

Project Completion Report



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



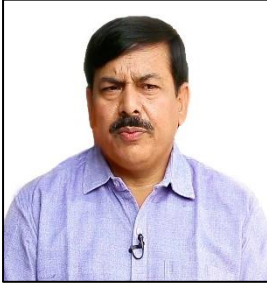
Implemented
By
**Abhivyakti
Foundation**



NABARD

**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 Jalandhar 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 Jalandhar 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 L.K Mehra, District Development Manager, NABARD Jalandhar.

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 230 cluster of district Jalandhar. VLWs of district Jalandhar did a tremendous work to enhance awareness about Promotion of Farmer Producer Organization in district Jalandhar.

A handwritten signature in blue ink that reads "Shailendra Singh". The signature is fluid and cursive.

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 district of Punjab. In Jalandhar district the promotion of FPO campaign was conducted in 230 village cluster of district Jalandhar 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 Jalandhar. 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 Jalandhar.

Amritpal Singh
Regional Director
Abhivyakti Foundation

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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

Jalandhar, 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

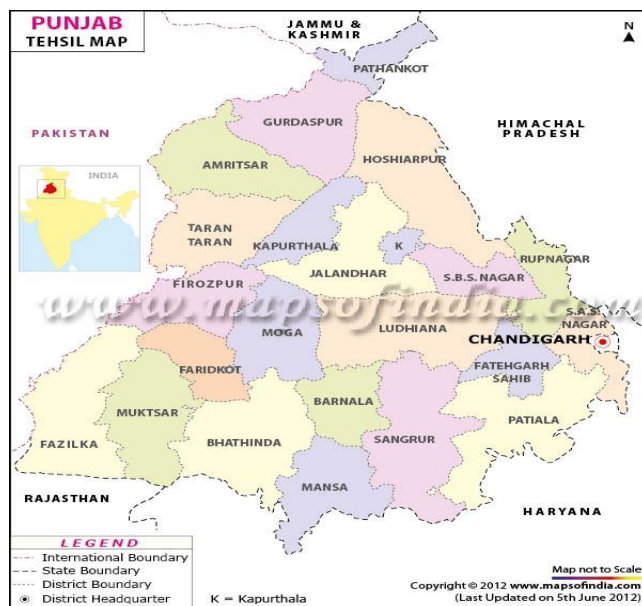
The producers' collectives have inadequate access to basic infrastructure required for aggregation like transport facilities, storage, value addition (cleaning, grading, sorting, etc.) and processing, brand building and marketing. Further, in most of the commercial farming models, the primary producers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



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 Jalandhar (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 Jalandhar

The city is named after Jalandhara, a demon king, who is mentioned in the Puranas and Mahabharata. According to another legend, Jalandhar was the capital of the kingdom of Lava, son of Rama. According to another version Jalandhar is said to have derived its name from the vernacular term 'Jalandhar' means area inside the water, i.e., tract lying between the two rivers Satluj and Beas. The whole of Punjab



and the area of present Jalandhar District was part of the Indus Valley Civilization. Harappa and Mohenjo-daro are the sites where remains of the Indus Valley Civilization have been found extensively. The archaeological explorations made during recent years have pushed the ancient times of Jalandhar District of Harappa period. Jalandhar was ruled by King Arjan Singh..

The city has a humid subtropical climate with cool winters and long, hot summers. Summers last from April to June and winters from November to February. Temperatures in the summer vary from average highs of around 48 °C (118 °F) to average lows of around 25 °C (77 °F). Winter temperatures have highs of 19 °C (66 °F) to lows of -7 °C (19 °F). The climate is dry on the whole, except during

the brief southwest monsoon season during July and August. The average annual rainfall is about 70 cm. In 2018, Jalandhar witnessed Heavy rainfall, with over 20% increase from average rainfall.[5] Since it is in the North, it feels really cold, and in summer, warm.

As per provisional reports of Census India, population of Jalandhar in 2011 is 862,886; of which male and female are 457,636 and 405,250 respectively. Although Jalandhar city has population of 862,886; its urban / metropolitan population is 874,412 of which 463,636 are males and 410,776 are females.

Hinduism is majority religion in Jalandhar city with 74.90 % followers. Sikhism is second most popular religion in Jalandhar city with 21.39 % following it. In Jalandhar city, Islam is followed by 1.47 %, Jainism by 0.37 %, Christianity by 21.39 % and Buddhism by 21.39 %. Around 0.04 % stated 'Other Religion', approximately 0.65 % stated 'No Particular Religion'.

Jalandhar exports goods like furniture, glass to neighboring cities and is a global hub for the manufacture of sporting equipment. Jalandhar is famous for its sports industry and equipment manufactured in Jalandhar has been used in many international sporting games including Olympics, Commonwealth Games, Asian Games, among others. It is also a hub for manufacturing of hand tools. Many new malls and shopping complexes are being established at a very rapid pace and as such is also a hub of the NRI's who among many of them belong to Jalandhar region.

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 Jalandhar at Agriculture Cooperative Staff Training Institute, Jalandhar, Punjab on dated 6th February 2019 under Awareness Campaign on Promotion of Farmer Producers Organizations (FPOs) in Punjab.

List of Dignitaries joined the Training Programme

1. Mr. L.K Mehra, AGM, NABARD, Jalandhar
2. Dr. Kuldeep Singh, Associate Director KVK Jalandhar
3. Dr. Kanchan Sandhu, Assistant Professor, KVK Jalandhar
4. Dr. Surinder Singh, Agriculture officer Jalandhar
5. Mr. Waryam Singh, Dairy Development Officer Jalandhar
6. Dr. H.S Saini, Veterinary Inspector, Animal Husbandry Department Jalandhar
7. Dr. Ravinder Singh, Poultry Inspector Animal Husbandry Department Jalandhar

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. L.K Mehra, District Development Manager Jalandhar 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. Mehra 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 including 230 programmes in district Jalandhar with same approach. 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. Mehra presented a brief presentation of Farmer producer organization covering following topics:

- What is a Producer Organisation
- Essential features of a PO
- Essential features of a PO
- Essential features of a PO
- Major benefits of FPOs
- Important activities of PO
- Support from NABARD and other agencies
- Legal forms
- Benefits under AMI for FPO

After that Mr. Waryam Singh, Dairy Development Officer Jalandhar 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 Dr. H.S Saini & Mr. Ravinder Singh from Animal Husbandry Department share their department schemes and they apricate the initiate being taken by NABARD for Promotion of Farmers Producer Organization in Punjab. Further Mr. Ravinder Singh 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. During the interaction he also share some examples for processing and collectivization.

Dr. Kuldeep Singh, 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. As regards to mission and vision he share that vision and mission of the FPO is very important for the Board Directors as well as other staff. Creating value to the members by solving existing problems in the value chain, marketing and reasonable share of price realization in the rupee spent by the consumer on the members' produce, should be the focus. All other activities / services should be to engage the members comprehensively throughout the year and to reduce their expenditures and increase their welfare.

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 the District Level Training Programme



Captured moments in District Level Training Programme at Jalandhar

Introduction of the Impact Assessment Programme

Abhivyakti Foundation in collaboration with National Bank for Agriculture and Rural Development organized impact Assessment Programme of district Jalandhar on dated 12th March 2019 under Awareness Campaign on Promotion of Farmer Producers Organizations (FPOs) in Punjab.

List of Dignitaries join the Impact Assessment Programme

1. Mr. L.K. Mehra, AGM NABARD Jalandhar
2. Mr. Vikram Sood, Project Director ATMA Jalandhar
3. Mr. Vipul Chhabra, Deputy Project Director ATMA Jalandhar
4. Mr. Waryam Singh, Dairy Development Officer Jalandhar
5. Mr. Hardev Singh, Senior Fisheries officer Jalandhar

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. L.K Mehra, AGM NABARD Jalandhar 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 80 cluster villages of district Jalandhar and spread awareness on promotion of FPOs in the district. Further regarding impact of this campaign Mr. Mehra share that the campaign has certain respectable impact.

During the session Mr. Waryam Singh, Dairy Development officer Jalandhar 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 also share the schemes of Dairy Development. Further regards to success stories he share the Farmers stories who have done good job in the field of milk production. Al last he ensure that their department will gave full support for promotion of FPOs in the district.

Mr. Hardev Singh, Senior Fisheries officer Jalandhar appreciate the initiative of FPOs formation in Punjab by NABARD. 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 fisheries department have many good schemes for farmer. Further he ensure that fisheries department will also mobilize the farmers for formation of FPOs in district Jalandhar.

After that VLWs and Farmers share their feedback regarding the campaign. Some of the farmers share their concern and quarries related to support provided by NABARD, process of registration etc.

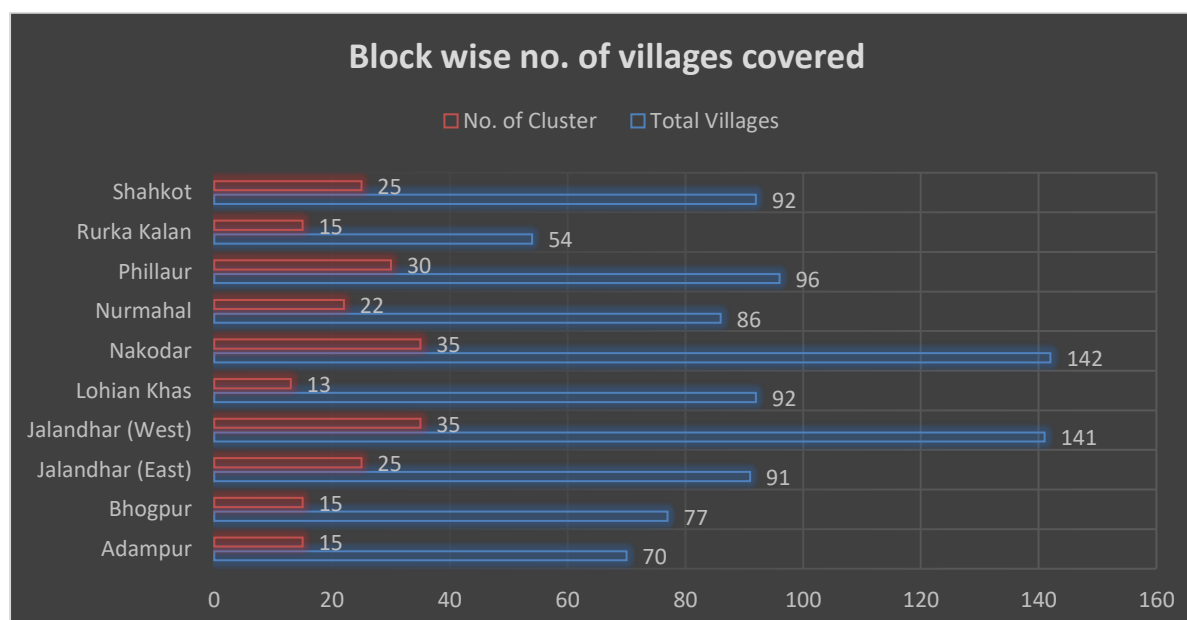
Pictures of Impact Assessment Programme



Geographical Coverage

Awareness campaign on Promotion of Farmer Producer Organization in Punjab 2019 was conducted in 230 cluster villages of 10 blocks in district Jalandhar 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	Adampur	70	15	4.7
2	Bhogpur	77	15	5.1
3	Jalandhar (East)	91	25	3.6
4	Jalandhar (West)	141	35	4.0
5	Lohian Khas	92	13	7.1
6	Nakodar	142	35	4.1
7	Nurmahal	86	22	3.9
8	Phillaur	96	30	3.2
9	Rurka Kalan	54	15	3.6
10	Shahkot	92	25	3.7
	Total	941	230	4.1



Summary of Programmes conducted in the district

S. No	Name of Village	Name of block	Date of Conduct of Programme
1	Hirapur (399)	Jalandhar (West)	03-02-2019
2	Chuheki (66)	Nurmahal	03-02-2019
3	Shamsabad (80)	Nurmahal	03-02-2019
4	Ramgarh (131)	Phillaur	09-02-2019
5	Jandu Singha (165)	Adampur	10-02-2019
6	Bhatnura Lubana (14)	Bhogpur	10-02-2019
7	Jamsher (245)	Jalandhar (East)	10-02-2019
8	Chanian (6)	Nakodar	10-02-2019
9	Talwandi Butian (260)	Shahkot	10-02-2019
10	Sarhali (6)	Rurka Kalan	10-02-2019
11	Gidarpindi (209)	Lohian Khas	10-02-2019
12	Partappura (121)	Nurmahal	10-02-2019
13	Daroli Kalan & Daroli Khurd (65)	Adampur	11-02-2019
14	Kala Bakra (119)	Bhogpur	11-02-2019
15	Pholriwala (252)	Jalandhar (East)	11-02-2019
16	Nahal (280)	Jalandhar (West)	11-02-2019
17	Shankar (21)	Nakodar	11-02-2019
18	Bajuha Khurd (7)	Nakodar	11-02-2019
19	Salah Nagar (71)	Shahkot	11-02-2019
20	Ghurka (33)	Rurka Kalan	11-02-2019
21	Nahl (206)	Lohian Khas	11-02-2019
22	Kot Badal Khan (79)	Nurmahal	11-02-2019
23	Akalpur (128)	Phillaur	11-02-2019
24	Dhesian Kahna (28)	Rurka Kalan	11-02-2019
25	Nurpur (206)	Adampur	12-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
26	Behram Srishta (26)	Bhogpur	12-02-2019
27	Wadala (281)	Jalandhar (East)	12-02-2019
28	Gakhal (279)	Jalandhar (West)	12-02-2019
29	Mundh (139)	Nakodar	12-02-2019
30	Rurki (32)	Rurka Kalan	12-02-2019
31	Powadra (92)	Nurmahal	12-02-2019
32	Lasara (173)	Phillaur	12-02-2019
33	Moron (179)	Phillaur	12-02-2019
34	Kot Kalan (226)	Jalandhar (East)	12-02-2019
35	Dhogri (164)	Adampur	13-02-2019
36	Manak rai (29)	Bhogpur	13-02-2019
37	Chitti (427)	Jalandhar (East)	13-02-2019
38	Kangniwal (202)	Jalandhar (East)	13-02-2019
39	Lidhran (318)	Jalandhar (West)	13-02-2019
40	Wariana (315)	Jalandhar (West)	13-02-2019
41	Pandori Khas (60)	Nakodar	13-02-2019
42	Paddi Jagir (204)	Phillaur	13-02-2019
43	Pasla (51)	Rurka Kalan	13-02-2019
44	Mandala (211)	Lohian Khas	13-02-2019
45	Lambra (267)	Jalandhar (East)	13-02-2019
46	Birk (242)	Phillaur	13-02-2019
47	Ganna Pind (124)	Phillaur	13-02-2019
48	Samrari (182)	Phillaur	13-02-2019
49	Paras Rampur (184)	Jalandhar (East)	13-02-2019
50	Boparai (18)	Nakodar	13-02-2019
51	AJIT	Adampur	14-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
52	Talhan (185)	Jalandhar (East)	14-02-2019
53	Dhaliwal (278)	Jalandhar (West)	14-02-2019
54	Ummarwal Billa (350)	Nakodar	14-02-2019
55	Baghela (336)	Nakodar	14-02-2019
56	Tahli (17)	Nakodar	14-02-2019
57	Gohawar (238)	Rurka Kalan	14-02-2019
58	Talwandi Madho (181)	Lohian Khas	14-02-2019
59	Haripur (125)	Phillaur	14-02-2019
60	Daduwal (5)	Rurka Kalan	14-02-2019
61	Bolina (200)	Jalandhar (East)	14-02-2019
62	Haripur (63)	Adampur	15-02-2019
63	Bulalowal (354)	Bhogpur	15-02-2019
64	Khusropur (246)	Jalandhar (East)	15-02-2019
65	Dialpur (377)	Jalandhar (West)	15-02-2019
66	Kadianwali (292)	Jalandhar (East)	15-02-2019
67	Dhaliwal (5)	Nakodar	15-02-2019
68	Gohir (19)	Nakodar	15-02-2019
69	Pipli (220)	Lohian Khas	15-02-2019
70	Dhesian Sang (233)	Rurka Kalan	15-02-2019
71	Nihaluwal (105)	Lohian Khas	15-02-2019
72	Kukar Pind (228)	Jalandhar (East)	15-02-2019
73	Dosanjh Kalan (198)	Phillaur	15-02-2019
74	Bhar Singhpur (166)	Phillaur	15-02-2019
75	Raipur (240)	Jalandhar (East)	15-02-2019
76	Ghorewahi (95)	Bhogpur	15-02-2019
77	Akalpur (113)	Shahkot	16-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
78	Kingra Chowala (123)	Bhogpur	16-02-2019
79	Kotli Than Singh (183)	Jalandhar (East)	16-02-2019
80	Kartarpur (Rural) (370)	Jalandhar (West)	16-02-2019
81	Lallian Kalan (424)	Jalandhar (West)	16-02-2019
82	Kotli Gazran (85)	Shahkot	16-02-2019
83	Bara Pind (206)	Phillaur	16-02-2019
84	Nurpur (67)	Shahkot	16-02-2019
85	Dhanipind (7)	Rurka Kalan	16-02-2019
86	Sindhar (247)	Lohian Khas	16-02-2019
87	Mainwal (122)	Nurmahal	16-02-2019
88	Nagar (147)	Phillaur	16-02-2019
89	Tehang (142)	Phillaur	16-02-2019
90	Lalian (184)	Phillaur	16-02-2019
91	Dholeta (214)	Phillaur	16-02-2019
92	Kanian Kalan (288)	Shahkot	16-02-2019
93	Chaharke (15)	Bhogpur	17-02-2019
94	Ball (150)	Jalandhar (West)	17-02-2019
95	Dhirpur (375)	Jalandhar (West)	17-02-2019
96	Littran (34)	Nakodar	17-02-2019
97	Panj Dhera (132)	Phillaur	17-02-2019
98	Nawanpind Donawala (189)	Lohian Khas	17-02-2019
99	Uppal Jagir (65)	Nurmahal	17-02-2019
100	Nangal (130)	Phillaur	17-02-2019
101	Mahal (237)	Rurka Kalan	17-02-2019
102	Phalpota (215)	Phillaur	17-02-2019
103	Mehsampur (39)	Rurka Kalan	17-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
104	Butran (79)	Bhogpur	18-02-2019
105	Naugajja (152)	Jalandhar (West)	18-02-2019
106	Chhotapind Alias Barapind (367)	Jalandhar (West)	18-02-2019
107	Bajwa Kalan (268)	Shahkot	18-02-2019
108	Dhanda (232)	Rurka Kalan	18-02-2019
109	Yusafpur Darewal (213)	Lohian Khas	18-02-2019
110	Rurka Khurd (221)	Phillaur	18-02-2019
111	Shahpur (141)	Phillaur	18-02-2019
112	Khaira Majha (296)	Jalandhar (West)	18-02-2019
113	Sangowal (347)	Nakodar	18-02-2019
114	Chuharwali (167)	Adampur	19-02-2019
115	Sangowal (115)	Jalandhar (West)	19-02-2019
116	Khurampur (51)	Nakodar	19-02-2019
117	Maheru (55)	Nakodar	19-02-2019
118	Kakar Kalan (76)	Shahkot	19-02-2019
119	Sichewali (116)	Lohian Khas	19-02-2019
120	Pharwala (44)	Nurmahal	19-02-2019
121	Thala (161)	Phillaur	19-02-2019
122	Saifabad (136)	Phillaur	19-02-2019
123	Bhatija	Jalandhar (West)	19-02-2019
124	Kapur Pind (198)	Adampur	20-02-2019
125	Ladhra (90)	Bhogpur	20-02-2019
126	Chamiara	Jalandhar (West)	20-02-2019
127	Aujla (116)	Nurmahal	20-02-2019
128	Sarih (15)	Nakodar	20-02-2019
129	Haripur (44)	Nakodar	20-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
130	Talwandi Sanghra (58)	Shahkot	20-02-2019
131	Kang Kalan(237)	Lohian Khas	20-02-2019
132	Cheema Kalan (57)	Nurmahal	20-02-2019
133	Atta (220)	Phillaur	20-02-2019
134	Kat Palon (160)	Phillaur	20-02-2019
135	Sarmastpur (149)	Jalandhar (West)	20-02-2019
136	Muhem (41)	Nakodar	20-02-2019
137	Lesariwala (145)	Adampur	21-02-2019
138	Salala (34)	Bhogpur	21-02-2019
139	Patara (196)	Jalandhar (East)	21-02-2019
140	Tajpur (287)	Jalandhar (East)	21-02-2019
141	Rahimpur (340)	Jalandhar (West)	21-02-2019
142	Bath (42)	Nakodar	21-02-2019
143	Rasulpur Kalan (144)	Nakodar	21-02-2019
144	Dhandowal (78)	Shahkot	21-02-2019
145	Chak Chela (186)	Lohian Khas	21-02-2019
146	Uppal Khalsa (73)	Nurmahal	21-02-2019
147	Chak Sahbu (176)	Phillaur	21-02-2019
148	Fateh Jalal (392)	Jalandhar (West)	21-02-2019
149	Kala Bahian (331)	Jalandhar (West)	21-02-2019
150	Madar (166)	Adampur	22-02-2019
151	Rastgo (4)	Bhogpur	22-02-2019
152	Saprai (244)	Jalandhar (East)	22-02-2019
153	Lallian Khurd (426)	Jalandhar (West)	22-02-2019
154	Karari (112)	Jalandhar (West)	22-02-2019
155	Adraman (348)	Nakodar	22-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
156	Sidhwan (43)	Nakodar	22-02-2019
157	Sohal Jagir (290)	Shahkot	22-02-2019
158	Baupur (297)	Shahkot	22-02-2019
159	Kakar Kalan (245)	Lohian Khas	22-02-2019
160	Fatehpur (78)	Nurmahal	22-02-2019
161	Malri (28)	Nakodar	22-02-2019
162	Rurka Kalan (36)	Rurka Kalan	22-02-2019
163	Dalla (62)	Nurmahal	22-02-2019
164	Sangowal (106)	Nurmahal	22-02-2019
165	Ghurial (60)	Adampur	23-02-2019
166	Sagranwali (12)	Bhogpur	23-02-2019
167	Jaitewali (199)	Jalandhar (East)	23-02-2019
168	Nussi (320)	Jalandhar (West)	23-02-2019
169	Sammipur (276)	Jalandhar (West)	23-02-2019
170	Talwandi Bharo (150)	Nakodar	23-02-2019
171	Chak Vendal (9)	Nakodar	23-02-2019
172	Billi Chaharmi (72)	Shahkot	23-02-2019
173	Kangna (70)	Shahkot	23-02-2019
174	Laksian (111)	Shahkot	23-02-2019
175	Saidpur Jhiri (84)	Shahkot	23-02-2019
176	Bilga (102)	Nurmahal	23-02-2019
177	Bhangala (11)	Nurmahal	23-02-2019
178	Garha (152)	Phillaur	23-02-2019
179	Bundala (27)	Rurka Kalan	23-02-2019
180	Nandanpur (316)	Jalandhar (West)	23-02-2019
181	Nangal Ambian (286)	Shahkot	23-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
182	Kalra (68)	Adampur	24-02-2019
183	Pandori Nijran (38)	Adampur	24-02-2019
184	Kotla (27)	Bhogpur	24-02-2019
185	Bambianwali (235)	Jalandhar (East)	24-02-2019
186	Subhana (249)	Jalandhar (East)	24-02-2019
187	Gandhran (63)	Shahkot	24-02-2019
188	Chak Kalan (11)	Nakodar	24-02-2019
189	Khanpur Dhadda(168)	Nakodar	24-02-2019
190	Parjian Kalan (320)	Shahkot	24-02-2019
191	Kohar Kalan (257)	Shahkot	24-02-2019
192	Talwan (93)	Nurmahal	24-02-2019
193	Sidhu Mutsadi (17)	Nurmahal	24-02-2019
194	Muthadda Kalan (226)	Phillaur	24-02-2019
195	Samrai (2)	Rurka Kalan	24-02-2019
196	Sangal Sohal (314)	Jalandhar (West)	24-02-2019
197	Bahmanian (276)	Shahkot	24-02-2019
198	Uggi (147)	Nakodar	25-02-2019
199	Bir Pind (36)	Nakodar	25-02-2019
200	Kular (178)	Nakodar	25-02-2019
201	Haveli (112)	Shahkot	25-02-2019
202	Kandola Kalan (60)	Nurmahal	25-02-2019
203	Gumtali (47)	Nurmahal	25-02-2019
204	Chhokran (180)	Phillaur	25-02-2019
205	Kang Sahbu (140)	Nakodar	25-02-2019
206	Rahimpur (146)	Nakodar	25-02-2019
207	Dhada (216)	Jalandhar (East)	26-02-2019

S. No	Name of Village	Name of block	Date of Conduct of Programme
208	Haer (135)	Nakodar	26-02-2019
209	Malsian (109)	Shahkot	26-02-2019
210	Lasuri (249)	Shahkot	26-02-2019
211	Mau (111)	Nurmahal	26-02-2019
212	Kahlwan (327)	Jalandhar (West)	27-02-2019
213	Mehatpur (47)	Nakodar	27-02-2019
214	Kandola Khurd (43)	Nurmahal	27-02-2019
215	Mandi (177)	Phillaur	27-02-2019
216	Sharakpur (24)	Nakodar	27-02-2019
217	Randhawa Masandan (156)	Jalandhar (West)	28-02-2019
218	Khurdpur (54)	Adampur	01-03-2019
219	Pattar Kalan (390)	Jalandhar (West)	01-03-2019
220	Kalianpur (270)	Jalandhar (West)	01-03-2019
221	Lohar (264)	Jalandhar (East)	01-03-2019
222	Punian (252)	Shahkot	01-03-2019
223	Khusropur (379)	Jalandhar (West)	01-03-2019
224	Bhagwanpur (288)	Jalandhar (East)	01-03-2019
225	Padhiana (67)	Adampur	02-03-2019
226	Sudana (103)	Bhogpur	02-03-2019
227	Partappur (263)	Jalandhar (East)	02-03-2019
228	Bulandpur (162)	Jalandhar (West)	02-03-2019
229	Nijjran (423)	Jalandhar (West)	02-03-2019
230	Kohala (418)	Jalandhar (West)	02-03-2019

Feedback Compilation of the Campaign:

Awareness Campaign on Promotion of Farmer Producer Organizations in Jalandhar 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 230 villages of district Jalandhar.
- During the campaign 15 teams (2 VLWs in a team) worked in the district and these volunteers increased awareness about Farmer Producer Organization.
- During the village level programmes 12023 farmers participated and out of these farmers 542 farmers were willing to join Farmer producer organization in 41 villages.
- It is expected that 6-8 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	Chuheki (66)	Nurmahal	10	Dairy (Milk Processing)
2	Bhatnura Lubana (14)	Bhogpur	11	Goatery
3	Sarhali (6)	Rurka Kalan	13	Honey Bee Farming
4	Shankar (21)	Nakodar	11	Dairy
5	Ghurka (33)	Rurka Kalan	14	Goatery & Dairy
6	Dhesian Kahna (28)	Rurka Kalan	16	Fisheries & Piggery
7	Wadala (281)	Jalandhar (East)	12	Processing
8	Rurki (32)	Rurka Kalan	9	Processing
9	Powadra (92)	Nurmahal	15	Dairy & Diversification
10	Kot Kalan (226)	Jalandhar (East)	10	Dairy
11	Manak rai (29)	Bhogpur	10	Processing
12	Chitti (427)	Jalandhar (East)	13	Processing
13	Talhan (185)	Jalandhar (East)	9	Dairy Processing
14	Kadianwali (292)	Jalandhar (East)	13	Dairy Processing
15	Kukar Pind (228)	Jalandhar (East)	12	Dairy Processing
16	Raipur (240)	Jalandhar (East)	19	Processing
17	Ghorewahi (95)	Bhogpur	13	Dairy (Milk Processing)
18	Kotli Than Singh (183)	Jalandhar (East)	13	Processing
19	Kotli Gazran (85)	Shahkot	12	Diversification & Processing
20	Uppal Jagir (65)	Nurmahal	10	Dairy
21	Mahal (237)	Rurka Kalan	11	Cattle Feed & Processing

S No	Name of Village	Name of block	Willing to join FPO (No.)	Potential commodity
22	Mehsampur (39)	Rurka Kalan	9	Dairy & Processing
23	Maheru (55)	Nakodar	5	Processing
24	Sichewali (116)	Lohian Khas	13	Organic Farming and Diversification
25	Aujla (116)	Nurmahal	8	Goatery & Dairy
26	Rahimpur (340)	Jalandhar (West)	9	Dairy
27	Dhandowal (78)	Shahkot	14	Processing
28	Uppal Khalsa (73)	Nurmahal	10	Fisheries & Piggery
29	Baupur (297)	Shahkot	8	Goatery
30	Malri (28)	Nakodar	13	Diversification and Honey
31	Sangowal (106)	Nurmahal	5	Diverfication and Dairy
32	Jaitewali (199)	Jalandhar (East)	15	Dairy
33	Billi Chaharmi (72)	Shahkot	9	Processing
34	Bilga (102)	Nurmahal	12	Dairy
35	Uggi (147)	Nakodar	13	Pottato Marketing & Diversification
36	Kular (178)	Nakodar	8	Pottato & Diversification
37	Kandola Kalan (60)	Nurmahal	11	Dairy
38	Malsian (109)	Shahkot	7	Diversification & marketing
39	Lasuri (249)	Shahkot	8	Honey Bee Farming
40	Mau (111)	Nurmahal	9	Dairy (Milk Processing)
41	Punian (252)	Shahkot	10	Dairy (Milk Processing)

Annexure: 1. Cluster Level Programme Photographs



Annexure: 1.A Cluster Level Programme Photographs



Baba Balbir Singh Sichewal interested farmers of village Sichewal

ਨਾਬਾਰਡ ਵੱਲੋਂ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨਾਂ ਦੀ ਸਥਾਪਨਾ

ਕਿਸਾਨ ਉਤਪਾਦਕ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲਾ ਪੱਧਰੀ ਮੀਟਿੰਗ ਆਯੋਜਿਤ, ਵੱਖ-ਵੱਖ ਮਾਹਿਰਾਂ ਵੱਲੋਂ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਵਧਾਉਣ ਲਈ ਵਿਚਾਰ ਵਟਾਂਦਰਾ

ਜਲੰਧਰ, 6 ਫਰਵਰੀ (ਅਮਿਤ)- ਅਭਿਵਿਅਕਤ ਵਾਉਡੋਸ਼ਨ ਵੱਲੋਂ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਦੇ ਸਹਿਯੋਗ ਦੇ ਨਾਲ ਜਲੰਧਰ 'ਚ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲਾ ਪੱਧਰੀ ਮੀਟਿੰਗ ਆਯੋਜਿਤ ਕੀਤੀ ਗਈ। ਇਸ ਦੌਰਾਨ ਜ਼ਿਲਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਐੱਲ. ਕੇ. ਮਹਿਰਾ, ਸਹਾਇਕ ਨਿਰਦੇਸ਼ਕ ਖੇਤੀਬਾੜੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਕੁਲਦੀਪ ਸਿੰਘ, ਖੇਤੀਬਾੜੀ ਅਫਸਰ ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ, ਡੇਅਰੀ ਵਿਕਾਸ ਅਫਸਰ ਵਰਿਆਮ ਸਿੰਘ, ਪਸ਼ੂ ਪਾਲਣਾ ਵਿਭਾਗ ਤੋਂ ਡਾ. ਐੱਚ. ਐੱਸ. ਸੈਨੀ ਤੇ ਰਵਿੰਦਰ ਸਿੰਘ, ਰੀਜਨਲ ਡਾਇਰੈਕਟਰ ਅਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਮੀਟਿੰਗ ਵਿਚ ਹਿੱਸਾ ਲਿਆ ਅਤੇ ਵਿਚਾਰ-ਵਟਾਂਦਰਾ ਕੀਤਾ।

ਜਾਣਕਾਰੀ ਦਿੰਦੇ ਹੋਏ ਜ਼ਿਲਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ ਐੱਲ. ਕੇ. ਮਹਿਰਾ ਨੇ



ਮੀਟਿੰਗ ਵਿਚ ਵਿਚਾਰ-ਵਟਾਂਦਰਾ ਕਰਦੇ ਹੋਏ ਜ਼ਿਲਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਐੱਲ. ਕੇ. ਮਹਿਰਾ, ਕੁਲਦੀਪ ਸਿੰਘ, ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ, ਵਰਿਆਮ ਸਿੰਘ, ਡਾ. ਐੱਚ. ਐੱਸ. ਸੈਨੀ, ਰਵਿੰਦਰ ਸਿੰਘ ਤੇ ਅਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਆਦਿ। (ਯਥਾ)

ਦੱਸਿਆ ਕਿ ਨਾਬਾਰਡ ਵੱਲੋਂ ਪੰਜਾਬ ਦੇ 3000 ਕਲਸਟਰਾਂ ਵਿਚ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਾਏ ਜਾ ਰਹੇ ਹਨ ਤਾਂ ਜੋ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾ ਸਕੇ ਕਿ ਉਹ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਨਾਲ ਕਿਸ ਤਰ੍ਹਾਂ ਵਾਇਦਾ ਉਠਾ ਸਕਦੇ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਹੁਣ ਤੱਕ ਨਾਬਾਰਡ ਵੱਲੋਂ ਪੰਜਾਬ ਵਿਚ 90 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ

ਬਣਾਏ ਜਾ ਚੁੱਕੇ ਹਨ। ਇਸ ਮੌਕੇ ਸੰਸਥਾ ਦੇ ਰੀਜਨਲ ਡਾਇਰੈਕਟਰ ਅਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਗ੍ਰਾਮੀਣ ਵਿਕਾਸ ਬੈਂਕ ਦੇ ਸਹਿਯੋਗ ਦੇ ਨਾਲ ਇਸ ਮੁਹਿੰਮ ਦੇ ਤਹਿਤ ਜਲੰਧਰ ਵਿਚ 230 ਕਲਸਟਰਾਂ ਵਿਚ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਪ੍ਰੋਗਰਾਮ ਕਰਵਾਏ ਜਾਣਗੇ ਤਾਂ ਜੋ ਲੋਕਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ

ਜਾਵੇ ਅਤੇ ਇਸ ਮੁਹਿੰਮ ਦੇ ਤਹਿਤ ਵੱਖ-ਵੱਖ ਵਿਭਾਗਾਂ ਤੋਂ ਆਏ ਮਾਹਿਰਾਂ ਵੱਲੋਂ ਵਾਲੰਟੀਅਰਜ਼ ਨੂੰ ਟ੍ਰੇਨਿੰਗ ਦਿੱਤੀ ਗਈ ਹੈ, ਜੋ ਅੱਗੇ ਜਾ ਕੇ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕਰਨਗੇ।

ਇਸ ਮੌਕੇ ਖੇਤੀਬਾੜੀ ਅਫਸਰ ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ ਨਾਲ ਗੱਲਬਾਤ ਕਰਦੇ ਹੋਏ ਦੱਸਿਆ ਗਿਆ ਕਿ ਖੇਤੀਬਾੜੀ ਵਿਭਾਗ ਕਿਸਾਨਾਂ ਦੀ ਭਲਾਈ ਲਈ ਹਮੇਸ਼ਾ ਤਿਆਰ ਰਹਿੰਦਾ ਹੈ। ਇਸ ਦੌਰਾਨ ਉਨ੍ਹਾਂ ਨੇ ਫਸਲੀ ਬਦਲਾਅ ਦੇ ਬਾਰੇ ਜਾਣਕਾਰੀ ਦਿੱਤੀ। ਸਹਾਇਕ ਨਿਰਦੇਸ਼ਕ ਖੇਤੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਡਾ. ਕੁਲਦੀਪ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਪੰਜਾਬ ਸਰਕਾਰ ਵੱਲੋਂ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਨੂੰ ਵਧਾਉਣ ਲਈ ਬਹੁਤ ਕੋਸ਼ਿਸ਼ਾਂ ਕੀਤੀਆਂ ਜਾ ਰਹੀਆਂ ਹਨ। ਉਨ੍ਹਾਂ ਨੇ ਦੱਸਿਆ ਕਿ ਸਾਨੂੰ ਵਧੂ ਖਰਚਾ ਘਟਾਉਣ ਅਤੇ ਸਹਾਇਕ ਧੰਦਿਆਂ ਨੂੰ ਅਪਣਾਉਣ ਵੱਲ ਜ਼ਿਆਦਾ ਧਿਆਨ ਦੇਣਾ ਚਾਹੀਦਾ ਹੈ।

ਜਗ ਬਾਣੀ

Thu, 07 February 2019
<https://jagbani.epapr.in/c/36501275>



ਨਾਬਾਰਡ ਕੀ ਭੈਟਕ ਮੈਂ ਕਿਸਾਨਾਂ ਕੋ ਦਿਓ ਆਯ ਦੋਗੁਨੀ ਕਰਨੇ ਕੇ ਟਿੱਪਣੀ

ਜਲੰਧਰ, 6 ਫਰਵਰੀ (ਅਮਿਤ): ਅਭਿਵਿਅਕਤ ਫਾਊਂਡੇਸ਼ਨ ਦੁਆਰਾ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਆਰ ਗ੍ਰਾਮੀਣ ਵਿਕਾਸ ਬੈਂਕ (ਨਾਬਾਰਡ) ਦੇ ਸਹਿਯੋਗ ਸੇ ਜਲੰਧਰ ਮੈਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਕੇ ਤਹਿਤ ਜ਼ਿਲਾ ਸ਼ਰੀਯ ਮੀਟਿੰਗ ਆਯੋਜਿਤ ਕੀ ਗਈ। ਇਸ ਦੌਰਾਨ ਜ਼ਿਲਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਐਲ.ਕੇ. ਮੇਹਰਾ, ਸਹਾਇਕ ਨਿਦੇਸ਼ਕ ਕ੍ਰਿਸ਼ਿ ਵਿਜ਼ਨ ਕੇਂਦਰ ਕੁਲਦੀਪ ਸਿੰਘ, ਖੇਤੀਬਾੜੀ ਅਫਸਰ ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ, ਡੇਅਰੀ ਵਿਕਾਸ ਅਫਸਰ ਵਿਸ਼ਾਮ ਸਿੰਘ, ਪਸ਼ੂ ਪਾਲਨ ਵਿਭਾਗ ਸੇ ਡਾ. ਐਚ.ਐਸ. ਸੈਨੀ ਵ ਰਵਿੰਦਰ ਸਿੰਘ, ਰਿਜਨਲ ਡਾਇਰੈਕਟਰ ਅਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਵਿਚਾਰ ਸਾਂਝੇ ਕੀਏ।

ਜ਼ਿਲਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ ਐਲ.ਕੇ. ਮੇਹਰਾ ਨੇ ਬਤਾਯਾ ਕਿ ਨਾਬਾਰਡ ਦੁਆਰਾ ਪੰਜਾਬ ਕੇ 3000 ਕਲਸਟਰਾਂ ਮੈਂ ਇਸ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਕੇ ਤਹਿਤ ਕੈਂਪ ਲਗਾਏ



ਮੀਟਿੰਗ ਮੈਂ ਵਿਚਾਰ-ਵਿਸ਼ਲੇਸ਼ਣ ਕਰਨੇ ਜ਼ਿਲਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਐਲ.ਕੇ. ਮੇਹਰਾ, ਕੁਲਦੀਪ ਸਿੰਘ, ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ, ਵਿਰਿਆਮ ਸਿੰਘ, ਡਾ. ਐਚ.ਐਸ. ਸੈਨੀ ਵ ਰਵਿੰਦਰ ਸਿੰਘ ਵ ਅਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਆਦਿ। (ਯਥਾ)

ਜਾ ਰਹੇ ਹੈ, ਤਾਕਿ ਕਿਸਾਨਾਂ ਕੋ ਜਾਗਰੂਕ ਕੀਯਾ ਜਾ ਸਕੇ ਕਿ ਵੇ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਸੇ ਕੈਸੇ ਫਾਯਦਾ ਉਠਾਕਰ ਅਪਨੀ ਆਯ ਦੋਗੁਨੀ ਕਰ ਸਕਦੇ ਹੈ। ਅਬ ਤਕ ਨਾਬਾਰਡ ਕੀ ਟਰਫ ਸੇ ਪੰਜਾਬ ਮੈਂ 90 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਬਨਾਏ ਜਾ ਚੁਕੇ ਹੈ।

ਸੰਸਥਾ ਕੇ ਰਿਜਨਲ ਡਾਇਰੈਕਟਰ ਅਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਬਤਾਯਾ ਕਿ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਆਰ ਗ੍ਰਾਮੀਣ ਵਿਕਾਸ ਬੈਂਕ ਕੇ ਸਹਿਯੋਗ ਸੇ ਇਸ ਅਭਿਯਾਨ ਕੇ ਤਹਿਤ ਜਲੰਧਰ ਮੈਂ 230 ਕਲਸਟਰਾਂ ਮੈਂ ਕਿਸਾਨ

ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਪ੍ਰੋਗਰਾਮ ਕਰਵਾਏ ਜਾਏਗੇ। ਇਸ ਅਭਿਯਾਨ ਕੇ ਤਹਿਤ ਅਲਗ-ਅਲਗ ਵਿਭਾਗਾਂ ਸੇ ਆਏ ਮਾਹਿਰਾਂ ਦੁਆਰਾ ਵਾਲੰਟੀਅਰਜ਼ ਕੋ ਟ੍ਰੇਨਿੰਗ ਦੀ ਗਈ ਹੈ ਜੋ ਆਗੇ ਜਾਕਰ ਕਿਸਾਨਾਂ ਕੋ ਜਾਗਰੂਕ ਕਰੇਗੇ। ਖੇਤੀਬਾੜੀ ਅਫਸਰ ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ ਨੇ ਫਸਲੀ ਬਦਲਾਵ ਕੇ ਬਾਰੇ ਮੈਂ ਜਾਨਕਾਰੀ ਦੀ। ਸਹਾਇਕ ਨਿਦੇਸ਼ਕ ਕ੍ਰਿਸ਼ਿ ਵਿਜ਼ਨ ਕੇਂਦਰ ਡਾ. ਕੁਲਦੀਪ ਸਿੰਘ ਨੇ ਬਤਾਯਾ ਕਿ ਹਮੇਂ ਅਤਿਰਿਕਤ ਖਰਚੇ ਘਟਾਨੇ ਆਰ ਸਹਾਇਕ ਧੰਧਾਂ ਕੋ ਅਪਨਾਨੇ ਕੀ ਟਰਫ ਅਧਿਕ ਧਿਆਨ ਦੇਨਾ ਚਾਹਿਏ।

ਪੰਜਾਬ ਕੇਸਰੀ
 ਫੈ-ਪੇਪਰ

Thu, 07 February 2019
<https://epaper.punjabkesari.in/c/36501348>



ਨਾਬਾਰਡ ਨੇ ਬਣਾਏ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ

ਤੇਜਿੰਦਰ ਕੌਰ ਬਿਦ, ਜਲੰਧਰ

ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਵੱਲੋਂ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਜਲੰਧਰ ਵਿੱਚ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲ੍ਹਾ ਪੱਧਰੀ ਮੀਟਿੰਗ ਕਰਵਾਈ ਗਈ। ਇਸ ਦੌਰਾਨ ਐੱਲਕੇ ਮਹਿਰਾ ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ, ਡਾ. ਕਲਦੀਪ ਸਿੰਘ ਸਹਾਇਕ ਨਿਰਦੇਸ਼ਕ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ, ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ ਖੇਤੀਬਾੜੀ ਅਫ਼ਸਰ, ਵਰਿਆਮ ਸਿੰਘ ਡੇਅਰੀ ਵਿਕਾਸ ਅਫ਼ਸਰ, ਪਸ਼ੂ ਪਾਲਣ ਵਿਭਾਗ ਤੋਂ ਡਾ. ਐੱਚਐੱਸ ਸੈਣੀ ਤੇ ਰਵਿੰਦਰ ਸਿੰਘ, ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਰੀਜ਼ਨਲ ਡਾਇਰੈਕਟਰ ਨੇ ਮੀਟਿੰਗ ਵਿੱਚ ਸ਼ਮੂਲੀਅਤ ਕੀਤੀ ਤੇ ਆਪਣੇ ਵਿਚਾਰ ਸਾਂਝੇ ਕੀਤੇ। ਇਸ ਸੌਕੇ ਜਾਣਕਾਰੀ ਦਿੰਦਿਆਂ ਜ਼ਿਲ੍ਹਾ ਵਿਕਾਸ ਪ੍ਰਬੰਧਕ ਨਾਬਾਰਡ ਐੱਲਕੇ ਮਹਿਰਾ ਨੇ ਦੱਸਿਆ ਕਿ ਨਾਬਾਰਡ ਵੱਲੋਂ ਪੰਜਾਬ ਦੇ 3000 ਕਲੱਸਟਰਾਂ ਵਿੱਚ ਇਸ ਜਾਗਰੂਕਤਾ



ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਦੇ ਮੈਂਬਰ ਵਿਚਾਰ-ਚਰਚਾ ਕਰਦੇ ਹੋਏ।

ਮੁਹਿੰਮ ਤਹਿਤ ਕੈਂਪ ਲਗਾਏ ਜਾ ਰਹੇ ਹਨ, ਤਾਂ ਜੋ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾ ਸਕੇ ਕਿ ਉਹ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨਾਂ ਤੋਂ ਕਿਸ ਤਰ੍ਹਾਂ ਫਾਇਦਾ ਉਠਾ ਸਕਦੇ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਜੇ ਕਿਸਾਨ ਆਪਣੀ ਆਮਦਨ ਦੁੱਗਣੀ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹਨ ਤਾਂ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਇਸ ਦਿਸ਼ਾ ਵਿੱਚ ਮਹੱਤਵਪੂਰਨ ਭੂਮਿਕਾ ਨਿਭਾਅ ਸਕਦੇ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਹੁਣ ਤੱਕ ਨਾਬਾਰਡ ਵੱਲੋਂ ਪੰਜਾਬ ਵਿੱਚ 91 ਕਿਸਾਨ ਉਤਪਾਦਕ

ਸੰਗਠਨ ਬਣਾਏ ਜਾ ਚੁੱਕੇ ਹਨ। ਸਿਸਥਾ ਦੇ ਰੀਜ਼ਨਲ ਡਾਇਰੈਕਟਰ ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਇਸ ਮੁਹਿੰਮ ਤਹਿਤ ਜ਼ਿਲ੍ਹੇ ਵਿੱਚ 230 ਕਲੱਸਟਰਾਂ ਵਿੱਚ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਪ੍ਰੋਗਰਾਮ ਕੀਤੇ ਜਾਣਗੇ ਅਤੇ ਲੋਕਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾਵੇਗਾ। ਇਸੇ ਮੁਹਿੰਮ ਤਹਿਤ ਵੱਖ-ਵੱਖ ਵਿਭਾਗਾਂ ਤੋਂ ਆਏ ਮਾਹਰਾਂ ਵਲੋਂ ਵਲੰਟੀਅਰਾਂ ਨੂੰ ਸਿਖਲਾਈ

ਦਿੱਤੀ ਗਈ ਹੈ, ਜੋ ਅੱਗੇ ਜਾ ਕੇ ਕਿਸਾਨਾਂ ਨੂੰ ਜਾਗਰੂਕ ਕਰਨਗੇ। ਇਸ ਸੌਕੇ ਖੇਤੀਬਾੜੀ ਵਿਕਾਸ ਅਫ਼ਸਰ ਡਾ. ਸੁਰਿੰਦਰ ਸਿੰਘ ਨੇ ਗੱਲਬਾਤ ਦੌਰਾਨ ਦੱਸਿਆ ਕਿ ਖੇਤੀਬਾੜੀ ਵਿਭਾਗ ਕਿਸਾਨਾਂ ਦੀ ਡਲਾਈ ਲਈ ਹਮੇਸ਼ਾ ਤੌਰਪਰ ਰਹਿੰਦਾ ਹੈ। ਇਸ ਦੌਰਾਨ ਉਨ੍ਹਾਂ ਫਸਲੀ ਬਦਲਾਅ ਬਾਰੇ ਵੀ ਜਾਣਕਾਰੀ ਦਿੱਤੀ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਪ੍ਰੋਸੈਸਿੰਗ ਕਰਨਾ ਸਮੇਂ ਦੀ ਜ਼ਰੂਰਤ ਹੈ। ਇਸ ਨਾਲ ਕਿਸਾਨ ਆਪਣੀ ਆਮਦਨ ਨੂੰ ਕਾਫੀ ਵਧਾ ਸਕਦੇ ਹਨ। ਇਸ ਸੌਕੇ ਡਾ. ਕੁਲਦੀਪ ਸਿੰਘ ਸਹਾਇਕ ਨਿਰਦੇਸ਼ਕ ਕ੍ਰਿਸ਼ੀ ਵਿਗਿਆਨ ਕੇਂਦਰ ਨੇ ਦੱਸਿਆ ਕਿ ਪੰਜਾਬ ਸਰਕਾਰ ਵੱਲੋਂ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਨੂੰ ਵਧਾਉਣ ਲਈ ਬਹੁਤ ਉਪਰਾਲੇ ਕੀਤੇ ਜਾ ਰਹੇ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਸਾਨੂੰ ਵਾਧੂ ਖਰਚਿਆਂ ਨੂੰ ਘਟਾਉਣਾ ਤੇ ਸਹਾਇਕ ਧੰਦਿਆਂ ਨੂੰ ਅਪਣਾਉਣ ਵੱਲ ਵਧੇਰੇ ਧਿਆਨ ਦੇਣਾ ਚਾਹੀਦਾ ਹੈ। ਇਸ ਸੌਕੇ ਡਾ. ਕੰਚਨ ਸਿੰਘ, ਆਰਤੀ, ਰਵਿੰਦਰ ਰਾਠੌਰ ਤੇ ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਦੇ ਵਲੰਟੀਅਰਾਂ ਨੇ ਹਿੱਸਾ ਲਿਆ।



Thu, 07 February 2019

epaper.punjabijagran.com/c/36488663



States »

North

Posted at: Feb 6 2019 7:26PM



NABARD organises awareness campaign on FPOs

Jalandhar, Feb 6 (UNI) In order to spread awareness regarding promotion of the Farmers Producers Organizations (FPOs) in the district, the National Bank for Agriculture and Rural Development (NABARD) on Wednesday organised a District level awareness program at the local Agriculture Cooperative Staff Training Institute.

Presiding over the program, District Development Manager NABARD Mr LK Mehra said that Farmer Producer Organization (FPO) was a legal entity formed by primary producers, viz. farmers adding that these FPOs could act as a catalyst in enhancing the income of the farmers. He said that a FPO could be a producer company, a cooperative society or any other legal form which provides for sharing of profits/benefits among the members. The main aim of FPO was to ensure better income for the farmers through an organization of their own, he said.

The District Development Manager said that Small Farmers' Agribusiness Consortium (SFAC) was providing support for promotion of FPOs. He said that the objective of the FPO was to ensure better income realization to its members through aggregation and, if feasible, value addition.

During the program Regional Director of the organization Mr. Amritpal Singh, Agriculture Development Officer Dr. Surinder Singh, Assistant Director Krishi Vigyan Kendra Dr. Kuldeep Singh, Dr. Kanchan Sandhu, Ms. Aarti, Mr. Ravinder Rathore and others were also present.

UNI XC JS AVK 1925

<http://www.uniindia.com/nabard-organises-awareness-campaign-on-fpos/north/news/1491317.html>

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NABARD Organises Awareness Campaign on FPO

February 06, 2019 06:17 PM



JALANDHAR: In order to spread awareness regarding promotion of the Farmers Producers Organizations (FPOs) in the district, the National Bank for Agriculture and Rural Development (NABARD) today organized a District level awareness program at the local Agriculture Cooperative Staff Training Institute.

Presiding over the program, District Development Manager NABARD Jalandhar LK Mehra said that a Farmer Producer Organization (FPO) was a legal entity formed by primary producers, viz. farmers adding that these FPOs could act as a catalyst in enhancing the income of the farmers. He said that an FPO could be a production company, a cooperative society or any other legal form which provides for sharing of profits/benefits among the members. Mehra said that the main aim of FPO was to ensure better income for the farmers through an organization of their own.

The District Development Manager said that Small Farmers' Agribusiness Consortium (SFAC) was providing support for the promotion of FPOs. He said that the objective of the FPO was to ensure better income realization to its members through aggregation and, if feasible, value addition.

During the program, Regional Director of the organization Amritpal Singh, Agriculture Development Officer Dr Surinder Singh, Assistant Director Krishi Vigyan Kendra Dr Kuldeep Singh, Dr Kanchan Sandhu, Aarti, Ravinder Rathore and others were also present.

<http://www.punjabtribune.com/news/83360-nabard-organises-awareness-campaign-on-fpo.aspx>

ਚਮਿਆਰਾ 'ਚ ਲਾਇਆ ਜਾਗਰੂਕਤਾ ਕੈਂਪ

ਸਟਾਫ਼ ਰਿਪੋਰਟਰ, ਜਲੰਧਰ : ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਸੰਸਥਾ ਵੱਲੋਂ ਰਾਸ਼ਟਰੀ ਖੇਤੀਬਾੜੀ ਅਤੇ ਪੇਂਡੂ ਵਿਕਾਸ ਬੈਂਕ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਪਿੰਡ ਚਮਿਆਰਾ ਵਿਖੇ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਪਿੰਡ ਪੱਧਰੀ ਕਿਸਾਨ ਜਾਗਰੂਕਤਾ ਕੈਂਪ ਤੇ ਮੀਟਿੰਗ ਕਰਵਾਈ ਗਈ। ਇਸ ਮੀਟਿੰਗ ਦੌਰਾਨ ਨਾਬਾਰਡ ਚੇਡੀਗੜ੍ਹ ਵੱਲੋਂ ਨਿਯੀ ਵਿਸ਼ਟ, ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਰੀਜ਼ਨਲ ਡਾਇਰੈਕਟਰ ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਤੇ ਆਰਤੀ ਮਾਸਟਰ ਟ੍ਰੇਨਰ ਵੱਲੋਂ ਵਿਸ਼ੇਸ਼ ਤੌਰ 'ਤੇ ਸ਼ਿਰਕਤ ਕਰਕੇ ਕਿਸਾਨਾਂ ਨੂੰ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਜਾਗਰੂਕਤਾ ਮੁਹਿੰਮ ਤਹਿਤ ਲਗਾਏ ਜਾ ਰਹੇ ਕੈਂਪਾਂ ਬਾਰੇ ਵਿਸਥਾਰਪੂਰਵਕ ਜਾਣਕਾਰੀ ਮੁਹੱਈਆ ਕਰਵਾਈ ਗਈ। ਇਸ ਮੌਕੇ ਜਾਣਕਾਰੀ ਦਿੰਦਿਆਂ ਅੰਮ੍ਰਿਤਪਾਲ ਸਿੰਘ ਨੇ ਦੱਸਿਆ ਕਿ ਅਭੀਵਿਅਕਤੀ ਫਾਊਂਡੇਸ਼ਨ ਵੱਲੋਂ ਨਾਬਾਰਡ ਦੇ ਸਹਿਯੋਗ ਨਾਲ ਜਲੰਧਰ ਦੇ 230 ਕਲੱਸਟਰਾਂ 'ਚ ਕਿਸਾਨਾਂ ਨੂੰ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਪਾਸੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਲਾਭ ਪ੍ਰਾਪਤ ਕਰਨ ਸਬੰਧੀ ਜਾਗਰੂਕ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਇਹ ਕਿਸਾਨ ਉਤਪਾਦਕ ਸੰਗਠਨ ਕਿਸਾਨਾਂ ਦੀ ਆਮਦਨ ਨੂੰ ਦੁੱਗਣੀ ਕਰਨ 'ਚ ਅਹਿਮ ਭੂਮਿਕਾ ਨਿਭਾ ਰਹੇ ਹਨ। ਉਨ੍ਹਾਂ ਦੱਸਿਆ ਕਿ ਕਿਸਾਨਾਂ ਨੂੰ ਆਪਣੀ ਪੈਦਾਵਾਰ ਨੂੰ ਵਧਾਉਣ, ਖੇਤੀ ਖਰਚਿਆਂ ਨੂੰ ਘੱਟ ਕਰਨ ਤੇ ਸਹਾਇਕ ਧੰਦਿਆਂ ਨੂੰ ਅਪਣਾਉਣ ਵੱਲ ਵਧੇਰੇ ਧਿਆਨ ਦੇਣਾ ਚਾਹੀਦਾ ਹੈ। ਉਨ੍ਹਾਂ ਇਹ ਵੀ ਦੱਸਿਆ ਕਿ ਖੇਤੀ ਵਿਭਿੰਨਤਾ ਨੂੰ ਅਪਣਾਉਣਾ ਤੇ ਪ੍ਰਸੈਸਿੰਗ ਕਰਨਾ ਵੀ ਸਮੇਂ ਦੀ ਮੁੱਖ ਲੋੜ ਹੈ। ਇਸ ਮੌਕੇ ਪਿੰਡ ਪੱਧਰੀ ਵਰਕਰ ਸਰੋਜ ਤੇ ਹੋਰ ਕਿਸਾਨ ਹਾਜ਼ਰ ਸਨ।



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