



Silver Jubilee Year

SFAC
लघु कृषक
कृषि व्यापार संघ

**Letter to Farmer Producer Organisations (FPOs) / Farmer Producer Companies (FPCs)
/ Grower Associations**

Dated: 25.10.2019

Subject: Delhi Kisan Mandi Facilities for Farmer Producer Organisations (FPOs) & Farmer Producer Companies (FPCs)

Sir/Madam,

At the outset, Small Farmers Agribusiness Consortium (SFAC) takes the opportunity to introduce itself. SFAC is an Autonomous Society promoted by Ministry of Agriculture, Cooperation and Farmers' Welfare, Government of India. SFAC is dedicated to promote economic inclusion of small and marginal farmers by way of implementing a number of central schemes/ projects namely Venture Capital Assistance (VCA), Equity Grant & Credit Guarantee Scheme (EGCGS), formation and nurturing of FPO, Management Support Group (MSG) and Delhi Kisan Mandi etc. SFAC also provides a platform for increased accessibility and cheaper availability of agricultural inputs to small and marginal farmers and establishing forward and backward linkages in supply chain management.

SFAC has been entrusted with the task of implementation of Delhi Kisan Mandi and National Agriculture Market Scheme on e-platform to provide free agricultural trade and offer price discovery to farmers. Delhi Kisan Mandi is envisaged to serve as a direct sales channel for FPOs/GAs/Other Producers. The produce of FPOs are being offered to the buyers like Organised Retailers, Hotels, Restaurants and Catering (HORECA), large Vendors, Exporters, Processors, RWAs, General Public at a higher price under assured payment mechanism.

FPOs /FPCs are urged upon to get connected with SFAC through its Strategic Management Partner (SMP) to reap the benefits of the DKM which are outlined below:

1. A Strategic Management Partner (SMP) has been engaged by SFAC to facilitate direct trade between the FPOs/FPCs and Organised Retailers/ Institutional Buyers.
2. SFAC ensures higher price for produce sold in DKM platform as compared to bench mark prices of Azadpur Mandi and Agmark prices.
3. The following payment flow/ process is adopted for transaction made through DKM ensuring efficient payment system.



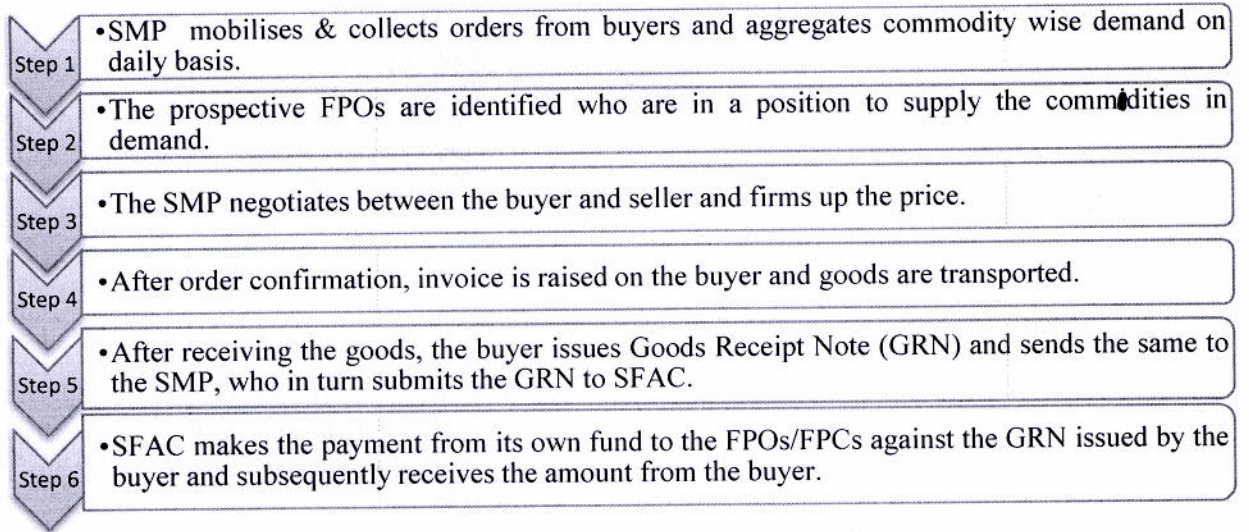
Small Farmers' Agribusiness Consortium

(Society Sponsored by Dept. of Agriculture, Cooperation & Farmers' Welfare, Govt. of India)

5th Floor, NCUI Auditorium, August Kranti Marg, Hauz Khas, New Delhi - 110016

Tel: 91-11-26966017, 26966037, Fax: 91-11-26862367

Email: sfac@nic.in , Web: www.sfacindia.com



From the above, it can be seen that the payment flow is seamless which ensures timely & assured payment to the FPOs/FPCs.

4. While SFAC deploys its own fund to make payment to the FPOs/FPCs, it does not levy any charges/ fees either on the seller or the buyer.

In view of the above benefits, you can get connected with Delhi Kisan Mandi of SFAC. This will give a boost to your turnover/sales and also fetch the best price for your produce that too under assured payment mechanism as your firm will not be dependent on any intermediaries/buyers for realisation of sales proceeds.

Please come forward to take benefit of Delhi Kisan Mandi whose core objective is to promote interest of the farmers.

For further details, you may contact the following offices:

1. **M/s Synergy Technofin Pvt. Ltd. (SMP, SFAC)**
Address: B-231, Greater Kailash 1 Rd, Block B, Greater Kailash I,
Greater Kailash, New Delhi, Delhi 110048.
Contact no: 011 4166 9393
2. **DKM team of SFAC**
Address: NCU Auditorium Building, 5th Floor,
3, Siri Institutional Area, August Kranti Marg,
Hauz Khas, New Delhi, 110016
Contact no: 011-26966017/37 (Board No. 300)

With Regards,


Director, SFAC

d.