

bharatkhand

# Newsletter

## Bharatkhand Consortium of Farmer Producing Company Limited

Collective Strength. Sustainable Growth.  
Prosperous Farmers

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Supported by

**Solidaridad**



## Editorial Forward

Dear Readers

Welcome to another edition of Bharatkhand Newsletter.

Agriculture in India is more than a livelihood it is a legacy. Yet for generations, the farmers who sustain that legacy have stood at the periphery of the decisions and markets that shape their futures. At Bharatkhand, we believe this must change and the stories in this edition are evidence that it already is.

At the Unnat Krishi Mahotsav 2026 in Raisen, Bharatkhand brought field-level wisdom into national policy dialogue, reaffirming that FPOs are no longer mere aggregation platforms they are institutions of rural transformation. Concurrently, our Krishi Chaupal initiative is bridging the information gap that has long disadvantaged farmers, delivering real-time mandi rates and market intelligence that enable farmers to sell smarter, not just produce more.

Closest to our hearts is Shailja Saxena of Tarana Block, Ujjain a woman who turned traditional kitchen expertise into a thriving enterprise with over Rs. 5.77 lakh in turnover within a single year. Her journey reminds us that the skill was always there; what was needed was a system, a market, and the confidence that comes from genuine partnership.

These narratives are not merely our achievements they are reflections of the resilience and aspiration that have always existed in India's rural communities, waiting for the right environment to flourish. We invite you to read them as a compass for what is possible.

Stay connected with us to know more about the journey of strengthening agriculture and supply chain through Bharatkhand.

**Dr. Suresh Motwani**  
**General Manager, Solidaridad**



## Partnership Update

Bharatkhand signs landmark MoU with CFMT&TI to strengthen farm mechanization

### **A major step toward inclusive, technology-driven agriculture for smallholder farmers across Madhya Pradesh and Rajasthan.**

In a defining moment for farmer-led institutions across central India, the Bharatkhand Consortium of Farmer Producer Company Limited on behalf of its 105 FPO members formalized a landmark Memorandum of Understanding (MoU) with the Central Farm Machinery Training and Testing Institute (CFMT&TI), Budni. The agreement was signed in the distinguished presence of Hon'ble Shri Shivraj Singh Chouhan, Union Minister of Agriculture and Farmers Welfare, Government of India.

The signing ceremony took place at the prestigious Rashtriya Unnat Krishi Yantrikaran Pradarshani Rashtriya Krishi Uday Expo 2026 held at CFMT&TI, Budni, on 25th March 2026. The event brought together farmers, Agri-industry leaders, FPOs, entrepreneurs, and technology innovators from across the country making it a fitting stage for this milestone collaboration.



### **About the partnership**

Under this MoU, both organizations will jointly design and deliver region-specific training programs, field demonstrations, and hands-on workshops with a strong emphasis on gender-friendly farm tools, post-harvest management technologies, and energy-efficient agricultural solutions.





## Focus areas of the collaboration

### Women-centric

mechanization  
Ergonomic and gender-friendly tools designed to reduce physical drudgery for women farmers.

### Skill development & training

Hands-on programs for farmers and FPO members on modern machinery operation and maintenance.

### Post-harvest technologies

Tools and practices that cut post-harvest losses and strengthen the agricultural value chain.

### Youth & income opportunities

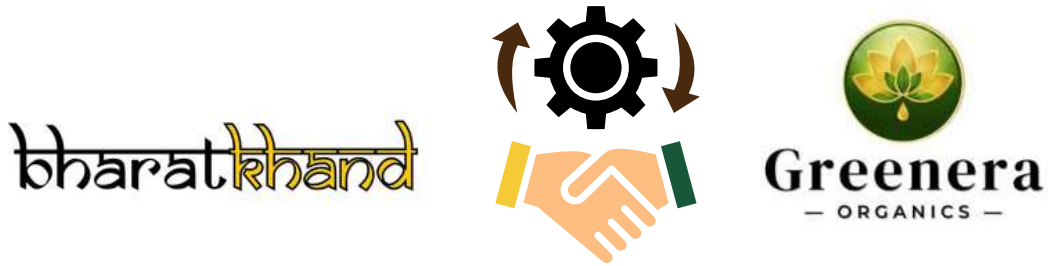
Equipping young farmers with mechanization skills that open new livelihood and entrepreneurship pathways.

With Bharatkhand's deep network of Farmer Producer Organizations spanning Madhya Pradesh and Rajasthan, this collaboration is poised to create a scalable and inclusive model — one that places modern agricultural technology directly in the hands of the smallholder farmers who need it most.

### Looking ahead

Implementation of joint programs under the MoU will begin in the coming months. FPO members and associated farmers will be the first to benefit from training schedules, demonstration events, and access to machinery.

## Solidaridad and Greenera Organics Join Hands to Bring Farmer-First Products to Market



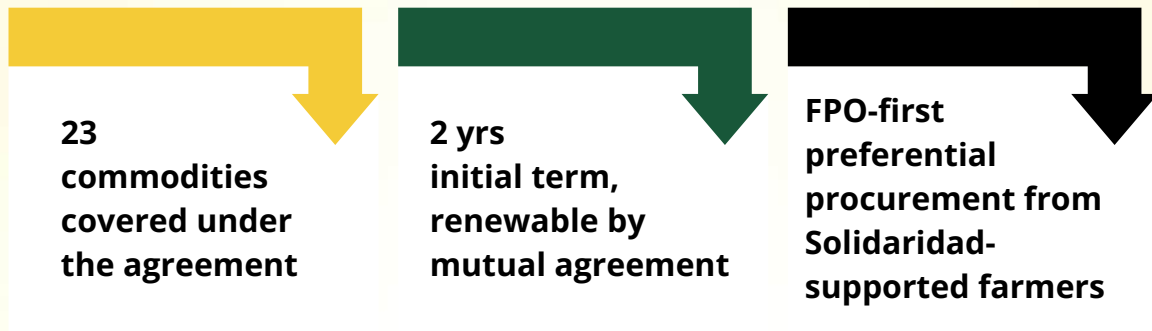
A new MoU signed between Solidaridad and Greenera Organics will open direct market channels for smallholder farmers in Madhya Pradesh with their names on the label.

In a move that puts farmers squarely at the centre of the supply chain, Solidaridad and Green Era Organics have formalised a two-year partnership that commits to sourcing 23 agricultural commodities from mustard and honey to millets and medicinal herbs directly from Farmer Producer Companies (FPOs) and smallholder farmers supported by Solidaridad's programmes.

The Memorandum of Understanding, signed in Bhopal, marks a step beyond a typical buyer-seller arrangement. Products reaching consumers through Greenera's channels will carry the name of the FPO or farmer who grew them, alongside a "Supported by Solidaridad" inscription making provenance visible and farmer identity something to be proud of, not invisible.

"This isn't just about sourcing it's about recognition. The farmer who grew your mustard oil deserves to be known."

- On the spirit of the collaboration



## What's on the shelf?

The agreement covers a wide basket of produce that reflects the diversity of what Madhya Pradesh's farmers grow:

<b>Mustard</b>	<b>Besan</b>	
<b>Groundnut</b>	<b>Wheat &amp; Daliya</b>	<b>Desi Chana</b>
<b>Sesame</b>	<b>Soyabean</b>	<b>Split Pulses</b>
<b>Honey</b>	<b>Ashwagandha</b>	<b>Millets</b>
<b>Red Chillies</b>	<b>Isabgol</b>	<b>Tamarind</b>
<b>Turmeric</b>	<b>Chia Seeds</b>	<b>+ more</b>
<b>Coriander</b>	<b>Kalonji</b>	
<b>Pickles</b>	<b>Khaskhas</b>	
<b>Multigrain</b>	<b>Garlic</b>	
<b>Flour</b>		



## How does it work?

Solidaridad's role is not as a supplier but as a bridge mobilising FPOs, supporting quality and certification readiness, and ensuring farmers can meet Greenera's procurement requirements. Greenera, in turn, commits to giving these farmers first preference, sharing demand forecasts in advance, and pricing supplies fairly against prevailing market rates with additional premiums for organic or regeneratively grown produce.

Farmers and FPOs will make available their certifications, FSSAI numbers, and traceability documentation. For those pursuing organic or regenerative certification, the partnership creates a concrete commercial incentive to do so.

The agreement also has flexibility built in: supply can range from raw graded commodities to processed, branded, or co-manufactured products adapting to the readiness of each FPO and the needs of each season.

## Why this matters?

For smallholder farmers in Madhya Pradesh, market access has historically been one of the hardest problems to solve. Price volatility, lack of buyer trust, and distance from end consumers leave many farmers dependent on intermediaries who capture most of the value. Agreements like this one where farmers are named, certified, and given consistent demand help shift that equation.

For Greenera, it means a supply chain with a verifiable story something consumers of organic and natural products increasingly want to see.

And for Solidaridad, it is another proof point for a model the organisation has been building across its programmes: that sustainable agriculture and market access are not separate conversations.

# Bharatkhand at Krishi Manthan 2026



## Driving the Conversation Forward

Bharatkhand Consortium of Farmer Producer Company Limited made its presence felt at Krishi Manthan 2026, the State Level Brainstorming Workshop for Agriculture held at JNKVV, Jabalpur. Participated by farmers, FPOs, scientists, policymakers, and industry leaders, the workshop emerged as a defining platform to collectively shape a technology-driven, market-oriented agricultural future for Madhya Pradesh.

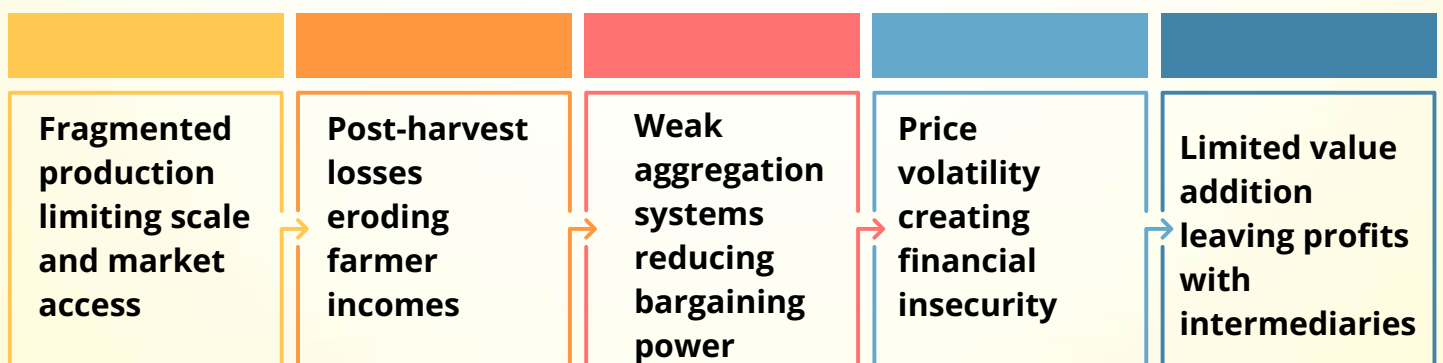
The event was inaugurated by Hon'ble Chief Minister Dr Mohan Yadav, who called for strengthening agricultural infrastructure, scaling agri-startups, and mainstreaming natural farming underscoring the state's commitment to holistic agrarian transformation. Senior leader Hon'ble Prahlad Singh Patel also graced the occasion, reinforcing the political will behind this agenda.



## Where Bharatkhand's Voice Mattered Most

Bharatkhand's participation gained particular significance in the high-priority thematic session on "Contract Farming and Market-Led Production Systems", facilitated by Dr. Suresh Motwani. This session highlighted Bharatkhand works toward every day building farmer-centric, demand-driven systems that replace uncertainty with opportunity.

## The discussions mirrored realities that Bharatkhand witnesses on the ground:



The session made clear that well-designed, transparent contract farming models can be powerful tools delivering assured markets, better price realization, and reduced dependence on middlemen. Importantly, it also tackled persistent myths around contract farming, stressing the need for awareness, trust-building, and fair institutional frameworks.

### Three priorities emerged as central to Bharatkhand's path forward:

Strengthening FPOs as Market Anchors, FPOs must evolve into robust aggregation and negotiation platforms. Investments in capacity building, physical infrastructure, and leadership development are non-negotiable for FPOs to compete effectively in modern value chains.

Technology and Traceability as Game-Changers Digital traceability, quality standardization, and streamlined access to finance are no longer optional they are the foundation of resilient, competitive agri-value chains that buyers and markets demand.

Sustainability Meets Profitability Integrating climate-smart and regenerative agricultural practices is not just an environmental imperative it is increasingly a market advantage, opening doors to premium segments and responsible sourcing networks.



## From Dialogue to Direction: Bharatkhand at Unnat Krishi Mahotsav 2026

At the Unnat Krishi Mahotsav 2026 in Raisen, Bharatkhand Consortium stood at the intersection of policy vision and field reality an intersection that is increasingly shaping the future of farmer-led institutions in India.

Held from April 11-13, the three-day Mahotsav brought together key stakeholders from across the agricultural ecosystem. The event was inaugurated by Hon'ble Defense Minister Shri Rajnath Singh, while on the second day, Hon'ble Union Minister for Agriculture & Farmers' Welfare and Rural Development, Shri Shivraj Singh Chouhan, launched a comprehensive agricultural roadmap for the districts of Sehore, Raisen, Vidisha, and Dewas. This marked an important step towards more localized and region-specific agricultural planning.



Representing its network of Farmer Producer Organizations (FPOs), Bharatkhand participated not merely as a stakeholder, but as a practitioner bringing grounded insights and field experiences into national-level discussions. The Mahotsav enabled a critical shift, from broad conversations to identifying actionable pathways for strengthening agriculture through FPOs.

A key reflection for Bharatkhand was the growing recognition of FPOs as more than aggregation platforms they are steadily emerging as institutions of rural transformation. The discussions echoed what Bharatkhand has consistently experienced on the ground: when farmers are collectivized, equipped with the right knowledge, and meaningfully connected to markets, the impact goes far beyond productivity, translating into improved incomes, resilience, and confidence.

Bharatkhand's on-ground experience further reinforces that integrating regenerative agricultural practices, strengthening institutional capacities, and building market-oriented systems are not theoretical approaches they are proven, scalable models. These interventions are already contributing to stronger rural economies by improving soil health, enhancing livelihoods, and enabling long-term sustainability.



The FPO-focused discussions also emphasized the need to move away from one-size-fits-all approaches towards more context-driven, region-specific strategies. The newly introduced district-level agricultural roadmap aligns well with this thinking, reflecting the realities and diverse needs that FPOs navigate daily.

Another important takeaway was the evolving approach towards FPO support systems. There is a growing openness to reimagine these frameworks through performance-linked incentives, flexible membership norms, stronger certification systems, and greater integration of women's groups making the ecosystem more inclusive and adaptive.



## SUCCESS STORY

**Bharatkhand Rural Enterprise**  
**Tarana Block, Ujjain**  
**FY 2025-26**



### Shailja Saxena

Woman Entrepreneur

Sector: Agro-based Food Processing (Pickles, Papad & Murabba)

Location: Tarana Block, Ujjain District, Madhya Pradesh

**Rs.5,77,945**

Total Business Turnover

**1,688 kg**

Total Products Sold

**5 Products**

Active Product Lines

**Multi-State**

Market Reach



## HER JOURNEY FROM KITCHEN TO MARKET

### The Starting Point (April 2025)

- Home-based food processing using traditional family recipes for pickles, papad, and murabba
- Products were of genuine quality but entirely unbranded and unpackaged for retail
- No financial records, bookkeeping, or understanding of unit economics
- Sales were confined to immediate neighbourhood contacts no structured marketing
- No awareness of government schemes, market linkages, or formal trade channels
- Enterprise had no clear pathway or vision for scalable growth

## Bharatkhand's Targeted Intervention

- Branding & Packaging Training: Developed an attractive product label, retail-ready packaging, and shelf-life guidance to elevate product appeal
- Financial Literacy & Bookkeeping: Introduced daily sales ledger, unit-cost calculation, and inventory management - enabling data-driven production decisions
- Market Linkage - Apna Tarana Mart: Integrated Shailja into a structured local mart with consistent footfall and reliable off-take
- Product Diversification Guidance: Mapped seasonal demand patterns and encouraged expansion of product range based on margin analysis
- Mentoring & Follow-up: Regular field visits and telephonic check-ins to troubleshoot challenges and sustain momentum

## A Thriving Enterprise (FY 2025–26)

- Achieved Rs. 5,77,945 in total business turnover within a single financial year
- Produced and sold 1,688 kg of agro-processed products across five active product lines
- Products now sold in Bhopal, Ujjain, and multiple other states through expanding trade networks
- Maintains a detailed sales register, monthly P&L summary, and stock ledger independently
- Recognised as a role-model entrepreneur within the Tarana Block cluster
- Plans to onboard two additional women processors as part-time production assistants

## PRODUCTS PORTFOLIO AND SALES PERFORMANCE

Shailja's product range draws on seasonal availability and deep traditional knowledge, resulting in premium quality and strong repeat demand across all five lines.

Product	Sales Value (₹)	Quantity Sold	Avg. Rate (₹/kg)
Mango Pickle	Rs. 78,580	339.4 kg	Rs. 231 / kg
Green Chilli Pickle	Rs. 78,250	285.3 kg	Rs. 274 / kg
Bitter Gourd Pickle	Rs. 37,200	141.8 kg	Rs. 262 / kg
Garlic Chutney	Rs. 39,420	55.0 kg	Rs. 717 / kg
Moong Papad	Rs. 37,440	97.5 kg	Rs. 384 / kg
<b>TOTAL</b>	<b>Rs. 2,70,890</b>	<b>919.0 kg</b>	—

**Note:** Total turnover of Rs. 5,77,945 includes all product lines. The top-5 products above account for Rs. 2,70,890. Remaining turnover is from other seasonal pickle varieties sold during the year.



Shailja's journey has been a great learning experience for us. When we first met her, she had the skills and determination but no structured business plan. At Bharatkhand, we supported her at every step from ensuring proper hygiene protocols, improving shelf life, and conducting unit cost analysis, to facilitating FSSAI and MSME registration.

Once these foundations were in place, we helped her connect with markets and introduced her products under the Bharatkhand brand. Today, she stands as one of our most prominent rural entrepreneurs, truly reflecting the impact of the right guidance and support.

**Sandeep Kumar Mishra, Incharge,  
Bharatkhand, Tarana (Ujjain)**



Economic Impact	Social Impact	Ecosystem Impact
<ul style="list-style-type: none"> <li>Rs. 5.77 lakh turnover in Year 1</li> <li>Consistent monthly income for family</li> <li>Reduced dependency on seasonal agri-income</li> <li>Potential to employ 2 local women as production assistants</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced confidence and social standing</li> <li>Role model for women entrepreneurs in Tarana</li> <li>Children's education funded from business income</li> <li>Active participation in Bharatkhand meetings</li> </ul>	<ul style="list-style-type: none"> <li>Promotes agro value-addition at village level</li> <li>Reduces post-harvest wastage of local produce</li> <li>Multi-state market linkage for Tarana products</li> <li>Demonstrates replicable model for rural women</li> </ul>

## KEY LEARNINGS AND REPLICATION POTENTIAL

**Shailja's story demonstrates a replicable, low-capital model for rural women's enterprise development. Several factors made the transformation rapid and sustainable:**

- Existing skill base: Shailja already had the product knowledge intervention channelled it into a market-ready format.
- Low capital requirement: The enterprise operates with minimal fixed assets, making it accessible for replication.
- Structured market linkage: Access to Apna Tarana Mart removed the biggest barrier reliable, recurring buyers.
- Financial literacy first: Teaching bookkeeping before scaling ensured Shailja could manage growth confidently.
- Sustained mentoring: Regular follow-ups (not one-time training) were critical to embedding new practices.

## ROADMAP - YEAR 2 AND BEYOND

1. Scale production to target Rs. 10 lakh turnovers in FY 2026-27 by adding seasonal products (amla murabba, nimbu achaar)

2. Register enterprise under FSSAI for enhanced consumer trust and institutional sales eligibility

3. Explore e-commerce and B2B channels through Bharatkhand digital marketplace initiative

4. Onboard 2 neighbourhood women as paid production assistants to expand capacity

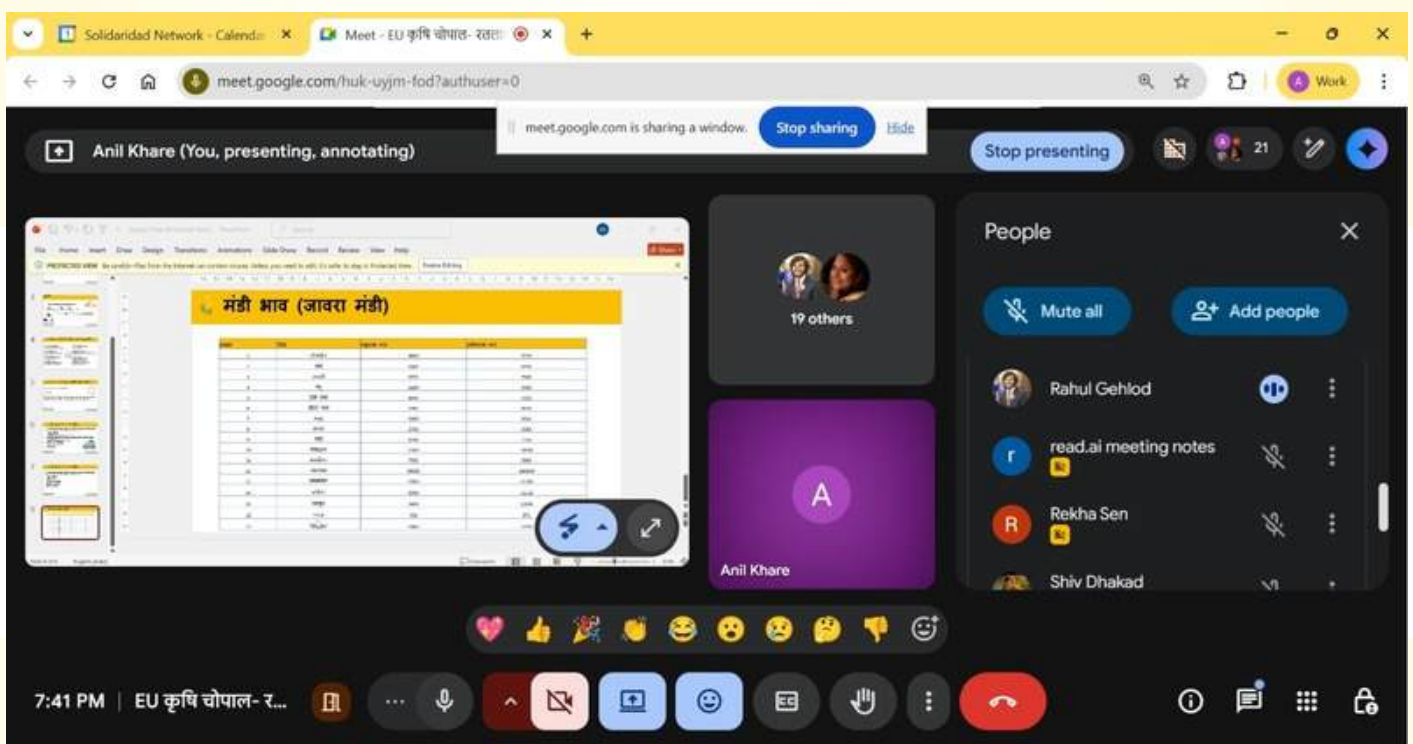
Participate in state-level food processing exhibitions and rural livelihood fairs



## Extending Support to Farmers

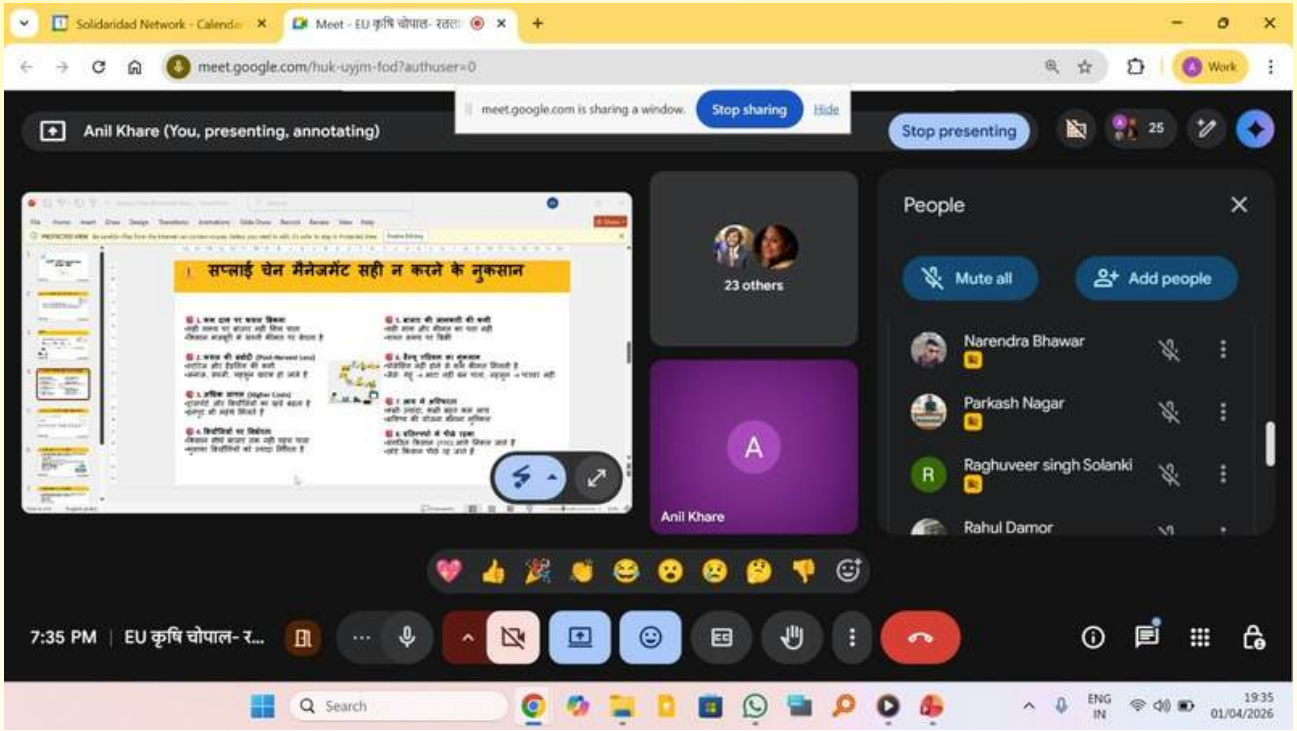
**Farmers are now better equipped to make informed market decisions through the Krishi Chaupal initiative by Bharatkhand.**

As part of its continued commitment to strengthening farmer-led supply chains and improving supply chain management, Bharatkhand is leveraging the Krishi Chaupal Programme an interactive digital platform designed to provide timely and practical agricultural insights. While the platform primarily promotes regenerative agriculture practices, it also plays a critical role in connecting farmers more effectively with markets.



Through Krishi Chaupal, farmers receive regular updates on current mandi rates for various commodities. This real-time price information enables them to track market trends, make informed selling decisions, and choose the right time and channels for selling their produce. By reducing dependency on middlemen for information, farmers gain greater control over their produce and pricing.

Beyond price awareness, this initiative strengthens supply chain management by improving transparency, reducing information gaps, and supporting better planning of aggregation, storage, and market linkages. With access to reliable market intelligence, farmers and Farmer Producer Organizations (FPOs) can align their production and supply with demand, ensuring smoother movement of goods from farm to market.



Krishi Chaupal, therefore, is not just an information platform it is a strategic tool that empowers farmers to be active participants in an efficient, transparent, and resilient agricultural supply chain, enabling them to not only produce better but also sell smarter.

## Contacts

### Bharatkhand Hub Zonal Offices

<b>Bhopal</b>	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
<b>Sehore</b>	H.N- 619, Near Nalanda School, Chanakypuri Sehore Madhya Pradesh 466001	Ms. Namrita Bhanweriya +91 9644195248
<b>Mandsour</b>	HIG-17, Gandhi Nagar, Mandsaur Madhya Pradesh- 458001	Mr. Arvind Patidar +91 7566652686
<b>Dewas</b>	Bharatkhand Hub 48, Ram Nagar, Dewas Madhya Pradesh- 455001	Ms. Purva Wadwekar +91 9171251979
<b>Tarana</b>	H.No. 30 Krishna Kunj Vihar Colony Rupakhedi Road Tarana, Ujjain, Madhya Pradesh- 456665	Mr. Sandeep Mishra +91 9450707018