

quintal. Additionally, there is a pattern of excessive trading through the physical mode, which indicates that farmers are still unsure about the payment system and require cash for payments. Therefore, it is essential to create a better digital ecosystem that enables farmers to add value to their produce while also making agricultural marketing and selling easier for them.

Marketing Efficiency of Supply of Seed to Producer Members through FPOs in Madhya Pradesh

H.K. Niranjana and Deepak Rathi

Agro Economic Research Centre, JNKVV, Jabalpur
office.hemant@gmail.com

A study has been carried out by Agro Economic Research Centre, JNKVV, Jabalpur in close coordination with NABARD, Bhopal to evaluate activities of FPOs in Madhya Pradesh. The study is purely based on primary data collected from 918 producer members, 15 CEOs and 105 BODs of 15 FPOs. The study revealed that out of 15, 60 per cent (9) were found to be involved in supply of seed of field crops. Out of which 4 were found to be involved in supply of paddy and wheat seed, 3 in wheat & soybean seed, 1 in wheat, soybean & field pea and 2 in wheat seed, resulting into 60 (paddy), 45.39 (wheat), 1.07 (pea) and 34.47 (soybean) per cent producer members benefited in supplying seeds. An average producer member received seed of paddy, wheat, soybean and pea at 19.41, 14.69, 13.93 and 10.71 per cent less than the market price. An average FPO also earned profit margin of 28.78 (field pea), 10.95 (soybean), 10.19 (wheat) and 7.80 (paddy) per cent. An average FPO was found to earn market margin of Rs. 5.21 (marketing efficiency) over the marketing cost of Rs. 1.00. Therefore, not only producer members but FPOs were also found to be benefitted through supply of seed to their producer members in the area under study.