

PRINT: ISSN 0972-0073 ONLINE: ISSN 2456-6802

# THE ANTHROPOLOGIST

*International Journal of Contemporary and Applied Studies of Man*



© Kamla-Raj 2019

Anthropologist, 36(1-3): 1-12 (2019)

PRINT: ISSN 0972-0073 ONLINE: ISSN 2456-6802

DOI: 10.31901/24566802.2019/36.1-3.2035

## **Empowerment of Farmers through Organization of Producer Companies for Their Yield**

**V. Jagadeesh Pandian\* and Madhavi Ganesan**

*Centre for Water Resources, Anna University, Chennai, Tamil Nadu, India*

**KEYWORDS** Amendment of Company Act 1956. Empowerment. Information Communication Technology. Mobilization of Farmers. NGO

**ABSTRACT** Producer Company is a new concept of organizing and uniting the farmers under one umbrella to help them compete in the market collectively, by increasing the yield and getting higher net returns for their produce. The farmers are mobilized into farmer groups and their capacity is enhanced to turn them into Producer Company. This paper examines the process involved in forming and nurturing the producer company and steps taken to achieve empowerment of farmers. Case study method was used to study two producer companies which have been involved in the production of vegetables. The results reveal that benefits to members of the producer company are significantly higher than non-members and they can earn a substantial profit of Rs. 2.1 lakhs by marketing their produce.