

Success Story - Bejha Farmer Producer Company Limited

Managed by Ram Nandan Prasad (MSc Mathematics, Gold Medallist)

An ISO-9001-2015 Certified Company

Author:- Amalendu Kumar, Dept. of Ag. Econ. TCA,Dholi, Muzaffarpur(RPCAU,Pusa, Samastipur, Bihar, India)

Corresponding Author : amlendu99@gmail.com

Manuscript No: KN-V3-03/009

Year of Registration : 14-09-2020

State : Bihar

District : Muzaffarpur

Block :Sakra

Village : Gannipur Bejha

Share holder Farmers (Nos.) : Total Farmers - 250

Marginal farmers – 95

Small Farmers -- 105

Women Farmers – 50

Share capital : @ Rs 1000/ each member (Rs 25 lakh.)

Business Activities: Natural farming, Preparation & distribution of organic fertilizers namely Jeevamrit, Nimamrit, Ghanamrit, Vermi compost, cow dung cake, cow dung diaa, seasonal vegetables and services.

Area of Success: Supply organic inputs, organic vegetables, deshi cow A2 milk, etc.at the local level in all 28 panchyat of the block and nearby districts like Vaishali, Samastipur. Established linkages with market, credit, agricultural information etc.

Annual turnover: More than Rs 2.0 crores.

Board of Directors: Male 3 and Female 2.

Back ground:

Bejha farmer producer company limited is the brain child of Mr Ram Nandan Prasad , Masters in mathematics with gold medal. He was started farming in his village gunnipur bejha after completion of his education with the aims to works with innovative approach and cooperation provide to small and marginal farmers for betterment of socio economic conditions residing more than 1000 farm families in the village with scarify job mentality which is most common amongst the students. As Mr. Prasad reported that till January 2025 no any assistance received from NABARD and others funding agencies under FPO scheme. This village is situated at more than five kilometres from NH 28 Sujawalpur choke and about 7 kilometers from Dholi Railway station. The block head quarter is at the distance of about 6 kilometers and Panchyat bhawan about 2.8 kilometers.

This village is surrounded by Muraul block toward north, Patepur block towards south, Chehrakala block toward west and Bandra block toward north. The nearest cities to village is Muzaffarpur, Samastipur, Vaishali, Kanti, Lalganj. This village is in the border of Muzaffarpur and Vaishali district. Two most important rivers namely Burhi gandak and bagmati flows near to the village. The financial institutions like Bank of India, HDFC Bank, State Bank, Punjab national bank exists in the locality. This company is working on natural farming and raising more than 35 deshi cows, so many fruit trees like lemon seedless, apple, anjeer, guava, also maintaining in his own farm, preparation of organic inputs, goober cakes and diya for puja purpose, a small tank also situated in the farm and integrate with vegetables enterprises, fish enterprises, dairy enterprises, fruits enterprises, spices enterprises, etc. In the farm solar systems also functioning and use for multipurpose works. Up to December 2024 more than 500 farmers directly and indirectly benefited from the company in the form of services, inputs, output sales, etc.

Focus area:

Natural farming and preparation of natural inputs, supply natural products and inputs to the non members and consumers, deshi cow rearing, Provide fresh milk in glass bottle, ghee and vegetables to the consumers demanding from Apartments of Patna which is just 65 kilo meters far from this company. In long run value addition and processing of fig (Anjeer) will be started by the company. Assembling of vegetables and searching better markets in outside the village is also plan kept in mind.

Success Mantra:

Education, innovation and hard work will be essential for achieving the set goals with collective approach for any kind of business. More than Rs 2.2 crores this farmer producer company done total business within the year of establishment and benefiting 250members farmers and 300 non member farmers were benefitted. Farmers were enhancing their income up to 40 percent and above after establishment of the company. Company making efforts for improvement in quality agricultural produces with market linkage.

Way forward:

The FPC going forward to diversify into value added products and set up milk processing unit with the assistance of either government or privately. Install milk processing plant for bottling of A2 milk and sent to various apartments at Patna. Certification of natural and organic cultivation, branding of the produced commodities/ articles and e- marketing under e- commerce B2C for increase in farmers income.

Conclusion:

As per the discussions and assessments it was observed that resource integration between various enterprises is useful for economic and ecosystem improvement point of view. This process is able to reduced input costs and helpful in farmers income increase. The discussion also reveals that lack of awareness & knowledge, inadequate policy support, lack of market development and value chain integration are the constraints needs to be addressed for faster adoption of the system.

Suggestions:

Both central and state governments frame policy initiatives for maintaining the supply- demand relationship for natural and integration of enterprises for encouraging the consumers as well as producers.

Contact Number:

Ram Nandan Prasad -

9973556601

Director of Company

Rakesh Ranjan -

7761860685

Management member

Puapender Kumar-

7632956065

Farmer

Image with caption:



Company



Natural-fertilizer Processing



Natural-Fertilizer Product



Solar System



Desi Cow



Cow Dung Diya For Puja Purpose



Cow Dung Cake For Puja Purpose



Produce ready For Sale



Harvested fresh Produce