

**Governor attends Tarang- a state level mela for FPOs  
Requests producers' organizations to align their products considering market demands**

**Guwahati, March 3:** Assam Governor Shri Gulab Chand Kataria attended the valedictory session of “Tarang–Celebrating Collectivisation”, a state level fair for FPOs (Farmers’ Producers Organizations) at Srimanta Sankardeva Kalakshetra, Guwahati here today.

It may be noted that the three day fair started on 1 March and concluded on 3 March which saw the participation of nearly 40 FPOs from North Eastern States and West Bengal. The fair was organized by National Bank for Agriculture and Rural Development (NABARD), Assam Regional Office in association with Small Farmers’ Agri Business Consortium ( SFAC) and Open Network for Digital Commerce (ONDC).

Speaking on the occasion, Governor Shri Kataria appreciated the efforts of NABARD, SFAC and ONDC for coming together to provide farmers from Assam, North Eastern States and West Bengal platform for showcasing the farmers’ and agripreneurs’ products and augmenting their market linkages. He urged the participants to utilize the platform for the benefit of their organizations by leveraging their reach to every nook and corner of the nation. He also asked the participants to understand the preference of urban consumers by using e-marketing platforms and improve your product quality accordingly.

The Governor also congratulated NABARD Assam for proactively encouraging the farmers to establish millet footprints through strengthening of the millet value chain in Assam. He also thanked NABARD for its patronage in supporting the development of a new brand of millet titled “Inglong” from Amri Block of West Karbi Anglong district of Assam. He said, “I am happy to the fact that the Mela has been organized with an aim to provide the participants an exposure to urban consumers, assess market demands, consumer preferences for improving their products. It is heartening to see that major FPO from across the North East participated in this fair, displaying a wide range of their exquisite products. This fair has given the opportunity to the visitors to taste and experience the essence of natural products.”

Stating agriculture’s contribution to the growth of the nation, the Governor said that India has about 3 percent of global land and less than 5 percent of the world's water resources. But it supports about 20 percent of global population, and over 15 percent of livestock. India is also one of the largest agrarian economies of the world and among the largest producers in the world of rice, wheat, sugar, cotton, some spices, fruits and vegetables. The Governor moreover, said that the food productivity level of the country have to be enhanced through scientific breakthroughs, better techniques and innovations. The scientific innovations are to be effectively channelized to the end-users, the Governor added.

It may be mentioned that NABARD has been supporting various marketing events for developing marketing opportunities for the rural producers & artisans with an objective to enable the Farmer Producer Organisations not only to “sell” the products but to “market their produces to the end users and benefit directly from the market. This is a maiden step of NABARD with 50

such melas which is being organized across the country exclusively for the benefit of FPOs/OFPOs with specialised support from ONDC.

The Governor also visited the stalls put up in the fair and interacted with the participants.

GM/OIC, NABARD Assam Nabin Kumar Roy, GM, State Bank of India D.C. Bal, Zonal Manager Union Bank, Prabhat Kumar, Chairman Assam Gramin Vikas Bank D. Gangopadhyay along with a host of other dignitaries were present on the occasion.

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