

The logo for vrøtti, featuring the word in a green, lowercase, sans-serif font with a small orange and yellow dot above the 'o'.The logo for ecociate, with 'eco' in green and 'ciate' in blue, in a lowercase, sans-serif font.The logo for Samunnati, with 'Samunnati' in a green, lowercase, sans-serif font. To the right is a stylized orange leaf icon.A large, solid orange arrow pointing to the right, positioned on the left side of the slide.

Exploring role and potential of FPOs for  
equitable development of rainfed farmers  
**Markets and Institutions Working Group - RRAN**

# Key constraints of rainfed farmers in terms of access to markets and finance

- Limited surplus, leading to poor economies of scale and limited bargaining power
- Remote locations and poor access to post-harvest and marketing infrastructure, resulting in higher transportation costs and post-harvest losses
- Lack of consistent quality
- Poor product and price discovery mechanisms
- Lack of skilled human resources
- Increased risks due to climate change
- Lack of specialized financial products and poor access
- Markets and policies do not differentiate between rainfed and irrigated farmers
- Poor consumer demand and awareness

Collective marketing

Decentralized value addition & services

Post-harvest infrastructure

ICT and efficient processes

Capacity Building

Flexible credit and insurance

Niche products, labels and branding

## Fair procurement, collective marketing, input distribution



FIG/ village level procurement;  
Empanelment for public procurement

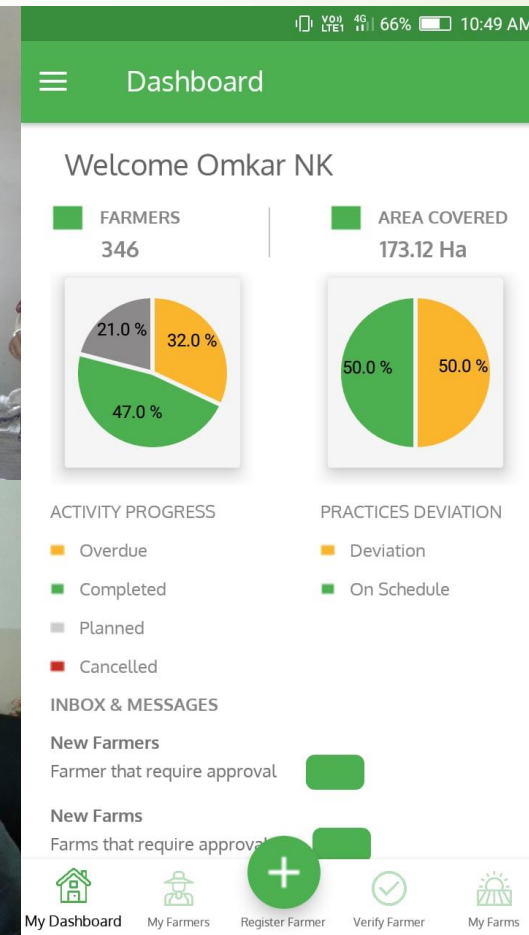


# Access to finance, information, renewable energy, technology and logistics

Conventional and RE powered processing infrastructure



Strategic partnerships with financial institutions and logistics service providers



ICT solutions for improving efficiency and reducing cost overheads, information asymmetries

# Policies for inclusion of vulnerable communities and gender equity





## Post-harvest value addition, processing, quality control, niche product development, branding



SHGs making Ragi papads at SOFA



Value added milk products at Pragathi FPO



Women drying green gram in Pudukkottai



# Marketing and Sales

Direct farm-consumer marketing

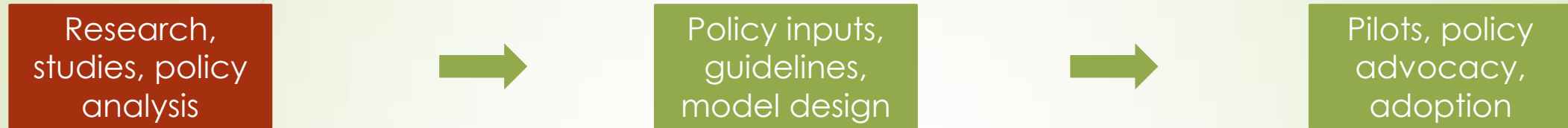


Farmer's retail market at Nagpur;  
Potential to operate GrAMs

Local retail shop by  
SOFA at Sittilingi



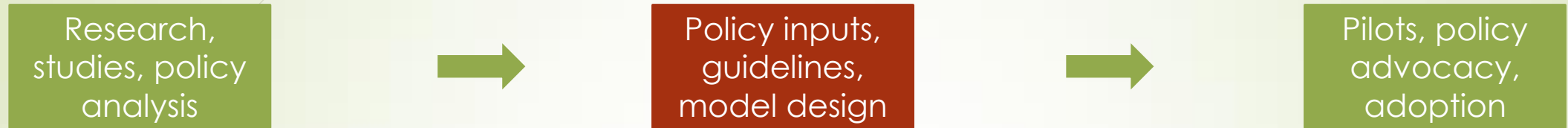
# Approach and action plan



- Mapping rainfed marketing institutions and needs assessment
- Analysis of policy landscapes in focus states covering MSP, public procurement, APMC and FPO and other relevant policies (access, implementation, constraints, effectiveness)
- Value chain /scoping studies of rainfed commodities in under-represented contexts
- Pros and cons of market linkages and contract farming models
- Constraints in accessing and mainstreaming specialized financial products

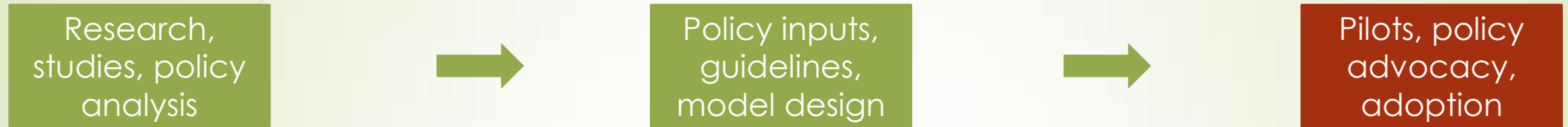


# Approach and action plan



- Incorporating rainfed business models, services and inclusive policies into FPO capacity building curriculum (eg: protective irrigation as a service – APDMP)
- Developing favourable pricing models in consultation with relevant stakeholders by factoring in ecological services and nutritional benefits of rainfed farming
- Designing a system of decentralized procurement, value addition and distribution of millets and pulses based on past learnings and feedback
- Developing guidelines for fair and transparent market linkages and responsible contract farming
- Developing favourable guidelines for incentivizing public and private investments
- Highlighting best practices, studies, success stories on central knowledge repository
- Roadmap and strategies for improving consumer awareness

# Approach and action plan



- Engaging with State Govt, SFAC, NABARD and RIs to incorporate FPO capacity building curriculum in respective FPO policies and RI CB modules
- Engaging with Marketing Federations, nodal procurement agencies (NAFED, FCI, SFAC), state level agencies and marketing platforms to adopt pricing guidelines
- Initiating a pilot on decentralized procurement, value addition and distribution of millets and pulses in 1 location leveraging Govt schemes, MPLAD, PRI funds
- Engaging with agri-business corporates, large institutional buyers and industry associations to promote and adopt responsible procurement guidelines
- Soliciting and recommending relevant proposals on marketing and financial interventions to the RRAN Board
- Consumer awareness campaign – documentary, labels, participation in exhibitions, collaboration with PGS, fairtrade and other sustainability labels