

2 March 2025



CAPACITY BUILDING TRAINING IN AJMER

Strengthening FPOs – Capacity-Building Training in Ajmer!

Bhoomi Ka, in collaboration with Vaagdhara, successfully wrapped up a two-day training on February 18 at the Youth Hostel, Ajmer, Rajasthan.

Key Takeaways for 9 FPOs:

- Share Capital – Ensuring financial stability
- Market Linkages – Identifying buyers & expanding reach
- Market Analysis – Making informed decisions
- Seasonal Planning – Strategic crop planning



Empowering FPOs for a Stronger Future!

Exciting news from Bhoomi Ka! Our core FPOs—**Ba Bariathol FPCL, Krosjhuri Palash FPCL, and Bhagbanpur FPCL**—recently participated in a transformative 2-day workshop in Contai, West Bengal. The sessions focused on Book Keeping & Documentation, **Value Chain Development**, and **Marketing Strategies**, equipping stakeholders with essential skills to streamline operations, enhance productivity, and explore new market opportunities. This collaborative learning experience empowered our FPOs to scale new heights in sustainable agriculture.



Empowering FPOs for Growth!

Bhoomi Ka, in collaboration with CWS, conducted capacity-building trainings and exposure visits to strengthen FPOs.

Training at TRCSC (Feb 6-8, 2025) – Focus on Bookkeeping, Documentation, and Crop Diversification for Ichagarh Wadi, Baghlata, and Jhalda FPOs.

Exposure Visit – Core FPOs explored Rice Processing Units & Innovative Farming Models to enhance productivity and reduce market dependency.

Rice Processing Unit: The Ichagarh Wadi FPC now processes rice locally, reducing reliance on polished rice from the market.

Farming Models: Innovative farming models have been demonstrated to enhance productivity and secure livelihoods for FPC members.

Upcoming Event News

Training to Non-Core FPOs on Management

Date: 11-12th March

Location: Bankura, West Bengal

Mode: Offline

For: Bhoomi Ka Team and FPO Team

Learn: Train the FPO Management Team to enhance their capabilities and improve market access.

Contact: Rajesh (7866918056)

Food System Dialogue

Join us for our upcoming Food System Dialogue and help make a difference in our community.

Here are the details:

- **Date: 11 March 2025**
- Time: 10am-4pm
- Location: Baripada, Odisha
- Mode : Offline

Contact: Shweta (6204425032)

Training to FPOs on FPO management

Date: 24-26 March

Duration: 3 days!

Mode : Offline

Location : Jaipur, Rajashtan

Learn : To plan effectively for a business, allocate resources, and set realistic goals to ensure the financial sustainability and growth.

For: FPOs, CEOs and RIs

Contact: Mahendra (9617538343)

Online Session with FPOs and SMEs for networking and Linkages

Duration: 1 day!

Mode: Online

For: FPOs, SMEs and Bhoomi Ka team

Contact: Shweta (6204425032)



Food System Dialogue on Strengthening Market Linkages for Organic Produce Concludes Successfully in Jaipur!

The Food System Dialogue on "Bridging Gaps: Strengthening Market Linkage for Organic Produce", held on February 22, 2025, at PHD Chamber of Commerce and Industry, Jaipur, successfully brought together FPOs, SMEs, ecopreneurs, agribusiness leaders, and policymakers to explore sustainable marketing opportunities for organic produce.

Small and marginal farmers often struggle to access markets, requiring strong networks, policy support, and consumer awareness to boost their incomes. The dialogue focused on market showcasing, buyer expectations, supply chain optimization, and branding strategies to address these challenges.

Key Takeaways:

- ✅ FPOs & SMEs showcased organic products and connected with potential buyers.
- ✅ Experts shared valuable insights on branding, packaging, and efficient supply chains.
- ✅ Discussions covered market trends, consumer preferences, and policy support for organic farming.
- ✅ Networking opportunities helped farmers and entrepreneurs strengthen direct market linkages.

With 45 stakeholders actively participating, the event successfully laid the groundwork for enhanced farmer incomes, stronger market networks, and a sustainable organic marketing roadmap.

Thank you for reading!

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