

LAUNCHING  
All over **Uttarpradesh**



# All New FPO BAZZAR

## SEFCO APNI DUKAN

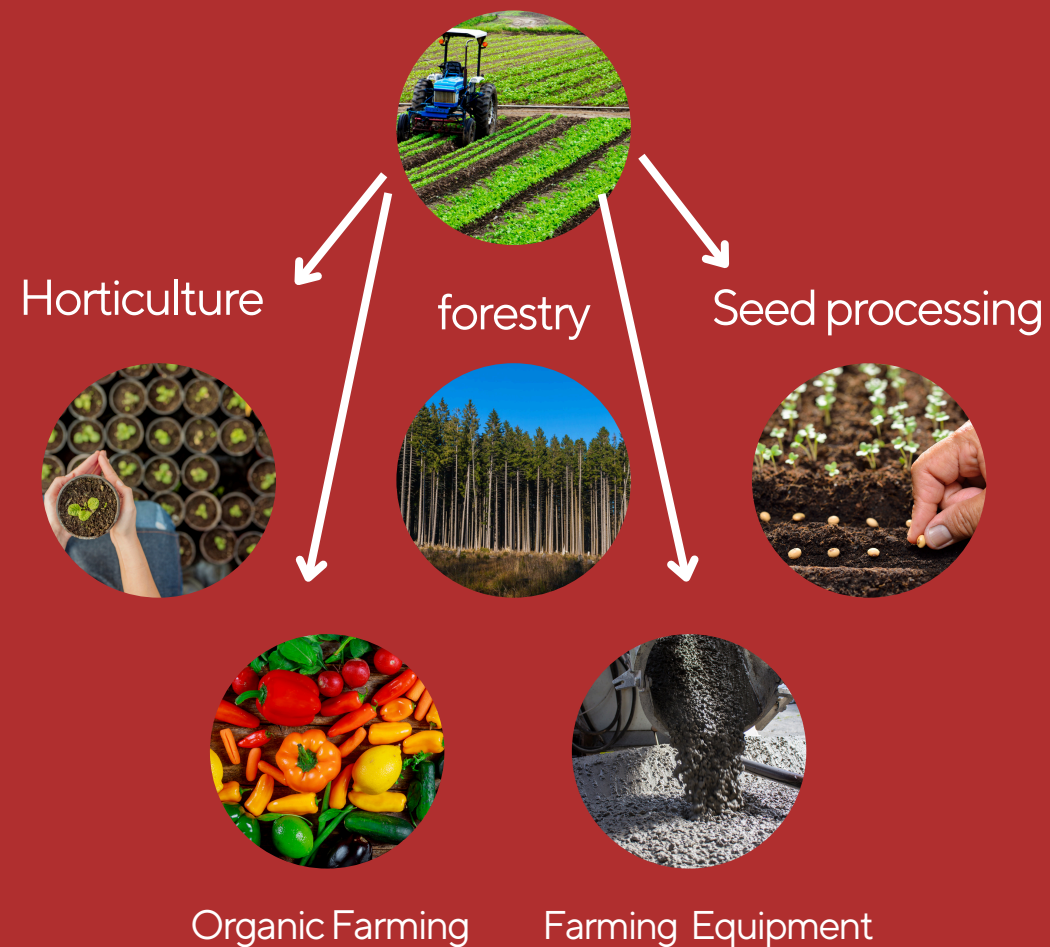




# WHAT IS SEFCO?

SEFCO promote sustainable & equitable agriculture and rural prosperity through creating effective supply channel, related services, institution development and other innovative initiatives.

## Agriculture





# WHAT IS FPO BAZZAR?

## What we offer?

**FPO Bazzar is a platform where Bharat and FMNC's products will be available.**

### **We offer:**

- The opportunity to buy products from registered FPOs.
- Better price benefits compared to the market.
- The convenience of ordering from home.

### **Outlets:**

- Known products (parle,moderdairy etc.)
- Multinational company products
- Bharat brand Products
- Cluster based Agriculture
- Fertilizer and seeds availability





# WHY FPO BAZZAR?

## The Problem We Solve



Despite having a sufficient quantity of good products, **FPOs (Farmer Producer Organizations)** do not get regular business opportunities. Through **FPO Bazzar**, they can access regular **business opportunities** via their own store, leading to an increase in **stable income** for the **Opportunity to Business, also**

- Competitive market
- Products from multinational companies
- Well-organized supply chains and their own products
- Fertilizers, seeds, pesticides
- Machinery equipment
- Access to state markets for their products
- Cluster based Agriculture





# HOW IT WORKS?

## Simple Steps to Success

FPOs will be able to reach their customers easily. They will procure good-quality products at lower prices from nearby wholesalers, ensuring a fixed margin. Since the products will be cheaper, turnover will increase, and with higher turnover, income will also rise.

### **This will ensure easy direct sales**

- Outlets will be of district level.
- Exchange of demands and pricing formation. The outlet FPO shall submit its demand details to the registered email ID of the Trapurantak Farmer's.
- The Trapurantak Farmer's shall inform the Outlet FPO about the pricing and delivery schedule through email.
- Only after receiving advance payment the Trapurantak farmer shall supply product item and essential goods to the FPO outlets.
- Will supply Bharat brand Rice, Pulses, jwar, flour, Bajra, ragi, and other branded products .





# BENEFITS FOR FPO

## Why Join FPO Bazaar??

- Business with **quality products** at **competitive prices** will lead to increased turnover and regular income.
- Cluster-based agriculture will profit FPO separately apart from providing MSP for Farmer.
- District level will have Ownership product distributors.
- **Access to retail markets** and travel-based sales.
- FPO can sell their own products to all of the outlets.
- Expansion of FPO products across state-wide outlets.
- Fair pricing for agricultural products.





# BENEFITS FOR FARMERS

How Farmers Win.....



- **Fair MSP for products** when engaging in cluster-based agriculture.
- Easy access to quality products at low price.
- Canteen Facility - Providing a package of Electronic Products (Fridge, TV , cooler and other home appliances) at a discounted price.
- **Timely access to essential agricultural supplies** such as organic fertilizers, seeds, and pesticides.



# WHAT WE SUPPLY

## 100+ TOP NOTCH PRODUCTS

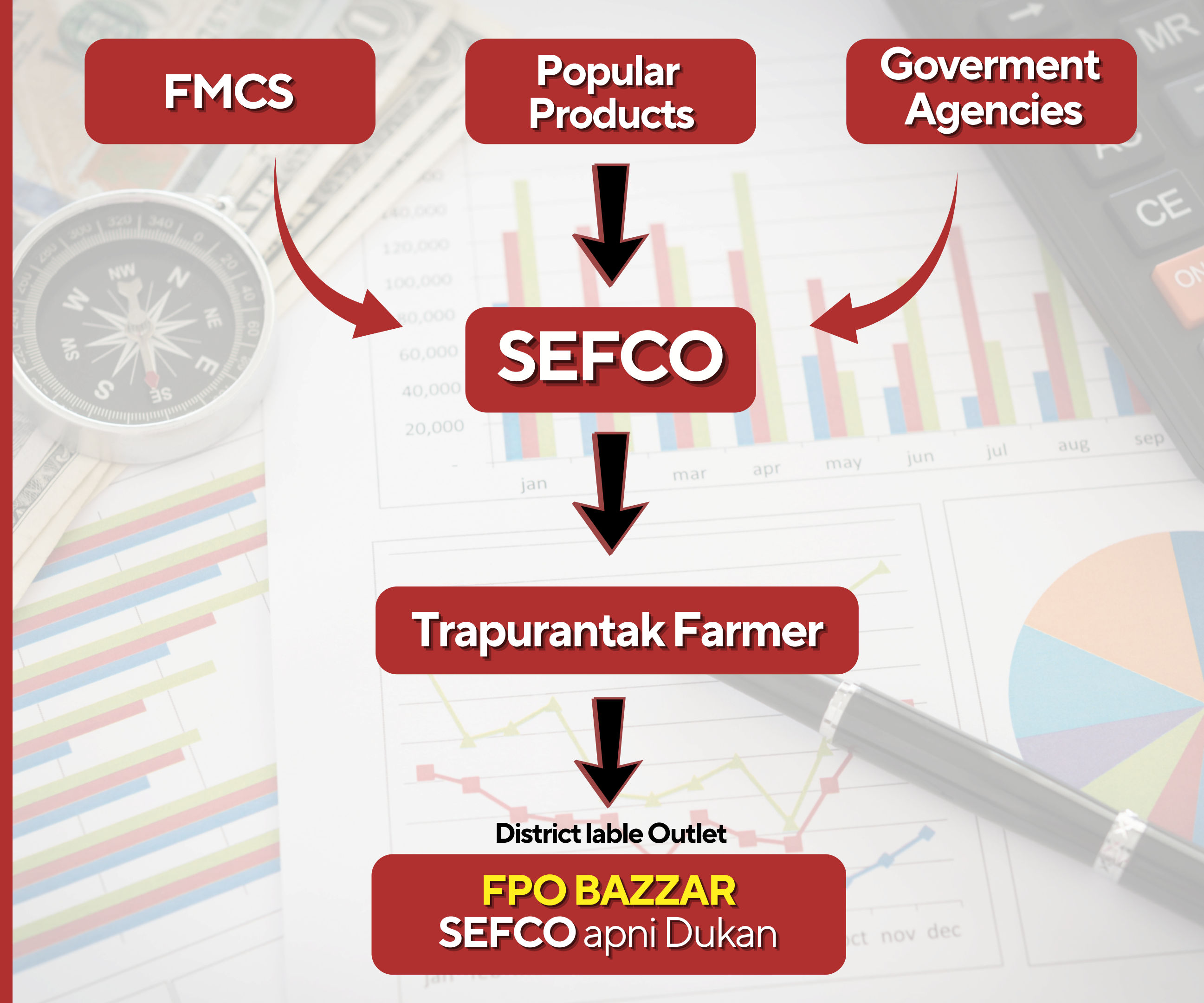


- **Bharat Brand** Products
- **FMNC's** products
- Products from Local Farmers
- Hindustan Namak
- Yule tea



# HOW TO MAKE IT WORK

Our **business** Model



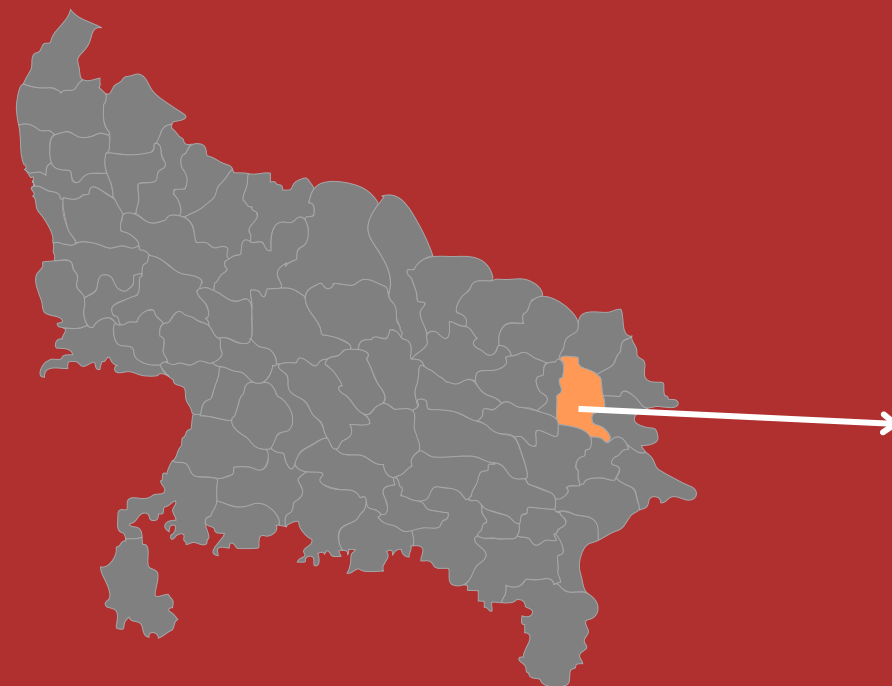


# SUCCESS EXAMPLE

See It in Action

The market of multinational companies can be seen as an example, which has been in successfully operated for a long time.

## CURRENT WE HAVE TWO STORE READY

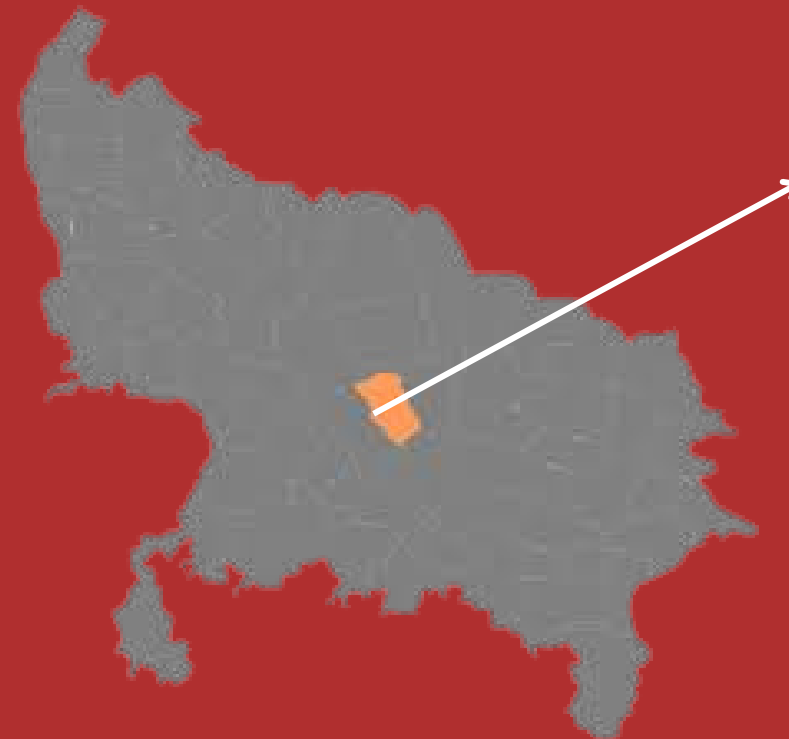


Eastern Region

**Gorakhpur**

**Trapurantak** Farmer  
Producer company limited

C/o Rabindra Nath, Atayar, Karwal Manjhganwa,  
Bansgaon Gorakhpur, Uttar Pradesh, India



Corporate Office

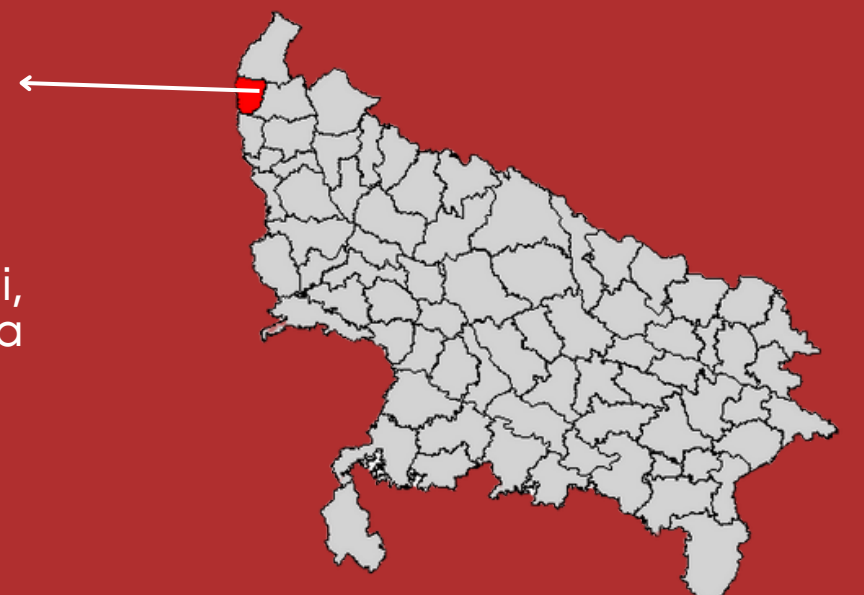
**LUCKNOW**

C/O SEFCO, 305, Third Floor ,  
Shalimar Titanium, Vibhuti Khand,  
Gomti Nagar, Lucknow, Uttar  
Pradesh – 226010

Western Region  
**Shamli District**



**Brijnandan** agro  
Producer compsnny limited  
Rangana, Jhinhana, Shamli,  
Uttar Pradesh India





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Similarly, SEFCO Multi-State Cooperative is our channel partner, which will ensure proper implementation of the project model.

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**TRAPURANTAK FARMER**  
Producer Company Limited

**Trapurantak Farmer Producer Company Limited**, your trusted partner in the world of agri product. We are based in the vibrant city of Gorakhpur, India, and are dedicated to bringing the bounty of our fertile lands to your doorstep. We have earned and gained the certificate by government.



Form C

Government of India

Food Safety and Standards Authority of India

License under FSS Act, 2006



संस्कृतम्  
REPUBLIC OF INDIA

अप्रतिम संख्या / License Number: 12739990000744



1. Name & Registered Office address of Licensee / अप्रतिमिकारी के पंजीकृत कार्यालय का नाम और पता:

2. Address of Authorized Premises / पंजीकृत स्थल का पता:

3. Kind of Business / कारोबार का प्रकार:

4. Dairy Business Details / दही कारोबार विवरण (If any):

5. Category of License / अप्रतिम का श्रेणी:

Trapatank Farmer Producer Company Limited  
vill - Kayer post karnal mangharwa ,  
Gorakhpur, Uttar Pradesh-273001  
vill - Kayer post karnal mangharwa ,  
Gorakhpur Taluk, Gorakhpur, Uttar  
Pradesh-273001  
Trade/ Retail - Trader/Merchant - Exporter  
No  
Central License

This license is granted under and is subject to the provisions of FSS Act, 2006 all of which must be complied with by the licensee. (यह अप्रतिम संख्या देने के अधीन है और अप्रतिमिकारी को इसका पालन करना होगा)।

Place / मिति: FSSAI Delhi  
Issued On / दिनांक: 16-08-2024 (New License)  
Valid Upto / वैधता: 15-08-2028 (For details, refer Annuree)

Designated Officer

Date: 16-08-2024 14:49:02  
User Id: 101297  
Verified through mobile: 8500000061  
License Grant on: 13-08-2023 02:04:58  
License Issued On: 16-08-2023 14:49:02



Annexures:

1. Product Annexure  
2. Validity Annexure  
3. Non-Firm C Annexure  
4. Conditions Of License

Notes:

1. Application for renewal of license can be filed as early as 90 days prior to expiry date of license. You can file application for renewal or modification of License by login into FSSAI's Food Safety Compliance System (<https://apps.fssai.gov.in/>) with your user id and password or call us at 1800112100 for any clarification.

2. This License is only to commence or carry on food businesses and not for any purpose.

3. This is computer generated license and doesn't require any signature or stamp by authority.

Page 1 of 6

5/3/2023, 11:25 AM

Print Udyam Registration Certificate

GOVERNMENT OF INDIA

Ministry of Micro, Small and Medium Enterprises

विद्युत निगम  
Ministry of Micro, Small and Medium Enterprises

विद्युत निगम  
Ministry of Micro, Small and Medium Enterprises

UDYAM REGISTRATION CERTIFICATE

UDYAM REGISTRATION NUMBER

UDYAM-UP-31-0033330

NAME OF ENTERPRISE

TRAFURANTAK FARMER PRODUCER COMPANY LIMITED

TYPE OF ENTERPRISE \*

S.No.	Classification year	Enterprise Type	Classification Date
1	2022-24	Micro	09-05-2023

MAJOR ACTIVITY

**TRADING**  
(For availing benefits of Priority Sector Lending/PSL ONLY)

SOCIAL CATEGORY OF ENTREPRENEUR

GENERAL

NAME OF UNIT(S)

S.No.	Name of Unit(s)
1	Trafurantak Farmer Producer Company Limited

OFFICIAL ADDRESS OF ENTERPRISE

Flat/Shop-Block No.	POST: KARVAL	Name of Premises/ Building	Trafurantak Farmer Producer Company Limited
Village/Town	VILL-CHAVAR	Block	MANHAGAWNA
Road/Street/Lane	MANHAGAWNA	City	GORAKHNAPUR, Pin 270801
State	UTTAR PRADESH	District	
Mobile	7897180682	Email:	ashishk_rath77@gmail.com

DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE:

12/04/2022

DATE OF COMMENCEMENT OF PRODUCTION/BUSINESS

NATIONAL INDUSTRY CLASSIFICATION CODE(S)

S.No.	NIC 2 Digit	NIC 4 Digit	NIC 1 Digit	Activity
1	01 - Crop and animal production, hunting and related service activities	0101 - Support activities for crop production	01011 - Operation of agricultural irrigation equipment	Manufacturing
2	01 - Crop and animal production, hunting and	01012 - Post-harvest crop activities	01011 - Preparation of crops for primary markets, i.e. cleaning,	Manufacturing

[https://udyamregistration.gov.in/Udyam\\_Verify/Udyam\\_Verification.aspx](https://udyamregistration.gov.in/Udyam_Verify/Udyam_Verification.aspx)

1/2

Authorisation Number 01011013684 Date 05/03/2024  
Export Validity 05/03/2026

UNXNEXL0011684004

Government of India / भारत सरकार  
Ministry of Commerce and Industry / वणिज्य और उद्योग मंत्रालय  
Department of Commerce / वणिज्य विभाग  
Directorate General of Foreign Trade / विदेश व्यापार महानिदेशालय  
Directorate General of Foreign Trade, Delhi / विदेश व्यापार महानिदेशालय, दिल्ली  
VANDIYA BIHAWAN, AKBAR ROAD, CENTRAL DELHI, DELHI, 110011 / वणिज्य पथर, अकबर  
रोड, नई दिल्ली  
Email office : dgft@nic.in , Phone Office : 011-23062777

(This is a system generated Authorisation/License/Script issued to the applicant.)

**LICENCE/AUTHORISATION: (Restricted Exports)**

Name of Office issuing Authorisation	DGFT(HQ)
Name of the Firm	TRAPURANT FARMER PRODUCER COMPANY LIMITED
Address of Firm	C/O RAVINDRA NATH VILL-STARATE, POST:- KARWAL-MANSHANGANJA, GORAKHPUR,GORAKHPUR,UTTAR PRADESH-273001
IEC	AACT3608N
Exporter Type	Merchant Cum Manufacturer Exporter
Exporter Status	
Transferable/Actual User	Actual User
File Number	HQREXEXLAFTY0X0001GHM24
License/Authorisation and Date of Issue	Please refer header details


This document has been digitally signed by PRAVEEN KUMAR, Deputy DGFT(HQ) on 05-Mar-2024.

Signature Not Verified

Reason: The signature is not digitally signed by the  
authorised signatory.  
To verify the signature, click on the "Verify Signature" button.  
For more information, click on the "Help" button.

Authorisation Number 01011013684 Date 05/03/2024  
Export Validity 05/03/2026



UNXNEXL0011684004



**Government of India**  
**Form GST REG-06**  
*[See Rule 19(1)]*

**Registration Certificate**

**Registration Number : 09AAJCT366N1ZM**

1.	Legal Name	TRAPURANTAK FARMER PRODUCER COMPANY	
2.	Trade Name, if any	TRAPURANTAK FARMER PRODUCER COMPANY	
3.	Additional trade names, if any		
4.	Constitution of Business	Private Limited Company	
5.	Address of Principal Place of Business	G/O RABINDR NATH KAUWAL URF MANJHANWA, BASGON, Gorakhpur, Gorakhpur, Uttar Pradesh, 273411	
6.	Date of Liability		
7.	Period of Validity	From: 20/04/2023 To:	Not Applicable
8.	Type of Registration	Regular	
9.	Particulars of Approving	Centre	
<b>Signature</b> <div style="display: flex; align-items: center;">  <div>             Digitally signed by <b>Sunil Kumar Shukla</b>, and              DN: cn=SUNIL K. TELL, o=GST, ou=CA, email=SUNIL K. TELL, c=IN              Date: 2023.04.20 07:54:57           </div> </div>			
<b>Name</b>		Sunil Kumar Shukla	
<b>Designation</b>		Superintendent	
<b>Jurisdictional Office</b>		Gorakhpur Sector-5	
<b>Date of issue of Certificate</b>		20/04/2023	
<i>Note:</i> The registration certificate is required to be prominently displayed at all places of business in the State.			

This is a system generated digitally signed Registration Certificate issued based on the approval of application granted on 20/04/2023 by the jurisdictional authority.

[illegible]

# Fssai Certificate

# UDYAM Certificate

# Registration Certificate

# Shipping Bill



# **BRIJNANDAN AGRO**

**Farmer Producer Company Limited**

Brijnandan Agro Farmer Producer Company Ltd. is a dynamic and versatile enterprise engaged in the manufacture, export, and supply of a diverse range of products. Our company is headquartered in the culturally rich city of Shamli, located in the heart of Uttar Pradesh.

**We have achieved a Milestone In March 2025 see in the next slide**



# WE HAVE SUCCESSFULLY EXPORTED 30 TONNES OF JAGGERY TO BANGLADESH! A PROUD MILESTONE FOR US!

See what the news channels are saying about our achievement

**Aashish Chandorkar**   
@c\_aashish

Follow

"The Brijnandan Agro Farmer Producer Company (FPC), formed in 2023, has 545 members, including two women directors. The FPO is engaged in exporting jaggery, sugarcane products, Basmati rice, and pulses. With training and technical support from BEDF, its members are well-equipped to meet international production and export standards.

With APEDA's support, this marks the third success story of an FPO from western Uttar Pradesh in agricultural exports, following the export of Basmati rice by Neer Adarsh Organic Farmer Producer Co Ltd. to Lebanon and Oman in 2023 and 2024."

Proud moment for **Brijnandan Agro** Aashish Chandorkar is an Indian public policy professional currently serving as Counsellor at the Permanent Mission of India to the World Trade Organization (WTO) in Geneva, a position he assumed in September 2021, acknowledged our milestone export of 30 MT GI-tagged jaggery to Bangladesh. Formed just in 2023, with 545 farmer members and strong technical support from BEDF, our FPO is now making global strides in agricultural trade.

THE TIMES OF INDIA [Read ePaper](#)

### GI-tagged jaggery from UP's Muzaffarnagar shipped to B'desh

TNN / UPDATED: MAR 23, 2025, 03:42 IST



**Times of India** featured **Brijnandan Agro** milestone export of 30 tonnes of GI-tagged jaggery from **Muzaffarnagar** to **Bangladesh**. With APEDA's support, this marks a major step for FPO-led agricultural exports from western UP.

ANI  
South Asia's Leading Multimedia News Agency

### In a first, Muzaffarnagar's GI-tagged jaggery exported to neighboring Bangladesh

ANI | Updated: Mar 22, 2025 13:09 IST

THE HINDU [SUBSCRIBE](#)


### Nearly 30 tonnes of GI-tagged jaggery from U.P.'s Muzaffarnagar exported to Bangladesh

A Geographical Indication is primarily an agricultural, natural or manufactured product (handicrafts and industrial goods) originating from a definite geographical territory

Published - March 23, 2025 02:39 am IST - New Delhi

KJ KRISHI JAGRAN English

Mission 2047 - MIONP MFOI 2025 Home News #FactCheck Agr



Muzaffarnagar jaggery, known for its rich flavor, received a GI tag in March 2023. (Representational Image Source: Canva)

In a major achievement for India's agricultural exports, a consignment of 30 metric tons of GI-tagged jaggery from Muzaffarnagar, known for its superior sugarcane, was flagged off to Bangladesh. The flag-off ceremony, held on January 30, 2025, was organized by the Basmati Export Development Foundation (BEDF) under the guidance of APEDA.

The event was attended by key dignitaries, including MLA Shamli Prasanna Chaudhary, Joint Director of BEDF (APEDA) Dr. Ritesh Sharma, AAMO Saharanpur Division Rahul Yadav, and Chairman of Brijnandan Agro Farmer Producer Company Sandeep Chaudhary.

**20+ News outlets** have mentioned and celebrated this achievement



# KUSUM GANGA

**Kusum Ganga** serves as a key financial partner for **FPO BAZZAR**, providing essential funding to FPO's in need of financial support. By offering tailored loan solutions from **Samunnati finance limited**, Kusum Ganga helps these organizations strengthen their operations, invest in growth, and improve their overall sustainability. This collaboration ensures that FPOs have access to the capital they require to expand their reach, enhance productivity, and contribute to the agricultural economy.



**Samunnati**



# HOW TO JOIN?

## JOIN NOW AND GET STARTED TODAY

- **REGISTRATION FEE**
- **MOU** (Memorandum of understanding)
- **Product List**
- **Banner& Outlet**

**Become the Part of us!!.....**







**Thank You**