



Rapco

Ranaghat Agro Producer Company Limited

An initiative of Ranaghat Nawpara Social Welfare Society



**VILL: BIDYANANDAPUR, PO-NAWPARA, PS-
RANAGHAT,
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Organization in brief: For some time agriculture has ceased to be remunerative enough, especially for the educated young from the families traditionally engaged in agriculture. One of the reasons is that the sector hugely lacked innovative approaches. Agriculture today needs undergo thorough reorientation of production, post-harvest handling, storage, transportation, marketing, distribution and policy reform.

For these purpose 485 small and marginal farmers of Ranaghat I block launched Ranaghat Agro Producer Company Limited (RAPCO). So far RAPCO could mobilise 485 marginal and small farmers, who are the shareholders as well, from 8 villages of 2 Gram Panchayats (GP) of the Ranaghat-I Block, Nadia District of West Bengal. These GPs are Nawpara Masunda & Tarapur.

Company Vision: Ranaghat Agro Producer Company Limited (Rapco) has defined its vision as “From FARMERS to Enterpreniours”. The company vision statement reflects both economic progresses of farmers in responsible manner and concerned towards sustainability of agriculture from entrepreneurs development point of view.

Mission: The company aims to realise the vision stated above with the following mission:

- Reduce production cost of agriculture in the cluster;
- Promotion and application of modern production technologies;
- Promotion of direct market linkages for agri-input and services procurement as well as for output marketing;
- Primary value addition at the farm level and setting-up processing facilities;
- Promotion of organic farming and production of organic inputs;
- Crop planning and technical advisory to members for improved package of practices and better economic realisation.

Thus, the overall objective of the FPC will be to enhance the income of the farmers and develop efficient farming systems for agriculture in the area. Broader objectives of the company have been defined as under:

- I. Rapco will involve in Production, post harvest management, harvesting, procurement, grading, pooling, handling, marketing, selling, export of primary produce of its members or import of goods or services for their benefit of the share holders.
- II. Rapco will go for Food Processing, including preserving, drying, distilling, brewing, venting, canning and packaging of produce of its members, and if required the company may go for further value addition of vegetables and agri produces.
- III. Rapco ready to undertake activities like manufacture, sale or supply of organic manure or compost manure like boon mill, blood mill, Green Manure and FYM Vermin Compost, others agri- inputs like seed, mainly to its members.

Rapco may render technical or consultancy services like Trainings, Capacity building programs, Crop insurance, Soil testing, generation, transmission and distribution of power and revitalization of land and water resources; promoting techniques of mutuality and mutual assistance; welfare measures and providing education on mutual assistance principles. Initially all the services will provide to its members only.

Achievements / Credentials of Company: In this year it was only engaged in marketing and training of the farmers. For developing marketing capacity of the farmers, it conducted discussions and developed linkages with different institutional buyers, like Safal Delhi, SUFAL Bangla, Agriculture Marketing Department, Government of West Bengal, National Seed Corporation, District Agriculture Marketing offices of Nadia, Howrah & South 24Pgs, etc. It started negotiation with Spencer's, and Pantaloons.

RAPCO started supplying fresh vegetable to SUFAL Bangla and within 4 months, they have supplied around 70 tonnes of 24 different vegetables.

RAPCO started participating in various food and agriculture fairs for better exposure to and linkage with the organised agriculture market. Now the farmers have better understanding of how to get into this market. Last year RAPCO could organized different Mela as a agencies of Department of Agriculture Marketing, Government of West Bengal & Different District administration of Agriculture Marketing.

During the last onion crisis in the state RAPCO could supply 4 to 5 Tons of onion daily to state agricultural marketing authority; it got the order by biding the tender.

RAPCO utilized the scope and started supplying Safal the Bengal Parwal, which has high demand in Delhi through Inchura Agro Producer Company Limited, which is an empanelled vendor of Safal, Delhi and from August 2015, it started supplying Pointed Gourd and Guava to Safal, New Delhi directly. Within Four months, they have supplied around 44 tonnes of Pointed Gourd and Guava;

Last 24th March 2016 Rapco started a stall at Bolpur Collaboration with Department of Agriculture Marketing, Government of West Bengal, Mother Dairy Kolkata &Live Stock Development Corporation. The main objective of the project is to help the farmers get premium price and have rational share in consumer's price and also to supply quality produce at less retail price and have rational share in consumer's price. The Vision of the project is to benefit the farmers through extension services and providing an interface between producers and the consumers which would benefit both the farmers and consumers alike.

Rapco initiated Mini Dal Mill Scheme supported by Department of Agriculture Marketing, Government of West Bengal, main purpose of scheme is to process all type of pulses and marketing directly by the farmers.

Organization Status

Status of Organization:	Farmers Producer Company
CIN NO:	U01403WB2015PTC206897
Date of Registration:	29/06/2015
PAN:	AAHCR3774N
TAN:	CALR13503A
VAT:	19771323567
P.Tax:	192056879414
FSSAI:	12815012000589

