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Bayer and Samunnati collaborate to enhance farmer productivity and profitability

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Bayer, a global enterprise with core competencies in the life science fields of healthcare and agriculture, announced its partnership with Samunnati,a leading agri value chain enabler company, dedicated to empowering smallholder farmers,to usher farmers of Farmer Producer Organisations (FPOs) with access to premium products with the goal toÂ deliver optimal solutions to smallholder farmers.

Under the Memorandum of Understanding (MoU), Bayer and Samunnati aim to provide Indian farmers with access to quality agri-inputs through FPO Agri-input Retail Stores. As part of the association, FPO farmers will be able to leverage the strength of collectivization, facilitating farmers with ample opportunities to become key stakeholders in the ag value chain.

Samunnati will support in aggregating demand from the FPOs, while Bayer will, once purchase orders are placed by FPOs, fulfill the orders through their distributors, ensure timely and efficient delivery of customized products and solutions. To facilitate easy access to quality inputs, agronomic support, and encourage agri-technology knowledge transfer, Bayer will leverage its field force to actively engage with farmers in the field, thereby supporting the FPOs toÂ build a successful business model.

Mohan Babu, Chief Operating Officer Bayer Crop Science India, Bangladesh & Sri Lanka, said,Â â??FPOs have come a long way in India to become successful entities supporting farmers with aggregating input demand and produce supply. We are glad to join forces with Samunnati who bring in their vast network of FPOs and enable credit to kick-start the FPOs input business, so that their farmers can benefit from Bayerâ??s high-quality products and agronomy knowledge.â?

Anil Kumar SG, Founder and CEO of Samunnati, said,Â "We are thrilled to partner with Bayer Crop Science to further empower Farmer Producer Organizations (FPOs) by improving access to quality inputs and agronomic expertise. This collaboration strengthens Samunnati's mission to create a resilient agricultural ecosystem that enables smallholder farmers to thrive, improving both their productivity and profitability. By combining Bayerâ??s expertise in high-quality inputs with Samunnatiâ??s deep-rooted connections in the farming community, we are offering a holistic solution that addresses the key challenges faced by farmers today"

Together, both parties are committed to empowering farmers with the resources, knowledge and market access they need to thrive. The association aims to create a sustainable and farmer-centric ecosystem for farmers in India, ensuring they find reliable markets for their produce, ultimately contributing to their growth and prosperity.