HIMACHAL PRADESH
JICA AGRICULTURE PROJECT-II
SPECIAL DIARY
HAMIRPUR: 17 SEPTEMBER, 2026

Dr. Sunil Chauhan emphasised Strengthening of FPO, Market Integration & Creating Agribusiness

***MoUs between KVSSL and all four DPMUs were signed**



Hamirpur, Sept 15: Dr Sunil Chauhan, the Project Director, HPCDP (Phase-II), JICA-ODA, emphasizing the broader vision of FPO development, highlighted that FPOs need to progress beyond their role as mere aggregation platforms and emerge as vibrant, sustainable and commercially viable agribusiness entities. On this occasion, a significant milestone was achieved with signing of MoUs between KVSSL and all four DPMUs for implementation of the FPO Strengthening and Market Integration Programme.

While presiding over a meeting - cum-workshop on September 15, Dr. Chauhan further stressed upon creating an ecosystem where FPOs can progressively strengthen their business operations, market orientation and value-chain linkages, thereby creating greater opportunities for farmers and strengthening the sustainability of producer institutions. He said that the formation of FPOs and building potent agribusiness linkages programme will be implemented with the active participation of DPMUs, BPMUs and Agriculture Extension Officers from across the project areas.

The workshop focused on the FPO Strengthening and Market Integration Programme, with detailed deliberations on its implementation framework, approach and field-level modalities.



The brain-storm session on the institutional strengthening, creation of business volumes, systematic identification and analysis of gaps, market integration, post-harvest management, value addition and infrastructure development. The programme with the active participation of DPMUs, BPMUs and Agriculture Extension Officers from across the project areas.

The workshop provided an important platform for bringing together the Project leadership, field functionaries and implementing agencies to deliberate on the implementation of key initiatives under HPCDP (Phase-II) and to translate the programme vision into actionable field-level interventions.

FPO Strengthening & Market Integration

An interactive session was held between the field functionaries and Mr. Mohit Vishwakarma, Representative, Krishi Vikas Sahakari Samiti Limited (KVSSL), Gurugram, the agency finalized for implementation of the programme. The discussions provided an opportunity to understand the proposed interventions, identify implementation requirements and establish greater clarity on the role of field-level functionaries in strengthening the FPO ecosystem.