

FARM TO FOREIGN EXPORTS ENTREPRENEURSHIP DEVELOPMENT MULTI STATE COOPERATIVE SOCIETY Ltd.,

REG., No : MSCS/CR/1295/2020

 www.feedorg.com

ALL ABOUT FEED



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FEED Main Objective:

FEED is a multi-state cooperative society working for the uplift of exports from all corners of India. We provide **crucial technical software and social platform** connecting:

“Farmers, Traders, MSME industries & new entrepreneurs”
in Rural and Semi urban areas

with

“International markets, Export promotional councils, Central and State governments, Banks and Financial institutes, Ports” by organizing **Export promotional meetings, forming FPOs (product wise)** and supporting the FPOs with technical information & support on processing export orders.



WHY FEED
WAS
INITIATED

- ⊕ To reach the government's vision of Doubling farmers income...
- ⊕ To enhance the agri exports from farmers & MSMEs...
- ⊕ To develop International standard Agri marketing infrastructure...
- ⊕ To develop export entrepreneurship in new entrepreneurs...

Thus, FEED was initiated to form Export based FPOs through EPMS in Multi states.



MULTI-STATE CO-OPERATIVE SOCIETIES

Department of Agriculture, Cooperation and Farmers' Welfare

Ministry of Agriculture and Farmers' Welfare, Govt. of India



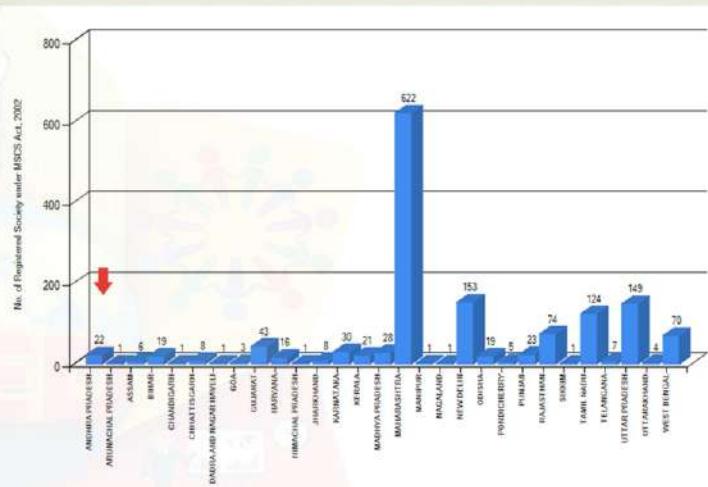
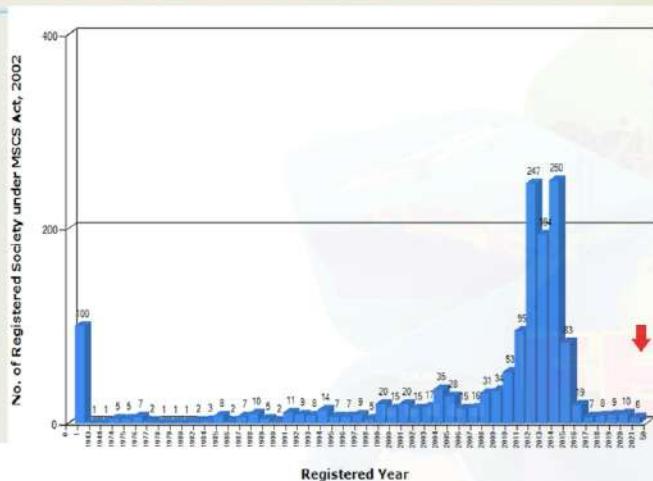
Home Chart ▾ Reg. Societies ▾ Forms ▾ MSCS Act ▾ Application ▾ MSCS-MIS ▾ Reports ▾ Liquidation ▾ Banks

Multi State Cooperative Societies ACT, 2002

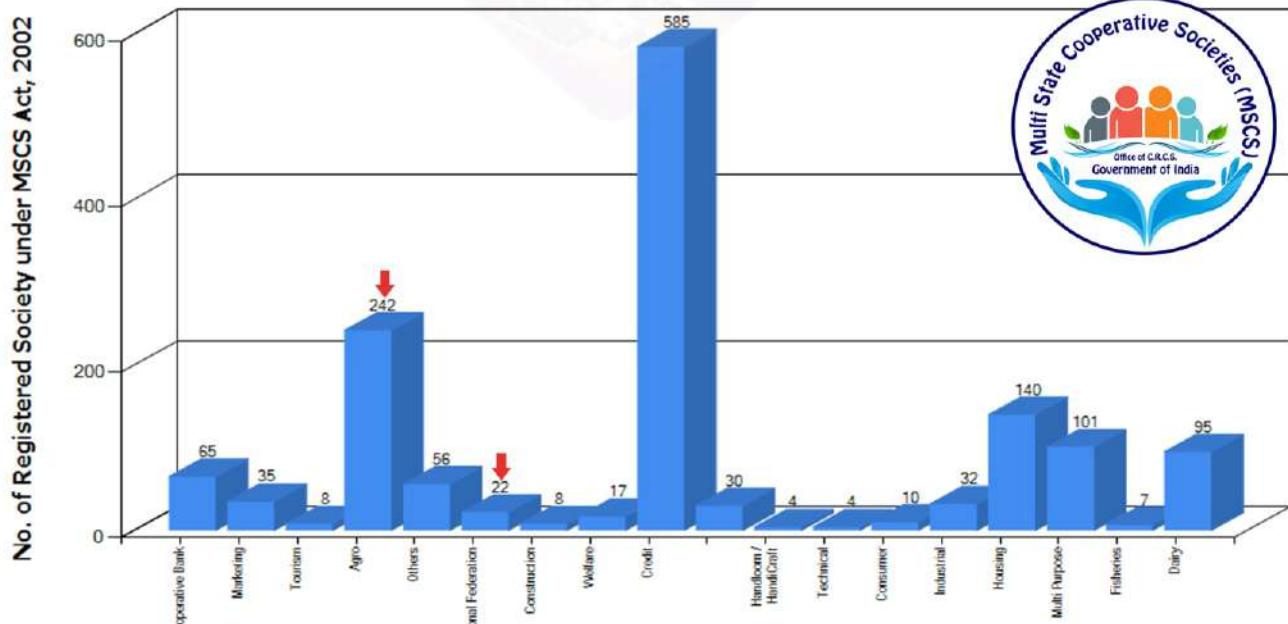
An Act to consolidate and amend the law relating to co-operative societies, with objects not confined to one State and serving the interests of members in more than one State, to facilitate the voluntary formation and democratic functioning of co-operatives as people's institutions based on self-help and mutual aid and to enable them to promote their economic and social betterment and to provide functional autonomy, was being felt necessary by the various cooperative societies, and federation of various cooperative societies as well as by the Government. In order to achieve the objective **The Multi State Cooperative Societies Bill** was introduced in the Parliament. The bill having been passed by both the Houses of Parliament received the assent of the President on 3rd July 2002 and it came on the Statute Book as **The Multi State Cooperative Societies ACT 2002 (39 of 2002)**.

Registered Societies from 1986 onwards under MSCS, 2002

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Registered Societies from 1986 onwards under MSCS, 2002



Type of Societies (it also includes Cooperative Banks/National Federations)

Keypoints of Multi State Cooperative Societies ACT, 2002

25. Persons who may become members

- (1) No person shall be admitted as a member of a multi-state cooperative society except the following, namely-
 - (a) an individual, competent to contract under section 11 of the Indian Contract Act, 1872 (9 of 1872);
 - (b) any multi-state cooperative society or any cooperative society;
 - (c) the Central Government;
 - (d) a State Government;
 - (e) the National Cooperative Development Corporation established under the National Cooperative Development Corporation Act, 1962 (26 of 1962);
 - (f) any other corporation owned or controlled by the Government;
 - (g) any Government company as defined in section 617 of the Companies Act, 1956 (1 of 1956);
 - (h) such class or classes or persons or association of persons as may be permitted by the Central Registrar having regard to the nature and activities of a multi-state cooperative society.

61. Government aid to multi-state cooperative societies

Notwithstanding anything contained in any law for the time being in force, the Central Government or a State Government, on receipt of request from a multi-state cooperative society and with a view to promoting cooperative movement, may,-

- (a) subscribe to the share capital of a multi-state cooperative society;
- (b) give loans or make advances to a multi-state cooperative society;
- (c) guarantee the repayment of principal and payment of interest on debentures issued by a multi-state cooperative society;
- (d) guarantee the repayment of share capital of a multi-state cooperative society and dividends thereon at such rates as may be specified by the Central Government or the State Government;
- (e) guarantee the repayment of principal and payment of interest on loans and advances to a multi-state cooperative society;
- (f) give financial assistance in any other form, including subsidies, to any multi-state cooperative society; and
- (g) provide aid to any other multi-state cooperative society on such terms and conditions as may be prescribed.

48. Nominee of Central Government or State Government on the board

- (1) Where the Central Government or a State Government has subscribed to the share capital of a multi-state cooperative society, the Central Government or the State Government, as the case may be, or any person authorised by the Central Government or the State Government shall have right to nominate on the board such number of persons as its members on the following basis, namely:-
 - (a) where the total amount of issued equity share capital held by the Central Government or the State Government is less than twenty six per cent of the total issued equity share capital, one member of the board;
 - (b) where the total amount of issued equity share capital held by the Central Government or the State Government is twenty-six per cent or more but less than fifty-one per cent of the total issued equity share capital, two members of the board;
 - (c) where the total amount of issued equity share capital held by the Central Government or the State Government is fifty-one per cent or more of the total issued share capital, three members of the board:

Provided that the number of such nominated persons shall not exceed one third of the total number of members of the board:

Provided further that where the Central Government or a State Government has guaranteed the repayment of principal and payment of interest on debentures issued by a multi-state cooperative society or has guaranteed the repayment of principal and payment of interest on loans and advances to a multi-state cooperative society or has given any assistance by way of grants or otherwise to a multi-state cooperative society, the Central Government or the State Government in this behalf, as the case may be, or any person authorised by the Central Government, shall have the right to nominate person on the board of such a society in the manner as may be prescribed.

- (2) A person nominated under this section shall hold office during the pleasure of the Government by which he has been so nominated,

MULTI-STATE CO-OPERATIVE SOCIETIES



Department of Agriculture, Cooperation and Farmers' Welfare

Ministry of Agriculture and Farmers' Welfare, Govt. of India



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Certificate of New Registration

S No	Society Name	State/UT	District Name	Certificate Date	Certificate
1	N E Railway Cooperative Credit Society Ltd	UTTAR PRADESH	LUCKNOW	24 Nov 2020	Download
2	Ambika Multi State Health Service for the Weaker Section Cooperative Society Ltd	TAMIL NADU	CHENNAI	14 Sep 2020	Download
3	Farmtrade Agro Multi state Marketing Cooperative Ltd	HARYANA	GURGAON	10 Aug 2020	Download
4	The UP Kisan Development cooperative Society Ltd	UTTAR PRADESH	LUCKNOW	10 Aug 2020	Download
5	Bihar State handloom Weavers Cooperative Union Ltd (BISHCOTEX)	BIHAR	PATNA	14 Jul 2020	Download
6	Radhika Agricultural Cooperative Society Ltd	UTTAR PRADESH	JHANSI	24 Apr 2020	Download
7	Farm to Foreign Exports entrepreneur Development Multi State Cooperative Society Ltd	ANDHRA PRADESH	WEST GODAVARI	16 Jan 2020	Download



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FEED INTRODUCTION

FARM TO FOREIGN EXPORTS ENTREPRENEURSHIP DEVELOPMENT MULTI STATE COOPERATIVE SOCIETY LTD. (FEED) is a multi-state cooperative society registered under **MSCS Act, 2002 with Regd. No. MSCS/CR/1295/2020** currently operating in the states of Andhra Pradesh and Telangana.

We're the first-of-its kind export based multi-state cooperative society working for the uplift of exports from farmers, new entrepreneurs and MSMEs from rural and semi-urban areas through the concept of product based **FARMER PRODUCER ORGANISATIONS (FPOs)** by conducting **EXPORT PROMOTIONAL MEETINGS** in all districts of India.

FEED connects with around **15+ Central Government departments**, Export Based Organizations (Banks, Ports, CHAs, Export promotion councils, Commodity boards, Embassies, FIEO, DGFT, NABARD, NCDC, ECGC, SFAC etc.) to ensure updated data dissemination on export prices, govt. schemes to FEED members (FPOs, MSMEs etc.)

FEED signs **MoU with State Governments** to develop export entrepreneurship & establish value addition units in order to enhance exports and economy of the states.

We promote exports by conducting **EXPORT PROMOTIONAL MEETINGS** in every district. We tend to create awareness on exports and inform the Good Agriculture Practices, product potentiality of various agricultural commodities in International markets through our export promotional meetings.

FEED forms **PRODUCT-BASED EXPORT ORIENTED FPOs** for the **top 10 products** in every district. FEED provides hand-holding support to such FPOs formed throughout the export cycle. We also assist the FPOs in establishing processing units to enhance their income levels and help them reach the International quality standards.

All in all, FEED's vision is to provide the FPOs & MSMEs the exposure to best prices in both domestic and international markets and render end-to-end support in capturing such markets.

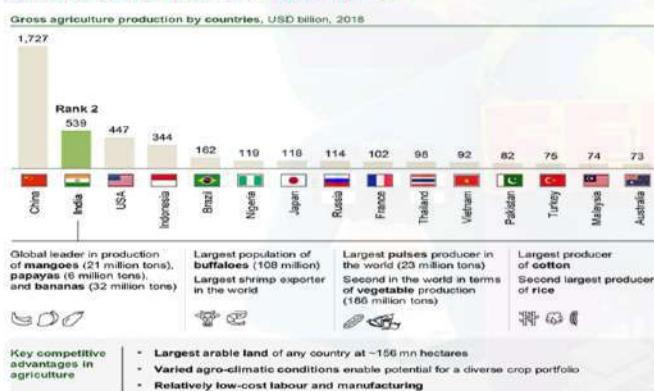
Indian Export Key Findings & Untapped Export Potential

India stands second in global agricultural production and is among the 15 leading exporters of agricultural products in the world. India currently claims 13th position in agricultural exports around USD 39 billion in 2019. The WTO reports revealed that India might become the world's fifth-largest exporter of agricultural commodities, surpassing Thailand and Indonesia.

Data from FAO suggests India has USD 97.02 billion worth untapped export potential across 19 agro-commodities.

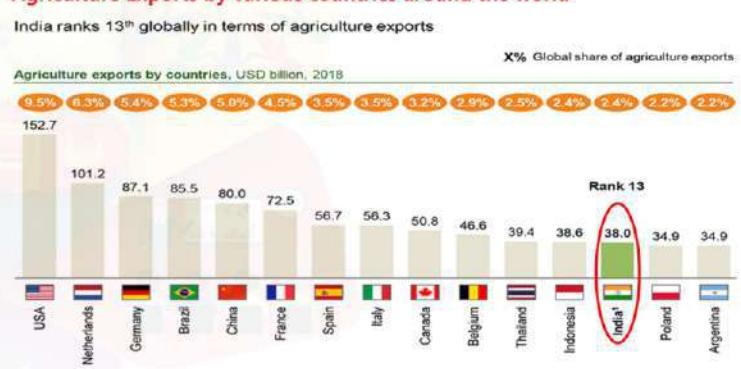
- India has less than 1% share in world exports of beverages, floriculture, cereal preparations, flour and starch, processed fruits and vegetables. India can tap USD 1.46 billion worth import demand for non alcoholic beverages in South Asia and ASEAN countries. Although ASEAN countries have strong demand for fruit juices, India is not a major exporter of these items to ASEAN.
- India is the second largest producer of fruits and vegetables in the world and yet its **share in world exports is 1.7-1.8%**. India is the largest producer of papaya, lemons and limes; but **meets hardly 3.2% of the world import demand for papaya, 0.5% of world import demand for lemons and limes** India caters to a **Minuscule 0.3% of world imports of orange and 0.2% of pineapple**, despite being major producer of these fruits. India's export of fruit juices is largely restricted to Nepal, Bhutan and Sri Lanka in South and South East Asia.
- India doubled its world market share in cereals and marine product exports between 2006 and 2018. This success should be replicated in other farm commodities as well.
- India is said to have the second largest resource of bamboo after China, with 136 species and around 13.96 million hectare of land under bamboo cultivation, the highest in the world. Despite this, India **exports hardly USD 64 million worth of value added bamboo products**, which caters to **hardly 2.83% of world import** (of USD 2.26 billion).

Gross Agriculture Production – Country wise



Source: IHO, IBEF, Investopedia

Agriculture Exports by various countries around the world



1. The export data for India is taken directly from DGCIS, remainder of country information is sourced from UN Comtrade

Source: UN Comtrade; DGCIS

Estimated Loss of Major agricultural produce in India - SOURCE: NAFRI ANNUAL REPORT

Crops	Cumulative Wastage (%)	
	As per Report 2010	As per Report 2015
Cereals	3.9–6.0	4.65–5.99
Pulses	4.3–6.1	6.36–8.41
Oil seeds	2.8–10.1	3.08–9.96
Fruits & Vegetables	5.8–18.0	4.58–15.88
Milk	0.8	0.92
Fisheries (Inland)	6.9	5.23
Fisheries (Marine)	2.9	10.52
Meat	2.3	2.71
Poultry	3.7	6.74

LOSSES IN KEY HORTICULTURAL AND CEREAL CROPS

Horticultural Crops	As per Report 2010	As per Report 2015
Guava	18.0%	15.88%
Mango	12.7%	9.16%
Apple	12.3%	10.39%
Grapes	8.3%	8.63%
Papaya	7.4%	6.70%
Banana	6.6%	7.76%
Cereal Crops	As per Report 2010	As per Report 2015
Wheat	6.0%	4.93%
Paddy	5.3%	5.53%
Bajra	4.8%	5.23%
Maize	4.1%	4.65%

REQUIREMENT OF COLD CHAIN

S. No.	Component	Existing Capacity	Approximate Requirement
1	Integrated Pack Houses	250 numbers	70,000 numbers
2	Reefer Trucks	<10,000 numbers	62,000 numbers
3	Cold store (Bulk & distribution hubs)	32 million tonnes	35 million tonnes
4	Ripening Chambers	800 numbers	9000 numbers

Source: FAO, 2017



1.FEED FPOs

FEED brings into practice the statement "**Think locally, Act Globally**" quoted by Honourable Prime Minister Shri Narendra Modi Ji by formation of Farmer Producer Organisations (FPOs) under district level (LOCAL) and leading them to International markets (GLOBAL). FEED forms **Export-Oriented FPOs** for the **top 10 products in every district** with a goal of "**Doubling Farmers' income**" and "**Increasing the Agri exports**".

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Registration of FPOs:

All the FPOs of FEED will be registered under the Companies Act as **Producer Companies**.

Eligibility Criteria for FPO membership:

All those who are involved in production, harvesting, procurement, grading, pooling, handling, marketing, selling, export of primary produce are eligible to become the members of FEED FPOs.

Glance at the services offered to FPOs by FEED :

- To conduct **baseline survey** and analyse the **social and financial viability** to form an FPO
- To provide **statutory registration** support for registration of company & other formalities associated
- To cater to the needs of FPOs by connecting them to various **STATE & central govt. schemes & orgs** like Export promotional councils/committees
- To provide **capacity building training** to FPOs for better management and Workshops on **Good Agricultural Practices (GAP)** to producer members
- To build awareness on judicious and **timely use of chemicals**
- To provide required **quality inspection certifications** as per the export country / region
- To make them **self-sustainable** by providing **domestic and International market linkages** along with the **database of International buyers** from top 50 trading countries with India
- To render **end-to-end support** in exporting their product in global markets through latest technology **FEED STARTUP SOFTWARE**
- To serve as a **guide in raising L/Cs**, taking export insurance policies, Logistic support etc.
- To provide the technical support in managing day-to-day activities like preparing **business plan, legal and annual compliances** etc.
- To assess the **capital requirements & financial viability** of FPO and accordingly perform the resource mobilization and credit support
- To establish **processing units** to do value addition of FPO products inorder to enhance the members' income levels
- To provide support in **marketing** their products through E-commerce and in International fairs
- To integrate agriculture marketing infrastructure support to the end roots and supply the farm machinery and other inputs at low costs to FPOs



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FEED FPO DEPARTMENT GOALS:

- Dedicated goal towards Creation of "**One District Ten Products**" in line with the goals of "One District One Product by Central Govt." to facilitate creation of value chain, processing and export readiness
- Ultimate focus on "**Doubling Farmers' Income**" initiated by Central government by promoting exports through the concept of Farmer Producer Organisations (FPOs)
- Seamless effort towards "**Better Price Realisation**" by tuning the FPOs towards Direct market linkages like E-commerce, E-NAM, Futures Trading through NeML etc.
- Build the "**Self-Sustainability**" in FPOs by capacity building trainings for better management, participation in International fairs/visits for widening the exposure of their product/produce, Upgrading the FPOs through agri marketing infrastructure for value addition of their produce
- Expand the "**Export Diversification both in terms of products and destinations**" through FPOs
- Create awareness on the judicious and timely use of **chemicals amongst the FPOs** in conjunction with DACFW, DoC and the respective state government.
- Addressing other issues related to export such as **Sanitary and PhytoSanitary (SPS) and Technical Barriers to Trade (TBT)** barriers faced by Indian products, Establishment of a good standards regimen etc.

FEED FPO Department Responsibilities:

1. Cluster Identification through baseline survey

- Analysing the social & financial viability with the support of state & central government for the **top 10 products grown in a district**

2. Categorization of members & Registration of members in the FPO

- Applying for **Digital Signature Certificate (DSC)**
- Applying for **Director Identification Number (DIN)**
- Naming of a **Producer Company**
- Drafting **Memorandum & Articles of Association**
- Documentation support (to be submitted to the RoC) for the **Incorporation of Producer Company**
- **Certificate of Incorporation**
- Supporting in tasks to be **completed immediately post incorporation** of the PC





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3. Capacity building of FPO management

- Training in Good management practices for **BoDs of FPO & CEO**
- Workshop for producer members on **Good Agriculture Practices (GAP)** to align the produce towards International standards

4. Assessing the capital requirements & Financial viability of the business of FPO

- Drafting the **marketing, financial, Business plans**
- SWOT Analysis, Risk mapping & management

5. Resource mobilization

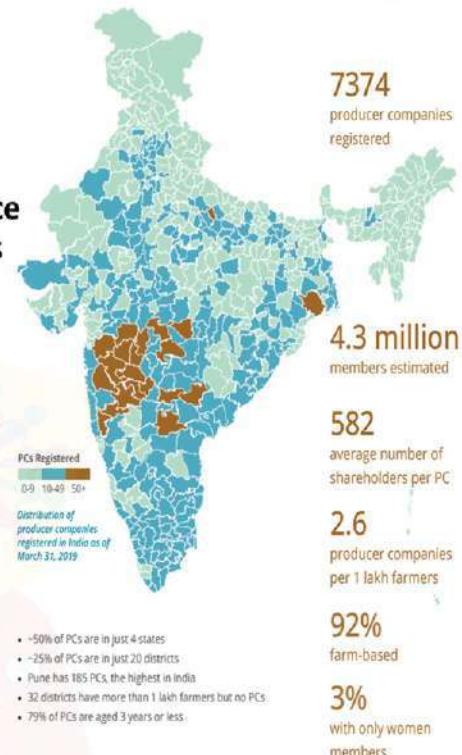
- Rooting the FPOs to Institutional **support & credit support**
- Connecting the **FPOs to government schemes**
- Networking for **Market, credit, inputs, agri-logistics, convergence**
- Providing **Forward & backward support** linkages by writing MoUs with the concerned organisations

6. Credit Support to FPOs

- Linking the FPOs with credit institutions like **NABKISAN, NABFINS, Public & Private sector banks**, other financial institutions

7. Post Incorporation Compliance support

- **Mandatory/Annual** compliances
- Event based compliances
- Registers to be maintained
- **Annual returns/specific** event-based returns



8. Building Awareness on Export & Creating the Export Readiness

- Conduct **Export Promotional meetings** at village/mandal level to reach the grassroots
- Arranging **A-Z Export Compliances (RCMC, IEC Number, GST etc.)**
- Ensure participation of **FPO members in International trade fairs**
- Conduct **buyer-seller meetings** to ensure better market intelligence
- Dissemination of information like market **studies, design trends, export trends, standards and specifications**, and trade enquires across FPOs

9. Exploring & Establishing the connection to emerging tailor made marketing models for FPO

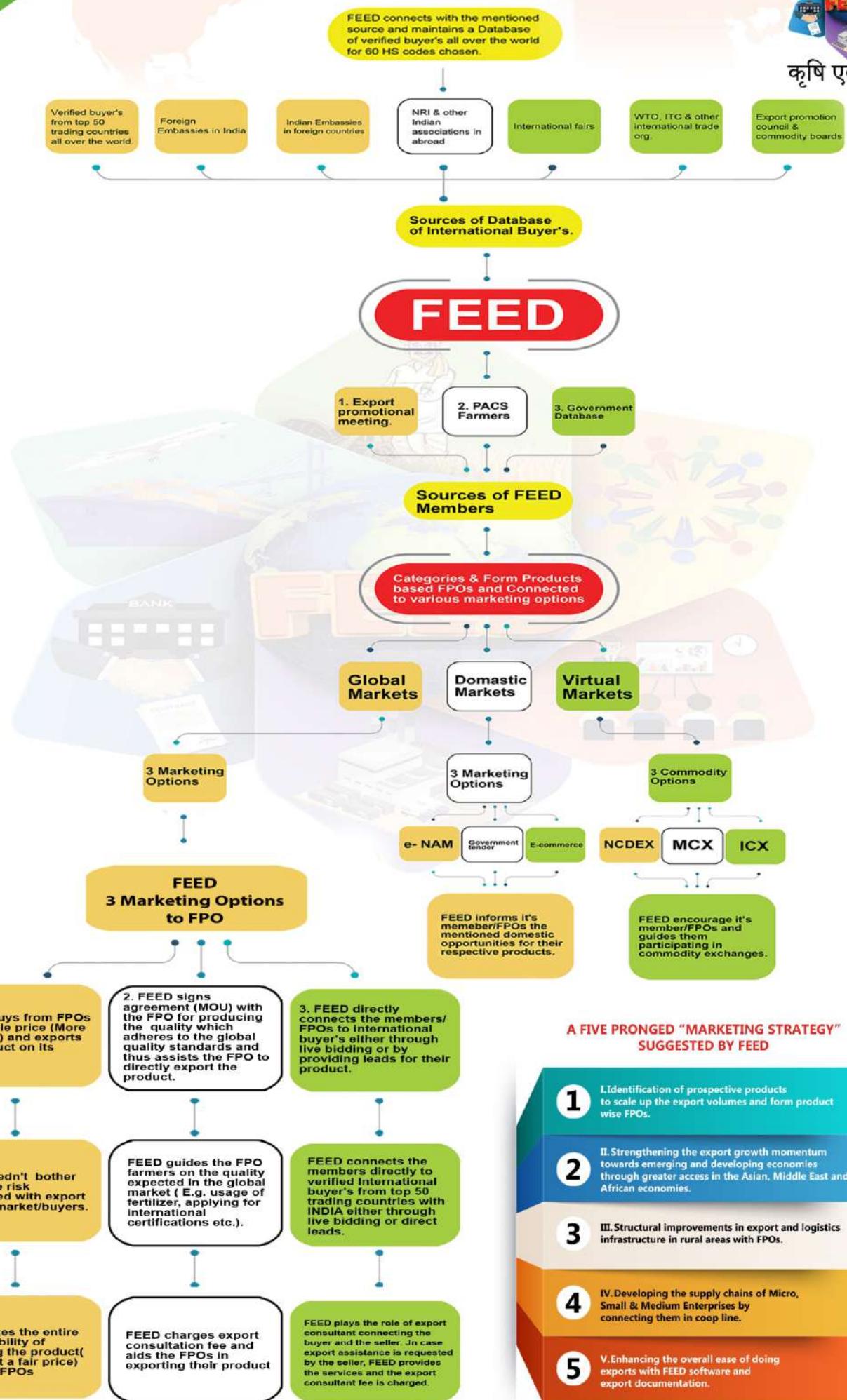
- Commodities exchange
- Warehouse Receipts
- e-Kisan Mandis

10. Technical Handholding by connecting **FPO to FEED Socio-technical platform** for participation in biddings for their respective **product/produce** for better price realisation in both **domestic & global markets**

11. Regular Monitoring & Mentoring for **Self-sustainability** by assigning dedicated Expert Export Assistant to the FPOs for handling their export process with ease (**Registration, Documentation, Selection of Buyer/Market, Raising LCs, Third party inspection, Quality Certifications**, Coordination with government departments for further precedence, CHA services)



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2. EXPORT PROMOTIONAL MEETINGS (EPMs)

One of the main pillar of FEED is to CONDUCT EXPORT PROMOTIONAL MEETINGS through out India.

The meetings are conducted in every district covering all the levels:

District level, MP Constituency, MLA Constituency, Mandal and Village/PACS level.

Goal of EPMs:

To build awareness on exports and promote the export entrepreneurship among Farmers, MSMEs, small traders and entrepreneurs.

Target Audience for EPMS:



Facilitators of EPMs:

The meetings are facilitated by:

- Experts in the field of Exports with 15+ years of experience
- Heads of various government bodies and national level federations like FIEO, NABARD, NCDC, Export Promotion Councils & Boards, ECGC, Bank Authorities, Port & Custom Excise departments
- State government representatives - District Collectors, Constituency MLAs/MPs/MLCs

SESSION PLAN

1st Half	2nd Half
15 minutes – Inviting the guests, Lighting the lamp	1 hour – FPO Product Profiling by FEED
45 minutes – FEED presentation on Services rendered to its members, Benefits of membership etc.	1.5 hours – Awareness on Exports/FPOs/Government schemes by various government professionals listed above.
1 hour – Speeches by Guests/Facilitators	



CONTENT COVERAGE

- Basics of Exports
- Guidance on Good Agriculture Practices of Top 10 products grown in that particular district and their potentiality in International Markets (Products may vary for every district)
- How FEED helps them to reach the potential markets, Success stories of FEED members
- Central & State Govt. schemes
- Prominence of various departments like Customs, Banks, ECGC, FIEO, Quality Control etc. in Export process by respective heads



1. Outcomes of EPMS:

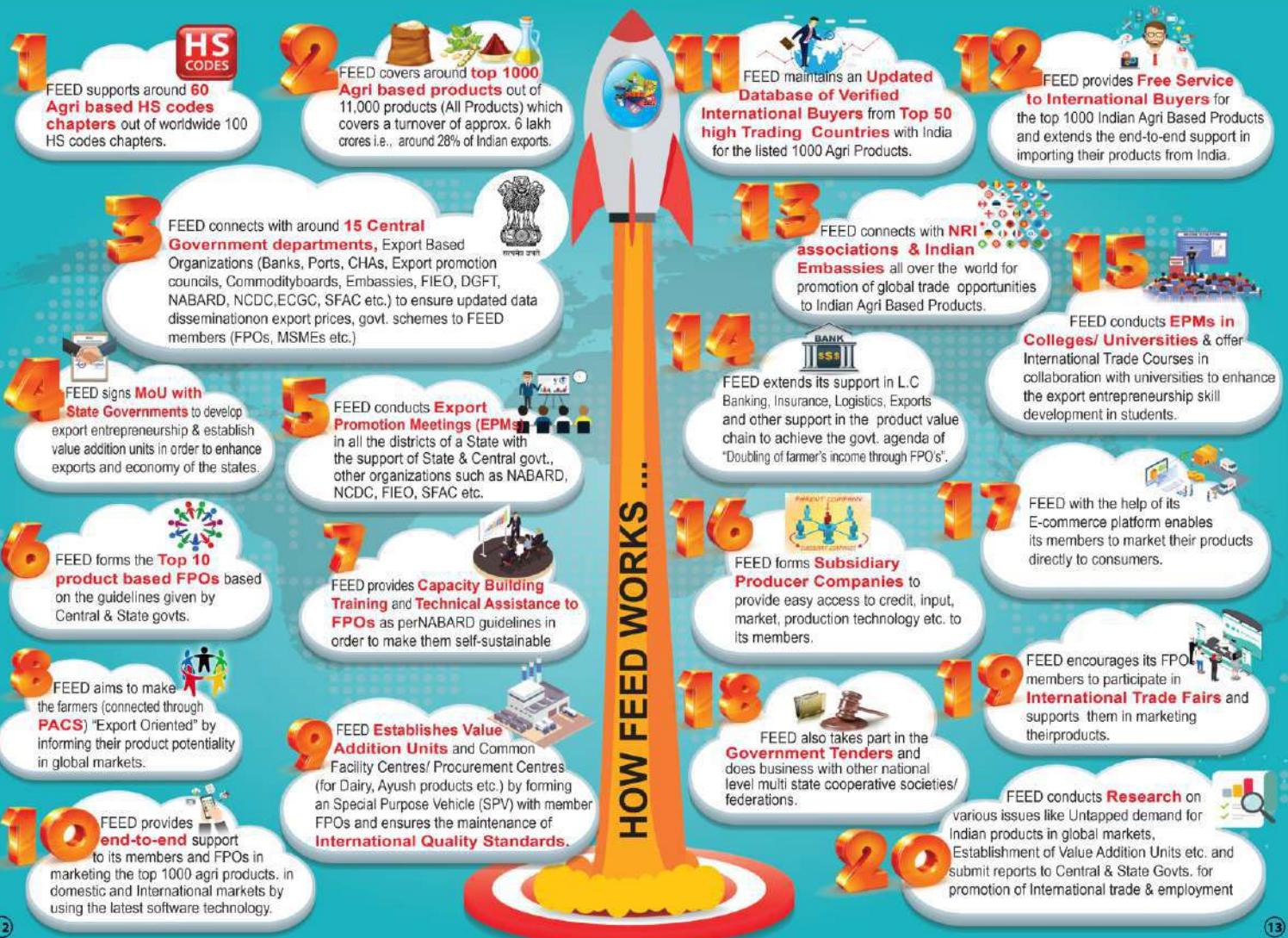
- To showcase the **export opportunities** to the target audience/participants & FPOs for their products in global markets through FEEDs unique software platform
- To provide an overview of **export process & EXIM documentation**
- To build confidence in participants (Especially in farmers) to **explore International markets**
- To build **export entrepreneurship** in farmers, new entrepreneurs, MSMEs & students
- To provide awareness on various **STATE & Central government schemes** introduced for FPOs/MSMEs/Exporters

2. FEED provide end-to-end support throughout the Export process

- To serve as a **one stop solution** to export familiar and non-familiar members in **Export process**
- To provide the database of **verified International buyers** from top 50 trading countries
- To provide the **best prices** for their products in **International markets**
- To serve as a guide in **raising L/Cs**, taking **export insurance policies**, Logistic support etc.
- To support the members with **end-to-end hassle free documentation** in the entire **export process**
- To provide required **quality inspection certifications** as per the importing country standards

3. Provide Export Education and Employment to Rural youth

- To educate students from rural and semi-urban areas on the **importance of Agri Marketing, Exports, International Trade, Skill Development, MSME, Logistics courses**
- To connect them to **International trade & export related and agri-based courses** offered by various agri/commerce universities and institutions
- To provide **employment opportunities** for local youth as volunteers in assisting the farmers in FPOs
- To offer advance courses in **Exim documentation and skill development courses** for job opportunities





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- For existing and new FPOs to become accountable & self-sustainable....
- For a Farmer to experience one-stop solution for his produce...
- For Start-up Business, MSME to run their operations with ease...
- For an Exporter to avail end-to-end export service...
- For Students to promote exports entrepreneurship development...
- For CBBOs to form, manage and promote FPOs...
- For PACS to migrate into APNA KISAN CENTRES/MULTI SERVICE CENTRES...

We have a solution.... **FEED STARTUP SOFTWARE**

“ Sophisticated Technology for Accountability and Responsive Trading Unique Platform ”

• FEED STARTUP SERVICES •



Our software service can be used by Existing and New FPOs, Farmers, MSMEs, Exporters and Entrepreneurs, CBBOs, PACS for ease of their operations and management.

Our STARTUP options caters to registration of FPOs to the sustainability of FPO including the global market linkages

MY FPO – FPO Registration, Accounts, Capacity building, Business planning, Compliances, Global market linkages, Loans & Schemes

MY FARM – Good Agricultural Practices, Cultivation, Pesticides, Pre & Post Harvesting techniques, Crop Advisory, Agri Equipments, Marketing support, Farmer Connect

MY BUSINESS
– Business Account, Compliances, Business plans, Loans & Schemes, Marketing support

MY MARKET – Buy / Sell, Request for Quotation, Preferred and Trending products for Farmer, MSME, FPO, Exporter

MY PRODUCTS – Production, Processing, By Products, Trade, Untapped Market, Schemes & Policies, Market yards Product guide

My EXPORTS – Why Exports, How to Start Exports, Country Profiles, Product Selection, Buyer Connections, Processing an Export Order, Global updates, Tariffs & Benefits, SPS-TBT measures

MY EDUCATION – Export-Import Courses, Agricultural & Skill Development Courses, MSME Study Materials, Ask an Expert

MY TOOLS & SERVICES – Statutory Registrations, Business Compliances, Document formats, Crop Expenditure tool, Value addition units, Fertilizer calculator, Farm Equipment, Loans & Insurance, Industry Consultant, HSN Code Search, CHA services, Freight Calculator, Marketing services, IT & Digital Marketing, Logistics & Legal Services,



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• MY FPO •

MY FPO



FPO ACCOUNTS



- In general, an FPO represents the face of the primary producers and all those involved in the ancillary activities.
- My FPO represents all those activities, services and future plans of an FPO.
- Some of the important elements include:
Single page website, Ledger Registry, Yearly business plans, Statutory registrations, Bye-laws, Loans & schemes, Workshop & trainings, Report generation and Internal communication system.

About FPO

- Exclusive Single page website for FPO along with Business Analytics
- Accessibility to CEO of FPO for maintaining accounts & information on board meetings
- Improves visibility of FPO website through “Share FPO profile option” anywhere and anytime to potential buyers

FPO Accounts

- Enables to track the input, output, monthly and yearly expenditures
- Provides easy access to editable & downloadable documents that are to be mandatorily maintained by an FPO

FPO Business Plan

- Create customized business plans as per the requirement of the FPO
- Promotes operational & financial sustainability
- Expert advice on Trading, Production & Service categories

FPO Compliances & Registrations

- Serves as a single point reference for all the compliances to be followed by an FPO

Caters to:

- Statutory registrations like Company registrations, fssai, ISO licenses etc.
- Legal & Annual compliances include Monthly & yearly GST, IT returns etc.

AGM & Board Meetings

- Helps to improve transparency and promotes better governance of the FPO
- Includes Bye-laws, Notices, Resolutions, Duties of Board and other Rules & Regulations

FPO Loans & Schemes

- Provides information on loans & schemes offered to FPOs from all ministries, organizations & apex bodies

Capacity Building of FPO

- We offer capacity building to CEO & Board of Directors for better management of FPO
- Workshops are conducted to Members of FPO on Good Agricultural Practices (GAP) & SPS-TBT measures

FPO Reports

- Generates reports on vendors, sales & other business transactional reports
- Provides analysis based on the reports for better readability and accountability

FPO Connect

- Enables communication within the members of the FPO through internal messaging system
- Can share any information or post queries related to product / management issues

MY FARM

- We believe that, A farm is a place where a farmer grows his aspirations and fruitful desires along with the crops.
- My Farm helps fulfill those aspirations and desires of the producer members of FPOs & PACs
- It caters to pre and post harvesting aspects, internal crops, marketing, value addition, crop expenditure tools and crop advisory etc. of various categories like fruits, vegetables, aqua, animal husbandry etc.



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MY FARM

Why My Farm ?

- FRUITS
- VEGETABLES
- SPICES
- CEREALS
- OIL SEEDS
- PLANTATION CROP
- FOREST PRODUCTS
- POULTRY
- AQUA
- DAIRY
- PLANTS
- FLOWERS

MY FARM

MY FARM GUIDE

Climate & Soil

Land Preparations

Seeds / Plants

Irrigation

Cultivation

Disease / Pesticides

Post-Harvesting

Pre-Harvesting

Internal Crops

Production

By Products

Agri-Equipment

Crop Insurance

Value Additions

Market yards-Prices

Govt Links

Agri-Schemes Loans

Crop Expenditure Tool

Former Connect (Social Media)

Connect FPO & Success Stories

My Market

MY MARKET

- With the penetration of the Internet and the smartphones, E-commerce is exploring new frontiers in rural India.
- My Market (BullKart – Ecommerce) focuses on connecting buyers and sellers directly through a simple interface with regional language support.
- Our unique features include: Verified buyers and Sellers, Zero margins, Customized display for every category of users, One Request – Multiple Quotes.



BULLKART

MAIN PAGE

BULLKART All Categories

VEGETABLES

FRUITS

SPICES

OIL SEEDS

DAIRY

CEREALS

AQUA

PREFERRED PRODUCTS

TRENDING PRODUCTS

One Request Multiple Quotes

Product: Quantity: Send Inquiry

FARMER

PRICE: ₹ 40,000/-

Quantity: Unit:

Best Offer

Quantity: Unit:

FPO

TRADER

MSME

EXPORTER

SUB CATEGORIES

BULLKART All Categories

Related Categories:

- Vegetables
- Fruits
- Spices
- Cereals
- Oil Seeds
- Dairy
- Others

FRESH & Healthy VEGETABLE

PREFERRED PRODUCTS

BUY REQUIREMENT

Product: Quantity: Send Inquiry

FARMER

TRADER

MSME

EXPORTER

	BANANA	₹ 40/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 9052653167
	APPLE	₹ 30/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 862658167
	PIE-APPLE	₹ 55/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 772285062
	LEMON	₹ 15/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 8532853227
	MANGO	₹ 60/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 9882053307
	FPO	₹ 29/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 9132653167
	WALNUT	₹ 139/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 7352653167
	PAPAYA	₹ 60/-	Quantity: <input type="text"/> Unit: <input type="text"/>	Contact Person: 91+ 9022553167



कृषि एवं जयते

• MY PRODUCTS •

- India has one of the largest arable land resources in the world, with 15 agri-climatic regions and 46 soil types in the world. Being a global leader in production of a few agri commodities, we still stand at 2.27% of world agri exports.
- Disorientation of global quality and information on untapped markets acts as a barriers for increase in agri exports.
- My Products answers the aforesaid barriers and thus caters to the production, trade, untapped market, by-products, processing units of top 100 agri and allied products.

FEED SELECTED 60 HS CODE CHAPTERS								
1. PRODUCTION	4. BY PRODUCTS	7. SCHEMES - POLICIES						
2. TRADE	5. PROCESSING	8. PRODUCT GUIDE						
3. UNTAPPED MARKET	6. DATABASE	9. FEED FOOT PRINT						
① AGRICULTURE PRODUCTS 19 06 LIVE TRESS & PLANTS 07 VEGETABLES 08 FRUITS 09 COFFEE TEA SPICES 10 CEREALS 11 MILLING PRODUCTS 12 OIL SEEDS 13 GUMS & EXTRACTS 14 VEG PLAITING MATERIAL 15 FATS & OILS 17 SUGAR 18 COCOA 19 CEREALS & FLOUR PRE 20 FRUITS & VEG & NUTS PR 21 MISCELLANEOUS 22 BEVERAGES 23 RESIDUES WASTE OF FOOD 24 TOBACCO 35 MODIFIED STARCHES	② ANIMAL PRODUCTS 8 01 LIVE ANIMALS 02 MEAT 03 FISH & AQUA BASED 04 DAIRY & EGGS 05 ANIMAL ORIGIN 16 MEAT & FISH PRE 41 RAW HIDES & SKINS 42 LEATHER & HAND	③ COTTON RELATED PRODUCTS 15 43 FURSKINS 50 SILK 51 WOOL - ANIMAL 52 COTTON 53 VEG FIBERS 54 MANMADE FIL 55 MANMADE STA 56 WADDING 57 CARPETS 58 SPECIAL WO 59 LAMINATED TEX 60 KNITTED OR CRO 61 APPAREL 62 NON KNITTED 63 WORN CLOTHING	④ FOREST RELATED PRODUCTS 07 40 RUBBER 44 WOOD 45 CORK 46 STRAW 47 WOOD PULP 48 PAPER 49 PRINTED BOOKS	⑤ ORGANIC CHEMICALS PHARMA & 03 29 ORGANIC CHEMICALS 30 PHARMA PRODUCTS 31 FERTILIZERS	⑥ OTHER UNSPECIFIED 10 33 COSMETICS 34 SOAPS 64 FOOTWARE 65 HEADGEAR 66 UMBRELLAS 67 FEATHERS 94 FURNITURE 95 TOYS & SPORTS 96 MISCELLANEOUS 97 ANTIQUES			

MY PRODUCTS

PRODUCT NAME

HS CODE

YEAR

SUBMIT

CONNECT TO FEED

PRODUCTION

TYPE

AREA

QUANTITY

TRADE

EXPORT

IMPORT

DOMESTIC

UNTAPPED MARKET

COUNTRY / REGION WISE UNTAPPED EXPORT OPPORTUNITIES

BY PRODUCTS

NAME

HS CODE

PROCESSING

VALUE ADDITION UNITS

MARKET YARDS

DATABASE & DOCS

BUYERS

SELLERS

EXIM DOCUMENTATION

SCHEMES - POLICIES

GLOBAL / CENTRAL / STATE SCHEMES & POLICIES

PRODUCT GUIDE

FARMING

PROCESSING

PACKING

TRADING

FEED FOOT PRINT

NO.OF EPM'S

NO.OF FPO'S

FEED TRADE

FEED FARMING / PROCESSING



कृषि एवं जयते

• MY EXPORTS •

- **My Exports** caters to all that information on Untapped export potentiality of top 100 agri and 2000 allied products, global trade updates, International events, Export – Import tariff benefits etc. and provides end-to-end support throughout the export process apart from the EXIM documentation.

1. WHY EXPORTS – Need and Importance of exports for both exporter and to the country

- Where does India stand in global trade?
- What are the benefits of exporting my product to different countries?
- What are the tariffs and benefits I receive from government when I export?

Questions like these may arise when we hear the term exports... You'll find answers to all these questions in WHY EXPORTS.

2. HOW TO START EXPORTS – Comprehensive guide on export process starting from registration of company to claiming the export incentives from government

- What are the preliminary requirements to start exports?
- How do I proceed with an export order?
- What are the documents to be submitted to Customs?
- What are Negotiable set of documents?
- How do I send export advice to importer?

Export process is a tedious process with numerous documents to be submitted to different authorities at different point of time. We provide step-by-step guidance throughout the export process along with the usage and importance of each and every document used in the export process.

3. PRODUCT SELECTION – Complete guide on production, trade, marketing, untapped market, International buyers, SPS-TBT measures, Tariffs etc. of a product

4. BUYERS CONNECTION – Access to verified International leads from top 50 trading countries with India for your product

5. EXPORT-IMPORT POLICIES & REGULATIONS – Policies and Regulations introduced by Central & State Governments like Agri export policy, Foreign trade policy, E-Commerce policy etc.

6. EXPORT-IMPORT FINANCE & INSURANCE – Provides information on Pre and Post shipment finance, ECGC, Marine Insurance policies

7. PROCESSING AN EXPORT ORDER – The Roadmap to Export Order Processing, People Involved, Documents to be prepared etc.

8. EXPORT-IMPORT DOCUMENTATION – The A-to-Z guide of Export Documentation, Importance of each and every document involved in export process

9. GLOBAL TRADE UPDATES & EVENTS – Dynamic trade updates from government and government authorised bodies, Information on International fairs

10. COUNTRY PROFILES – Profiles of top 50 trading countries with India along with their SPS-TBT measures, Export-Import Regulations, Tariffs etc.



કૃષિ એવ જયતે

• MY BUSINESS •

- In order to scale up the business operations, business personnel require an integrated business solution which **improves their productivity, reduce the input costs** and provide them greater visibility and insights for better decision making.
- My Business** caters to all such business needs for MSMEs, Entrepreneurs, Traders and Small-scale business personnel.

MY BUSINESS

MY BUSINESS

CONNECT TO FEED

MY BUSINESS ACCOUNTS

BUSINESS ACCOUNT

CONNECT TO FEED

• MY EDUCATION •

- Exports entrepreneurship development in students, unemployed youth especially in rural and semi-urban areas is crucial to bring up the next generation entrepreneurs.
- Through My Education, FEED aspires to create exports entrepreneurship among students, unemployed youth and other categories by introducing them to the courses on International trade, Export Documentation etc.

MAIN SCREEN

Our Education Courses

- Export Development
- Entrepreneurship Development
- Good Agriculture Practise
- Agri Course

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[read more>>](#)

COURSES

Export Development

Good Agriculture Practise

Entrepreneurship Development

Agri Course



કૃષિ એવ જયતે

• MY TOOLS & SERVICES •

- My Tools & Services serves as a ready reference for all categories of users like Farmer, MSME, FPO, Students & Exporters.
- For example, all those tools required by an exporter like Logistics, freight calculators, IT & Digital marketing services etc. are available in a single click.

MY TOOLS & SERVICES



• MY DASHBOARD •

DASHBOARD



MY MARKET



MY IT & DIGITAL MEDIA



MY TRANSACTIONS

Order ID : 123456789		Enter Amount Here	Wallet Amount Rs. 5000/-			
Trans. Date	Order Details	Status	Price	Order ID	Total Amount	Payment Mode
27-06-2021	FEED GST+ PAN Reg.	Completed	Rs. 500+200	FEED2022	Rs. 700/-	UPI
28-06-2021	Sai Traders Seeds	Completed	Rs. 15000 + 18 %	Vendor2022	Rs. 23000/-	Cash
27-06-2021	FEED GST+ PAN Reg.	Completed	Rs. 500+200	FEED2022	Rs. 700/-	UPI

4.CENTRAL & STATE GOVERNMENT LAISONING

FEED believes that establishing a proper connect with Central/state governments departments and other apex bodies helps us to channelize the issues faced by exporters in real grounds, thus we can easily bridge the gap between the ground level participants & governments.

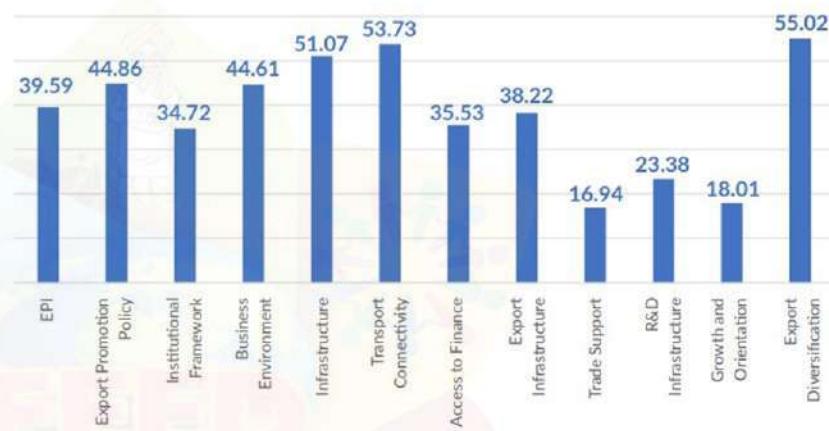
If we look at the country-level analysis for Export Preparedness given by NITI Aayog, the statistics show that India has scored an average of 39 on the index. This shows the **tremendous potential that India holds towards transforming into an export-based super-economy.**

Our aim is to develop India as an agriculture export powerhouse by...

1)Building a market intelligence system which is linked from **FARM (FPOs) TO FOREIGN (INTERNATIONAL MARKETS)**

2)Bridging the gap between Central & State governments and FPOs...

Country-Level Analysis



FEED has set its objective to bridge the gap between the State governments & Central government by being the representative of Primary producers through FPOs in multi states.

FEED serves as a platform to connect its members (Farmers, MSMEs, Agripreneurs, New Entrepreneurs) with the International markets, Central & State government ministries, Export Promotional Councils, Commodity boards, Banks & other financial institutions, Port Authorities.

Dynamic data dissemination (to the village level) gathered from various State & Central government ministries and other apex bodies will be done as a part of this dedicated department/pillar of FEED.

All the schemes, policies introduced for FPOs/Cooperatives/MSMEs/Entrepreneurs are translated into local languages for better transparency & readability.

For this FEED connects with around 15+central government departments signs MoU with all State Governments to develop export entrepreneurship & establish value addition units in order to enhance exports and economy of the states and nation.

We also sign MoU with Export Based Organizations (Banks, Ports, CHAs, Export promotion councils, Commodity boards, Foreign Embassies, FIEO, DGFT, NABARD, NCDC, ECGC, SFAC etc.) to ensure updated data dissemination on export prices, govt. schemes to FEED members (FPOs, MSMEs etc.)



कृषि एवं जयते

FEED also connects with Indian Embassies in foreign countries for the promotion of Indian agri products and trade. Along with this, FEED serves as a platform to establish the connection with all the NRI/Indian associations in Foreign countries around the world with the ground level FPOs in India.

In addition to these, FEED connects with National & International banks for credit rating of International buyers in their respective countries. Port, Customs, Custom House Agents are also connected with the FPOs for smooth processing of the export orders and transparency.

As a part of its objective, FEED deals with various ministries of Central & State government including:

- **Ministry of Agriculture & Farmers Welfare**
- **Ministry of Commerce & Industry**
- **Ministry of Co-operation**
- **Ministry of Food Processing Industries**
- **Ministry of External Affairs**
- **Ministry of Finance**
- **Ministry of Micro, Small & Medium Enterprises**
- **Ministry of Fisheries, Animal Husbandry and Dairying**
- **Ministry of Human Resource Development**
- **Ministry of Shipping**
- **Ministry of Skill Development and Entrepreneurship**
- **Ministry of AYUSH**
- **Ministry of Textiles**

RECENTS BILLS and ACTS of Central Government to support Farmer Income Doubling through Agri Exports:

1. AGRI EXPORT POLICY – 2018
2. ATMANIRBHAR BHARAT ABHIYAN- PACKAGE -3 FOR AGRI INFRASTRUCTURE 
3. NITI Aayog recommendations on FARMER INCOME DOUBLING.
4. Promotion of 10,000 Farmer Producer Organisations BY 2027-28
5. The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Bill 2020
6. Farmers (Empowerment and Protection) Agreement of Price Assurance and Farm Services Bill, 2020.
7. Essential Commodities (Amendment) Bill.
8. NITI Aayog Report on Export Preparedness Index 2020

Other than these ministries, FEED also deals with other Central & State government agencies like:

- **Federation of Indian Export Organisations (FIEO)**
- **Export Credit Guarantee Corporation of India (ECGC)**
- **Agricultural and Processed Food Products Export Development Authority (APEDA)**
- **Marine Products Export Development Authority (MPEDA)**
- **Directorate General of Foreign Trade (DGFT)**
- **Indian Institute of Foreign Trade (IIFT)**
- **Indian Institute of Packaging (IIP)**
- **National Accreditation Board for Testing and Calibration Laboratories (NABL)**
- **Quality Council of India (QCI)**
- **Export Inspection Council (EIC)**
- **Export Promotion Councils (EPC)**
- **Commodity Boards**
- **Indian Ports Association (IPA)**

FEED for the benefit of its members connects with other government apex institutions which assists cooperatives/producer companies in the form of loans/grants such as:

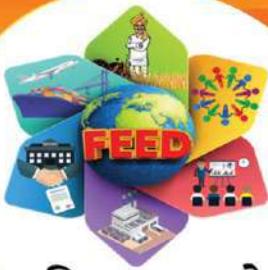
- **National Bank for Agriculture and Rural Development (NABARD)**
- **National Cooperative Development Corporation (NCDC)**
- **Small Farmers' Agri-Business Consortium (SFAC)**



कृषि एवं जयते

RECOMMENDED STRATEGIES ON EXPORT PREPAREDNESS OF STATES BY NITI AAYOG AND FEED'S ACTION PLAN

Sub-Pillar of Export Preparedness	Key Areas of Concern	Recommended Strategies by NITI Aayog	FEED's Action Plan
Trade Support	Number of projects approved under TIES; Membership of Exporters in State Export Council; Capacity building & Orientation workshops.	<p>States need to encourage more exporters to be part of state export councils by undertaking active membership drives.</p> <p>Furthermore, due to the fragmented nature of firms in India, they often lack the necessary capacity to navigate complex export deals in International markets. They may also lack adequate knowledge about necessary risk mitigation or risk management strategies associated with exports. In this regard, states should create capacity workshops, perhaps in partnership with institutes of foreign trade and management, to help exporters actively benefit from potential export market opportunities.</p>	<p>FEED, being multi state cooperative society, formed exclusively for enhancement of exports, has set its objectives which are inline with the recommendations given by NITI Aayog.</p> <p>FEED forms product-based FPOs in every state. Every FPO formed are provided handhold support in exporting their products. They are linked with 15+ Central & state government ministries, apex bodies, banks, ports etc. for export guidance and transparency to various schemes introduced by central & state governments.</p> <p>The FPOs are further provided capacity building trainings & workshops to orient them to global markets.</p>
Growth & Orientation	Low export to GSDP ratio; Increase in number of exporters.	<p>Export to GSDP ratio is an outcome variable and cannot be impacted by specific strategies. It is expected that when states would re-orient their economic policy to engage better in export markets, the share of exports in GSDP would gradually increase. However, states should actively encourage more firms, especially MSMEs, to participate in exports by improving their trade support policies.</p>	<p>One of the main objective of FEED is to encourage exports from Farmers/MSMEs/New entrepreneurs from rural & semi-urban areas by connecting them with International markets using socio-technical software platform.</p> <p>As a part of the export guidance, FEED informs and encourages its members (Farmers/MSMEs/New Entrepreneurs) to participate in the International fairs conducted all over the country for better market exposure.</p>
R&D Infrastructure	Low number of NABL accredited labs and inspection agencies.	<p>As globalization evolves, increased R&D in products and operational processes would be of key importance in being competitive in the export markets. One low hanging fruit is to get accreditation for the existing testing facilities in a state by retrofitting them to the national standard. Another step could be encourage more research in state government universities on relevant issues that can influence the export potential of the state.</p>	<p>FEED conducts Research on International Untapped demand for Indian products, Product Based FPO formation, Establishment of Value Addition Units, Supply Chain guidelines and related matters and submit the same to the Central & State Govts. for promotion of international trade & employment.</p>
Export Infrastructure	Absence of online portal; Absence of Trade guides for potential exporters; Low number of Agri-export zones	<p>While the creation of new agri-export zones will depend on the overall export policy of individual states, all states are strongly encouraged to create an online trading portal providing exporters a single window for accessing all trade related information. Exporters, especially agri-exporters and MSMEs should be able to access market intelligence to truly compete with firms globally. They are often unable to undertake such exercise by themselves owing to their fragmented nature and lack of knowledge resources.</p>	<p>FEED serves as a one-stop solution for the export needs for its members. The members are guided right from the selection of product/market/buyer to sending the shipment.</p> <p>FEED holds a database of verified international buyers from top 50 trading countries with India, thus leveraging the members (Farmers/MSMEs/New entrepreneurs) to market their product at best prices in global markets.</p>



कृषि एवं जयते



WHO CONNECTS WITH FEED?

FEED deals with 4 segments of people in its operation:

Segment

1

FPOs, Farmers,
Small Traders, MSMEs,
Entrepreneurs

Segment

2

International buyers,
Indian Embassies
NRI associations abroad.

Segment

3

Central Govt, State Govts,
EPB, NABARD, NCDC, DGFT,
SFAC, FIEO, CHAs, Ports.

Segment

4

Students, Universities,
Skill Develop Orgs,
Unemployed Youth.

FEED OFFICE LOCATIONS

FEED being MSCS Org operates in every district of its functional states in India and reaches to all corners of the country for the social and economic betterment of its stakeholders.

1. Corporate office at New Delhi.
2. Head Office @ All State levels, All District level.
3. High turnover Market yards.
4. Common Facility Centres at Mandal levels.



- @ Feedorg
- @ Feedorg
- @ Feedorg



Head Office: Anand Heights, First Floor,
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