

## Small Farmers Agribusiness Consortium working relentlessly to connect producers with buyers during the Lockdown phase

On account of the COVID 19 lockdown situation in the country, Small Farmers Agribusiness Consortium (SFAC) has come forward with a comprehensive approach to assist Farmer Producer Organisations (FPOs), which are in a challenging situation, in marketing their surplus produce. At this juncture, Team SFAC is helping them for marketing their produce, through creating networks with big buyers firms and resolving logistic bottlenecks.

In order to accelerate FPO buyer market linkage, three brainstorming meetings with big buyers were conducted on 11, 12<sup>th</sup> and 15<sup>th</sup> April 2020.

SFAC is connecting FPOs with big buyers through Delhi Kisan Mandi (DKM) or Directly across the nation to ensure proper marketing of their produce. SFAC is intervening at three levels of market linkages and the progress in market linkages is given below.

### 1. Identification of FPOs having Surplus produce as on dates specified since lockdown:

SFAC identified 242 FPOs who were having surplus produce with them. The FPOs are from 16 States namely, Karnataka (33), Sikkim (28), West Bengal (57), Haryana (17), Maharashtra (15), Madhya Pradesh (20), Uttar Pradesh (21), Rajasthan (16), Bihar (14), Chhattisgarh (9), Gujarat (5), Andhra Pradesh (2), Odisha (2), Himachal Pradesh (2), and Punjab (1). Their market linkage.

**Table:** DKM Sale of produce is the last three consecutive days since lockdown

Transaction on (dates)	Sale Quantity (MT)	Value of Sale (Lakh)(INR)	Cumulative Sale Quantity (MT)	Cumulative Value of sale (Lakh)(INR)
16.4.2020	55.56	9.94	437.75	79.03
17.4.2020	55.60	10.05	493.35	89.04
18.4.2020	54.42	9.06	547.77	98.60

SFAC staff is in touch with 242 FPOs on day to day basis and have been creating market linkages for FPOs to sell their produce to the retailers across the country.

### 2. Participation of big buyers

SFAC is also striving to pool more and more big buyers who are interested in connecting with FPOs. Some of the big buyers on the list are Big Basket, Grofers, Zomato, Swiggy, More, Lots, Udaan. Currently 15 big buyers who are actively participating in buying FPOs surplus produce.

### 3. FPO's on boarded on DKM

Currently 30 FPOs were successfully onboarded on Delhi Kisan Mandi platform for sale of Fruits & Vegetables and FPOs also started selling their produce directly to buyers through SFAC's effort. It may be added that on 17<sup>th</sup> April 2020 48.9 MT onion/potato and on 18<sup>th</sup> April 2020 108MT onion, potato and watermelon was sold by 10 FPO's directly to 3 Buyers.

In addition to above SFAC has been able to achieve the following:

1. SFAC has sensitised more than 100 FPOs to support market linkage beyond DKM area of influence.
2. SFAC has taken steps during the lockdown period to connect more FPOs on e-NAM platform for trading their produce.
3. SFAC is relentlessly making efforts to connect with other government agencies like NAFED, SAFAL for procurement of produce.
4. SFAC empanelled Resource Institutions (RIs) are supporting FPOs in handholding and marketing of their produce. So far, 56 FPOs are being supported by some RIs like BKSL, ESAF, Krushi Vikas, VGAI (TDD), ISAP, IGS in marketing their produce through various sources particularly e-NAM, NAFED, Maha FPC, Housing societies, SIMFED, local and retail buyers.

SFAC's efforts have successfully created sustainable linkages between various FPOs and buyers, thereby ensuring the overall welfare of small and marginal farmers in India.