਸਕਦੇ ਹਨ ਅਤੇ ਹੁਣ ਤੱਕ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲੋਂ ਪੰਜਾਬ ਵਿੱਚ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਬਣਾਏ ਜਾ ਚੁੱਕੇ ਹਨ। ਇਸ ਮੌਕੇ ਸੰਸਥਾ ਦੇ ਖੇਤਰੀ ਡਾਇਰੈਕਟਰ ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ

ਵਿੱਚ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਪ੍ਰੋਗਰਾਮ ਕੀਤੇ ਜਾਣਗੇ ਅਤੇ ਲੋਕਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾਵੇਗਾ। ਉਹਨਾਂ ਦੱਸਿਆ ਕਿ ਇਸੇ ਅਭਿਆਨ ਤਹਿਤ ਜਾਗਰੂਕਤਾ ਅਭਿਆਨ ਦੀ ਸ਼ੁਰੂਆਤ ਕਰਦੇ ਹੋਏ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਸੈਮੀਨਾਰ ਕਰਵਾਇਆ ਗਿਆ ਹੈ ਜਿਸ ਵਿੱਚ ਵੱਖ-ਵੱਖ ਵਿਭਾਗਾਂ ਤੋਂ ਆਏ ਵਿਸ਼ਾ ਮਾਹਿਰਾਂ ਵੱਲੋਂ ਵਲੰਟੀਅਰਜ਼

ਦਾ ਗਠਨ ਕੀਤਾ ਜਾ ਸਕੇ। ਉਹਨਾਂ ਕਿਹਾ ਕਿ ਨਾਬਾਰਡ ਕਾਫ਼ੀ ਉਪਰਾਲੇ ਕਰ ਰਹੀ ਹੈ ਕਿ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਨੂੰ ਦੁੱਗਣਾ ਕੀਤਾ ਜਾ ਸਕੇ। ਇਸ ਲਈ ਸਾਨੂੰ ਪੈਦਾਵਾਰ ਵਧਾਉਣ, ਵਾਧੂ ਖਰਚਿਆਂ ਨੂੰ ਘਟਾਉਣ ਅਤੇ ਸਹਾਇਕ ਧੰਦਿਆਂ ਵੱਲ ਵਧੇਰੇ ਧਿਆਨ ਦੇਣਾ ਪਵੇਗਾ। ਸਮਾਗਮ ਨੂੰ ਡਿਪਟੀ ਡਾਇਰੈਕਟਰ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਡਾ.ਜਗਦੀਸ਼ ਗਰੇਵਰ ਨੇ ਸੰਬੋਧਨ ਕਰਦਿਆਂ ਦੱਸਿਆ ਕਿ ਸਮੇਂ ਦੀ ਜ਼ਰੂਰਤ ਹੈ ਕਿ ਕਿਸਾਨ ਇਕੱਠੇ ਹੋਣ ਅਤੇ ਆਪਣੀ ਪੈਦਾਵਾਰ ਦੀ ਪ੍ਰਸੈਸਿੰਗ ਕਰਨ ਕਿਉਂਕਿ ਪ੍ਰਸੈਸਿੰਗ ਕਰਕੇ ਕਿਸਾਨ ਜ਼ਿਆਦਾ ਮੁਨਾਫ਼ਾ ਕਮਾ ਸਕਦੇ ਹਨ। ਜ਼ਿਲ੍ਹਾ ਲੀਡ ਮੈਨੇਜਰ ਫਰੀਦਕੋਟ ਹਿਤੋਸ਼ ਅਰੋੜਾ ਨੇ ਬੈਂਕ ਵੱਲੋਂ ਪੂਰਨ ਸਹਿਯੋਗ ਦੇਣ ਦੀ ਗੱਲ ਆਖੀ ਅਤੇ ਕਿਸਾਨਾਂ ਨੂੰ ਸਹਾਇਕ ਧੰਦਿਆਂ ਨੂੰ ਅਪਣਾਉਣ ਦੀ ਵੀ ਅਪੀਲ ਕੀਤੀ। ਇਸ ਦੌਰਾਨ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਤੋਂ ਡਾ. ਰਾਕੇਸ਼ ਭੁਮਾਰ, ਖੇਤੀਬਾੜੀ ਵਿਭਾਗ ਤੋਂ ਰਮਣਦੀਪ ਸਿੰਘ ਖੇਤੀਬਾੜੀ ਵਿਕਾਸ ਅਫ਼ਸਰ, ਡੂਪੇਸ਼ ਜੋਸ਼ੀ ਡਿਪਟੀ ਪ੍ਰੋਜੈਕਟ ਡਾਇਰੈਕਟਰ ਆਤਮਾ ਅਤੇ ਡਾ. ਚਰਨਜੀਤ



ਨਾਬਾਰਡ ਨੇ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਬਣਾਏ

ਯਸ਼ਸਕਰਮ ਸੰਗਠਨ, ਫਰੀਦਕੋਟ : ਯਸ਼ਸਕਰਮ ਸੰਗਠਨ ਦੀ ਯਸ਼ਸਕਰਮ ਮੁਹਿੰਮ ਦੇ ਤਹਿਤ ਜਗਤ ਸੰਚਾਰ ਦੇ ਸ਼ਾਬਦਿਕ ਅਤੇ ਆਰਥਿਕ ਆਰੰਭਿਕਾਤਾਵਾਂ ਦੇ ਵਿਚਕਾਰ ਸੰਗਠਨ ਬਣਾਉਣ ਤਹਿਤ ਜਗਤ ਸੰਚਾਰ ਮੁਹਿੰਮ ਦੇ ਤਹਿਤ ਜਗਤ ਸੰਚਾਰ ਸੰਗਠਨ ਬਣਾਏ।

ਯਸ਼ਸਕਰਮ ਸੰਗਠਨ ਦੀ ਯਸ਼ਸਕਰਮ ਮੁਹਿੰਮ ਦੇ ਤਹਿਤ ਜਗਤ ਸੰਚਾਰ ਦੇ ਸ਼ਾਬਦਿਕ ਅਤੇ ਆਰਥਿਕ ਆਰੰਭਿਕਾਤਾਵਾਂ ਦੇ ਵਿਚਕਾਰ ਸੰਗਠਨ ਬਣਾਉਣ ਤਹਿਤ ਜਗਤ ਸੰਚਾਰ ਮੁਹਿੰਮ ਦੇ ਤਹਿਤ ਜਗਤ ਸੰਚਾਰ ਸੰਗਠਨ ਬਣਾਏ।



ਯਸ਼ਸਕਰਮ ਸੰਗਠਨ ਦੀ ਯਸ਼ਸਕਰਮ ਮੁਹਿੰਮ ਦੇ ਤਹਿਤ ਜਗਤ ਸੰਚਾਰ ਸੰਗਠਨ ਬਣਾਏ।

ਯਸ਼ਸਕਰਮ ਸੰਗਠਨ ਦੇ ਵਿਚਕਾਰ ਸੰਗਠਨ ਬਣਾਏ।

ਯਸ਼ਸਕਰਮ ਸੰਗਠਨ ਦੇ ਵਿਚਕਾਰ ਸੰਗਠਨ ਬਣਾਏ।

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अभिव्यक्ति फाउंडेशन ने नाबार्ड के सहयोग से करवाया किसान उत्पादक संगठन जागरूकता सेमिनार

किसानों की आमदनी बढ़ाने में उत्पादक संगठन महत्वपूर्ण भूमिका निभा सकते हैं : नरिंदर सिंह

भास्कर संवाददाता | फरीदकोट

राष्ट्रीय कृषि और ग्रामीण विकास बैंक (नाबार्ड) के सहयोग से अभिव्यक्ति फाउंडेशन द्वारा किसान उत्पादक संगठन जागरूकता अभियान के तहत जिला स्तरीय सेमिनार का आयोजन फरीदकोट में किया गया। इस कार्यक्रम में एसडीएम जैतो अगमजोत कौर ने मुख्य मेहमान के तौर पर शिरकत की। सेमिनार को संबोधित करते हुए अगमजोत कौर ने राष्ट्रीय कृषि और ग्रामीण विकास बैंक (नाबार्ड) द्वारा शुरू किए गए इस अभियान की सराहना करते हुए रचनात्मक कदम बताया। उन्होंने प्रशासनिक स्तर पर इस अभियान को पूर्ण सहयोग देने की बात कही। इस अवसर पर नाबार्ड के जिला विकास प्रबंधक नरिंदर सिंह ने बताया कि नाबार्ड द्वारा पंजाब के 3000 क्लस्टरों में इस जागरूकता अभियान के तहत शिबिर लगाए जा रहे हैं, जिससे किसानों को जागरूक किया जा सके। उन्होंने बताया कि जो किसानों



किसान उत्पादक संगठन जागरूकता अभियान के सेमिनार में जानकारी देते वक्ता।

की आमदनी बढ़ाने में किसान उत्पादक संगठन महत्वपूर्ण भूमिका निभा सकते हैं और अब तक नाबार्ड के सहयोग से पंजाब में 9-10 किसान उत्पादक संगठन गठित किए जा चुके हैं। नाबार्ड के क्षेत्रीय निदेशक अमृतपाल सिंह ने बताया कि नाबार्ड के सहयोग से फरीदकोट में 40 क्लस्टरों में किसान उत्पादक संगठन जागरूकता कार्यक्रम आयोजित कर किसानों को जागृत किया जाएगा। उन्होंने बताया कि इसी अभियान के तहत चौरवार को

जागरूकता अभियान की शुरुआत करते हुए जिला स्तरीय सेमिनार का आयोजन किया गया है, जिसमें विभिन्न विभाग से आए विषय विशेषज्ञ वॉलंटियर्स को प्रशिक्षित कर रहे हैं व यह वॉलंटियर किसानों को जागरूक करेंगे, जिससे जिले में किसान उत्पादक संगठनों का गठन किया जा सके।

कृषि विज्ञान केंद्र फरीदकोट के डिप्टी डायरेक्टर डॉ. जगदीश ग़ोवर ने बताया कि अपनी पैदावार की सही प्रोसेसिंग कर किसान ज्यादा

लाभ कमा सकते हैं। जिला लीड मैनेजर फरीदकोट हितेश अरोड़ा ने इस कार्य में बैंक द्वारा दिए जा रहे सहयोग की जानकारी दी। इस दौरान कृषि विज्ञान केंद्र से डॉ. राकेश कुमार, कृषि विभाग से रमनदीप सिंह, आत्मा के डिप्टी डायरेक्टर भूपेश जोशी और डॉ. चरनजीत सिंह ने भी विषय को लेकर अपने विचार सभा के समक्ष रखे। इस कार्यक्रम के दौरान कृषि विभाग, कृषि विज्ञान केंद्र व नाबार्ड के कर्मचारी व किसान बड़ी संख्या में उपस्थित थे।

ਕਿਸਾਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਸੈਮੀਨਾਰ

ਨਿੱਜੀ ਪੱਰ ਪ੍ਰਕ

ਫਰੀਦਕੋਟ, 12 ਫਰਵਰੀ

ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਅਭੀਵਿਅਕਤੀ ਡਾਊਡੇਸ਼ਨ ਵੱਲੋਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਸੈਮੀਨਾਰ ਕਰਵਾਇਆ ਗਿਆ। ਇਸ ਪ੍ਰੋਗਰਾਮ ਵਿੱਚ ਐਸ.ਡੀ.ਐਮ ਜੈਤੋ ਅਗਮਜੋਤ ਕੌਰ ਨੇ ਮੁੱਖ ਮਹਿਮਾਨ ਦੇ ਤੌਰ 'ਤੇ ਸ਼ਿਰਕਤ ਕੀਤੀ। ਐਸ.ਡੀ.ਐਮ. ਅਨਮਜੋਤ ਕੌਰ ਨੇ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਬਾਰਡ) ਦੀ ਇਸ ਮੁਹਿੰਮ ਦੀ ਸ਼ਲਾਘਾ ਕਰਦਿਆਂ ਇਸ ਨੂੰ ਸਮੇਂ ਦੀ ਜ਼ਰੂਰਤ ਦੱਸਦਿਆਂ ਉਸਾਰੂ ਕਦਮ ਦੱਸਿਆ। ਉਨ੍ਹਾਂ ਨੇ ਪ੍ਰਸ਼ਾਸਨ ਵੱਲੋਂ ਵੀ ਇਸ ਅਭਿਆਨ ਨੂੰ ਪੂਰਨ ਸਹਿਯੋਗ ਦੇਣ ਦੀ ਗੱਲ ਕਹੀ ਅਤੇ ਭਵਿੱਖ ਵਿੱਚ ਅਜਿਹੇ ਸੈਮੀਨਾਰ ਜਾਰੀ ਰੱਖਣ ਦਾ ਭਰੋਸਾ ਦਿੱਤਾ। ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ ਨਰਿੰਦਰ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਨਾਬਾਰਡ ਦੁਆਰਾ ਪੰਜਾਬ ਦੇ 3000 ਕਲੱਸਟਰਾਂ ਵਿੱਚ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਗਾਏ ਜਾ ਰਹੇ ਹਨ। ਸੰਸਥਾ ਦੇ ਖੇਤਰੀ ਡਾਇਰੈਕਟਰ ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਬਾਰਡ) ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਇਸ ਅਭਿਆਨ ਦੇ ਤਹਿਤ ਫਰੀਦਕੋਟ ਵਿੱਚ 40 ਕਲੱਸਟਰਾਂ ਵਿੱਚ "ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ" ਪ੍ਰੋਗਰਾਮ ਕੀਤੇ ਜਾਣਗੇ। ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਦੇ ਡਿਪਟੀ ਡਾਇਰੈਕਟਰ ਡਾ. ਜਗਦੀਸ਼ ਗਰੋਵਰ ਨੇ ਦੱਸਿਆ ਕਿ ਕਿਸਾਨ ਇਕੱਠੇ ਹੋਣ ਅਤੇ ਆਪਣੀ ਪੈਦਾਵਾਰ ਦੀ ਪ੍ਰਸ਼ਿਸ਼ਿਗ ਕਰਕੇ ਜਿਆਦਾ ਮੁਨਾਫਾ ਕਮਾਉਣ ਦਾ ਯਤਨ ਕਰਨ। ਇਸ ਮੌਕੇ ਹਿਤੇਸ਼ ਅਰੋੜਾ, ਡਾ. ਰਾਕੇਸ਼ ਕੁਮਾਰ, ਰਮਨਦੀਪ ਸਿੰਘ, ਭੂਪੇਸ਼ ਜੋਸ਼ੀ ਅਤੇ ਡਾ. ਚਰਨਜੀਤ ਸਿੰਘ ਆਦਿ



ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਸੈਮੀਨਾਰ ਕਰਾਉਣਾ ਉਸਾਰੂ ਕਦਮ: ਅਨਮਜੋਤ

ਫਰੀਦਕੋਟ, 12 ਫਰਵਰੀ (ਸਟਾਫ਼ ਰੀਪੋਰਟਰ): ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਅਭੀਵਿਅਕਤੀ ਡਾਊਡੇਸ਼ਨ ਵੱਲੋਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਸੈਮੀਨਾਰ ਦਾ ਆਯੋਜਨ ਕੀਤਾ ਗਿਆ। ਇਸ ਪ੍ਰੋਗਰਾਮ ਵਿੱਚ ਐਸ.ਡੀ.ਐਮ ਜੈਤੋ ਮੈਡਮ ਅਗਮਜੋਤ ਕੌਰ ਨੇ ਮੁੱਖ ਮਹਿਮਾਨ ਦੇ ਤੌਰ 'ਤੇ ਸ਼ਿਰਕਤ ਕੀਤੀ। ਸੈਮੀਨਾਰ 'ਚ ਰਾਜਗੀਨ ਨੂੰ ਸੰਬੰਧਨ ਕਰਦਿਆਂ ਮੈਡਮ ਅਨਮਜੋਤ ਕੌਰ ਨੇ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਬਾਰਡ) ਦੀ ਇਸ ਮੁਹਿੰਮ ਦੀ ਸ਼ਲਾਘਾ ਕਰਦਿਆਂ ਇਸ ਨੂੰ ਸਮੇਂ ਦੀ ਜ਼ਰੂਰਤ ਦੱਸਦਿਆਂ ਉਸਾਰੂ ਕਦਮ ਦੱਸਿਆ।

ਇਸ ਮੌਕੇ ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ ਨਰਿੰਦਰ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਨਾਬਾਰਡ ਦੁਆਰਾ ਪੰਜਾਬ ਦੇ 3000 ਕਲੱਸਟਰਾਂ ਵਿੱਚ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਾਏ ਜਾ ਰਹੇ ਹਨ ਤਾਂ ਜੋ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾ ਸਕੇ। ਉਨ੍ਹਾਂ ਕਿਹਾ ਕਿ ਉਹ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਤੋਂ ਕਿਸ ਤਰ੍ਹਾਂ ਡਾਇਦਾ ਲੈ ਸਕਦੇ ਹਨ ਦੀ ਵਿਸਥਾਰਿਤ ਜਾਣਕਾਰੀ ਦਿਤੀ। ਉਨ੍ਹਾਂ ਹੋਰ ਦੱਸਿਆ ਕਿ ਜੋ ਕਿਸਾਨ ਅਪਣੀ ਆਮਦਨ ਵਧਾਉਣ ਚਾਹੁੰਦੇ ਹਨ ਉਨ੍ਹਾਂ ਲਈ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਮਹੱਤਵਪੂਰਨ ਭੂਮਿਕਾ ਨਿਭਾ ਸਕਦੇ ਹਨ ਅਤੇ ਹੁਣ ਤਕ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਪੰਜਾਬ ਵਿੱਚ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਬਣਾਏ ਜਾ ਚੁੱਕੇ ਹਨ।

“Rozana Spokesman newspaper of dated 13th February 2019”

ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਮੁਹਿੰਮ ਤਹਿਤ ਜਾਗਰੂਕਤਾ ਸਮਾਗਮ

ਫਰੀਦਕੋਟ, 10 ਮਾਰਚ (ਬੀ. ਐਸ. ਚਿੱਲੋਂ) : ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਵੱਲੋਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਇੱਥੇ ਇੱਕ ਮੁਲਾਂਕਣ ਪ੍ਰੋਗਰਾਮ ਕਰਵਾਇਆ ਗਿਆ।

ਪ੍ਰੋਗਰਾਮ ਦੌਰਾਨ ਕਿਸਾਨਾਂ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦਿਆਂ ਜਿਲਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਥਾਰਡ ਨਰਿੰਦਰ ਕੁਮਾਰ ਨੇ ਕਿਹਾ ਕਿ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਵਧਾਉਣ ਵਿਚ ਮਹੱਤਵਪੂਰਣ ਭੂਮਿਕਾ ਨਿਭਾਅ ਸਕਦੇ ਹਨ। ਉਹਨਾਂ ਦੱਸਿਆ ਕਿ ਨਾਥਾਰਡ ਦੁਆਰਾ ਪੰਜਾਬ ਦੇ 3000 ਕਲੱਸਟਰਾਂ ਵਿੱਚ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਾਏ ਗਏ ਹਨ ਤਾਂ ਜੋ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾ ਸਕੇ। ਪ੍ਰੋਗਰਾਮ ਦੌਰਾਨ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਤੋਂ ਮਿਲਣ ਵਾਲੇ ਲਾਭਾਂ ਬਾਰੇ ਦੱਸਿਆ ਗਿਆ। ਨਾਥਾਰਡ ਅਧਿਕਾਰੀਆਂ ਨੇ ਦੱਸਿਆ ਕਿ ਪੰਜਾਬ ਵਿੱਚ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਬਣਾਏ ਜਾ ਚੁੱਕੇ



ਹਨ। ਜਿਸ ਦਾ ਕਿਸਾਨਾਂ ਨੂੰ ਭਰਪੂਰ ਲਾਭ ਮਿਲ ਰਿਹਾ ਹੈ। ਸੰਸਥਾ ਦੇ ਰੀਜਨਲ ਡਾਇਰੈਕਟਰ ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਕਿ ਜਲਦੀ ਹੀ ਫਰੀਦਕੋਟ ਜਿਲੇ ਵਿੱਚ 10 ਦੇ ਕਰੀਬ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨਾਂ ਦਾ ਗਠਨ ਕੀਤਾ ਜਾਵੇਗਾ।

ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਫਰੀਦਕੋਟ ਦੇ ਸਹਾਇਕ ਪ੍ਰੋਫੈਸਰ ਡਾ. ਰਕੇਸ਼ ਕੁਮਾਰ ਨੇ ਦੱਸਿਆ ਕਿ ਸਮੇਂ ਦੀ ਜਰੂਰਤ ਹੈ ਕਿ ਕਿਸਾਨ ਇਕੱਠੇ ਹੋਣ ਅਤੇ ਆਪਣੀ ਪੈਦਾਵਾਰ ਦੀ ਪ੍ਰੋਸੈਸਿੰਗ ਕਰਨ

ਕਿਉਂਕਿ ਪ੍ਰੋਸੈਸਿੰਗ ਕਰਕੇ ਕਿਸਾਨ ਜਿਆਦਾ ਮੁਨਾਫ਼ਾ ਕਮਾ ਸਕਦੇ ਹਨ। ਐਲ.ਡੀ.ਐਮ. ਹਿਤੇਸ਼ ਅਰੋੜਾ ਨੇ ਕਿਹਾ ਕਿ ਕਿਸਾਨ ਸੰਗਠਨਾਂ ਨੂੰ ਬੈਂਕਾਂ ਵੱਲੋਂ ਪੂਰਨ ਸਹਿਯੋਗ ਦਿੱਤਾ ਜਾਵੇਗਾ ਅਤੇ ਕਿਸਾਨਾਂ ਨੂੰ ਸਹਾਇਕ ਧੰਦਿਆਂ ਨੂੰ ਅਪਣਾਉਣ ਦੀ ਵੀ ਅਪੀਲ ਕੀਤੀ।

ਇਸ ਮੌਕੇ ਖੇਤੀਬਾੜੀ ਵਿਕਾਸ ਅਫਸਰ ਰਮਨਦੀਪ ਸਿੰਘ, ਡਾਇਰੈਕਟਰ ਆਰਸੇਟੀ ਅਮਨ ਆਨੰਦ, ਪਰਮਜੀਤ ਸਿੰਘ ਸੰਧੂ, ਰਾਜ ਕੁਮਾਰ ਛਾਬੜਾ ਆਦਿ ਨੇ ਵੀ ਕਿਸਾਨਾਂ ਨੂੰ ਸੰਬੋਧਨ ਕੀਤਾ।

ਸੰਗਠਨ ਵਧਾ ਰਿਹਾ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ

ਸਟਾਫ ਰਿਪੋਰਟਰ, ਫਰੀਦਕੋਟ : ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਵਧਾਉਣ ਵਿਚ ਮਹੱਤਵਪੂਰਣ ਭੂਮਿਕਾ ਨਿਭਾਅ ਸਕਦੇ ਹਨ।

ਇਹ ਪ੍ਰਗਟਾਵਾ ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਥਾਰਡ ਨਰਿੰਦਰ ਕੁਮਾਰ ਨੇ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਵੱਲੋਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੀਤੇ ਗਏ ਮੁਲਾਂਕਣ ਪ੍ਰੋਗਰਾਮ 'ਚ ਕਿਸਾਨਾਂ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦਿਆਂ ਪ੍ਰਗਟ ਕੀਤੇ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਨਾਥਾਰਡ ਦੁਆਰਾ ਪੰਜਾਬ ਦੇ 3000 ਕਲੱਸਟਰਾਂ ਵਿਚ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਗਾਏ ਗਏ ਹਨ ਤਾਂ ਜੋ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾ ਸਕੇ। ਉਨ੍ਹਾਂ ਹਜ਼ਾਰੀਨ ਨੂੰ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਤੋਂ ਕਿਸ ਤਰ੍ਹਾਂ ਫਾਇਦਾ ਲੈ ਸਕਦੇ ਹਨ ਸਬੰਧੀ ਵਿਸਥਾਰ ਪੂਰਵਕ ਜਾਣਕਾਰੀ ਦਿੰਦਿਆਂ ਦੱਸਿਆ ਕਿ ਹੁਣ ਤਕ ਨਾਥਾਰਡ



ਪ੍ਰੋਗਰਾਮ ਦੌਰਾਨ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕਰਦੇ ਹੋਏ ਵੱਖ-ਵੱਖ ਆਗੂ ਸਾਹਿਬਾਨ।

ਦੇ ਸਹਿਯੋਗ ਨਾਲੋਂ ਪੰਜਾਬ ਵਿਚ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਬਣਾਏ ਜਾ ਚੁੱਕੇ ਹਨ। ਉਨ੍ਹਾਂ ਆਖਿਆ ਕਿ ਕਿਸਾਨਾਂ ਨੂੰ ਇਸ ਦਾ ਕਾਫੀ ਲਾਭ ਹੋਇਆ ਹੈ।

ਇਸ ਮੌਕੇ ਸੰਸਥਾ ਦੇ ਰੀਜਨਲ ਡਾਇਰੈਕਟਰ ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਥਾਰਡ) ਦੇ ਸਹਿਯੋਗ

ਨਾਲ ਇਸ ਮੁਹਿੰਮ ਤਹਿਤ ਫਰੀਦਕੋਟ ਵਿਚ 40 ਕਲੱਸਟਰਾਂ ਵਿਚ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਪ੍ਰੋਗਰਾਮ ਕੀਤੇ ਗਏ ਹਨ ਅਤੇ ਲੋਕਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਗਿਆ ਹੈ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਇਸੇ ਅਭਿਆਨ ਤਹਿਤ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਦਾ ਮੁਲਾਂਕਣ ਪ੍ਰੋਗਰਾਮ ਕੀਤਾ ਗਿਆ ਹੈ ਜਿਸ ਵਿਚ ਵੱਖ-ਵੱਖ ਵਿਭਾਗਾਂ

ਤੋਂ ਆਏ ਮਾਹਿਰਾਂ ਵੱਲੋਂ ਆਪਣੇ ਵਿਚਾਰ ਸਾਂਝੇ ਕੀਤੇ ਗਏ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਜਲਦੀ ਹੀ ਫਰੀਦਕੋਟ ਜਿਲ੍ਹੇ ਵਿਚ 10 ਦੇ ਕਰੀਬ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨਾਂ ਦਾ ਗਠਨ ਕੀਤਾ ਜਾਵੇਗਾ। ਇਸ ਮੌਕੇ ਸਹਾਇਕ ਪ੍ਰੋਫੈਸਰ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਫਰੀਦਕੋਟ ਦੇ ਡਾ. ਰਕੇਸ਼ ਕੁਮਾਰ ਨੇ ਦੱਸਿਆ ਕਿ ਸਮੇਂ ਦੀ ਜਰੂਰਤ ਹੈ ਕਿ ਕਿਸਾਨ ਇਕੱਠੇ ਹੋਣ ਅਤੇ ਆਪਣੀ ਪੈਦਾਵਾਰ ਦੀ ਪ੍ਰੋਸੈਸਿੰਗ ਕਰਨ ਕਿਉਂਕਿ ਪ੍ਰੋਸੈਸਿੰਗ ਕਰਕੇ ਕਿਸਾਨ ਜਿਆਦਾ ਮੁਨਾਫ਼ਾ ਕਮਾ ਸਕਦੇ ਹਨ। ਐਲ.ਡੀ.ਐਮ. ਫਰੀਦਕੋਟ ਹਿਤੇਸ਼ ਅਰੋੜਾ ਨੇ ਸਮਾਗਮ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦਿਆਂ ਕਿਹਾ ਕਿ ਕਿਸਾਨ ਸੰਗਠਨਾਂ ਨੂੰ ਬੈਂਕਾਂ ਵੱਲੋਂ ਪੂਰਨ ਸਹਿਯੋਗ ਦਿੱਤਾ ਜਾਵੇਗਾ। ਇਸ ਦੌਰਾਨ ਖੇਤੀਬਾੜੀ ਵਿਭਾਗ ਤੋਂ ਰਮਨਦੀਪ ਸਿੰਘ ਖੇਤੀਬਾੜੀ ਵਿਕਾਸ ਅਫਸਰ, ਡਾਇਰੈਕਟਰ ਆਰਸੇਟੀ ਅਮਨ ਆਨੰਦ, ਸੀਨੀਅਰ ਮੈਨੇਜਰ ਕੋਪਰੇਟਿਵ ਬੈਂਕ ਫਰੀਦਕੋਟ ਪਰਮਜੀਤ ਸਿੰਘ ਸੰਧੂ, ਰਾਜ ਕੁਮਾਰ ਛਾਬੜਾ ਨੇ ਭਾਗ ਲਿਆ।



समागम • अभिव्यक्ति फाउंडेशन ने किसान उत्पादक संगठन जागरूकता अभियान के तहत कराया कार्यक्रम

किसानों की आमदन बढ़ाने में महत्वपूर्ण भूमिका निभा सकते हैं किसान उत्पादक संगठन : नरिंदर

भास्कर त्रिपाठ्याता | फरीदकोट

किसान उत्पादक संगठन किसानों की आमदन बढ़ाने में महत्वपूर्ण भूमिका निभा सकते हैं। यह बात जिला विकास प्रबंधक नाबार्ड नरिंदर कुमार ने राष्ट्रीय कृषि और ग्रामीण विकास बैंक के सहयोग से अभिव्यक्ति फाउंडेशन द्वारा किसान उत्पादक संगठन जागरूकता अभियान के तहत करवाए गए कार्यक्रम में किसानों को संबोधित करते हुए कही। उन्होंने बताया

कि नाबार्ड द्वारा पंजाब के 3000 क्लस्टरों में जागरूकता कार्यक्रम के तहत शिविर लगाए गए हैं। किसानों को किसान उत्पादक संगठन के महत्व की जानकारी देते हुए उन्होंने बताया कि नाबार्ड के सहयोग से पंजाब में 91 किसान उत्पादक संगठन बनाए जा चुके हैं। संस्था के क्षेत्रीय निदेशक अमृतपाल सिंह ने बताया कि नाबार्ड के सहयोग से फरीदकोट में 40 क्लस्टरों में किसान उत्पादक संगठन जागरूकता कार्यक्रम करवाए गए हैं व जल्द

ही फरीदकोट जिले में 10 के करीब किसान उत्पादक संगठनों का गठन किया जाएगा। उन्होंने किसानों से आमदन बढ़ाने को पैदावार बढ़ाने, व्यर्थ के खर्च घटाने और सहायक धंधों पर अधिक ध्यान देने की जरूरत पर बल दिया। इस अवसर पर कृषि विज्ञान केंद्र फरीदकोट के डॉ. रकेश कुमार, मुख्य बैंक मैनेजर हितेश अरोड़ा, रमनदीप सिंह, अमन आनंद, परमजीत सिंह संभु, राज कुमार छावड़ा सहित क्षेत्र के किसान बड़ी संख्या में उपस्थित थे।



किसानों को अभियान की जानकारी देते हुए विशेषज्ञ।



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**Awareness Campaign on Promotion of
Farmer Producer Organization (FPO)**