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**PUSHKAR RURAL AGRICULTURAL YOUTH & EMPLOYMENT  
PRODUCER COMPANY LIMITED, DEVNAGAR, AJMER**

**PUSHKAR RURAL AGRICULTURAL YOUTH & EMPLOYMENT PRODUCER COMPANY LIMITED, (PRAYE)** is an FPC promoted by experienced farmers belonging to Village Devnagar, Block Pisangan in Ajmer district of Rajasthan on 16 November 2015. The total number of shareholders has increased from 260 in March 2016 to 510 shareholders up to 31 January 2022 and 345 unregistered member farmers.

The business activities have been started by the FPC began over the past few months in 2017 with procurement and input supply activities pursued by the company. PRAYE got Rs 5 Lac and 6 Thousand only financial assistance from NABARD.

PRAYE have licenses from the necessary departments to carry out their business without any hassles.

The company members who are from 10 villages nearby Devnagar, are engaged in fruit and flower production like Jamun, Phalsa, Amla, Lisoda, Chrysanthemum, Marigold, Pink Rose. Later, at company end, aggregation has been done and preparation of their value added products like Gulkand, Rose Water, Dehydrated Rose Petals etc with valid certification from the concerned departments. PRAYE is currently working with the Rose farmers and aggregate 500-600 kg Pink rose daily from these farmers and prepare value added products like Rose water, Gulkand, Rose Syrup etc.. Company plans to scale up rose production gradually, with the help of various line departments.

PRAYE has developed its business by centralized market tie ups due to interstate exposure visits and regular participation of FPO members and CEO in various promotional events organized in pan INDIA by NABARD. Prior to FPO formation, individual farmer got 50 Rs for Rose crop. After FPO formation through NABARD, now they are receiving 65 Rs. FPO, not only give financial benefits to farmers but also give employment to rural people. There are 9 Person permanently and 15 Person casually works in PRAYE FPO processing unit. In the year 2020-21 business revenue transactions were Rs 3647796 audited. In current year 2021-22, we cross 1 Crore turnover. PRAYE avails Rs 25 Lac credit facility from NABKISAN in current year and Rs 10 Lac credit sanctioned from Stat Bank of INDIA, Picholiya Branch, Ajmer.

Due to collective action of NABARD, POPI & Farmers capacity building programmes strong market linkages developed in the area of agri input and produce output.

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