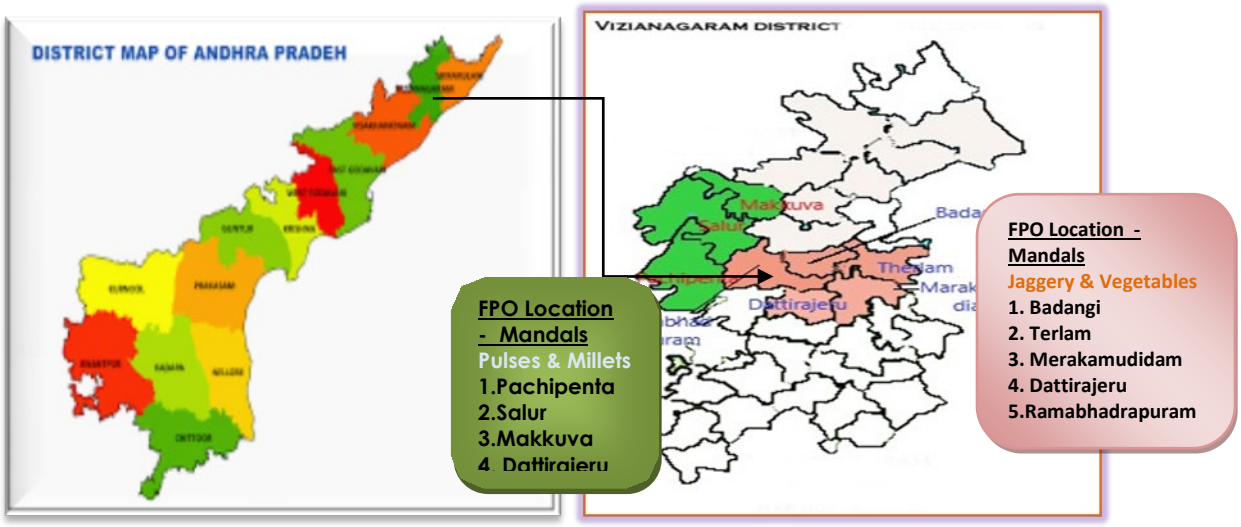
Farmer Producer Organizations as Farmer Collectives

A Case Study from Badangi Manadal of Vizianagaram dist.

RAITULA JATTU KOORAGAYALU BELLAM UTAPATTIDARULA PRODUCER COMPANY LIMITED (FPC) is intended service providers to support Small and Marginal scale farming communities to advise farmers on how best to work together to increase the value of the goods they sell using group marketing strategies. The FPO outlines the benefits of collective marketing and the types of strategies that could be used by different types of farming communities. It offers a step-by step-guide on how to achieve these aims beginning with suggestions on how to bring groups of farmers together to discuss all the issues involved. Further guidance is offered on how the group might choose strategies depending on their circumstances, the rights and obligations of each member and the practices needed to achieve a successful outcome.

970 Shareholders are in the company. **NABARD** is the supporting agency for establishing this company and supporting various Capacity Building activities for enhancing the capacities of BODs and Progressive Farmers, **The RJKBUPC Ltd** is formed under the companies act of 2013, the registration number of the company is U01403AP2016PTC098145 dated 22-01-2016.This FPO is located in Badangi mandal of Vizianagaram District , Andhara Pradesh

.Locational Map



About POPI &NABARD.

The POPI called "**Deeksha Mahila Welfare Society and Mandali**" is one of the Voluntary Organisations registered under Society Act with registration No.147/99 in Badangi mandal. Various developmental projects like Health, Education and Livelihood etc. is being implemented with the assistance of State and Central Government since its inception. In this process NABARD has associated in the year 2011 and supporting, Farmers Clubs MEDPs, LEDP for the SHGs, Financial Literacy programme, Modal Village and Youth skills from year 2011 to till date. NABARD encouraged that the formation of FPO in Badangi Mandal on promotion of Vegetables and processing of organic Jaggery in the year 2016. The POPI formed FPO called **Raithu Jattu KBUPC Ltd** with the assistance of NABARD successfully.

Capacity Building Programmes

The POPI - Deeksha Mahila Welafare Society and Mandali has conducted various Capacity Building Programmes to farmers with supporting of NABARD. Mobilisation of farmers and CIG formation to FPO formation, there are several activities carried by the POPI for strengthen of FPO. In this process few important activities are sharing that mobilization of farmers for collection of Share Capital, production enhancement, price variability and marketing facilities. At the same time





facing many challenges on Price variability, provisions of Agri-inputs, Marketing facilities, availability of infrastructures etc.from the farmers and other external and internal stakeholders. Promoted Various Sustainable Agriculture Practices (SAP) Methods to farmers for using organic manures (Ghana, Drava Jeevamrutham , Panchaganya, Neemastram, Pullati Majjiga Brhamastram , Agni Astram etc..) in their Vegetables and Sugarcane crops.

Figure 1: Sastainable Agriculture Practices (Preparation of Ghana Jeevamrutham)

Stake holders involved

The key supporter and promoter of the FPO is DGM, NABARD, behind his support/ assistance the POPI –Deeksha Mahila Welfare Society and Mandali got hold of facilitation role for mobilization of farmers ,establishing FPO in Badangi mandal. Slowly 970 farmers tied as shareholders in the FPO and each farmer contributed Rs. 1000/- totally Rs. 9.70 lakhs composed over the last 6 years. This impact gradually developed in entire district and involved different stakeholders to serve for FPO. The department of Horticulture and NABARD collectively gave assistance, worth of 15 lakhs for establishment of solar cold storage. This can be useful for storage of vegetables and Jaggery over a period of three months to one year. For mobilizing and selling more quantity of products, Horticulture and NABARD supported for purchase of Rural Mart Van worth of Rs, 13 lakhs including modification of the Van. .Raitula Jattu FPC is supplying Vegetables, Bananas and chicken to GL Puram, GM Valasa, Kurupam and Badangi KGBV schools with support of Rajeev Vidhya Mission-Vizianagaram. Raitula



Figure 3: Sri Hari Javarlal , IAS, District Collector Participating FPO Activities



Figure 2; Sri Srinivas Rao , Dy . Director and Sri Satyanarayana Reddy Addtional Director , Horticulture inspecting Solaor Cold storage in the FPO

Jattu is also involved in 11 paddy procurement centres in Badangi and Terlam Mandals with support of civil supplies- Vizianagaram. Raitula Jattu is successful in establishing Mini Jaggery plant with financial support from APCOB and DCCB under PMFME scheme. Right now we are preparing Jaggery powder, blocks, and different sizes of granules, 4, 8, and 14 grams of small blocks with different flavours on trial run basis. We are providing 329 sprayers to the tribal farmers having RoFR pattas with support of Horticulture department-Parvathipuram of Parvathipuram Manyam District.

Production of Jaggery and Its Value-Added Products

Jaggery or *Gur* is a golden-yellow to dark brown colour, traditional, unrefined sugar obtained by concentrating sugarcane juice and is often called the medicinal sugar. Jaggery contains sucrose (65-85%), reducing sugars including glucose and fructose (10-15%). It is also rich in important minerals (viz., calcium 40-100mg, magensium,-70-90mg, Potassium-1056 mg, Phosphorous-20-90 mg, Sodium – 19-30 mg, Iron -10-13 mg, Manganese - 0.2 -0.5 mg, Zinc – 0.2 - 0.4 mg, Copper – 0.1-0.9 mg and chloride – 5.3 mg per 100 g of jaggery. Vitamins (viz., Vitamin A-3.8mg,Vitamin B1 -0.01 mg, Vitamin B2-0.06 mg, Vitamin B5 – 0.01 mg, Vitamin B6 – 0.01 mg, Vitamin C -7.00 mg, Vitamin D2 – 6.50mg,Vitamin E – 111.30 mg, Vitamin PP -7.00 mg) and proteins 280 mg per 100g of jaggery. Jaggery is consumed directly or used for preparation of sweet confectionery items and traditional (ayurvedic) medicines. The micronutrients present in jaggery possess anti-toxic and anti-carcinogenic properties. Magnesium found in jaggery strengthens the nervous system and potassium maintains the acid balance in the cells. Jaggery is rich in iron and helps in preventing anaemia in women. Intake of jaggery in the diet can prevent the atmospheric pollution related toxicity and may have a role to reduce the chance of lung cancer.

All India Coordinated Research Project on Post-Harvest Engineering and Technology Centre, Regional Agricultural Research Station, Anakapalle, Visakhapatnam District (A.P.) has conducted training programmes on "Quality Jaggery Preparation using Organic clarificants, and preparation of powder jaggery. Nearly Rs2.80 lakhs worth of jaggery was produced and sold till date and sales increased to 3.03 lakhs and vegetables 15,76,000/- during the year, 2021-2022 as detailed below:

Business turnover

Year	Business turnover in Rs	Profit in Rs
2016-17	1,30,000	
2017-18	11,08,000	1068
2018-19	48,35,874	24,467
2019-20	5745420	120025
2020-21	3803523	71489
2021-22	11820609	353047
2022-23	11822669	258046
2023-24	14036135	107054
2024-25	10280071	102440

Impact –up coming years

	(Amount in INR/Rs.)				
Benefit to the Farmers	**2025-26**	**2026-27**	**2027-28**	**2028-29**	**2029-30**
Seeds	0	300000	1095000	135000	1237500
Fertilizers	0	0	1500000	2700000	3000000
Pesticides	0	0	1500000	2400000	3000000
Jaggery & Vegetables Procurement	3450000	6900000	7500000	8917500	10500000
Ave per Farmer Benefit	4000	5000	6000	7000	10000

Infrastructure development

Raithu Jattu KBUPC Ltd has Physical Resources and Infrastructure as follows

1. FPO Office - 30X 10 Sq.Feet
2. Collection Centre -20X40 Sq feet
3. Training Centre -20X40 Sq Feet
4. Cold storage for storage of Jaggery and Vegetables
5. Mobile Rural Mart Van

Planning to establish infrastructure for the FPO

- Jaggery Machinery.
- 3 Jaggery collection points centres
- 3 Vegetables collection centres





Appreciations by Visitors:






Preparation of powder form of jaggery



Mr. Suresh Kumar, CGM, Nabard, Mr. Harish, AGM, Nabard , Smt. Neeraja , Director , Organic Certification , Mr. Srinivas Rao, Dy . Director, Horticulture, Vizianagarm

Jaggery Products

. The major focus is to prepare Jaggery and its value-added products like

- Jaggery Powder,
- Jaggery Granules of various sizes
- Jaggery cakes, cookies, chocolates and mouth freshners
- Instant tea bags with jaggery powder
- Jaggery Liquid

Way forward (Future Plan 2025-2030 -upcoming 5 Years)

Raitula Jattu KBUPC Ltd , Badangi is planning to improve the business all over Andhra Pradesh , Telangana as well as all over India where the business opportunities/ marketing facilities are available

Conclusion

The Jaggery industry is the largest and ancient rural-based cottage industries under unorganized sector in the Vizianagaram district. The majority of the sugarcane growers are manufacturing Jaggery with minimum capital investment which provides jobs to the unemployed rural people. Most of the jaggery manufacturers are small and marginal farmers relying on quick returns from Jaggery. It is, therefore, essential to safeguard the sugarcane growers to earn more profit from production of quality jaggery using organic clarificants and preparation of jaggery value added products i.e., granular or powder jaggery, liquid jaggery, jaggery chocolates, cookies, cakes, mouth fresheners, muffins and jaggery tablets from their Jaggery manufacturing unit and packaging of jaggery and jaggery based value added products with attractive packaging material.

Raitula Jattu KBUPC Ltd has been stepping strategic manner to provide market price to sugarcane and vegetable farmers in the FPO project area as well as provide employment to unemployed youth through Jaggery product marketing sales and service.

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