

bharatkhand

Newsletter

Bharatkhand Consortium of Farmer Producing Company Limited

Collective Strength. Sustainable Growth.
Prosperous Farmers

May 2026



Supported by **Solidaridad**

EDITORIAL FOREWORD

Dear Friends,

Welcome to the Bharatkhand Newsletter.

Every season brings new challenges, new learnings, and new opportunities for India's farming communities. Across villages, farms, markets, and institutions, one thing continues to become increasingly clear, sustainable agriculture can only succeed when farmers are placed at the center of both innovation and markets. This edition reflects that journey.

From Rajasthan, where mustard farmers are earning better incomes through collective marketing and direct procurement systems, to Agar Malwa, where a young farmer transformed a major financial setback into a thriving orange enterprise reaching metropolitan markets; these stories are not just examples of success. They represent the growing confidence, entrepreneurship, and resilience emerging within rural India.

The newsletter also highlights important collaborations and dialogues that are shaping the future of agriculture. Engagements with institutions such as IIT Indore, ICAR, KVK Dewas, government departments, private sector partners, and agri-tech innovators demonstrate the importance of convergence in building farmer-centric agricultural ecosystems. Whether it is natural farming, sustainable sourcing, digital agriculture, or market-linked value chains, the collective effort of multiple stakeholders is becoming essential for long-term transformation.

At Bharatkhand, we strongly believe that Farmer Producer Organizations are more than aggregation platforms. They are institutions of rural change; connecting smallholders with technology, knowledge, finance, and fair markets. Through our expanding network of member FPOs, we remain committed to strengthening sustainable supply chains, improving market access, and creating opportunities that enable farmers to move from subsistence to enterprise. The progress we see today has been made possible because farmers are willing to experiment, institutions are willing to collaborate, and partners are willing to invest in inclusive growth.

As you go through this edition, we hope these stories inspire confidence in the power of collective action, sustainable agriculture, and farmer-led development.

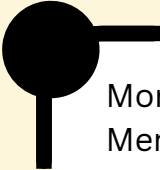
Together, we move forward toward stronger institutions, healthier farming systems, and more prosperous rural communities.

Dr. Suresh Motwani
General Manager, Solidaridad

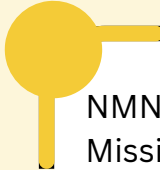
POLICY & ADVOCACY

Bharatkhand at State-Level Meeting on National Mission on Natural Farming

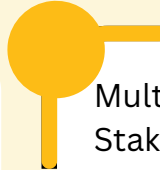
Bharatkhand Consortium of Farmer Producer Companies participated in the State-Level Meeting on the National Mission on Natural Farming (NMNF), sharing its vision for market-driven natural farming ecosystems and sustainable supply chains across Madhya Pradesh.



More than 200-
Member FPOs in
the Bharatkhand
network



NMNF- National
Mission on
Natural Farming



Multi- State
Stakeholder
convergence at
the meeting

What Bharatkhand presented

- **Market systems vision**

Strategies for building demand-driven ecosystems that ensure better price realization for natural farming produce

- **Supply chain development**

Aggregation systems, traceability mechanisms and direct market linkages to scale natural farming adoption

- **Institutional buyer connects**

Collaborative approaches for linking natural farming clusters with processors and sustainable sourcing initiatives

- **FPO network leverage**

Utilizing 200+ member FPOs and supply chain partnerships to create convergence at the ground level

Bharatkhand's Commitment

Bharatkhand reaffirmed its commitment to supporting the state government through technical guidance, FPO strengthening, aggregation support and market linkage facilitation ensuring natural farming becomes a sustainable and economically viable model for smallholder farmers across the state.

TRAINING & CAPACITY BUILDING TRAINING OF RURAL AGRICULTURAL EXTENSION OFFICERS

**Kharif Season 2026-27, KVK Dewas
Rural Agricultural Extension Officers**

Organised by: Agriculture & Farmers Welfare Dept.,

A joint training programme was organized at KVK Dewas to equip Rural Agricultural Extension Officers with knowledge on natural farming supply chains and effective implementation of the National Mission on Edible Oils - Oilseeds (NMEO-OS) for Kharif 2026-27.

Inaugural session speakers

Shri Gopesh Pathak Deputy Director Agriculture, Dewas

- Dr. R.P. Sharma Head, KVK Dewas
- Dr. Sanjay Gupta Principal Scientist, Plant Breeding ICAR-IISR Indore
- Dr. Vishal Thorat Senior Scientist ICAR-IISR Indore
- Dr. Raghavendra Scientist, Agronomy ICAR-IISR Indore
- Mr. Himanshu Bais, Solidaridad & Bharatkhand



TECHNICAL SESSIONS

- **Nutrient management for organic & natural farming**

Practical insights on balanced nutrient use, bio-inputs and resource-efficient approaches for sustainable productivity

- **Soybean varieties & their characteristics**

High-yielding, climate-resilient soybean varieties and improved agronomic practices for Kharif 2026–27

Both sessions were delivered by scientists from ICAR-IISR Indore, with emphasis on reducing environmental impact while improving crop productivity through natural farming approaches.

"There is a need to develop organized value chains for produce emerging from natural farming clusters connecting them with institutional buyers, processors and sustainable sourcing initiatives."

Dr. R.P. Sharma, Head, KVK Dewas



Bharatkhand offered its support in facilitating aggregation, supply chain development and market linkages for farmers associated with natural farming clusters reinforcing its role as a bridge between production and markets.

Bharatkhand Role

The programme reaffirmed the need for close convergence among research institutions, government departments, FPOs and market actors. Bharatkhand through its consortium of 200+ member FPOs is committed to providing technical guidance, aggregation support and market linkage facilitation to strengthen sustainable agriculture in Dewas district and beyond.

EVENTS & PARTNERSHIPS

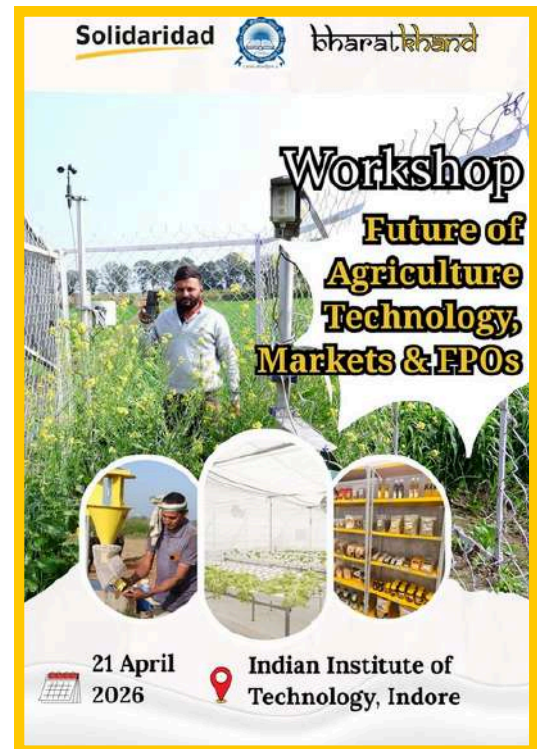
IIT Indore together with Bharatkhand and Solidaridad Hosts Workshop on Future of Agri-Tech, Markets & FPOs

The fifth edition of IIT Indore's AgriHub workshop brought together academia, government, industry, FPOs and agri-tech startups to advance Deep AgriTech adoption and strengthen Farmer Producer Organisations connected with thousands of smallholder farmers.

- 5th- Edition of the AgriHub workshop series
- 2- Expert panel discussions held
- Over 12- Industry & institutional partners represented

Inaugural session speakers

- Prof. Suhas S. Joshi, Director, IIT Indore
- Dr. K.H. Singh, Director, ICAR-NSRI
- Dr. Suresh Motwani, General Manager, Solidaridad
- Prof. Aruna Tiwari, Principal Investigator, AgriHub IIT Indore



Scalable service-based models and stronger market systems are essential to bridge the gap between research institutions and farmers FPOs are the critical link in this chain."

Dr. Suresh Motwani, General Manager, Solidaridad

Deep AgriTech initiatives showcased

- Genomic visualization tools for crop improvement and seed development
- AI & IoT-driven crop advisory systems for real-time farm decision support
- Groundwater management solutions for sustainable water use
- Soil microbial analysis technologies for precision nutrient management

Panel discussions

AI, ML & Deep Tech for strengthening FPOs

How digital technologies AI, ML and DigiHub platforms can support FPOs in production planning, advisory services, aggregation, traceability, financial inclusion and market intelligence. The panel underlined the need for farmer-centric, affordable technology to ensure adoption among smallholders.

Private supply chains & sustainable market linkages

Agribusiness companies, market actors and technology providers discussed procurement systems, quality assurance, traceability and opportunities for FPO collaboration responding to the growing demand for sustainably produced and traceable commodities.

Key stakeholders present

- Cargill AviAgri
- SOPA
- Mother Dairy
- Bayer
- MP Seed Producers Association
- Indore Agri-tech
- ICAR-CIAE
- ICAR-IISS
- Bharatkhand
- Member FPOs



Bharatkhand at the exhibition

Bharatkhand set up an exhibition stall showcasing its FPO model, post-harvest management kits and other farmer-centric innovations demonstrating how institutional strengthening and market integration come together to build resilient agricultural ecosystems for smallholder farmers.

BHARATKHAND, RABI 2025-26

Farmers in Rajasthan are earning more by cutting out the middlemen
We ran a pilot in Bundi, Rajasthan where mustard farmers sold their crop directly to buyers through their own farmer groups. Here's what happened.
In partnership with Solidaridad, AWL, Solvent Extractors' Association of India
Rs. 80-100, extra earned per quintal by farmers just from removing unnecessary middlemen and reducing transport costs.

What we did in plain steps

1. Set up 3,000 model farms across MP, Rajasthan and Haryana. Farmers here grew mustard using healthier, more natural methods less chemicals, better soil care.
2. Farmer groups (FPOs) collected and sold the crop together. Instead of each farmer selling alone at the local market, they pooled their produce and negotiated better deals.
3. AWL bought the mustard directly from the farmer groups. No long chain of traders in between a straight deal from farm to processor.
4. Farmers got paid fairly and on time. Weights were measured scientifically, quality was tested clearly, and payments were prompt no hidden deductions.

What farmers changed on their farms

- Less chemical Fertilizer
- Natural inputs used
- Better soil health
- Crop waste managed well

What's next

The pilot worked. Now Bharatkhand, Solidaridad and partners want to do the same for mustard and soybean farmers across more villages in Madhya Pradesh and Rajasthan with more farmer groups running their own collection centres, and more companies buying directly from them.



FIELD UPDATE - BHARATKHAND

ITC and Retam FPO meet- a step closer to direct wheat procurement

A meeting was held at Retam FPO between the ITC Agri Business team and Retam Farmer Producer Organization (FPO) to explore direct wheat procurement from farmers cutting out unnecessary intermediaries.

Buyer- ITC Agri Business

Farmer representative - Retam FPO

Crop- Wheat



What was discussed

- Wheat quality requirements and ITC's procurement standards
- How the FPO will aggregate and manage the crop
- Fair pricing mechanisms for farmers
- Logistics and transport arrangements
- Procurement timelines and schedule
- Retam FPO's production capacity and farmer network

Outcome

Mutual agreement

Both sides agreed to strengthen collaboration ensuring farmers get better market access, fair prices, and a smooth, transparent supply chain for their wheat.

SUCCESS STORY

THE RISE OF AN AGRIPRENEUR

HOW VISHNU GURJAR TURNED LOSS INTO LEGACY AND ORANGES INTO OPPORTUNITY

Vishnu Gurjar never imagined that a Rs. 2 lakh loss in Mumbai would become the turning point of his life. Son of Mansingh Gurjar, a member of Samarth Kisan Producer Company Limited, Vishnu grew up on the fields of Kundlakhurd village and today, he leads a network of orange farmers supplying directly to major mandis across India.

- ✓ 1,000- Orange plants under management
- ✓ More than 450 Plants in personal orchard (4 bighas)
- ✓ Over 04 Major metro markets reached directly



HIS JOURNEY

Three phases that changed everything

◆ Before traditional farming

Monocropping of soybean and wheat, heavy chemical fertiliser use, no market access, and minimal profit margins. Vishnu followed what his family always did with limited knowledge of what lay beyond the farm gate.

◆ Turning point FPO support & learning

Through Solidaridad and Samarth FPO, Vishnu attended training sessions, exposure visits, and field demonstrations. He adopted BBF sowing, bio-inputs, improved seed varieties, and began exploring drip irrigation, mulching, and intercropping.

◆ Today Market-linked agripreneur

Managing 1,000 orange plants, supplying directly to Pune and Mumbai, and aggregating produce from fellow farmers Vishnu has eliminated middlemen and become a value chain facilitator for his entire community.

"That first loss of Rs. 2 lakh in Mumbai was not a failure it was my education. I understood grading, sizing, and cycle harvesting. Every orange I sell today carries that lesson."

Vishnu Gurjar, Kundlakhurd, Agar Malwa

THE ORANGE STORY

When a Setback became a strategy

Initially, Vishnu sold his orange harvest through middlemen who set the price and pocketed the margin. Determined to understand the full value chain, he visited wholesale markets in Mumbai, Pune, Delhi, and Bangalore studying grading standards, size-based pricing, and seasonal demand cycles.

His first direct market sale in Mumbai resulted in a Rs. 2 lakh loss. Rather than retreating, he used the experience to redesign his entire approach. He shifted from bulk, one-time harvesting to a 15–20-day cycle harvest model allowing fruits to reach optimal size and quality, commanding significantly higher prices in major mandis.

Impact

Results that speak for themselves

Built a local farmer network for orange aggregation and collective marketing

Inspired neighbouring farmers to adopt modern practices and explore direct markets

Significant reduction in input costs through scientific nutrient management and bio-inputs

Improved crop productivity across soybean, wheat, and horticultural crops

Expertise developed in grading, cycle harvesting, and value chain management

Higher income through direct market access and elimination of middlemen





Support ecosystem

Partners Behind the Progress

Vishnu's transformation was made possible through the sustained efforts of:

Bharatkhand, Solidaridad, Samarth Kisan Producer Company

Their combined interventions of capacity building, exposure visits, on-field demonstrations, and market linkage support gave Vishnu the tools, knowledge, and confidence to reimagine what a farmer could be.

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