



Puthari FPO Promoted by KVK, Kodagu Kodagu

The Puthari Farmer Producer Organization was established and registered as Puthari Farmers Producer Company Ltd. in the year 2017 with financial support from NABARD under the technical guidance of KVK Kodagu and consists at present 980 members.

Besides providing office space in its campus, KVK has provided handholding support to Puthari FPO through regular capacity building programmes.

- The Puthari FPO dealing with 430 products including manures, fertilizers, plant protection chemicals, irrigation pumps, sprinkler and drip irrigations items, farm machinery etc., catering to the needs of coffee, pepper and paddy farmers. Puthari FPO has also prepared a roadmap for the marketing of coffee and pepper grown by its members under its own brand "Jamma".
- As dolomite and lime are used in bulk for plantation crops, Puthari FPO initiated supply of certified lime and dolomite at farmers door step which saved about Rs. 1750/acre.
- The farm inputs supplied to farmers by Puthari FPO are at much cheaper rate than in the market, as Puthari FPO charges only minimal administrative costs and keeps minimum margin.
- This FPO is one of the largest farmer organizations in the area of plantation crops as it effectively translates into more than 25000 acres.
- Together, the members of Puthari FPO produced about 7500 tonnes of Robusta Coffee Cherry in one year. The company has achieved a turnover of Rs. 2.20 crores in the year 2019-20.
- The number of footfalls to KVK has increased to 60-80 farmers every day as the FPO outlet was placed in KVK campus.



Puthari FPO – An overview



A view of Puthari FPO products



Director, ICAR-IIHR Bengaluru, Dr. M.R. Dinesh with FPO members

