

## Success Story

# Empowering Farmers through Collective Seed Value Chain Development The Journey of Poohar Farmer Producer Company Ltd., Morigaon District

### Introduction

Poohar FPC, registered in Morigaon district, is a shining example of how unity and collective action can transform agriculture. With a vision to strengthen the seed value chain and create sustainable income opportunities, Poohar has emerged as a role model for farmer empowerment in Assam. It also demonstrates effective convergence between government schemes, extension agencies, and smallholder farmer organizations.

### Background Challenges

Before Poohar's intervention, farmers faced multiple hurdles:

- Poor-quality seeds leading to low yields.
- Dependence on seeds from outside the state, often unsuitable for local conditions.
- Exploitation by middlemen and lack of reliable markets.
- No access to seed processing facilities.
- Low seed replacement rates and limited varietal diversity.
- Weak climate preparedness.

These constraints made farming less profitable and highly uncertain.

### The Journey

- **Formation:** Initiated in 2015 under NABARD Producer Fund; formally registered as a company in 2019.
- **Capacity Building:** Farmers trained by AAU, IRRI, APART, ATMA, and KVK on seed production and mechanization.
- **Membership:** Over 1,000 farmers from 21 villages, including women and youth.
- **Leadership:** Led by young and educated directors like Mr. Sosidananda Bordoloi, Mr. Tilen Nath, and Mr. Ranjan Borthakur.

### Key Achievements

- Produced **118 MT of certified paddy seed** (Bina Dhan-11, Ranjit Sub-1, Swarna Sub-1, Bahadur Sub-1, etc.) and supplied to AAU-KVKs under APART Project.
- Produced over **500 MT of certified seeds** of improved and climate-resilient paddy varieties in the last 3 years.
- Established a **2 MT/hr capacity seed processing plant** under APART Project.
- Launched its own **seed brand "POOHAR" in 2024**.
- Set up a **Custom Hiring Centre (CHC)** to promote mechanization and provide rental services of modern farm machinery to marginal farmers.
- Operated a **Common Service Centre (CSC)** to provide member farmers with access to digital services and government schemes.
- Achieved a **turnover of ₹72 lakhs in 2024–25**.

- Conducted extensive **capacity-building programmes** on seed production and good cropping practices.
- Ensured **active participation of 38% women** in farming and leadership roles.

### **Impact on Farmers & Community**

- Increased productivity and assured markets boosted farmer incomes by **20–30%**.
- Reduced input costs through collective procurement.
- Adoption of **flood-resilient seed varieties** strengthened climate resilience.
- Created rural jobs and encouraged youth to remain in agriculture.
- Expanded operations beyond paddy to **maize, mustard, and other crops**.

### **Institutional Support & Recognition**

Poohar FPC has received strong support from **APART, NABARD, AAU, IRRI, ARIAS Society**, and forged partnerships with **Samunnati Finance, Caritas India, PwC, GrainPro, and GoGreen Pvt. Ltd.**

### **Message to Stakeholders**

- **Farmers:** Unity brings prosperity.
- **Administration:** Continued support can scale this successful model.
- **Markets:** FPCs are reliable partners for sustainable sourcing.
- **Other Stakeholders:** Poohar is open for partnerships in paddy seed, maize, and mustard.

### **Closing Note**

Poohar FPC is more than just a company—it is a **movement of farmers, by farmers, for farmers**. By focusing on seed value chains, mechanization, and collective marketing, it shows how Morigaon's farmers can rise together.

Let us replicate such models to make agriculture **sustainable, profitable, and empowering** for every farmer.