

Bajra based Farmer Producer Organization registered with CAZRI Agri Business Incubator Centre

A delegation from *Balesar Bajra Upasak Company Limited*, Farmer Producer Organization visited CAZRI on 20th July 2020. The team consisted of Shri Rakesh Kumar Rathore, CEO; Shri Idanaram, CAZRI Kisan Mitra and president of one of the Farmer Interest Groups (FIG) and Sh. Poonam Singh, Local Resource Person. Shri. Naresh Ramani, DDM, NABARD, Jodhpur also joined the discussion.

Dr. O.P. Yadav, Director, CAZRI had a detailed interaction with the team. The FPO was registered in 2019 and 600 farmers belonging to 11 villages under four panchayats in Balesar block of Jodhpur district have become members so far.



Naresh Ramani shared the details on the recent developments in regulation of FPOs and the assistance offered by government to promote them. Director advised the FPO to develop “bajra” as a brand name and to focus on developing value added products from bajra using modern grading and packaging facilities. Dr. A.K. Patel, Officer Incharge of ABI informed the delegation that ABI aims to promote start-up agribusiness ventures through technological development and commercialization with a backup support of the scientists from institute and ICAR. ABI will assist new entrepreneurs in commercial activities related with agro-processing, value addition of local food produce, commercial horticultural nurseries, dairy, Biofertilizers, seed production and other business promotion support

Dr. B.L. Manjunatha called upon the FPO to develop effective linkages with ABI-CAZRI to promote entrepreneurship and commercialization among its members while enhancing visibility of their work. The FPO was registered with the ABI of CAZRI.