





FARM FRESH 'TARKAARI' TO CONSUMERS

Bihar

Bihar State Vegetable Processing and Marketing Scheme has created a virtuous cycle for vegetable producers and consumers through a three tier cooperative structure with affordable vegetables and reliable supply to people.

The joy of eating dishes made from fresh vegetables is unparalleled. Bihar is one of the largest producer of vegetables in the country but even with bountiful produce the farmers often don't get the best returns on their labour and investment. This is due to low volume, poor supply chain infrastructure, and poor access to market and information.

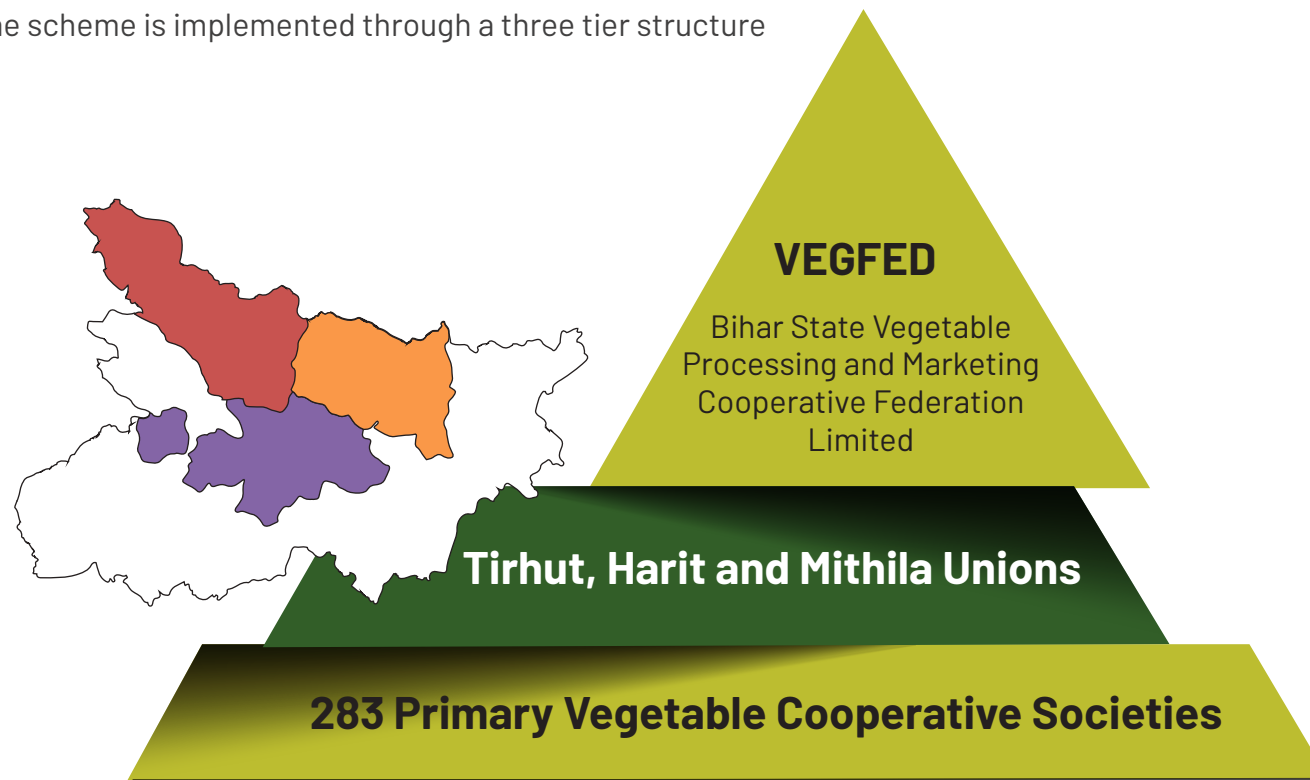
To address their needs and also to ensure affordable vegetables to the citizens Cooperative Department, Government of Bihar has launched the **Bihar State Vegetable Processing and Marketing Scheme**. Under the brand 'tarkaari' and the mission, '*Har thali mein Bihari tarkaari*' it aims to provide farm fresh vegetables to the consumers round the year at reasonable and affordable price. This scheme aims at organizing Bihar's state vegetable producers into three tier cooperative structures for ensuring remunerative prices to farmers and standard quality vegetable at reasonable price to consumers .





THE STRUCTURE

The scheme is implemented through a three tier structure



FINAL OUTCOME

A farmer's vegetable supply chain network in and outside Bihar

Minimize the post-harvest losses by enhancing the product shelf life

Value addition by processing, packaging and branding the product

Bridge demand and supply gap of fresh & quality vegetables

Increase in vegetable production and productivity in the state

Provide training and extension services to the vegetable growers

Generate employment opportunities and enhance the income of vegetable growers

Establishing retail outlets for retailing of business

Creation of a central vegetable processing hub at Union level

Creation of collection centres and permanent marketing infrastructure at PVCS level



ROAD AHEAD

Expansion to all 38 districts in Bihar

Scale up to benefit more than 2 lakh vegetable growers

To reach international markets

Enhancing the market linkage and promoting entrepreneurship and employment

