

ABOUT US

S.B.J. Educational & Welfare Society : NGO



- Registered NGO working at the intersection of **rural development, agribusiness, and farmer empowerment**
- Led by **Dr. Suneil Kr. Tripathi** — Ph.D. in *"Marketing Efficiency of Wheat Supply Chain Management in UP: A case study of Allahabad District"*, Associate Professor & Freelance Trainer
- Expertise in **Agricultural Marketing, Agribusiness, Marketing Efficiency & Supply Chain Management**
- Vision: *"From Farm to Market — Creating Sustainable Rural Value"*

किसान से बाजार तक — सतत ग्रामीण समृद्धि की ओर। :

Our Core Work Areas



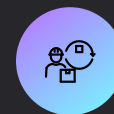
FPO Development & Empowerment

Formation, registration, governance & business planning as CBBO



Agricultural Marketing

Market linkages, price discovery & demand aggregation



Value Chain & Supply Chain

End-to-end farm-to-market integration



Capacity Building

Farmer training, skill development & rural entrepreneurship



CSR & Institutional Collaboration

NABARD, Govt. agencies & Corporate partners

FPO Development & Capacity Building



- Support FPOs from **formation to financial sustainability** — registration, governance, business planning & compliance
- Farmer capacity building through **training, exposure visits & handholding** at village level
- Aligned with GoI's Central Sector Scheme to promote **10,000 FPOs across India** by 2027-28
- Empowering small & marginal farmers through **collective strength and economies of scale**

❏ The Government of India has approved the formation and promotion of 10,000 new FPOs till 2027-28 — S.B.J. Society is positioned to be a key CBBO partner in this national mission.

Agricultural Marketing & Market Linkages

Direct Market Connections

Connecting farmers directly to institutional buyers, mandis, processors & digital marketplaces — eliminating unnecessary intermediaries.

Marketing Efficiency

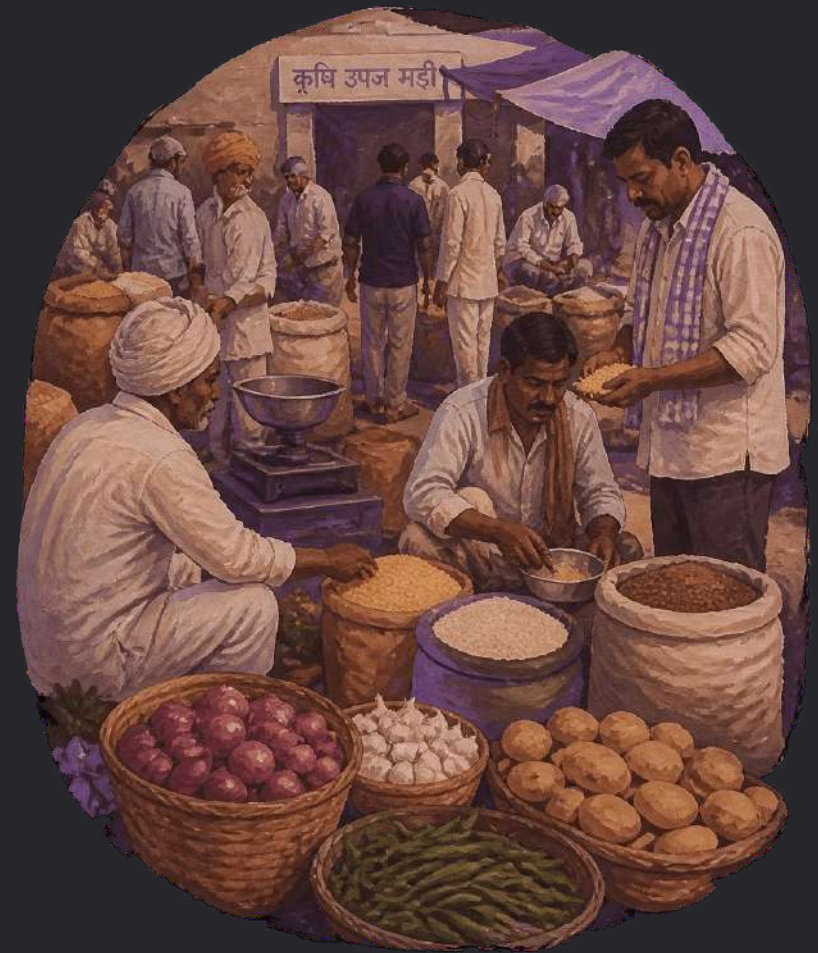
Improving price realization for farmers through transparent demand aggregation and collective bargaining.

Input Aggregation & Output Marketing

Facilitating bulk input procurement and collective output marketing for FPOs to maximize margins.

Urban & Export Linkages

Building demand-supply linkages between rural producers and urban/export markets for sustainable growth.



Value Chain & Supply Chain Development



1 End-to-End Value Chain Roadmaps

Designing integrated pathways — from production to processing to retail for sustainable margins.

2 Post-Harvest Loss Reduction

Better storage, grading & logistics systems to preserve farmer income and product quality.

3 Formal Supply Chain Integration

Connecting FPOs to domestic and institutional markets through structured supply agreements.

4 Value Addition at Farm Level

Processing, packaging & branding of agri-produce to enhance market competitiveness.

Rural Entrepreneurship & Livelihood Development



Agri-Entrepreneurs

Nurturing entrepreneurial talent among rural youth, women & farmer groups through mentorship and enterprise support.



Non-Farm Income

Promoting agro-processing, rural services & micro-enterprises to diversify and strengthen household incomes.



Skill Development

Programs aligned with market demand and local resources — building workforce-ready rural communities.



Self-Reliant Communities

Building sustainable rural ecosystems through enterprise, innovation and collective ownership.

INSTITUTIONAL MANDATE

CBBO / NABARD Assignments



- Positioned as a **Cluster Based Business Organisation (CBBO)** for FPO promotion & development
- Capable of undertaking **NABARD-funded assignments** for FPO formation, handholding & monitoring
- Ready to collaborate with **government & institutional agencies** for rural development mandates

"Promote sustainable and equitable agriculture and rural prosperity through effective credit support, institution development and innovative initiatives."

— NABARD Mission Statement

Corporate CSR Partnership Opportunities

End-to-End CSR Implementation

Complete program design, field execution & reporting in rural development, agribusiness & farmer welfare.

Scalable & Measurable Impact

Structured outcomes in FPO development, market linkages & livelihood creation with full documentation.

Transparent Reporting

Monitoring, evaluation & impact documentation for CSR compliance and Board-level reporting.

SDG-Aligned Outreach

Meaningful rural engagement aligned with SDG 1, 2, 8 & 17 — No Poverty, Zero Hunger, Decent Work, Partnerships.



Partner With Us — Let's Build Rural India Together



For NABARD / Govt. Agencies

CBBO/FPO development, capacity building & agricultural marketing assignments at scale.



For Corporate CSR

Impactful, field-tested rural development projects with measurable outcomes and transparent reporting.



For Institutions

Research, training & consultancy in agribusiness, agricultural marketing & supply chain management.

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किसान से बाजार तक — सतत ग्रामीण समृद्धि की ओर।



Sources & References

Farmer Producer Organisations (FPOs) — Government of India

Central Sector Scheme for formation and promotion of 10,000 FPOs. Press Information Bureau, Government of India.

pib.gov.in — **FPO Factsheet**

FPO Policy, Process & Guidelines — NABARD

Comprehensive guidelines for Farmer Producer Organisations issued by NABARD covering formation, governance and financing norms.

4sindia.org.in — **NABARD FPO Guidelines (PDF)**

- All cited content reflects publicly available policy documents from the Government of India and NABARD as of the date of this presentation.