

Forward linkages for integrated farming practices: A case study of Konyoka Multi-Purpose Organic Agriculture Farm Society of Biswanath district of Assam, India

Mridul Dutta¹

¹Tezpur University

March 08, 2019

Abstract

The firm Konyoka Multi-Purpose Organic Agriculture Farm was incorporated in 2016 in lines of farmers producers organisation with twin objectives of creating livelihood opportunities through integrated organic farm practices and reviving the barren flood plains of Jia Bhareli river. The academic aim of this case study is to analyse strategic decision of the firm in reviewing its supply chain and provide alternatives with a horizon of 05 years to 10 years in creating possible linkages and sustaining interest of its members. This case study discusses consumer behavior, food sovereignty, relationship between poverty, distressed selling, long-term business relationships, e-Commerce and CFPR practices, traditional supply chain, efficient logistic practices, organic farm produce markets, Government policy on farm subsidy and institutional support in organic farming in India vis-a-vis North Eastern India. Opportunities for the firm Konyoka discussed includes commercialization of plant varieties, agro-tourism, organic produce certification stages, and technology enabled solutions in customisation in secondary distribution. This case opens the scope of institution support (government) in organic farming and seriousness of political leadership in boosting confidence in primary sector. The case ends with leading solutions to excite the readers to design and appraise management issues in market linkages and change management.

Hosted file

PREPRINT_Forward linkages for integrated farming practices-A case study of Konyoka Multi-Purpose Organic Agriculture Farm Society of Biswanath district of Assam, India available at <https://authorea.com/users/718176/articles/705105-forward-linkages-for-integrated-farming-practices-a-case-study-of-konyoka-multi-purpose-organic-agriculture-farm-society-of-biswanath-district-of-assam-india>