

3rd **KARNATAKA FPO**
Buyer -Seller Meet
6th Oct 2020, Bangalore

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Webinar Summary of Pragathi-2020

“3rd (Online) Karnataka FPO Buyer-Seller Meet 2020”

Tuesday, 6th October, 2020

Pragathi 2020 is a 3rd edition of (online) Karnataka FPO Buyer-Seller Meet 2020 an initiative of Department of Horticulture, Government of Karnataka, organized by Foretell Business Solutions P Ltd, Bangalore and supported by Centre of Excellence for FPOs, University of Horticulture Sciences, Bangalore.

The objective of this webinar was to (a) add sustainability in FPO business (b) Financial sourcing for FPOs development (c) linkages with output buyers and input manufacturers (d) Interaction with buyers for the market linkages.

The programme started with a brief introduction by **Mr. Srivatsava**, President and Director, Foretell Business Solutions Pvt. Ltd., and he explained the objectives of the webinar and type of stakeholders participated in the program. **Dr. Rajendra Kumar Kataria**, IAS, Principal Secretary to the Government, Department of Horticulture, GoK in his special address said that FPOs played an important role during Covid-19 lockdown through addressing marketing linkages of member farmers. He emphasized on sustainable growth of farming activities for the betterment of farmers, credible market linkages to avoid the distress sales through anticipation with the support of crop survey conducted by Department of Agriculture and Horticulture. He also emphasized on transfer of

technological interventions to farmer's fields & various schemes of the central and state Government to make best use of it by the farmers/FPOs, processors etc., to minimize the number of market intermediaries.

The outline of the program was given by **Mr. Vinayak Meharwade**, Vice president and Director, Foretell Business Solutions P Ltd. He elaborated on FPO BSM 2019 developments and current program flow and its benefits to the FPOs and participants. Along with this curtain raiser event he announced the crop-based events to be held in continuation with this webinar such as **"Value chain webinars"** on Pomegranate, Grapes, Ginger and Mango.

After the inaugural session, **Mr. Nagaraj K. MD**, Amruth Organic Fertilizers, presented **"Organic fertilizers- Answer to sustainable productivity"** and in his presentation, he briefed about current project on minor millets processing through sourcing directly for the FPOs intern marketing of those products. Also detailed about his company products and services offered to FPOs/farmers through supplying organic inputs and buyback of produce from them. In the second presentation **Mr. Niranjana Sheelavant**, CultivaFin Inclusive Services Pvt Ltd, spoke on **"Farmer Development Centre (FDC) model for FPOs- Better Outreach & revenues through direct access to agriculture inputs"**. CultivaFin facilitates financial services, quality inputs, good agricultural practices and market linkages to agriculture value chain entrepreneurs. He also briefed about FDC model and this being the one-stop-shop for all the agriculture needs of farmers. He also detailed the benefits and services offered to FPOs through FDC model by CultivaFin. **Mr. Rukmesh Srinivas**, Akshayakalpa Farms and Foods Pvt. Ltd presented on **"Experiences in organic milk and milk products value-chain and opportunities"**. Their main aim is to empower farmers by maintaining natural process with organic milk. He detailed about the organic milk and its products and currently they are supplying at Bangalore and Chennai.

The first session titled **"Understanding and appreciating Fruit buyer's requirements and serving the needs"** was chaired by **Dr. Ashok Alur**, Director, CoE, UHS Bagalkote, and moderated by **Dr. Basavaraju**, Deputy Director, CoE for FPOs, Dept. of Horticulture and University of Horticultural Sciences, Bangalore. In this session few FPO representatives shared expectations while marketing their member farmer's produce and Buyers shared their knowledge and expectations by the FPOs. By summarizing, **Dr. Ashok Alur**, mentioned some points on market requirements as (a) Addressing the domestic requirements through associating with organised retailers (b) Export opportunities for fruits (c) Quality specifications to be kept in mind during pre-production, production and post production (d) Cluster based approach (e) Cost reduction in supply chain (f) Consumer requirement-based production (g) Assistance for marketing of value-added products. The representative from Safalmarket explained the opportunities as *'Vocal for Local'* under pulping industry to the Mango producing FPOs.

Second session entitled “**Understanding and appreciating Vegetable buyer’s requirements and serving the needs**” chaired by **Sri. K. B. Dundi**, Additional Director of Horticulture (OPDP) and Nodal officer for FPO & PPP-IHD and was moderated by **Smt. Kshama Patil**, Deputy Director, Department of Horticulture. This panel briefed about previous sessions expectations and existing program for cluster-based approach such as PPP-IHD program to participate from the corporates. Deputy Director congratulated the FPOs who have worked effectively during Covid-19 lockdown period to address the marketing issues of member farmers produce. In this session, FPO representatives shared their experience on output marketing and their expectations from buyers, whereas buyers shared their expectations from the FPOs. By summarizing, **Smt. Kshama Patil**, mentioned some points to address the market expectations (a) corporates to come forward to guide the farmers on production as per the market requirements with a cluster-based approach under PPP-IHD program (b) Emphasis on quality and healthy production (c) Approaching processing industries to sell Grade C and D (d) Buyers main expectations are quality, quantity and continuity, so FPOs needs to work towards it.

The webinar concluded successfully with over 220+ delegates from across Karnataka & other states. The major types of participants were Horticulture FPOs and other FPOs, Input manufacturers, service providers, line department officials, NBFCs, Domestic buyers/ Exporters / aggregators/ organised retailers/ processors, farmers and others.

List of Corporate Buyers that attended the event

ITC, MTR Foods, Priya Foods, Mother Dairy Fruit and Vegetable Pvt Ltd, Aditya Birla More, Future Group, Ninjacart, Leaf, Olam Agro India Pvt Ltd, Greenland Fresco, Nature’s Basket, SrushtiOrganic, Natura Food Products, Sriveda Sattva Pvt. Ltd, FarmFolksAgro Pvt Ltd, IRA, Sakhi organics, Daiwik EXIM Trade and Technology Solutions, Udaan, Eastern Condiments, Briares Overseas Trading LLP, Bengaluru Traders and many more.

Key Contacts:

Mr Kempa Reddy R

Consultant, PMU

Dept. of Horticulture

Govt. of Karnataka

Email: Kempareddy@commodityindia.com

Cell: +91 99009 53408 / +91 91640 24818

Mr Ravi Bhandage

Marketing Manager

Foretell Business Solutions Pvt Ltd,

Bangalore

Email: sales@commodityindia.com

Cell: +91 93438 40608