

*Organisation of the farmers for the farmers*



[www.mbcfpcl.org](http://www.mbcfpcl.org)

## **MADHYA BHARAT CONSORTIUM OF FARMERS PRODUCER COMPANY LIMITED (MBCFPCL)**

State Federation of Farmers Producer Companies of Madhya Pradesh  
Promoted by Small Farmers Agribusiness Consortium (SFAC)  
MoA, GoI, Govt. of Madhya Pradesh, Rabobank Foundation & NGOs

*An initiative towards leverage the benefits of the economy of scale for strengthening & up-scaling of agribusiness of small farmers' organizations .....*





## Brief about MBCFPCL.....

We are a state federation of farmer's producers companies of Madhya Pradesh working through 50 farmer's producers companies and covering more than 1 lacs farmers of 29 Districts directly. This organisation is promoted by Small Farmers Agribusiness Consortium(SFAC) Ministry of Agriculture & Cooperation, Gol New Delhi with help of state department of agriculture and some good NGOs.

## Vision:

Develop MBCFPCL as one stop agribusiness solution to the member farmers organisations, flourish professionally and delivering best quality agribusiness and agri extension services to more than 1 lac farmers effectively through strong network of producer organisations.

**Key objective of MBCFPCL** is to create an umbrella support to member FPOs particularly on market, brand development, credit, extension, insurance & statutory issues and leverage the benefits of economy of scale.

### Main Business Activities of MBCFPCL are

- ◆ Marketing of crop seeds produced by the member FPOs, (OP & Hybrid).
- ◆ Backward integration of the agriculture inputs for member FPOs.
- ◆ Facilitate Linkages for farm mechanisation through custom hire centres.
- ◆ Niche based processing and value addition.
- ◆ Production Aggregation & Marketing of agriculture produces especially of RCI/Responsible produces like RTRS Soya, BCI cotton and organic grains & vegetables.
- ◆ e trading of commodities produced by small farmer.

### Our Strength:

- ◆ Having strong network of FPOs covering more than 1 lakh farmers across the state with cultivated land of >2 Lacs Ha.
- ◆ We have retail outlets chain of more than 75 managed through member FPOs.
- ◆ Have experienced team of Agribusiness Professionals and Finance management at state and regional levels.
- ◆ Have reached in unreached areas and have market which is not yet explored.
- ◆ Having rich basket of crops & varieties under production & marketing (OP & Hybrid).

### Dealing with Crops:

Wheat ( including Sharbati and Durum both)  
 Gram ( Kabuli & Desi both)  
 Pigeon Pea, Lentil, Black Gram, Green Gram  
 Soybean (Responsible Soya), Cotton (Including Better cotton) & Maize  
 Rice ( Organic and RCI)  
 Kodo Kutki, Niger, Mustard, Linseed

### Governing Body of MBCFPCL ...

1. **General body** (Apex body formed by all members-42)
2. **Board of Directors**-12 ( elected in AGM)
3. **Executive body**
  1. Committees of Directors -2(Finance & Procurement)
  2. Chief Executive Officer and other staffs working under supervision of BoDs, providing professional assistance and managing business –
3. **Advisory Committee** – Proposed ( selected person from promoting NGOs, Banks, Govt.)





## Vegetables & Spices

Onion, Tomato, Potato, Chilly, Coriander, Ginger and Garlic



## Hybrid Seeds



## Business Progress & Plan Yr-1...

- ❖ Current Annual Business turnover > 21 crore (cumulative of member FPOs)
- ❖ Annual Business target > 100 crore & farmer out reach > 1 lakh
- ❖ Establishing regional storage & processing centres across the state
- ❖ Enter into Agreements with are major players of agri input & output trading
- ❖ Production and Marketing of hybrid Vegetable Seeds in partnership with private seeds Companies.
- ❖ Opening /strengthening of min 75 FPCs outlets
- ❖ No of Member FPOs- 65 with min equity base of 25 lacs
- ❖ Setup Seeds & Soil Testing Labs
- ❖ Market development, MBCFPCL brand promotion,
- ❖ Entering in e-commerce or e-trading activities in collaboration with private companies to open other marketing channels for member FPOs
- ❖ Opening of Outlets/ Kiosk/Kisan Mandis of fresh fruits & vegetables in Municipal territory for sale of member FPOs produces
- ❖ Brining more women farmers in Board of MBCFPCL & Boards of member FPCs and decision making process

## Brand Promotion by MBCFPCL...



## Photo Gallery



**Branding & Marketing  
of Bio-pesticide  
(Nem Oil) by MBCFPCL in  
partnership with member FPO**





