

# Newsletter

## Bharatkhand Consortium of Farmer Producing Company Limited

Collective Strength. Sustainable Growth. Prosperous Farmers

Supported by

**Solidaridad**

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## Editorial Forward

**Dear Readers,**

Welcome to the first edition of Newsletter of Bharatkhand Consortium of Farmer Producer Companies.

The formation of the Bharatkhand Consortium of Farmer Producer Companies marks an important shift in how farmer institutions engage with markets—moving beyond fragmented production systems towards structured, reliable, and market-aligned supply chains.

Across India's oilseed landscape, farmers face a common set of challenges: price volatility, rising production costs, inconsistent quality requirements, and a heavy dependence on intermediaries. Experience from the field clearly demonstrates that productivity alone does not determine farmer income. What matters equally is how produce is aggregated, graded, stored, transported, and ultimately linked to organised markets.

Bharatkhand has been conceived as a farmer-owned institutional response to these challenges. By federating FPOs into a common platform, the Consortium strengthens collective planning, standardises procurement and quality protocols, and enables direct engagement with processors and bulk buyers. This approach reduces transaction costs, improves price discovery, and builds supply reliability—benefiting both farmers and industry partners.

Regenerative and sustainable practices are integrated within this model as a means to ensure quality consistency, input efficiency, and long-term resource health. These practices are embedded as part of supply chain requirements rather than standalone interventions, aligning farm-level decisions with market expectations.

This first edition of the Bharatkhand Newsletter documents verified actions and outcomes from the ground—the systems created, partnerships operationalised, and early performance of organised procurement models across mustard and soybean value chains. It reflects Bharatkhand's evolution as a professional, farmer-owned supply chain institution and outlines a clear pathway for scaling integrated oilseed value chains aligned with India's edible oil priorities.

As Bharatkhand grows, its focus remains clear: building strong farmer institutions, creating predictable and transparent market linkages, and enabling farmers to participate as equal partners in modern agri-supply chains.

We hope you find this issue insightful.

**Dr. Suresh Motwani  
General Manager, Solidaridad**

# What is Bharatkhand?

A farmer-owned consortium of FPOs supported by Solidaridad to strengthen agricultural supply chains.

## How Bharatkhand Works

### Structures Aggregation

01

Common procurement protocols

Grading and quality standardisation

02

Digital records and traceability

03

### Organises Farmers & FPOs

01

Collective planning across regions

02

Professional governance & coordination

03

Stronger negotiating power

### Enables Value Addition

01

Storage & primary processing support

Input & service integration

02

03

Participation beyond raw commodity sales

### Integrates Markets

01

Direct linkages with processors & bulk buyers

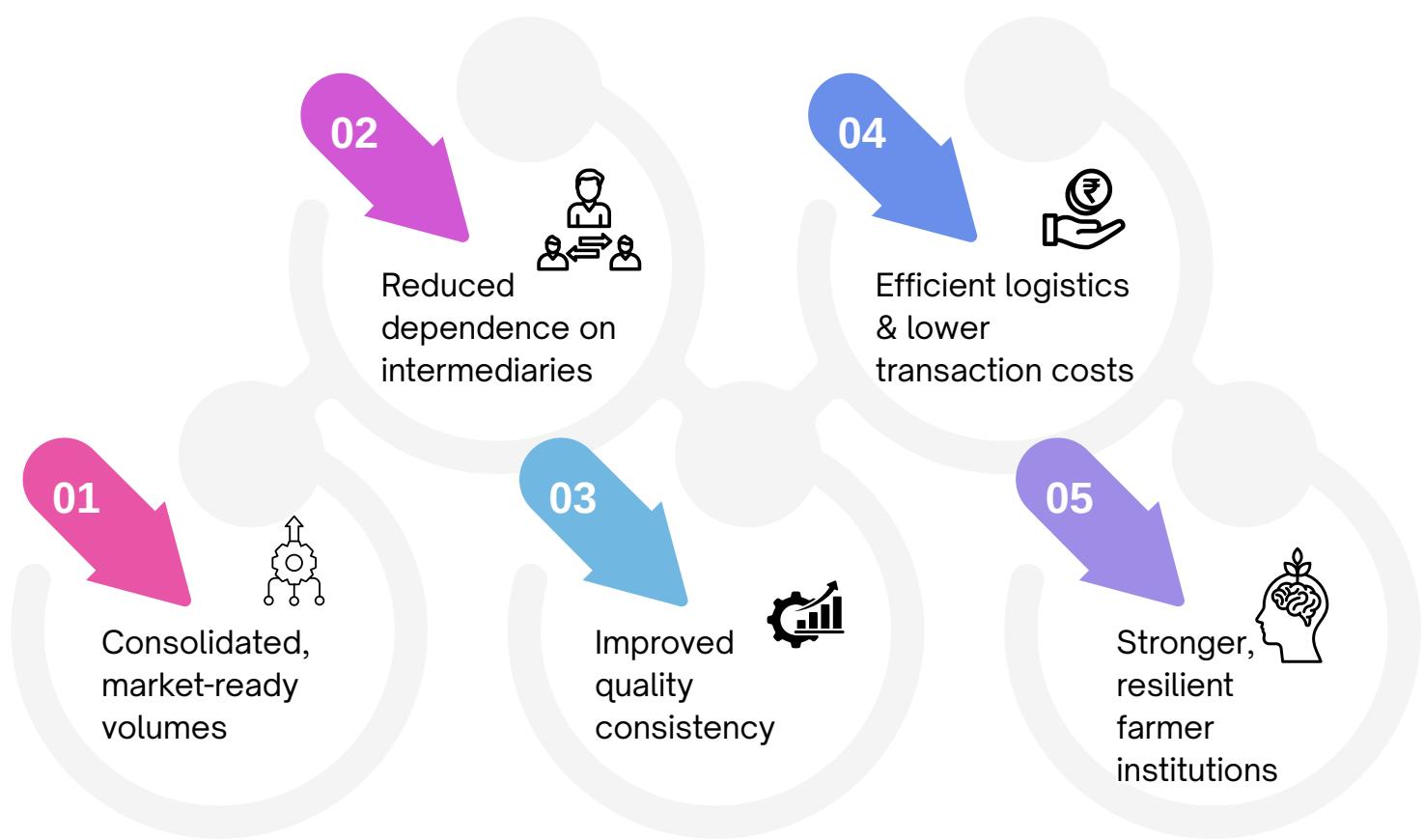
02

Structured and predictable procurement

03

Transparent pricing mechanisms

## What Bharatkhand Delivers



### Bharatkhand in Practice

From Dispersed Production → To Integrated Supply Chains

Farmers → FPOs → Bharatkhand Platform → Processors / Buyers → Markets

# What Shapes Bharatkhand



## Strong Farmer Institutions & Governance

### Building Capable and Credible FPO Systems

#### Key Interventions

##### 1. Institutional Aggregation & Federation Building

- Creation of a common institutional platform for shared services, market access, and representation.
- Support for inter-FPO collaboration rather than competition.

##### 2. Governance & Systems Strengthening

- Development and rollout of Standard Operating Procedures (SOPs) for operations, procurement, and marketing.
- Strengthening financial management systems, audits, and compliance mechanisms.
- Support for transparent decision-making and member accountability.

##### 3. Professional Management & Leadership Development

- Deployment of professional CEOs, accountants, and business managers for FPOs.
- Capacity building of Board of Directors (BoDs) on roles, responsibilities, and fiduciary governance.
- Leadership development programs for women and youth within FPO structures.



#### **4. Digital Enablement & MIS Systems**

- Introduction of digital MIS, accounting, and traceability tools.
- Member-level data digitisation for transparency and informed decision-making.
- Dashboards for performance monitoring at FPO and federation levels.

#### **5. Collective Marketing & Market Linkages**

- Design and operationalisation of collective procurement and marketing models.
- Direct engagement with organised buyers, processors, and institutional markets.
- Transparent pricing, aggregation planning, and demand forecasting.

#### **6. Access to Finance & Risk Management**

- Strengthening FPO creditworthiness through governance and financial discipline.
- Facilitation of working capital, trade finance, and blended finance models.
- Support for insurance, price-risk mitigation, and contract-based marketing.



## 7. Policy Engagement & Ecosystem Coordination

- Representation of FPO interests in policy dialogues and government platforms.
- Alignment with national and state-level FPO schemes and reforms.
- Knowledge sharing and advocacy for farmer-centric institutional models.

## 8. Social Inclusion & Member Trust Building

- Ensuring participation of smallholders, women, and marginal farmers.
- Strengthening grievance redressal and member communication systems.
- Building trust through regular disclosures and feedback mechanisms

## Outcomes

With an outreach of nearly 265,000 smallholder farmers in Madhya Pradesh and Rajasthan, Bharatkhand has played a key role in enhancing farmers' capacities through structured capacity-building efforts.





## Supply Chain Strengthening

### From Farm to Market - Structured, Assured, and Aligned with Demand

Bharatkhand's Supply Chain Strengthening pillar focuses on building organised, market-aligned oilseed supply chains where production, aggregation, quality assurance, and market access are seamlessly integrated. By positioning the farm as the first and most critical node of the supply chain, the Consortium ensures that farmer decisions are directly linked to market and processing requirements—delivering value for both farmers and industry.

### Key Interventions

#### Mustard Model Farm Project With the support of Godrej Industries Limited

Under the project "Productivity Enhancement and Sustainable Supply Chain Development of Rapeseed-Mustard", Bharatkhand implemented a comprehensive mustard supply chain programme across selected districts of Rajasthan and Madhya Pradesh, with support from Godrej Industries Limited.



The initiative focused on promoting improved mustard production technologies and sustainable agronomic practices to enhance productivity, quality, and farmer livelihoods.

- 30,000 farmers trained on Good Agricultural Practices (GAPs and agronomic best practices)
- 37,500 hectares brought under improved mustard cultivation
- 6 FPOs supported for organised aggregation and direct supply to Godrej



### Impact:

Farmers recorded higher yields and better price realisation compared to prevailing market rates. In addition to income gains, farmers benefitted from fair quality assessment, transparent pricing mechanisms, and timely payments, strengthening trust in organised procurement systems.

## Market Linkages Model for Soybean

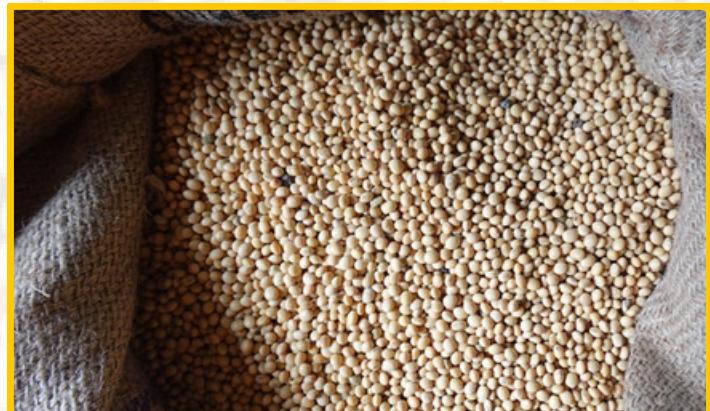
### Partnership with VIPPY Industries

Bharatkhand facilitates direct and transparent market linkages between FPOs and processing industries, reducing dependence on intermediaries and improving value capture for farmers. Through a strategic partnership with Vippy Industries, FPOs successfully aggregated and supplied 5,359 MT of soybean directly from farmer clusters.

#### Key outcomes include:

- Better price discovery and fair price realisation for farmers
- Transparent weighing and assured, timely payments
- Improved confidence and trust between farmers and industry

For the industry, this model delivered consistent access to better-quality raw material, sourced directly from farmers—demonstrating the mutual value of structured procurement systems.



# Mustard Supply Chain Strengthening Programme

## Collaboration of AWL, Solidaridad & SEA

This programme is a collaborative initiative of Solidaridad, AWL, and the Solvent Extractors' Association of India (SEA), designed to strengthen India's mustard value chain through organised production, aggregation, and assured market linkages.

### Core interventions include:

- Establishment of over 3,000 one-acre model demonstration plots to standardise crop management and output quality
- Lead Farmer development and Training of Trainers (ToT) to build local technical leadership
- Formation of Farmer Field Schools (FFS) for season-long learning and peer exchange
- Deployment of IEC tools, ICT-based advisories, and joint field observations to ensure uniform practice adoption and traceability-ready production
- Establishment of Bio Resource Centres (BRCs) to ensure access to standardised, low-residue inputs



## An Integrated Mustard Supply Chain Model

**This approach treats production as a controlled and quality-assured input stream for downstream processing and markets.**

**Key features include:**

- FPO-led aggregation from organised mustard clusters.
- Quality assurance through standard agronomic packages and field-level monitoring.
- Traceability-enabled production systems supported by ICT tools and documented field practices.
- Market-aligned crop planning, where input use and crop calendars respond to buyer quality expectations.
- Use of regenerative practices as input-quality and residue-management enablers, supporting consistency rather than standalone interventions



## Structured Supply Chains & Assured Markets

**Bharatkhand's supply chain model ensures alignment from production to procurement, reducing risk and variability for all stakeholders.**

- Market-led crop planning aligned with buyer demand
- Common quality standards, grading systems, and traceability protocols across FPOs
- Long-term engagement with processors and bulk buyers for predictable offtake and transparent pricing

### **Outcome:**

Reliable, consistent, and market-integrated supply chains that benefit farmers, FPOs, and industry partners alike.



## Strengthening the Backbone of the Supply Chain

**Efficient aggregation, storage, and logistics form the foundation of a resilient supply chain:**

- Village- and FPO-level collection centres for scale and ease of market access
- Standardised storage and handling protocols to preserve quality
- Reduced post-harvest losses through improved systems
- Coordinated logistics planning to minimise delays, costs, and wastage

Together, these interventions are building a more organised, profitable, and sustainable oilseed supply chain, reinforcing Bharatkhand's vision of farmer-centric, market-aligned agricultural development.

## Bharatkhand's Role in National Edible Oil Initiatives

### Strengthening Oilseed Value Chains on the Ground

Under the National Mission on Edible Oils – Oilseeds (NMO-OS), Bharatkhand played a pivotal role as a Value Chain Partner, supporting the mission's objective of strengthening oilseed production systems through organised, data-driven, and farmer-centric interventions.

With support from the Department of Agriculture, Bharatkhand ensured farmers' access to quality certified seeds and acted as a vital bridge between farmers, extension systems, and input suppliers. This facilitated the adoption of improved oilseed production practices across targeted clusters.



The initiative was implemented across five districts of Madhya Pradesh—Ratlam, Ujjain, Shajapur, Sehore, and Bhopal—covering 15 clusters and 8,713 farmer-level demonstrations. Alongside demonstrations, Bharatkhand coordinated field-level farmer trainings to strengthen technical capacity and accelerate adoption of recommended agronomic practices.

A key contribution under NMO-OS was the facilitation of geo-tagging of demonstration plots, enabling transparent monitoring, performance tracking, and compliance with mission guidelines. These interventions strengthened FPO-led implementation, improved field-level execution, and supported the development of integrated, traceability-ready oilseed value chains.

Through coordinated efforts spanning production systems, seed access, capacity building, and institutional strengthening, Bharatkhand's engagement under NMO-OS contributes to building a resilient, self-reliant, and competitive edible oil ecosystem, while enhancing farmer incomes and advancing India's vision of Atmanirbhar Bharat.



### Strengthening Farmer Enterprises through Trusted Inputs and Regenerative Practices

Bharatkhand Krishi Bazaar is a cornerstone pillar of the Bharatkhand ecosystem, designed to strengthen farmer-owned enterprises by ensuring dependable access to quality agri-inputs, scientific advisory services, and regenerative farming solutions. Anchored in the principles of affordability, transparency, and sustainability, this pillar enables farmers and FPOs to move from input dependency to enterprise-led self-reliance.

Operating through Farmer Producer Organisations (FPOs), Bharatkhand Krishi Bazaar bridges the gap between farmers and certified suppliers of bio-inputs and seeds, while embedding advisory support at the grassroots. The model not only improves farm productivity but also creates locally managed agri-enterprises that retain value within rural communities.

#### Key Interventions

- Establishment of FPO-managed Krishi Bazaar centres for last-mile delivery of certified bio-inputs and seeds.
- Promotion of regenerative agriculture practices, including bio-fertilisers, bio-pesticides, natural pest management, and crop diversification.
- Introduction of collective procurement systems to reduce input costs and strengthen FPO bargaining power.
- Integration of digital advisory channels (WhatsApp groups, mobile-based updates) for timely weather alerts, crop guidance, and market information.
- Capacity building of rural youth and women for centre operations, logistics, and farmer engagement.





## Impact at a Glance

- 935 farmers connected with Bharatkhand Krishi Bazaar and adopting regenerative practices.
- 15% reduction in cultivation costs through collective input sourcing.
- Up to 20% increase in crop productivity.
- Improved soil fertility and on-farm resilience to climate variability.
- Creation of local employment opportunities through FPO-led input centres.



## Why It Matters

Bharatkhand Krishi Bazaar goes beyond input distribution—it redefines how farmers access knowledge, technology, and markets. By placing FPOs at the centre, the pillar strengthens institutional ownership, builds farmer trust, and ensures that services continue beyond external support.

## Building the Future

As a key pillar of Bharatkhand, Krishi Bazaar is evolving into a scalable enterprise platform, with plans to expand farmer service centres across blocks, introduce digital marketplaces, and onboard climate-smart innovations. Together, these efforts are shaping a resilient agricultural ecosystem where farmers are not just consumers, but co-creators of sustainable growth.



## Bharatkhand Foods - Processing & Value Addition

### Moving Beyond Raw Commodity Marketing

Bharatkhand Foods is enabling Farmer Producer Organisations (FPOs) and smallholder farmers to move up the agri-food value chain by shifting from raw commodity sales to processing, storage, and value addition. This pillar focuses on strengthening post-harvest systems so that farmers can capture a larger share of the value generated from their produce.

Through this initiative, primary processing and storage infrastructure—such as cleaning, grading, drying, and aggregation facilities—are being developed at FPO and cluster levels. These interventions have helped reduce post-harvest losses by 10-15%, improved produce quality, and enabled farmers to avoid distress sales during peak harvest periods.

Bharatkhand Foods is also promoting value-added products, opening new and diversified market channels for FPOs. Farmers engaged in processing and post-harvest activities have experienced 15-25% higher price realisation compared to raw produce sales. By participating directly in processing, farmers are transitioning from price-takers to value-chain partners.



### Impact at a Glance

- **10-15% reduction in post-harvest losses through improved handling and storage**
- **15-25% increase in farmer margins via value addition and better market timing**
- **Stronger FPO enterprises with new revenue streams from processing services**
- **Increased farmer participation in post-harvest and agri-food value chains**

### Outcome

Bharatkhand Foods is strengthening farmers' integration into organised agri-food supply chains, resulting in higher incomes, resilient enterprises, and sustainable market linkages. By retaining value at the local level, the pillar is contributing to long-term rural prosperity and enterprise-led agricultural growth.

## Self-Sustainable Enterprise Models through Bharatkhand

Bharatkhand Consortium of Farmer Producer Company Limited is enabling a shift from project-dependent interventions to farmer-owned, self-sustaining agri-enterprises across Madhya Pradesh. By placing Farmer Producer Organisations (FPOs) at the centre of service delivery, Bharatkhand is transforming advisory services into viable rural enterprises.

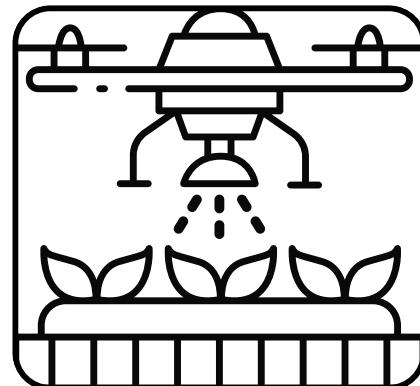
### From Advisory to Enterprise

Under the model, a fee-based service package has been introduced, allowing farmers to access expert crop advisory, soil testing (NPK), real-time helpline support, and discounted agri-inputs through their FPOs. This package ensures continuous access to quality services while generating revenue for FPO-led operations. The collected fee is reinvested in equipment maintenance, training, and operational costs-strengthening local institutions from within.

### Scale and Reach

5,257 farmers are already receiving services under the self-sustainable model

The model is currently operational in 32 clusters across Madhya Pradesh, with cluster-level teams driving farmer mobilisation and enrollment.



# Micro-Enterprises and Entrepreneurship

## Catalysing Farmer-Led Rural Enterprises

Bharatkhand is actively nurturing farmer-led micro-enterprises to strengthen local agri-value chains, generate rural employment, and build resilient village economies. Through targeted enterprise support, 89 micro-entrepreneurs have been enabled across critical segments of the agricultural ecosystem.

This includes 28 micro-enterprises engaged in bio-input production, vermicomposting, custom hiring services, and quality seed production—significantly improving farmers' access to affordable inputs and essential farm services at the local level. These enterprises have reduced dependency on external markets while ensuring timely availability of inputs during peak agricultural seasons.

In parallel, 47 food-processing micro-enterprises have been supported to enhance value addition, reduce post-harvest losses, and create non-farm livelihood opportunities within rural communities. By linking processing activities with local production systems, Bharatkhand has helped farmers capture higher value and strengthen market integration.

To reinforce village-level infrastructure, 14 Common Service Centers (CSCs) have been established, offering services such as farm machinery rental, grain processing, and primary value addition. These centres have improved operational efficiency for smallholder farmers while lowering cultivation and post-harvest costs through shared access to services.





Alongside enterprise development, Bharatkhand has placed strong emphasis on quality seed systems as a foundation for productivity enhancement. 1,162 seed producers were trained in scientific seed production, quality assurance, and post-harvest handling practices—ensuring reliable access to high-quality seeds adapted to local conditions.

## Outcome

This integrated approach—combining entrepreneurship development with strengthened seed systems—has led to improved farm productivity, diversified income streams, and stronger farmer institutions, contributing to the emergence of a self-reliant, farmer-led rural economy.

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