

2 November 2025



3-DAY WORKSHOP ON DIGITAL MARKETING, BRANDING & LABELLING

New Delhi | 9th-11th September 2025
In partnership with **The Locavore**

Bhoomi Ka organized a 3-day workshop to strengthen SMEs and FPOs in digital marketing, branding, and labelling. The sessions helped participants enhance brand identity, market reach, and online visibility. Day 2-3 highlighted eco-friendly packaging and clear labelling as key tools for building consumer trust and promoting sustainability.



Bhoomi Ka Organizes 3-Day Workshop on PGS Certification

A 3-day Residential & Field Workshop on Participatory Guarantee System (PGS) Certification was successfully conducted by Bhoomi Ka in collaboration with Nesara Agriz from **September 17 to 19 in Malkangiri, Odisha**

The training focused on building a deeper understanding of the PGS framework, key principles of organic integrity, and the importance of community-led certification.

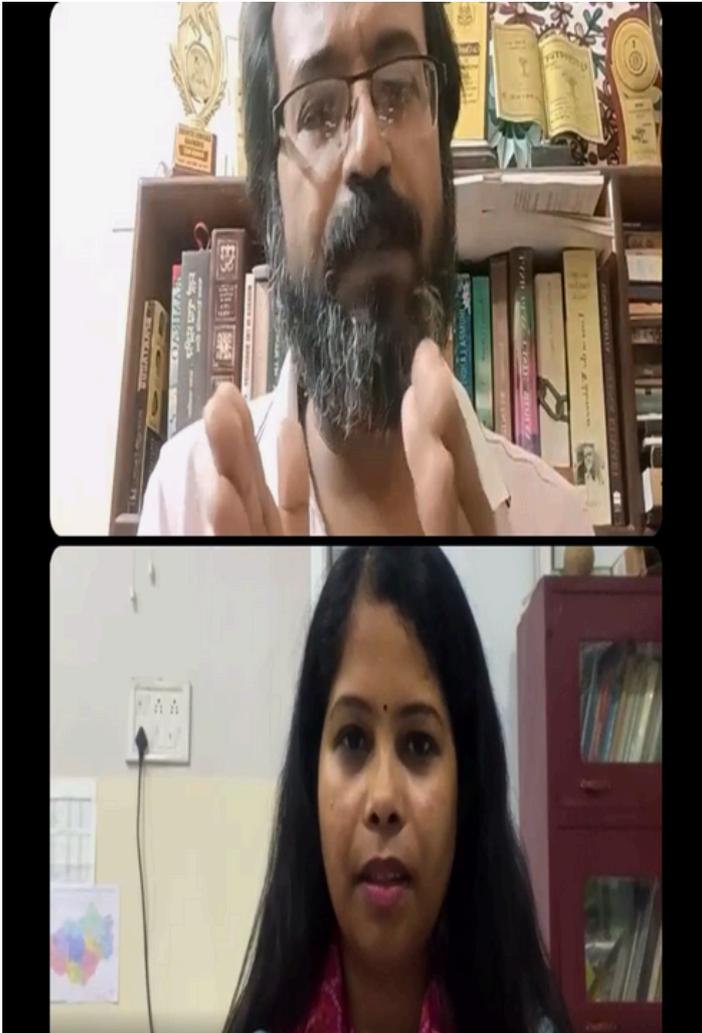


Strengthening Our FPOs for a Better Future

Chinsurah, Hooghly, West Bengal | 23-24 September 2025
Organized by **Bhoomi Ka-CWS**

Bhoomi Ka-CWS conducted a capacity-building session for Farmer-Producer Organizations (FPOs) in Chinsurah, focusing on FPO management, documentation, market linkages, and business development planning.

The training emphasized the importance of compliance, licensing, and sustainable growth strategies, empowering FPOs to become stronger, better-organized, and market-ready institutions.



Facebook Live Q&A: Breaking Barriers in Ecological Product Marketing

Bhoomi Ka successfully hosted a Facebook Live Q&A Session on 25th October 2025, featuring **Anshuman Das**, Agroecology Expert from **WHH – Welthungerhilfe India**. The session focused on the pressing question — why marketing ecological products remains a challenge despite rising consumer demand.

The 50-minute live discussion explored the key barriers faced by smallholder producers, including market access, consumer awareness, certification hurdles, and value-chain gaps. Anshuman Das shared practical strategies and success stories on how farmers, FPOs, and conscious consumers can bridge these divides through collaboration, transparent communication, and local market innovation.

The session received an overwhelming response from viewers across India, engaging farmers, youth, and development professionals from diverse regions. The interactive Q&A underscored Bhoomi Ka's ongoing effort to create dialogues that connect farmers, experts, and consumers toward a sustainable food system.



Capacity Building Workshop on Bookkeeping & Input-Output Business

📍 **Krishnagar, Nadia, West Bengal** | 📅 **25-26 October 2025**
Organized by Bhoomi Ka-CWS

Bhoomi Ka-CWS organized a two-day workshop to strengthen FPOs' financial literacy and business planning skills. Participants gained hands-on experience in bookkeeping, input-output management, and enterprise development, enhancing transparency and profitability. The training reinforced Bhoomi Ka's commitment to empowering farmer collectives across Jharkhand and West Bengal.

Join the Movement for Food Systems Transformation



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Upcoming Event News

Food System Dialogue

Date: 12th November, 2025

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

Here are the details:

Location: Ranikhet, Uttarakhand

Mode: Offline

Contact : Sandeep Sahu
(8340379393)

2-Day Workshop on PGS Certification

Objective

The workshop aims to provide handholding support to board members and lead farmers of FPOs in Jharkhand on PGS Certification, enabling them to adopt ecological practices and access better markets.

- **Date: 6th to 7th November, 2025**
- **Duration: 2 days**
- **Location: Ghatshila, Jharkhand**

Contact: Rajesh (7866918056)

3-day workshop for the FPOs on PGS counselling Support

Date: 20th to 22nd November, 2025

Mode: Offline

The workshop aims to provide handholding support to board members and lead farmers of FPOs in Odisha on PGS Certification, enabling them to adopt ecological practices and access better markets.

Contact: Shweta (6204425032)

FPO-SME Meet

Date: 5th November, 2025

Location: Online

To interact with FPOs and SMEs for discussing product marketing and strategy.

Contact: Shweta (6204425032)



Low-Cost Solutions for Irrigation in Chemical-Free Farming

The “Do-Nothing” Farming Revolution: Water Solutions in Jharkhand

📍 Phulghori, Saraikela-Kharsawan, Jharkhand

With the support of CWS–Bhoomi Ka, farmers in Phulghori have adopted an innovative, low-cost solution to address irrigation challenges in upland regions. Small farm ponds, locally known as hapa or dobha, enable farmers like Bishu Sardar to harvest and store rainwater during the monsoon, using simple gravity-fed systems for irrigation throughout the year.

Read the full story on our blog:
<https://bhoomika.com/blog/>

This initiative has turned traditional rain-fed fields into thriving zones for chemical-free cultivation. Farmers now grow multiple crops—vegetables, pulses, and fruits—beyond the monsoon season. The model has improved soil health, increased incomes by up to 50%, and strengthened resilience to drought.

Through this effort, CWS–Bhoomi Ka continues to empower smallholders with sustainable water management practices, ensuring both livelihood security and ecological balance.

Thank you for reading!

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