Farmers’ Club Programme

While dedicating NABARD to the nation on 5th November 1982, the then Hon’ble Prime Minister of India launched “Vikas Volunteer Vahini (VVV)” programme to propagate five principles of “Development through Credit”. The VVV programme was revisited and renamed as Farmers’ Club Programme (FCP) in 2005. Farmers’ Club (FC) is a grass root level informal forum. Such Clubs are organized by the rural branches of banks, NGOs and KVKs, etc. with financial assistance from NABARD for mutual benefit of the banks and the farmers.

The objective of the programme is to promote “Development through credit, technology transfer, awareness and capacity building” of the farmers. The emphasis of the programme is on increasing the income of the farmers by increasing the production & productivity by adopting appropriate technology, good agricultural practices, proper use of credit and marketing skills and creating good repayment ethics among the borrowers.

During 2017-18, 2229 new Farmers' Clubs were sanctioned, taking the cumulative number of Farmers' Clubs across the country to around 1.60 lakh. Apart from facilitating the farmers in accessing credit, extension services, technology and markets, the Farmers’ Clubs act as Self Help Promoting Institutions (SHPIs), for promoting SHGs and as Business Facilitators/Business Correspondents of the banks. The active FCs get organized into Farmers Producer Organizations to build appropriate scale in their operations and promote collective actions for produce aggregation, value addition and marketing for increasing income.

A portal named ‘Krishak Sarathi’ (www.krishaksarathi.com) has been developed to digitize all the active Farmers Clubs and ensure effective monitoring of their activities so as to achieve sustainability. As on 31 March 2018, data of 23,291 active FCs have been digitized on the portal and the details are available on NABARD website also.