② Linking FPOs with the market place is vital for a robust agricultural value chains ?

<u>Introduction</u> - Farmers producer Organisation (FPO) are a voluntary organisation controlled by their farmer members of FPO and they actively engage in framing policies & decision making.

<u>FPO's in recent trend</u> -

① FPO's in states like GJ, MH, MP, RJ have shown good result [higher returns for their produce]

② FPO's has the ability to compete with corporates in bargaining & providing higher quality in lower rate (products)

③ However bulk buyers & business firms with agricultural sectors shown reluctance to engage with FPO's directly.

④ The above issue is due to FPO's doesn't have clear understanding of operations.

⑤ While commercial banks are sceptical in providing loans to FPO's but institutions like NABKISAN & Samunnati are actively providing loans to FPO's.

→ The long-lasting solution to these issue ~~is~~ to connect marketplace with FPO's in terns provides huge scope for FPO's in agri value chains.

Advantages in linking marketplace -

① The marketplace connection will enable FPO's to engage actively with others.

② marketplace literacy spread awareness of govt policies & schemes among FPO members

③ marketplace digital literacy can enhance business firms & bulk buyers to directly engage with FPO's. in transacting services.

④ marketplace can yield huge development for FPO's in their expansion.

(5) ~~with~~ providing real time information ~~providing~~ to FPO's thereby could access Lending insititution, NBFC, insurance companies.

(6) strengthening FPO's could decline the scattering of land share holding.

(7) This may lead to gender equality in decision making process where women could participate actively.

Conclusion – FPO's linkage with marketplace could be long last solution to agricultural distress & helps them to access credit & markets.