



FPO promoted by DA at the IGFRI Exhibition

Development Alternatives (DA) promoted Farmer Producer Company - Harit Kisan Producer Company Limited (HKPCL), Jhansi participated in the Foundation Day of Indian Grassland and Fodder Research Institute (IGFRI), Jhansi (Uttar Pradesh) on 1st November, 2018. The prime objective of the event was to showcase the latest agriculture techniques, fodder development practices. In the event, HKPCL farmer members put up a product stall at the exhibit, displaying its products like Vermi Compost, Pulses etc. The producer company aims to promote its agri products in market through such platforms, in order to increase its sales and income of the farmer community. In the event, different government institutions like Krishi Vigyan Kendra, Department of Animal Husbandry, Dairying and Fisheries and Department of Agriculture Cooperation and Farmers Welfare participated and exhibited their respective products. The event assisted HKPCL in branding and showcasing its different products and simultaneously enhanced the liasoning of the company with different stakeholders. The FPO is supported by NABARD and DDM NABARD mentioned that NABARD is promoting Farmers Producer Organisation across the nation under its PRODUCE Fund to organise farmers collective and enhance their income.