

# CISSA FPO NEWSLETTER

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## PREFACE

Our Prime Minister, Shri Narendra Modi, envisaged the objective of accelerating the income source of the farmers of our country, who are the food providers and backbone of the nation. The Government of India is in constant effort to mobilize policies and programs to make farming profitable and hustle-free. Farmer Producer Companies were formed as part of this initiative. The Prime Minister's directive is to form ten thousand FPOs, at the rate of one FPO per block. In conformity to this directive, twenty-six FPOs were made functional by CISSA. Out of this 24 are under the auspices of central SFAC and two under NABARD. These FPOs are turning out to be a pivotal influence on the development of agriculture in Thiruvananthapuram, Kollam, Alapuzha, and Pathanamthitta districts of Kerala. The full-fledged functioning of the FPOs is expected to pioneer revolutionary changes in the agriculture sector.

This program, well-conceived and rolled out with the coordination of both state and central governments, has been making noteworthy changes in pioneering the concept "From Production to the Producer" This is the first of its kind in the history of agriculture in India. India has now surpassed the phase of food shortage, and is now on a commanding position of stable & sustainable agriculture. FPOs have been instrumental in helping farmers in sustain agriculture with the help of modern technology, enhance their standard of living, attract the younger generation to agriculture, and incorporate state-of-the-art changes in the agricultural sector. It is indeed gratifying to note that all the FPOs functioning under CISSA are moving in this direction. We hope that these FPOs will serve as models of excellence in incorporating the many futuristic programs initiated by the Central Government.

This newsletter that you are reading is the first of its kind brought out by CISSA on the auspicious occasion of Vijayadashami. We hope that this will help us know each other better, and augment the mutual adaptation of emulative models. Let this serve as a beacon to learn more about developments in this sector, and be a guide to planning for the future. As India gallops towards becoming a developed nation by 2047, let this serve as an impetus to create a commensurate agricultural sector that is equally developed.

**Dr. Suresh Kumar C**  
General Secretary, CISSA

## "Farmer Producer Companies provide unlimited job opportunities", Union Minister V Muraleedharan Desinganadu Farmer Producer Company Limited Inaugurated



Inauguration of Desinganadu Farmer Producer Company Limited by Hon. Union Minister Shri. V Muraleedharan. Standing next to him is Shri NK Premachandran MP .



Shri V Muraleedharan stated that Farmer Producer Companies will provide limitless job opportunities in the agricultural sector, and transform Kerala, a state where currently young people migrate out from, in search of jobs. He was speaking at the inaugural ceremony of the Desinganadu Farmer Producer Company Ltd, located at Chathanoor in the district of Kollam. The self-sufficient

farmer and strengthened agricultural sector provide a strong foundation to any region. Such initiative that provide support to the agricultural sector are indeed gratifying, he said. He added that farmers and agriculture play a pivotal role in building a self-sustained India. Government of India is in the process of formulating policies to improve self-sustainable agriculture sector and farmers and what should be done to make agriculture a profitable venture. In India, where 85 percent of people depend on agriculture for their livelihood, there are many schemes of the Government of India to increase the wealth and income of farmers. He said that announcements like Kisan Samman Nidhi have given a huge boost to the agriculture sector. Qualitative changes in the Kisan Credit Card have helped more than 11 crore farmers in the agriculture sector to benefit from the Kisan Samman Nidhi. Kisan Credit Card has expanded its scope to benefit farmers involved in animal husbandry and those in the fishing sector. Kisan credit cards were given to more than three crore farmers during the covid period under a special drive. The Government of India aims to establish ten thousand FPOs in ten thousand blocks, one in each block. He also said that around 100 companies have already been formed in Kerala alone.





Shri. N.K. Premachandran MP, Distributes Share Certificates



N.K. Premachandran MP, who participated in the program, said that the Government of India has formed such an initiative to achieve industrial-economic growth and production rate of the country by starting agro-industrial enterprises which can produce value-added products beyond being mere agricultural producers. He also distributed share certificates to farmer shareholders.

In the event, Desinganadu FPC Chairman S.V. Anitkumar presided. FPC Director Jayakumar, CISSA General Secretary Dr. Sureshkumar C., BJP District Secretary Prashanth, Kalluwathukkal Grama Panchayat President Sudeepa, Chattanur Panchayat Member Leelamma Chacko, D.C.C. General Secretary Subhash Pulikal, UDF District Convener Adv. Rajendraprasad, Chatannoor Agriculture Officer Manoj Lukos, FPC CEO R. Ragesh, members of the Board of Directors and farmers were present.

## Special Program

### Pothencode FPC Annual Meet

The second annual meeting of the Pothencode Farmers Producer Company Limited was held on 18th September 2022. The Chief Guest, Chairman of Vellayani Farmers Producer Company Limited, Adv. S. Suresh inaugurated the event. Farmers selected from five panchayats namely Satikumar, Rakhi, Vijayan, Anilkumar, Radhika Devi, B. Prashant and Shibu Ajayan were felicitated. FPC Chairman Sasidharan Nair, CEO Revathi M.R., Director Chandrachudan Nair, Panimula Ward Member Sheeja, CISSA General Secretary Dr. Suresh Kumar C, Farmers Producer Company members and others participated.



### Sahya Samruddhi FPC Annual Meet



The Second Annual Meet of Sahya Samruddhi FPC was held on 28th October 2022. FPC Chairman Sudhir Kumar B., Inaugurated The Meet. CEO Sri. Sreelakshmi S., Board of Directors & Company Shareholders attended.



Neyyattinkara MLA K. Anselan Inaugurates the Exhibition and Sale of Agricultural Implements Organized by Grama Samrudhi FPC under SMAM project..

### Chirayinkeezhu FPC Annual Meet



The Annual General Meeting of Chirayinkeezhu Farmer Producer Company was held on 29th September 2022. CISSA, General Secretary, Dr. Suresh Kumar C., was the Chief Guest. Company CEO Jithu R.S., Board Chairman, G. Susheelan, Vakkam Agriculture Officer, company directors and shareholders were present.



# RAWE Program : A New Experience For Agriculture Students



Under the leadership of CISSA, a four-day training program was organized for B.Sc final year students of Vellayani Agriculture College. The training was organized as a part of the Rural Agricultural and Work Experience Program (RAWE) for the students. 53 students from Agricultural University participated. In the seminar conducted for the students, Dr. CS Ravindran, Sri. Sudhis Kumar. K, CISSA General Secretary Dr. Suresh Kumar C, Sri. Suresh Babu, Sri. Ajith Kumar. G, CISSA Head of Tissue Culture Sri. Babu P. conducted classes. Seminars were organized on various agricultural practices, value added products, crop production methods, climate, soil, seeds, fertilizers, irrigation, crop protection, harvesting, processing and marketing, floriculture and the disastrous fast-food culture.

As part of the field visit, the students visited Gramsamridhi Farmer Producer Company of Parassala Block Panchayat and Neyyar Farmers Producer Company of Perungadavila Block Panchayat and various farms. Students interacted with FPC members and farmers.

The agriculture students who had to understand farming methods only through online learning due to the Covid era, the Rural Agricultural Work Experience (RAWE) program was a new experience. They said that they were not able to interact with the farmers and understand the farming methods directly in the online classes and that the seminar, field visit and interaction with the farmers as part of the program gave a different experience. They also stated that after leaving the theory and classroom and going to the farm, they gained so much knowledge and training in four days that they could not get from classrooms in four years.



## FPOs Should Be Producers of World Class Branded Products: Union Minister V. Muralidharan

Training Programme



Hon'ble Union Minister Shri. V. Muralidharan said that FPOs should shift focus from the production of agricultural products to as they have better market potential in the future. The Minister was talking to the CEOs of various Farmer Producer Companies in the training program organized under the leadership of CISSA.

Farmer producer companies must change to the standard where they can produce globally branded products, including thousands of products with Geographical Indication status. FPOs should aim to achieve this goal.. He also reminded the CEOs

that the Government of India is aiming to make India a top economic power by launching many such initiatives.

CISSA Vice President Dr. CS Ravindran, General Secretary Dr. Suresh Kumar. C, FPO Directors Mr. Ajith Kumar. Mr. Sudhis Kumar, Director of Phytotech Department. K. Murugan, CEOs of various farmer producer companies and others participated.

## Training Provided to CEOs and Members of The Director Board of FPCs



Mr.Salin Tapsi

SFAC Kerala Project Manager Mr. Salin Tapsi and Devikulam Agriculture Assistant Director Mr. Pramod Madhavan led the training for CEOs and Board Members of FPCs

Mr. Salin Tapasvi conducted the training on 13th September 2022 on Food Processing and Value Added Products. In his talk he explained to find market for farmers' products, value added products of agricultural crops and various possibilities in food processing. He also explained how various products from banana, coconut and other agricultural crops can be converted into value added products to increase the market and income stream.

Mr. Pramod Madhavan conducted a class on Export Oriented Banana Farming on 20th September 2022. He explained the various farming practices and standards to be followed while cultivating bananas for export to foreign countries. A broad manufacturing base offers great opportunities for India's exports. India exported 1.95 lakh metric tonnes of bananas worth Rs.660 crore in 2019-20, and 1.91 lakh metric tonne worth Rs 619 crore till June 16, 2022 as per figures recorded in the Ministry of Commerce and Industry. He thereby reiterated the importance of choosing the best varieties of bananas for export.



Mr. Pramod Madhavan



# Handloom Weavers Given Training

Balaramapuram Handloom FPC organized a training program for handloom weavers on Standard Packaging Practice. The program held at Kazhakootam Kinfra was inaugurated by Ms. Susha V.R., Regional Manager, Apparel Training and Design Center (ATDC). BHPCL Director Ms. Sreekala G.S. delivered the keynote address.

ATDC Teachers Academy instructor Ms. Sreelakshmi imparted training on Product Packing, while Academy Instructor Ms. Reshma Kannan imparted training on Apparel Industry Processes. Academy Executive Mr. Dinesh provided insights on Garment Pressing and Folding.

As part of the training, a visit was arranged to Adventure Apparels and Kinfra International Apparel Park under the guidance of trainers. They were exposed the processes of cutting, stitching, garment making, folding, various types of packing etc.



## FPC NEWS

### Neyyar Agro Point Commissioned

Under the leadership of Neyyar FPCL, Neyyar Agro Point was commissioned at Kunnathukal. The Agro Point was inaugurated by CISSA General Secretary Dr. Suresh Kumar. C. Farmers can get agricultural machinery, fruit tree seedlings, seeds, organic fertilizers, organic pesticides, agricultural implements etc. at subsidized rates from here.

FPC Chairman Biju. B. Nair, Directors Aruviyot Saji, Omkar Biju, Rajesh Nair, Vinod Anavoor, Chimmandi Hari, CEO Saju V.S., political and social leaders, representatives of FIG ( Farmers Interest Group) , etc. were present.



FPO Director Mr.Ajith Kumar G. Speaks on the FIG (Farmers Interest Group) Formation Meeting Conducted At Chengannur FPC



Parassala Block Panchayat Member Smt. Vineethakumari Inaugurates The Animal Feeds Shop Opened Under The Guidance of Grama Samrudhi FPCL



Mavelikara FPO  
FIG (Farmers Interest Group) Metting

### Grama Samrudhi FPC Provides Livelihood to the Differently Aabled



Parassala Grama Samrudhi FPC is setting a good example by providing livelihood to five differently-abled persons. Four women and one man of Parassala and Chengal panchayats were given stall carts to sell vegetables and fruits. This was included in the State Horticulture Mission Scheme under which stall carts for the business was purchased at a cost of one and a half lakh rupees. Five shareholders of the FPC 50% contributed towards the purchase of the price is subsidized. Beneficiaries also commented that they, being differently abled, could sell their products at one place and were very happy to have a regular source of income for those who had no source of income.



## Kadali FPC Office Inauguration



The office of Kadali Farmer Producer Company was inaugurated by CISSA General Secretary Dr. Suresh Kumar C. lighted the inaugural lamp at Amaravila. Directors Jayachandran, Pavithrakumar, Art Teacher, Atiyanoor Sreekumar, Adv: Rajeevan, Sreedharan Nair, Gramsamridhi F.P.O. Chairman Ramachandran, CEO Rajesh Vadakumkara and others participated.

## Desinganadu FPC Custom Hiring Centre and Input Centre Commissioned

Custom Hiring Centre and Input Centre of Desinganad Farmer Producer Company starts functioning. The Custom hiring centre will sell and rent agricultural implements at cheap rates; the input centre will sell seeds, fertilizers, pesticides etc. at fair prices. The distribution and sale of electric pump, agricultural lawn mowers, wood cutters, ladder for pepper picking, wheel barrows, chaff cutters, tillers, garden tools, and so on will soon commence.

### Don't Miss Out

## Prime Minister Narendra Modi's Talk On Millet Farming In 'Mann Ki Baat' Of Sept 25, 2022



"Last month in Mann Ki Baat, I had discussed about pulses and celebrating 2023 as 'International Year of Millets'. People are very curious about the issue. I have received many such letters. They say how people have made pulses a part of their daily diet. Some have also talked about traditional dishes made from millets. This is a sign of a big change. Seeing this enthusiasm of people, I think we should

make an ebook on this. In which people can share their experiences and recipes from small grains. So, before the start of International Year of Millet, we can prepare a public encyclopaedia on small grains. It can be published on the portal [www.mygov.in](http://www.mygov.in)



## Millet FPOs in India

- 1. Viruthai Millets Farmer Producer Company Ltd, Tamil Nadu E Mail: [viruthaimilletsfpc@gmail.com](mailto:viruthaimilletsfpc@gmail.com) PH: 91 971 561 2125 / 975 094 3829 +91 978 929 9185
- Anantha Aadarana Millet Farmers Prodecder Company Ltd, Vijayawada, E Mail: [rama.adarana@gmail.com](mailto:rama.adarana@gmail.com), PH: 9866345715
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- Ahobilam Women Farmer Producer Company Limited, Andhra Pradesh, E Mail: [prathapsociety@gmail.com](mailto:prathapsociety@gmail.com), PH: 9533199919

## Agricultural Mechanization: Applications Invited

Submission on Agricultural Mechanization Scheme to promote low-cost mechanization in agriculture sector invites application from farmes. Agricultural Machineries and Equipments and machinery required for post-harvest crop protection and value addition activities will be subsidized. For more information: Check out the website <http://agrimachinery.nic.in>







Vellayani FPC Onam Market was Inaugurated by Former MP and Actor Mr. Suresh Gopi. The Function was organized in Malayinkeezhu, Maranellur and Kalliyur Panchayats. Around 100 Shareholders participated in the event.



## Mallappally FPC Controls Prices in Onam Market

As Onam approaches, it has become the norm to sell vegetables at escalated prices. However, the norm was changed this time due to the fair pricing of vegetables in Mallappally market. The reason for that was the Ona market organized by Mallappally FPC. Ona Market was organized in Mallappally Town, Anikad and Kodanad Panchayat which lasted for two weeks. Vegetables procured from farmers under FPC were mostly included in the market. When they sold vegetables at a fair price, other traders also had to follow their footsteps. The FPC officials said that capturing 30 percent of the ona market and controlling the price rise in the market has brought great benefits to the farmers.



Chittumala FPO Onam Market, Chittumala Block

Pothencode FPO Onam Market, Pothencode Block



Sahya Samridhi FPO Onam Market, Anchal Block



Neyyar FPO Onam Market, Perumkadavila Block

Grama Samrudhi FPO Onam Market, Parassala Block





Preeta Prathap, a resident of Panayara in Kallambalam, Thiruvananthapuram has tried her luck in gardening in a different way. Preeta never thought that this would become a great source of income for her when she started 'kokedama' gardening, a Japanese method of plant cultivation, as a hobby.

While searching for ways to use free time efficiently, I came across the 'Kokedama' garden construction method on YouTube”, says Preeta, who is interested in gardening, and researched more about it. Kokedama is a technique of planting a plant by kneading the soil into small balls and spreading moss on the surface. To do this effectively, you need a clay-like soil called Akadama from Japan. But thinking that fertile soil is available in the country, they started conducting 'Kokedama' experiment on the local soil. But did not succeed. The ball-shaped soil often breaks up. That's how Preeta tried her own technique.

The moss, which clings to the wall, was kneaded into balls of coco peat, dung, and soil, and small plants were planted. It was a huge success. Within days the plants took root and started growing. When it was successful, Preeta also conducted some experiments. A trough garden was constructed with moss. Waste materials and the like are transformed into growing surfaces for plants. The indigenous kokedama method has been tried from the bottle and coconut shell to the pistachio shell. The works of art done at Kokedama were a huge success. The house was filled with Kokedamas. Soon, Kokedamas were in demand. You can even make baby kokedamas that can be hung in the car. In the market, these are priced between Rs 350 and Rs 5,000 depending on the variety. Anyone who likes a piece of nature indoors can try it. Those who are interested are taught how to make them. Preeta's no: 8547302610.

## How is Kokedama Made?

Kokedamas are nicknamed moss balls and poor man's bonsai. Mix cocopeat, cow dung and soil with equal amount of water and roll it into a ball. A rooted plant should be planted inside the ball and rolled again. Put a cotton cloth or jute sack over it. Wrap it with nylon net. Hang some string and cut the rest. Paste scraped moss (which grows on the cement, rocks and walls during the rainy season) over it. It is enough to secure the moss around with green thread. It can be hung inside the house. Can also be placed in beautiful containers. Almost all types of plants can be grown in it. It can be grown in apartments where there is a dearth of space. If it does not get sunlight and moisture, its greenness will not last. Spray water twice daily. Soak in water for a while every three days.

## FPC Products

# Sahya Samridhi Presents Unaduletrated Turmic Powder



Sahya Samridhi Farmers Producers Company is gaining attention by bringing pure turmeric powder to the market. Turmeric, produced by farmers who are members of FPC, is directly collected, purified and brought to the market. Sahya Samridhi FPC has also taken the step of specially cultivating turmeric by providing better seed materials to more than fifty farmers who are members of the company to expand production.

Turmeric powder is being sold through shops within Anchal Block Panchayat and directly. 100gm and 250gm packets are currently available. A packet of 100 grams costs Rs 32. Aspirants can contact 94006 21001.

## Grama Samrudhi Presents The Exclusive Parassala Tapioca Pappadam



Grama Samrudhi FPC is bringing to the market tapioca papad with the unique taste of Parassala village by adding pure ingredients in the traditional manufacturing method. Tapioca pappadam is prepared as a part of value-addition of agricultural produce.

Cassava production is very high in Parassala panchayat. Therefore, the idea of cassava pappad has arrived as part of the idea of how to turn it into a value-added product. Pappads made by the women FIG group under Grama Samrudhi FPO using cassava powder produced in Parassala Panchayat itself.

The Pappadam is being marketed in Parassala block and through FPCs in other districts. A packet containing 20 pappadams is priced at Rs. 50. Aspirants can place orders on 90258 59605.





Chirayinkeezhu FPO FIG (Farmers Interest Group) Metting



Vellnad FPO FIG (Farmers Interest Group) Metting



Sabarigiri FPO FIG (Farmers Interest Group) Metting



Pandalam FPO Director Board Meeting



MALLAPPALLY FARMERS  
Producer Company. Ltd



KALLADA RIVERVALLEY  
FARMER PRODUCER CO. LTD.



## Block Panchayats to Get New FPOs

Trivandrum : Nedumangad, Vellnad, Varkala, Vamanapuram  
Kollam : Mukhathala, Kottarakkara, Sasthamcotta  
Alappuzha : Muthukulam, Bharanikkavu  
Pathanamthitta : Pulikeezhu



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