

NEWSLETTER

**BHARATKHAND CONSORTIUM
OF FARMERS PRODUCER COMPANY LIMITED**



Supported by

Solidaridad



Editorial Forward

Dear Esteemed Readers

Welcome to another edition of the Bharatkhand Consortium Newsletter.

What began as an idea is now steadily taking shape on the ground. The Buyer-Seller Meet organized by Bharatkhand in Dewas is one such initiative that reflects this transition from intent to impact. As you read through this edition, you will see how the event evolved beyond a routine market interaction into a policy-relevant and ecosystem-building engagement.

The Bharatkhand team continues to push boundaries to strengthen collaboration and create meaningful opportunities for its associated FPOs. Farmers are increasingly participating in large fairs, confidently showcasing and selling their produce. This momentum is being enabled by Bharatkhand hubs, which provide the necessary infrastructure and market-facing support to help farmers engage with organized buyers.

This edition of the newsletter captures progress across all four pillars of Bharatkhand - Farmers Capacity Building, Supply Chains, Krishi Bazar, and Bharatkhand Foods highlighting how these pillars are coming together to create a cohesive farmer-centric model.

Expert perspectives featured in this issue shed light on how industries are stepping forward to procure crops directly from farmers, strengthening trust and transparency in supply chains. Meanwhile, Krishi Bazar, supported by Bharatkhand, continues to expand its presence across multiple platforms, reinforcing its role as a reliable market interface.

Happy Reading!

Dr. Suresh Motwani
General Manager, Solidaridad

Under the Pillar : Training and Capacity Building

The Farmer Field Day served as a critical platform for translating technical advisory into measurable on-ground outcomes. The programme focused on strengthening farmer capacity around re-engineered mustard varieties by combining varietal knowledge with practical guidance on improving productivity through regenerative and science-backed practices.

What stood out during the field interaction was the extent to which farmers had already internalized and adopted the recommended practices. Regular use of natural inputs such as Kanda Tonic, vermicompost, vermiwash, Jeevamrit, pheromone sticky cards, and neem oil reflected a growing reliance on preventive, soil-centric crop management rather than reactive chemical interventions. These practices directly contributed to improved pest control, enhanced soil fertility, and stronger crop vigor.

Timely advisory support also enabled farmers to undertake mustard topping at the correct growth stage, resulting in increased branching and higher yield potential. The visible uniformity and healthy crop growth across fields reinforced the value of continuous handholding, seasonal advisories, and field demonstrations—core elements of the Farmers Support pillar.

The field day reaffirmed a key learning for Bharatkhand: farmer-centric support systems work best when knowledge is practical, timely, and locally validated. By strengthening decision-making at the farm level, the Farmers Support pillar is enabling farmers to move towards resilient production systems that are productive, cost-efficient, and environmentally sustainable.



Linking Farmer Producer Organizations with Agri-Business Stakeholders

Bharatkhand FPO & Farmers' Fair
04 February 2026, KVK Dewas

Farmer Producer Organizations (FPOs) thrive when they have strong, direct market linkages and platforms like the Bharatkhand FPO & Farmers' Fair make that transformation possible. This Fair was more than an event; it is a catalyst that inspires farmers, strengthens FPO enterprises, and builds trust-driven partnerships across the agri-value chain.

A dedicated platform to support FPO growth, collaboration, and market integration.

Thematic Knowledge Sessions

- Government schemes and institutional support for FPOs and regenerative agriculture.
- Sustainable and regenerative supply-chain and aggregation models.
- Quality inputs, bio-inputs, and advisory services through Bharatkhand Krishi Bazar.
- Finance, warehousing, and logistics solutions to strengthen FPO enterprises.

Participants

- Farmer Producer Organizations and agri-entrepreneurs
- Leading agri-business companies, processors, and buyers
- Banks, NBFCs, and impact-focused financial institutions
- CSR foundations and representatives from relevant government departments



A defining highlight of the event

The event demonstrated a clear shift from isolated interventions to a converged ecosystem approach for strengthening Farmer Producer Organizations (FPOs). The district administration's co-ownership of the initiative, along with active engagement from key line departments as Agriculture, Horticulture, Krishi Vigyan Kendra, and AYUSH reflected strong public-sector alignment toward integrated farmer support.

- Market linkage emerged as a central theme. SOPA's commitment to connect soy industries directly with FPOs for aggregation and sourcing addresses price realization challenges while reducing intermediary dependence.
- NAFED's engagement provided institutional assurance. By agreeing to empanel FPOs as recognized producers and suppliers of foundation and certified seeds, NAFED enabled FPOs to access assured markets, government schemes, and national distribution channels as significantly improving their commercial viability.



- The participation of national farmer-owned cooperatives such as IFFCO and NAFED highlighted the critical role of farmer institutions. IFFCO ensures timely access to quality inputs and agri-solutions, while NAFED strengthens market stability, price support, and seed-based enterprise opportunities.
- Private agri-businesses including Bayer, UPL, Growindigo, Coromandel International, and Krishi Rasayan showcased affordable inputs and solutions supporting the adoption of regenerative agriculture practices, signaling growing industry alignment with sustainability-led FPO models.
- Value addition was addressed through Raheja Solar Food Processing Pvt. Ltd., which offered support for renewable-energy-enabled processing hubs for dehydrated fruits and vegetables aimed at reducing post-harvest losses and enhancing farmer incomes.
- Financial inclusion was reinforced by institutions like Dvara E-Registry, facilitating access to formal finance for farmers and FPOs.

Exhibition at Bharatkhand FPO & Farmers' Fair

A Shared Commitment to Sustainable Agriculture

In the exhibition segment of the Bharatkhand FPO & Farmers' Fair the participating organizations and government institutions transformed the exhibition space into a vibrant knowledge hub where innovation, responsibility, and farmer welfare converged.

IFFCO installed a dynamic stall showcasing its innovative agri-inputs that promote sustainable agriculture. Products such as Nano Urea, Nano DAP, bio-fertilizers, and bio-stimulants demonstrated enhanced nutrient use efficiency, reduced chemical load, and lower cultivation costs. Through live demonstrations and technical interactions, IFFCO guided farmers and FPO representatives on adopting climate-smart and resource-efficient practices, contributing to regenerative agricultural development.

UPL presented its advanced crop protection solutions, biological products, and sustainable farming technologies. The stall emphasized Integrated Pest Management (IPM) approaches, bio-solutions, and next-generation formulations designed to reduce crop losses and improve yield quality while ensuring responsible input usage. Through technical guidance and interactive sessions, UPL strengthened awareness around sustainable crop management practices that directly benefit farmers and FPO-led value chains.

At its stall, **Coromandel** showcased a comprehensive portfolio of plant nutrition and crop protection solutions, including fertilizers, specialty nutrients, bio-pesticides, and organic fertilizers. The technical team provided valuable insights into balanced nutrition, soil health management, and responsible crop protection strategies, reinforcing the importance of integrated nutrient and soil health management for long-term productivity.



KREPL highlighted its crop protection and plant nutrition portfolio, with a special focus on responsible pest and disease management. A key attraction was the Sankalp Model, promoting safe and judicious use of agrochemicals, awareness on correct dosage and application methods, and sustainable crop management practices. Through expert consultations and demonstrations, KREPL reinforced productivity aligned with safety and environmental responsibility.

Adding a strong biological dimension, **Grow Indigo Biologicals** showcased its innovative range of safe and effective agri-input formulations covering the entire crop cycle—from seed treatment and soil enrichment to enhanced plant growth, crop protection, and quality harvest. The stall emphasized holistic crop management solutions that improve productivity, strengthen climate resilience, reduce chemical dependency, and promote sustainable agriculture.

Importantly, the exhibition also witnessed active participation from key Government Departments, including the **Krishi Vigyan Kendra (KVK)** and the **Department of Agriculture & Farmers Welfare** and **Department of Horticulture and Food Processing**. Their stalls served as information and facilitation centers, showcasing various government schemes, flagship programmes, and farmer support initiatives. Farmers and FPO representatives received guidance on subsidy schemes, soil health cards, crop insurance, PM-KISAN benefits, natural farming initiatives, and other welfare measures. Through direct interaction with officials and experts, farmers gained clarity on eligibility criteria, application procedures, and the benefits available to enhance productivity and income security.



Reimagining Regional FPO Growth

Bharatkhand FPO as a Nodal Anchor



The discussion around strengthening Farmer Producer Organizations (FPOs) in Dewas, Ujjain, Mandsaur, and Ratlam revealed a critical insight: fragmented efforts limit farmer incomes, while coordinated institutional structures can unlock scale, efficiency, and market power. Bharatkhand FPO is increasingly being positioned to address this gap not merely as another FPO, but as a nodal anchor for regional collaboration.

Deliberations highlighted that technical know-how, business planning, and market access remain uneven across FPOs. By functioning as a central support system, Bharatkhand FPO can reduce these asymmetries offering shared technical expertise, structured business guidance, and collective market engagement. This approach shifts FPO growth from isolated enterprise models to a networked value-chain strategy.

The development of multi-business plans during the interaction underscored a key transition: FPO sustainability depends on diversified revenue streams rather than single-commodity dependence. Aligning these business plans with Bharatkhand FPO enables aggregation, risk sharing, and improved bargaining power, directly translating into better economic outcomes for farmers.



Krishi Bazar and the National Pulses Mission: Aligning Markets with Regenerative Production

Krishi Bazar’s participation in the National Consultation and Strategy Meeting on the Rashtriya Dalhan Atmanirbharta Mission highlighted the growing role of farmer-led market platforms in advancing India’s self-reliance in pulses. Organized by the Ministry of Agriculture and Farmers Welfare, Government of India, in Sehore (Madhya Pradesh), the event was graced by the presence of Hon’ble Union Minister Shri Shivraj Singh Chauhan and Hon’ble Chief Minister Dr. Mohanlal Yadav, along with senior officials and institutional leaders underscoring strong policy alignment with sustainable, farmer-centric market models.

At the event, Krishi Bazar showcased a range of bio-inputs and regenerative agriculture-supporting solutions, highlighting an alternative production pathway that emphasizes soil health, cost efficiency, and long-term sustainability. Rather than focusing solely on yield enhancement, the platform demonstrated how regenerative inputs can reduce input costs while maintaining productivity an essential consideration for small and marginal farmers.

The Rashtriya Dalhan Atmanirbharta Mission, launched under the vision of Atmanirbhar Bharat, aims to make India self-reliant in pulses through improved productivity, quality inputs, and resilient farming systems. Bharatkhand’s interventions, particularly through Krishi Bazar, are well aligned with this objective. By enabling access to affordable bio-inputs and promoting regenerative practices among associated farmers, Krishi Bazar supports productivity growth without compromising soil health.

This engagement reinforced a key insight: national self-reliance in pulses cannot be achieved through production targets alone. It requires market systems that incentivize sustainable practices at the farm level. Krishi Bazar’s model combining access, affordability, and agronomic relevance demonstrates how decentralized, farmer-centric marketplaces can play a strategic role in advancing national agricultural missions while safeguarding long-term farm sustainability.



Bharatkhand - The Pillar of Safe, Sustainable Food Systems



Bharatkhand Foods expands its ecosystem by welcoming Greenera, a startup joining hands to advance sustainable and farmer-first food systems.

Bharatkhand's collaboration with Greenera Organics is rooted in a shared commitment to farmer empowerment, ethical sourcing, and sustainable value chains. Greenera Organics stands for purity, trust, and responsible nutrition principles that strongly resonate with Bharatkhand mission to strengthen Farmer Producer Organisations (FPOs) and create fair, transparent market access for farmers.

Greenera's focus on producing high-quality edible oils, along with responsibly sourced spices, honey, pulses, healthy flours, and traditional pickles, aligns seamlessly with Bharatkhand's vision of promoting farmer-led, value-added enterprises. By sourcing products directly from farmers and women-led Self Help Groups, Greenera ensures fair livelihoods, preserves traditional practices, and delivers authentic, traceable products to consumers.

Through this collaboration, Bharatkhand provides a robust platform that connects FPOs and rural entrepreneurs with a purpose-driven brand like Greenera, enabling farmers to move beyond raw produce to value-added markets.

Contacts

Bharatkhand Hub Zonal Offices

Bhopal	Bharatkhand Consortium of Farmers Producer Company Limited. D/67, BDA Colony, Kohefiza, Bhopal, Madhya Pradesh - 462001	Mr. Himanshu Bains +91 9009923816 Ms. Anvesha Singh +91 9406779242
Sehore	H.N- 619, Near Nalanda School, Chanakyapuri Sehore Madhya Pradesh 466001	Ms. Namrita Bhanweriya +91 9644195248
Mandsour	HIG-17, Gandhi Nagar, Mandsaur Madhya Pradesh- 458001	Mr. Arvind Patidar +91 7566652686
Dewas	Bharatkhand Hub 48, Ram Nagar, Dewas Madhya Pradesh- 455001	Ms. Purva Wadwekar +91 9171251979
Tarana	H.No. 30 Krishna Kunj Vihar Colony Rupakhedi Road Tarana, Ujjain, Madhya Pradesh- 456665	Mr. Sandeep Mishra +91 9450707018