

The sustainable business Eco system for the farmers



**SEEDS - Social Education Economical
Development Society**

Annual report 2018 -19

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From our Secretary's Desk



Dear Friends,

Greetings from SEEDS...

SEEDS had entered in to Twenty Second Year of its journey. We concentrated in empowering women, children, small and marginalized farmers and other vulnerable section of the Society. During this journey of two decades we aimed at enriching our knowledge and practices in enabling the Community Based Organization, so that they could stand united themselves to mitigate the challenges encountered by them in their Socio - Economic progress.

SEEDS is the POPI of NABARD (Producer Organization Promoting Institution) for three districts namely, Virudhunagar, Ramanathapuram and Thoothukudi. It is declared as a Resource Institution by SFAC - (Small Farmers Agriculture Consortium) by the Ministry of Agriculture Govt. of India. SEEDS is empanelled by TISS TATA Institute of Social Sciences, for the Ministry of Textiles and Handicrafts Govt. of India to receive financial assistance to promote livelihood of Rural Artisans. SEEDS becomes a member in the District Level Irrigation Committee of Virudhunagar District. SEEDS feels that the above referred appreciations remind us to be more committed in empowering the target society. During the reporting year 2018-2019, SEEDS gained more recognition from the NABARD & National NGOs.

The courageous, hard and sincere efforts and strategic steps taken by the board of SEEDS NGO and management staffs have been blessed with official recognitions for SEEDS RI promoted FPOs in this year 2018. They are Seeds FPCL, Ramanar FPCL and Viruthai Millet FPCL are recognized nationally for their outstanding contributions in FPCL business development viz:

1. Best performance among the FPOs under PRODUCE FUND of NABARD, Best Social Entrepreneur award for the CEO for SEEDS FPCL
2. Best performance in collectivization & marketing by NABARD and FPO of the year 2018 under small scale category by ACCESS FOUNDATION and RABO Bank for RAMANAR FPCL.
3. Best performance in marketing linkages - AGRI BUSINESS 2018 award & Best women Entrepreneur award to the FIG leader by GoI.

The cross learning of FPOs, sharing of experience by CEO and Staff, in-depth discussions on the challenges of field and resolving with the help of expertise of POPI have made distinctive progress in FPCLs across the state. Against the backdrops SEEDS seeks your continued support and guidance. We are very happy and excited to work with around 17000 farmers in eight districts of South Tamil Nadu under FPO promotion & strengthening. We express our sincere thanks to all our partners, staffs and well-wishers who extended their support to do our present endeavors towards Sustenance of our FPOs.

Our sustained efforts in working along with the community on participatory manner in soil and water conservation works under NABRD watersheds have completed 1 project and the effective impacts created by it leads to the sanctioning of 3 new additional watersheds in Virudhunagar district.

We are dealing with the exports of coffee through M/S. SEEDS AGRO PRODUCTS and SERVICES, a marketing company and also the rural distribution of TATA te products in 12 districts of Tamil Nadu. We are gaining enough experience in exports and we are planning to link the Agricultural commodities of FPO in this export lines and also on the rural distribution lines by which we can offer a distinctive improved price for our farmer shareholders thereby improving their Livelihoods.

This year we adopted new innovative technologies in farm management and livelihoods like Digitization of Agriculture, Good Agricultural Practices in Non-Pesticide Management, Financial Support and Monitoring System, Stock Inventory Control System etc.,

S.D.PANDIAN

Secretary

ORGANISATION BACKGROUND

I. GENESIS

Social Education Economical Development Society (**SEEDS**) is a non-profit organization promoted by **Mr. S.D. Pandian**, a Sarvodaya Worker. He has been associating himself with Sarvodaya Movement of Achyarya Vinoba Bhave for nearly more than two decades. It is to be noted that his father and grandfather also played active roles in the Sarvodaya Movement. Mr.S.D.Pandian with his rich experience in promoting ideals of the Gandhi voluntarily initiated rural development activities with the help of like-minded people in the surroundings of Aruppukottai, Tiruchuli and Kariyapatti Blocks. To strengthen the services better, a society was registered namely, “**Social Education Economical Development Society**” (**SEEDS**) in the year 1995 under the Tamil Nadu Societies Registration Act 27 of 1975.

The mandate of the organization is to enable marginalized and disadvantaged rural women to achieve their socio-economic development through a process of organization and participation. In pursuant to this end, **SEEDS** has been reaching out to more than 60,000 families in hundreds of villages in Virudhunagar, Ramanathapuram and Thoothukudi, Madurai, Kanyakumari, Karur, Thiruppur Districts of Tamil Nadu. SEEDS implements many number of socio-economic programmes, with the support of agencies of the state and central Governments and Foreign Funding Agencies including commercial banks.

Vision:

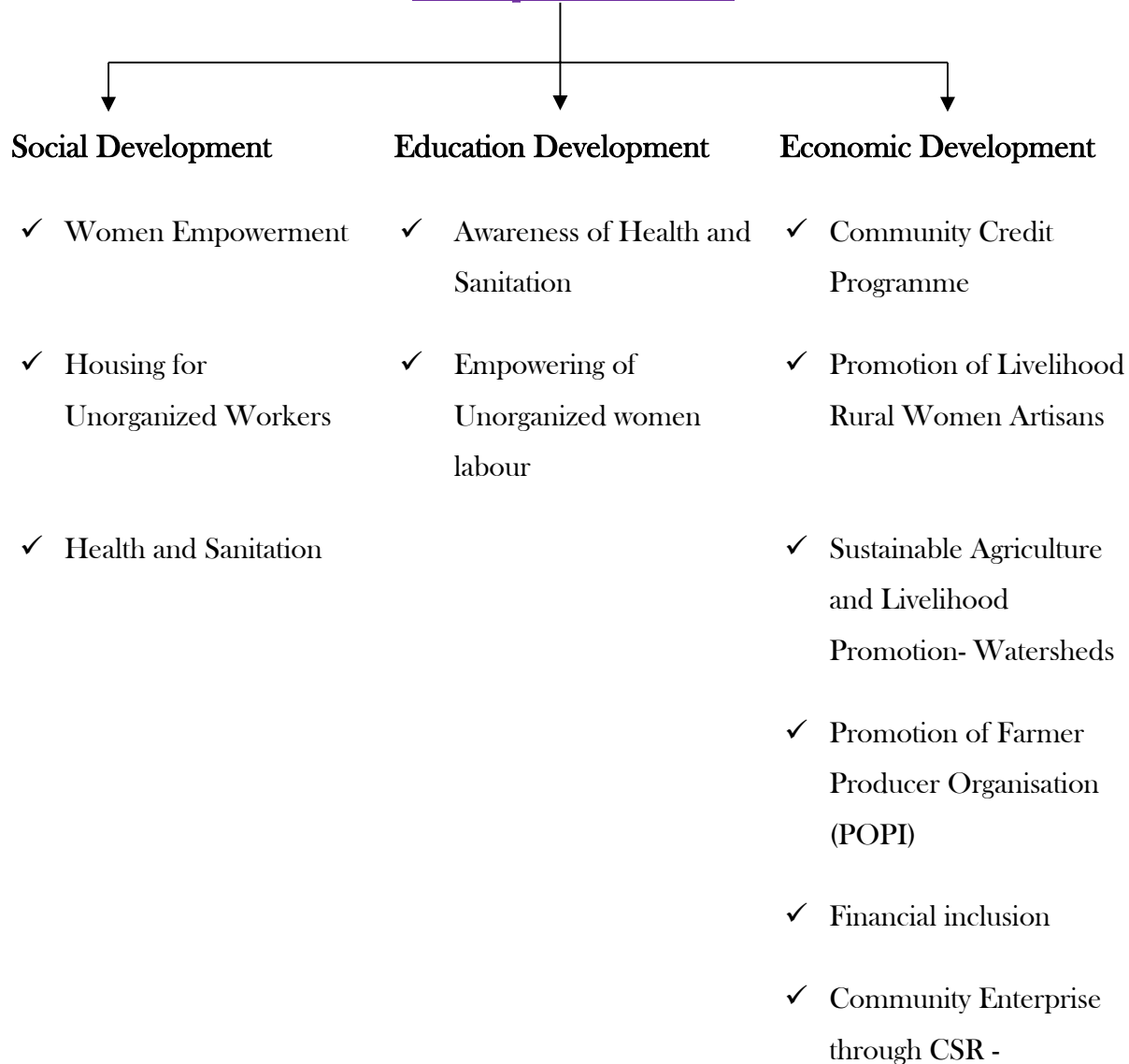
“SEEDS envisages, a society, where poor and marginalized women are socially, economically developed with environmental consciousness and gender equality and the children enjoy their childhood”

Mission:

“Enabling the poor and marginalized families by organizing themselves, and facilitating their empowerment process to achieve their socio economic development through the process of organizing, institution building, business planning and effective participation of the community”



Development Activities



Legal status:

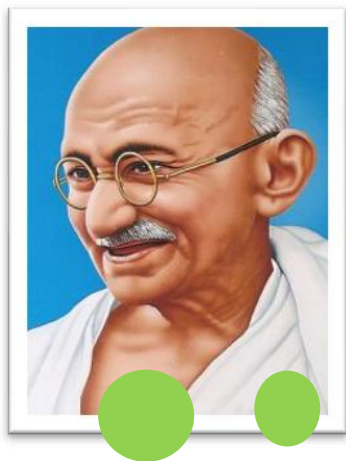
- ❖ SEEDS Society is registered under Tamil Nadu Societies Registration Act of 1975.(Reg.No.55/95, dated April 21,1995).
- ❖ SEEDS Society is registered u/s 12(a) of the income Tax Act,1961, and with the Commissioner of Income Tax (Exemptions) u/s 80G(v).
- ❖ SEEDS Society is registered u/s 35AC of the Income Tax Act,1961(43 of 1961) under Notification No.S.O.743(E) dated.11.4.2011.
- ❖ SEEDS Society is registered TAN Number on March 2015 MRIS07265G
- ❖ SEEDS Society is registered under section 6(1)(a) of the Foreign Contribution (Regulation)Act,1976 with the Secretary of Ministry of Home Affairs, New Delhi (FCRA Reg.No.076110002).
- ❖ Visitors are Welcome to “Contact Us” – on www.seedsvo.weebly.com
- ❖ Name &Address of Main Bankers: South Indian Bank, Aruppukottai Branch.
- ❖ Name & Address of Auditors: M/S.T.M.Uduman Ali, Chartered Accountant, 273 – C Main Road, Kovilpatti 6280501..

Our Donors, Partners and Networks:

SEEDS is in partnership with the following socio economic development networks and organizations to promote solidarity and mutual learning, advocacy and lobbying for the poor and marginalized.

- ✓ NABARD, Chennai
- ✓ Rashtriya Mahila Kosh, New Delhi
- ✓ Ministry of Labour& Employment , New Delhi
- ✓ Ministry of Textiles and Handicrafts, New Delhi
- ✓ Tamil Nadu Watershed Development Agency – TAWDEVA
- ✓ The Hunger Project India, New Delhi
- ✓ Credibility Alliance, Mumbai
- ✓ Tamil Nadu Voluntary Health Association, Chennai

- ✓ B. Radhakrishnan , Chennai
- ✓ Small Farmers Agriculture Consortium (SFAC), Govt. of India, New Delhi
- ✓ TATA Institute of Social Sciences, Mumbai
- ✓ Sammunatti Financial Intermediation and Service Pvt. Ltd., Chennai
- ✓ Annanya Finance for Inclusive Growth Pvt. Ltd., Ahemadabad
- ✓ Nabkisan, Chennai
- ✓ Swarna Pragathi Housing Finance Ltd, Trichy.
- ✓ Safe Harvest Pvt. Ltd., Bangalore
- ✓ Pay Agri Innocations Pvt. Ltd. Chennai
- ✓ Nambudiri sons Agro Foods India Pvt. Ltd, Kerala
- ✓ TATA Global Beverages Ltd., Bangalore
- ✓ Cropin, Bangalore
- ✓ Hi-Fi Innovation Pvt. Ltd., Coimbatore



“ I SHOULD LIKE TO SLIP OUT OF THE PUBLIC GAZE...TO BURY MYSELF IN THE FARM AND DEVOTE MY ATTENTION TO FARMING AND EDUCATING.”

- MAHATMA GANDHI

– JOSEPH LELYVELD, *GREAT SOUL: MAHATMA GANDHI AND HIS STRUGGLE WITH INDIA*

The SEEDS, a non-governmental organization promoted many FPCL for the welfare of the farmers, SHG / PLF members who expressed their demand on the intervention in agriculture input needs, technical assistance and affordable financial services. FPOs promoted by SEEDS POPI / RI under the facilitation of NABARD / SFAC in Virudhunagar district with the major focus crop of Millet & Pulses. The reason for the emergence of FPCL is: failure of monsoon rains, migration of labours from rural to urban regions for want of employment opportunity during agricultural season, Need to pay excess wages for the available labours, Need to spend more money is required to procure input materials, delayed take off of Agriculture activities due to non-availability of seeds, fertilizer, pesticides during the appropriate time, diminishing crop area due to inferior quality of seeds with lower germination rate, non-availability of agriculture implements during harvesting, interference of Local merchants on the procurement price of agriculture produce & non-availability of storage facility during surplus production of agriculture.

The Mobilization part of the FPO Initially started with the existing FIGs, JLGs and lead farmers who came forward to form the producer company and the company gets registered. Now all the group companies have 16537 shareholders of which the Male farmers constitutes 6447 numbers (39%) & Female 10087 (61%) and the with the coverage of around 78% - small and marginalized farmers working in seven districts of Virudhunagar districts of South Tamil Nadu.

FPOs are having the paid up share capital is Rs 175 lakhs. Obtained Rs 10 lakhs as equity grant from SFAC, New Delhi of around 60 lakhs for 6 FPOs and the funds were allotted to the share holder farmers as equal shares. The main activities undertaken by the FPCs are Input Supply, Capacity building training, Technical assistance, Procurement, Forward & Backward marketing linkages. All the FPCLs have obtained all the required certification from the Government like License for SEED, Fertilizer, Pesticide, fssai, PAN, TAN & GST. The Business activities undertaken by the FPCs are Procurement of commodities, Value Addition, establishing Agriculture Business Centres (ABC) and On-lending for farm production & livestock rearing. The Business turnover of all the FPCL during 2017-18 is Rs 22 Crores and the net profit earned is Rs 25 Lakhs.

FPCL is planning for a turnover of Rs 40 Crores in this financial year 2018-19. All the companies earned profits from Collectivization & marketing, Procurement and Value addition of commodities, Sale of commodities through ABC centres & On-lending credit to farmers.

Crop varieties of major focus...

Viruthai & Ramanar FPCL
SEEDS FPCL
Ramanar, Vizhuthugal FPCL
Theni, Madurai & Udumalpet FPCL
Nanjil Nadu FPCL
Madurai & Ramanathapuram FPCL
Ramanathapuram FPCL
Srivilliputhur FPCL



Millets



Pulses



Coriander



Coconut



Banana



Paddy



Chilli



Maize

The credit needs of the farmers are met through Samunnati, Ananya, Nabkisan of around Rs 22 crores. The FPCL is governed by 10 active Board of Directors. The financial assistance for the promotion of these FPOs are supported by NABARD & SFAC around Rs 9.06 Lakhs & 40 Lakhs respectively for 3 years and it is professionally utilized for the support and strengthening by POPI / RI. SEEDS POPI arranged and conducted various training programs to Board of Directors, CEO and staffs on FPO promotion & strengthening, Value chain management and Governance and monitoring & thus monitoring the entire progress periodically.

Innovative initiatives have been implemented in matured FPCLs like Digitization of Farmer Data, Geo tagging, geo audit, Farm Production and prediction of Yield, Inventory

Control System & Procedures, Sustaining the second generation youth in Agriculture & SEEDS Resource Institution initiated a Project with Bharat Rural Livelihoods Foundation (BRLF), New Delhi - 2018-21 on “Improving market readiness of Smallholder farmers practicing Non Pesticide Management of Agriculture” & to develop a Consortium of 22 network partners in 8 states of India-working with 1 lakh farmers to practice NPM .

The marketing strategy of the FPCL is being done by two ways. One to sell the value added commodities to their own shareholders atleast for Rs 1000 per farmer household & thus can expect a turnover of Rs 10 Lakhs per month through Agri Business Centres (ABC) in FPO office & Rural ABCs. & another by linking the commodities to the corporate buyers like M/s. Safe Harvest, Nilons, Phalada etc...

Farm interventions	<p><u>Promoting Farmer Producer Companies in rural South TamilNadu.</u></p> <ol style="list-style-type: none"> 1. Social mobilization of farmers 2. Promotion of FIGs(farmer interest group) & JLGs 3. Share capital mobilization from farmer shareholders 4. Capacity building for board of directors on governance & FPCL Management 5. Training to FPCL- staff on Project Implementation 6. Timely credit linkage for the inputs, crop, cattle, Poultry & goat 7. Obtaining equity from SFAC 8. Crop specific - technology building on Good Agricultural Practices for better production 9. Steps on collectivization & marketing of the farm Produce. 10. Linking the farmers with institutional buyers avoiding middle men & Brokers. 11. Ensuring the crop advisory on Good Agricultural Practices, Weather and Package of Practices- on-time to farmers to increase the efficiency of the farming. 12. Guiding on the sustainability of FPCL with the business focus & profit, 13. Digitization of micro credit, agriculture & inventory control of stocks. 14. Promotion of Agriculture Business Centre in villages to augment local sales of FPCL farm produce.
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	<p>15. Linking with e-Nam for marketing of Produce</p> <p>16. Water & Soil conservation works & capacitating farmers with suitable Demo model implementation to increase the Production efficiency.</p> <p>17. Establishing value addition units for each FPCL on their specific crop Production.</p> <p>18. Undertaking Watershed Program under NABARD.</p>
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S.No.	LESSIONS LEARNT DETAILS	Tackled by FPCL by
1	<i>Mobilization of Farmers</i> - initial stages of mobilizing farmers, convincing and collecting the share amount from them is difficult	Placed a local person as staff- CDO at Cluster level- trained them periodically with the objectives of FPCL.
2	<i>Procurement of Commodities from Farmers</i> - Initially there is a huge opposition from local traders as FPCL tries to break the monopoly of them. FPCL increased the price for the commodities. Traders also have increased the price. Thus FPCL indirectly favors the farmers in getting a good price	Engaged the BODs as the Nodal person for Procurement in villages as they are familiar to local farmers and have tackled the traders with the spot procurement with digital scale & spot payment for the Produce.
3	<i>Board of Directors of FPCL</i> - Involvement of Board of Directors in FPCL operations is challenging initially as they are afraid of the financial support to farmers will make them - a surety for the loans.	All the BODs have been trained and have involved in financial committee, procurement committee & marketing committee so that they realize the timely need of money for the livelihoods of the farmers and the entire FPCL is responsible for the goodness or badness of the achievements. POPI have been monitoring the loan portfolio & business handling of the FPCL.


4	<i>RoC & Legal Compliances of FPCL</i> - FPCL is spending around Rs 70000/- for RoC & other Legal compliances of the FPCL- The initial handling by CEO is quiet difficult as we have Community development staff as CEO , but with low honorarium. The handling of Auditors , CST filling is also met difficulty.	Periodical training to CEO & Staff team of FPCL by POPI have made them on track of the RoC, GST & Other Legal Compliances finished on -time.
5	<i>Micro Credit to Farmers of</i> - Since around 70% of the farmer share holders are in practice of Rain fed Agriculture in Ramanar FPCL- Initially no banks are willing to support FPCL on their micro credits.	SEEDS POPI with its experience have made tie-up with NBFCs for the on time micro credits.
6	<i>Social Security Schemes to Farmers</i> - Initial difficulties exists in life insurance as well as crop & livestock insurance by the farmers.	FPCL have made awareness on the Crop, Livestock and Life insurance schemes of the Government & have ensured the proper coverage & prompt repayment of loans to FPCL.

Observations and general comments on the implementation of the project

PROJECT IMPLEMENTATION CHALLENGES :

1. Baseline survey
2. Social mapping
3. Resource mapping.
4. PRA exercise in operating villages.
5. Identifying the problems/issues of farmers.
6. Delayed adoption of Innovation technology by farmers.
7. Aggregation of inputs to farmers.
8. Collective procurement & marketing of commodities.
9. Non availability of Credit facility from Nationalized Banks for FPOs.
10. Slow mobilization.
11. Previous exploitations happened in field.
12. Lacking on technology.
13. Demonstration models to be established to convince the farmers.
14. Natural failure like very low rainfall, floods, high wind, extreme summer

ADOPTED SOLUTION & OUTCOMES :

15. Timely credit facility for crop production,
16. Payments to the farmers are made promptly in farm gate,
17. Ensure the correct weighment of the produce,
18. Farmers need not to spend time and money on transport and logistics
19. No need of bargaining & commission to middle men & brokers as FPCL involves directly.
20. Altered value chain:
21. 

22. The direct payment made by the FPCL for the farmers produce at the farm gate motivated others to realize that traders are abusing them. Procuring all the commodities through the marketing tie up worked at earlier by the FPCL
23. Establishment of *Agri. Business Centre* at the FPCL office to cater the monthly groceries need of share holders at comparatively lesser cost than the market.
24. Facilitating all the farmers with credit, inputs, improved crop production technology, digitization of agriculture, weather advisory, yield prediction, linking with the main stream market, and Promotion of Organic Agriculture.
25. RI facilitated direct procurement from farmers & marketing the commodities. This year it is entering into the consolidated marketing of produce to corporate buyers and value addition of the Agricultural Produce through processing mills and seeking the linkage for the marketing opportunity from top notch corporate. Next year FPO is planning for the setting up of processing hubs through its own infrastructure –mills & machineries and also aims at Agriculture digitization of farm data base, advisory for weather, disease incidence, crop productivity, growth monitoring & yield prediction and Organic farming by the way of transforming atleast 15 % of the farmers to natural production methods and to enable them a premium price for their Produce..
26. Increased income verified by means of decreasing expenditure on their inputs & additional income for their agriculture produces over 5-10%.
27. Facilitating all the farmers with credit, inputs, improved crop production technology, digitization of agriculture, weather advisory, yield prediction, linking with the main stream market, and Promotion of Organic Agriculture. During the agricultural off season, it aims to facilitate the farmers with goat, cattle rearing and thereby increase the income of the farmers and attaining the sustainability and make good interventions in each and every step of the value chain of the Agricultural Commodities of the shareholders.

Sl. No	Interventions	Impacts
1	<i>Empowerment of Women</i>	<ul style="list-style-type: none"> ✓ SEEDS group of FPCLs have achieved 61% of the shareholders as women doing agriculture & allied activities. ✓ 78 % comprise of small & marginal farmers able to Access credit from NBFCs & banks. ✓ Acquired Decision making power by discussing with Family members on health, education & income generation. ✓ Increased Transparency in operations and family. ✓ Self confidence of women members to handle any unforeseen situations if farming. ✓ Improved leadership qualities. ✓ More exposure to MSME training and enterprise promotion activities. ✓ Improved technical skills.
2	<i>Livelihood Enhancement</i>	<ul style="list-style-type: none"> ✓ Leadership qualities of women leads to their involvement in improved livelihood activities of farm & farm base towards doubling the income of the family. ✓ More women farmers encouraged in Agri. Business Centre activities by which FPC is focusing their village farm gate Procurement & sale of value added commodities through ABCs. ✓ Farmers are linked with Agro inputs, timely credits, technology intervention on crop production and protection, Demonstration models on field innovation& adoption. ✓ Live stocks: Cattle population doubles and goat population increased by 4 folds in FPOs which increases the income of farmers to 20%. ✓ Agriculture is now been recognized as a income generating activity and a way for sustainable livelihoods. ✓ Second generation youth are motivated to practice Agriculture as an Business Enterprise

3	<i>Best Practices Followed</i>	<ul style="list-style-type: none"> ✓ Direct procurement from farmers - Ensure correct weighment -payment at farm gate. ✓ No need for farmers to spend time & money on transport - hence a 20% cost of the farmer is saved. ✓ No involvement of middle men & brokers-hence farmers are getting an increase of Rs.5 to 10 per kg of Produce than the local traders and merchants comparatively. ✓ FPOs are handholding right from Agri. inputs- hence farmers are yielding their produce to FPOs which gets improved from 20% initially to 70% presently. ✓ Bargaining power of the farmers Increased & also their Socio Economic conditions improved.
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Governance - SEEDS -Board Members

Sl. No	Name	Designation	Photo
1.	S.Chellammal M.A., M.Phil	President	
2.	M.Shenbagadevi	Vice-president	
3.	S.D.Pandian	Secretary	
4.	G.Jeyakannan	Treasurer	
5.	S.Inbakumar	Member	
6.	Dr.M.A.Thirunavukarasu M.S.W., Ph.D.,	Member	
7.	R.Kalavathi	Member	

OUR DONOR



SFAC
लघु कृषक
कृषि व्यापार संघ

OUR PARTNER



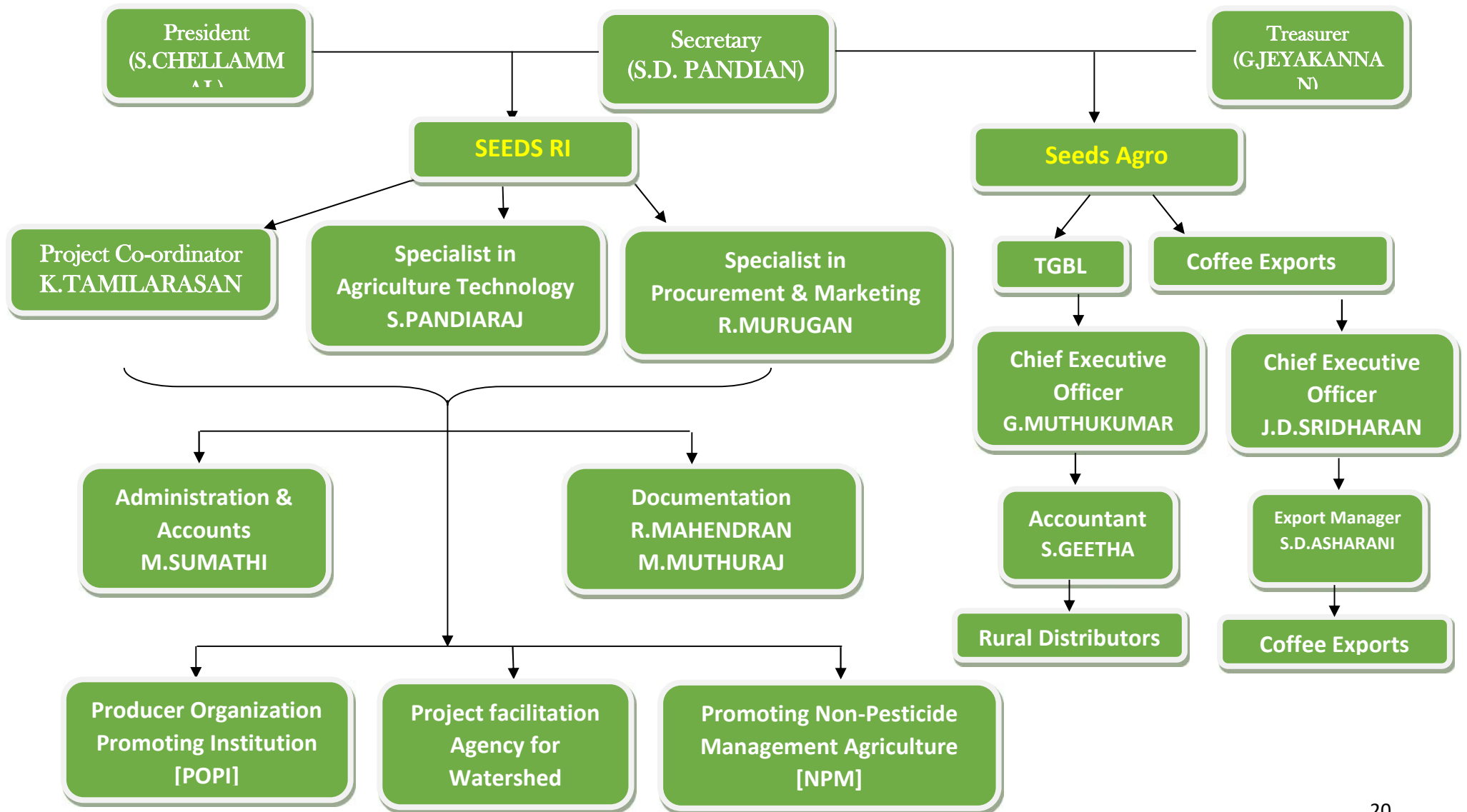
AVANTI
FINANCE



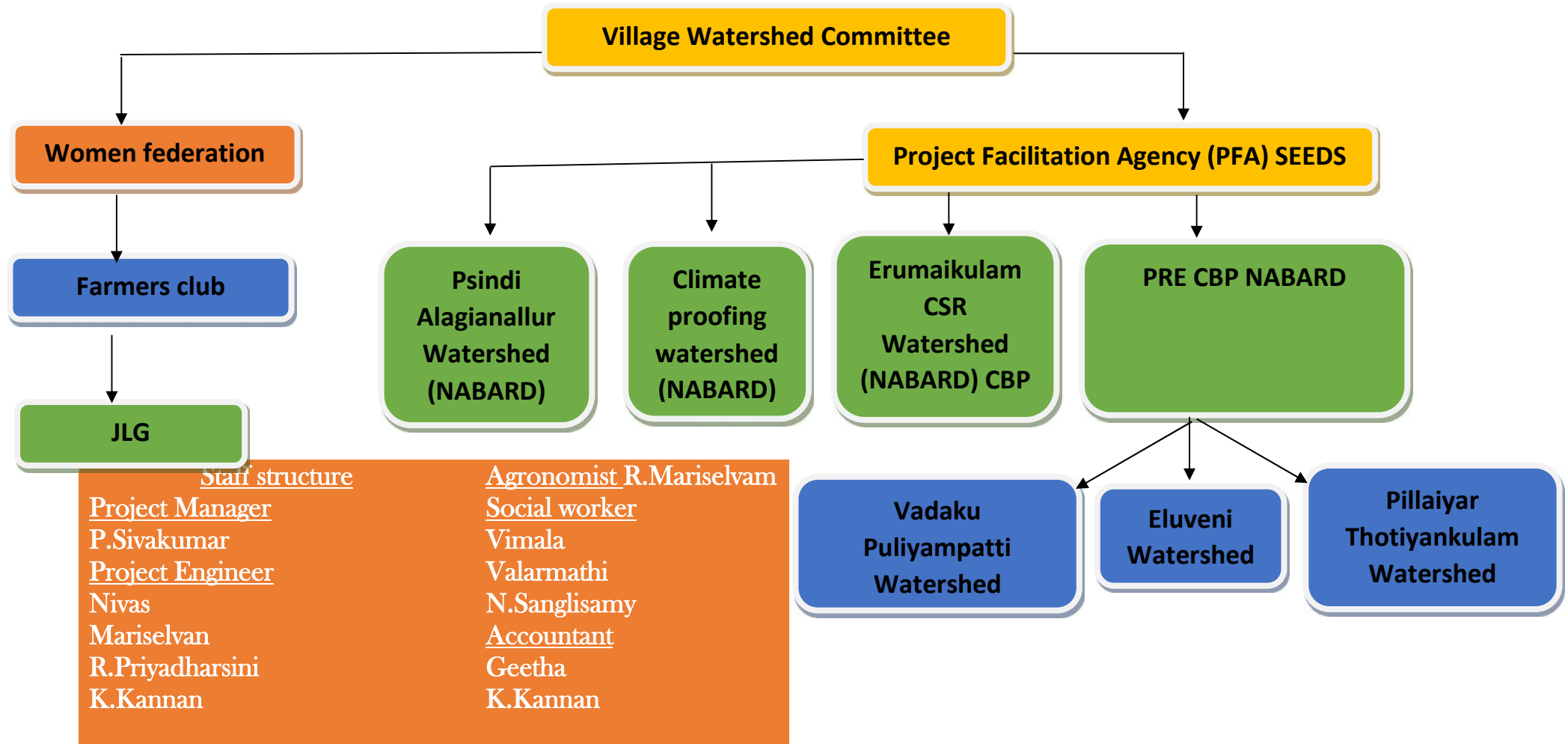
State Bank of India



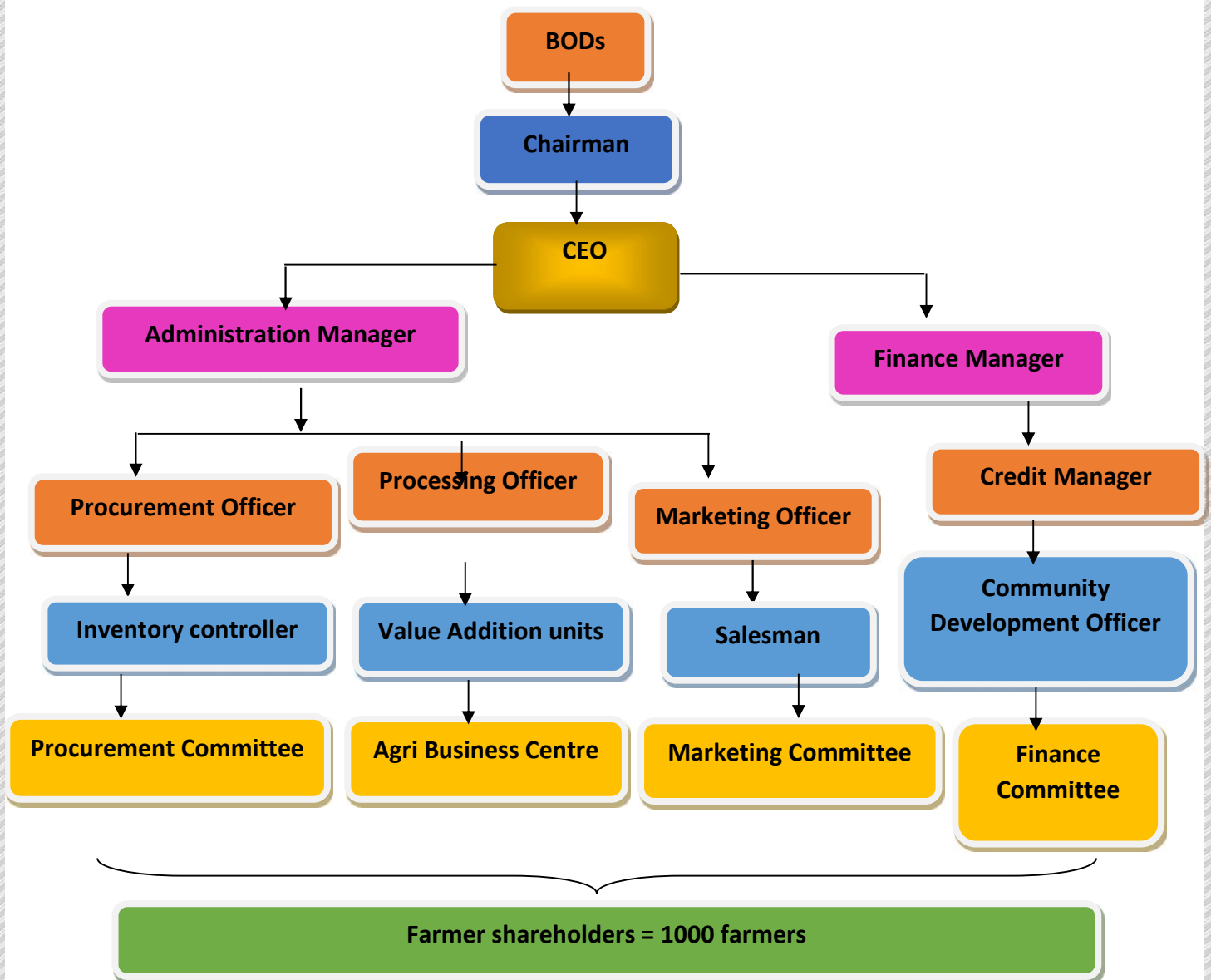
SEEDS ORGANIZATION STRUCTURE



SEEDS- WATERSHED PROJECTS



ORGANOGRAM OF SEEDS GROUP OF FARMER PRODUCER COMPANY LIMITED.,

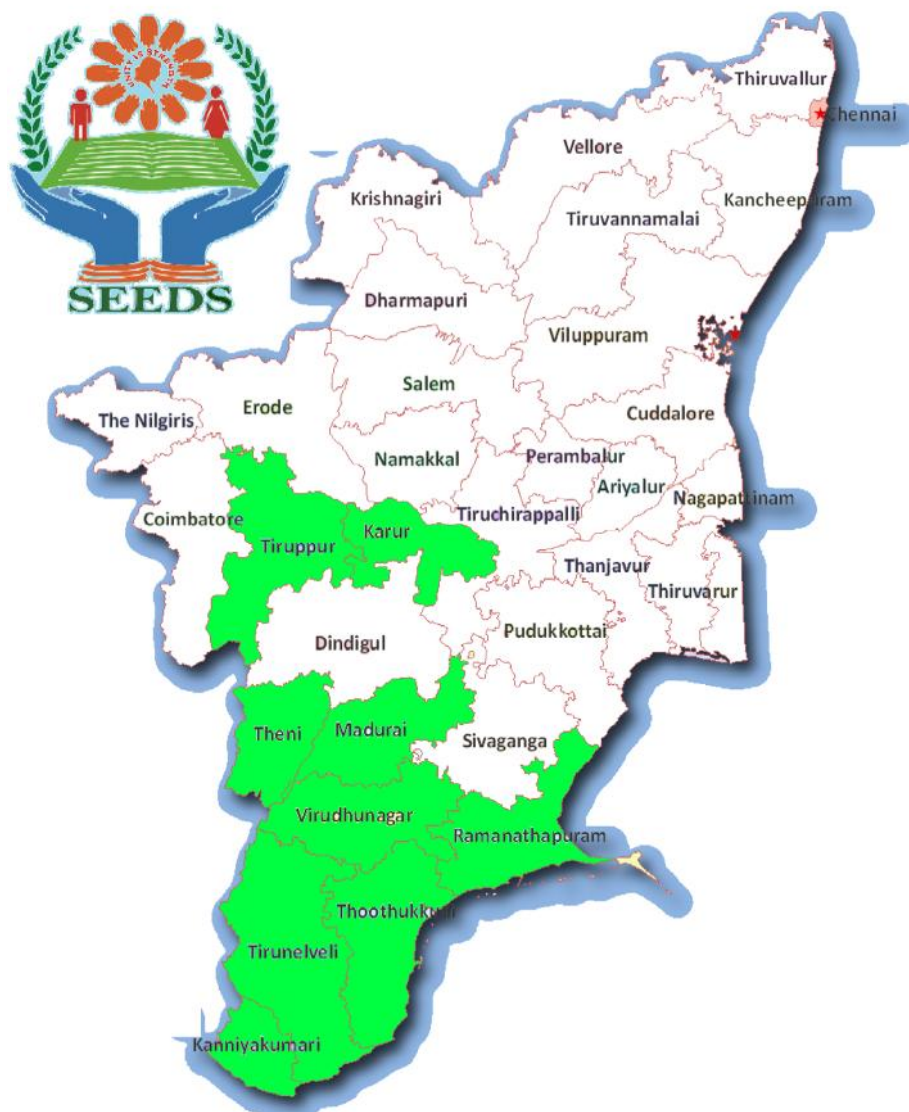


STAFF STRENGTH

<u>CEOs</u> <ul style="list-style-type: none">❖ <i>P.Sivakumar</i>❖ <i>K.Seemaichamy</i>❖ <i>P.Chandrasekar</i>❖ <i>S.Rajaram</i>❖ <i>K.Rajendran</i>❖ <i>V.Sasthasaravanakumar</i>❖ <i>N.Muthukumarasivasankaran</i>❖ <i>N.R.Sriprabhakar</i>❖ <i>S.Arumugavel</i>❖ <i>G.Nagarajan</i>❖ <i>A.Stephan</i>	<u>Credit Officer</u> <ul style="list-style-type: none">❖ <i>R.Kalavathy</i>❖ <i>N.R.Sriprasanth</i>❖ <i>C.Anishkumar</i>❖ <i>M.Muthusamy</i>❖ <i>V.Chinnaman</i>❖ <i>G.Sharmila</i>❖ <i>M.Kavitha</i>❖ <i>C.Vijaya</i>❖ <i>P.Alagumurugan</i>❖ <i>V.Balamadasamy</i>	<u>Credit Officer</u> <ul style="list-style-type: none">❖ <i>G.Ramalakshmi</i>❖ <i>K.Ranjithkumar</i>❖ <i>J.Nesamuthu Selvi</i>❖ <i>K.Kanthasamy</i>❖ <i>T.Mohanasundaram</i>❖ <i>S.Selvaraj</i>❖ <i>S.Vimala</i>❖ <i>P.Arumugam</i>❖ <i>S.Vijayarajan</i>❖ <i>N.Sangilisamy</i>❖ <i>U. Lakshmi</i>
<u>Credit Officer</u> <ul style="list-style-type: none">❖ <i>K.Ramesh</i>❖ <i>M.Ramalingam</i>❖ <i>T.Meenapriyadharsini</i>❖ <i>S.Pandimurugan</i><i>Kaliraj</i>❖ <i>P. Santha</i>❖ <i>R.A. Selvi</i>❖ <i>G.Sundarm</i>❖ <i>Sathya</i>	<u>Procurement & Marketing</u> <ul style="list-style-type: none">❖ <i>M.Muthiah</i>❖ <i>G.Muthumurugan</i>❖ <i>K.Rajalakshmi</i>❖ <i>A.Meenatchi sundharam</i>❖ <i>N.Vadivel</i>❖ <i>N.Kaleeswaran</i>❖ <i>S.Thayumanavan</i>❖ <i>R. Ratha Krishnan</i>❖ <i>Gunasundari</i>❖ <i>Ramanathan</i>	
<u>Agronomists</u> <ul style="list-style-type: none">❖ <i>R.Priyadharshini</i>❖ <i>R.Jeyalakshmi</i>❖ <i>P. Vasanthi</i>❖ <i>R.Mariselvam</i>❖ <i>P.Sasikumar</i>❖ <i>V.Murugavel</i>❖ <i>Ganesh</i>	<u>Administration</u> <ul style="list-style-type: none">❖ <i>K.Kannan</i>❖ <i>V.Subhalakshmi</i>❖ <i>R.Kanchana</i>❖ <i>R.Jebina</i>❖ <i>M.Nagendran</i>❖ <i>J.Jeyabharathi</i>❖ <i>J.Ananthajothi</i>❖ <i>N. Valli</i>❖ <i>P. Vijayan</i><i>R.Sathyabama</i>	

SEEDS GROWTH OVER YEARS

State- 1
Tamil Nadu



Districts
9

Branches
11

NABARD
Supported FPOs(4)

SFAC supported
FPOs(7)

Farmer
shareholders
16537

FPO promotion in the past three years 2015-2018

2017-18		2016-17		2016-15		TOTAL FPCLS promoted
Donor	No. FPOs promoted	support	No. FPOs promoted	support	No. FPOs promoted	
SFAC	4	SFAC	3	NABARD	4	11 nos.

SEEDS – anchor partner for Non Pesticide Management (NPM) Project 2019-21 with BHARAT RURAL LIVELIHOODS FOUNDATION (BRLF) NEW DELHI.



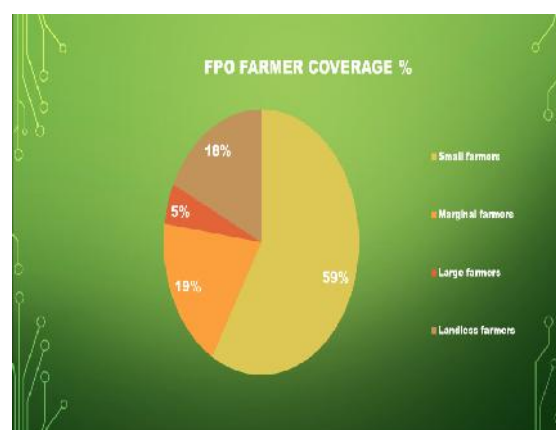
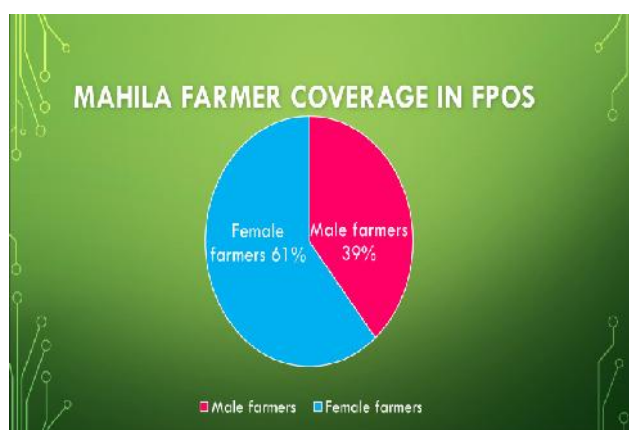
States

1. Madhya Pradesh
2. Rajasthan
3. Gujarat
4. Jharkhand
5. Maharashtra
6. Odisha
7. Chattisgarh
8. West Bengal
9. Tamil Nadu

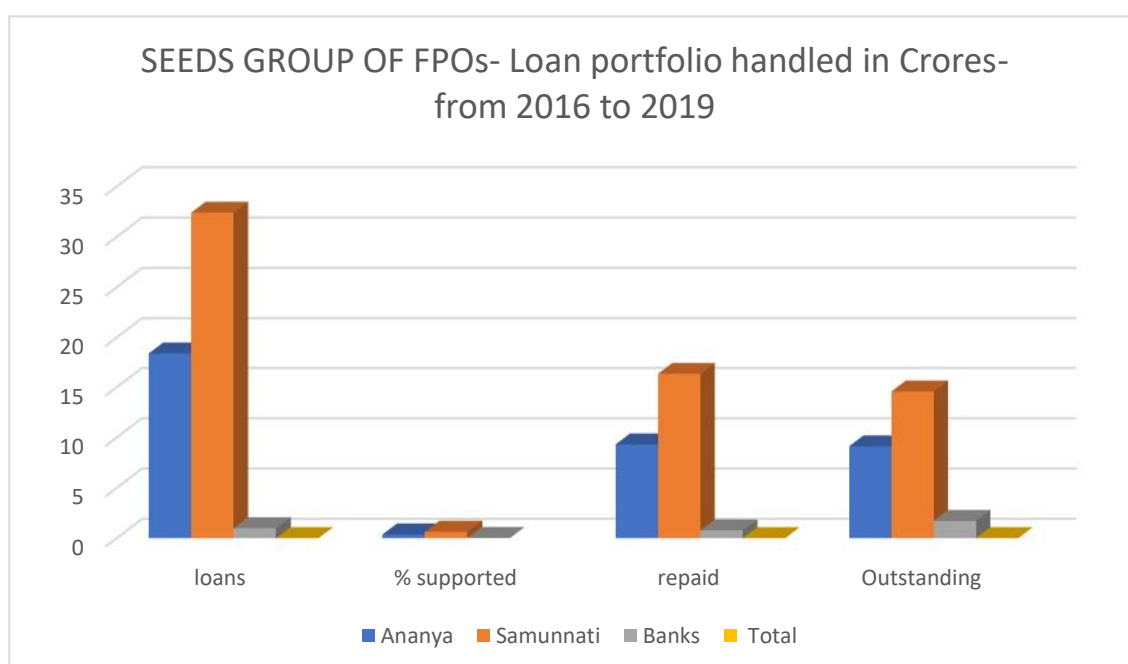
SEEDS is the anchor partner for this BRLF Project 2019-21 covering 8 states of India and proposed to work with 1 lakh farmers on NPM promotion on “Improving market Readiness of small holder Farmers practising Non-Pesticide Management of Agriculture”

SEEDS RI promoted FPOs

S. No	Farmers Producer Organizations	No . of farmers	Crops handled	Supported by	Share capital mobilization in Lakhs	Equity grant obtained in lakhs
1	SEEDS FPCL	3594	Millets & Pulses	NABARD	35.94	10.00
2	Ramanar millets FPCL	2613	Millets & Pulses	NABARD	26.13	10.00
3	Ramanathapuram chillies FPCL	2272	Chilly & Paddy	NABARD	22.72	10.00
4	Vizhuthugal FPCL, Thoothukudi	1385	Pulses , coriander	NABARD	13.85	10.00
5	Viruthai millets FPO	1600	Millets & Pulses	SFAC	16.00	10.00
6	Maize FPCL, Srivilliputhur	1033	Maize	SFAC	10.33	10.00
7	Coconut FPCL, Madurai	1000	coconut	SFAC	10.00	IN Process
8	Puliyur & Pugalur Karur millets FPCL	480	millets	SFAC	4.80	IN Process
9	Nanjil Nadu - Banana FPCL	1200	Banana	SFAC	12.00	IN Process
10	Nallaru - Udumalaipet Coconut FPCL	540	coconut	SFAC	5.40	IN Process
11	Kariapatty Millets FPCL	820	Millets & Pulses	SFAC	8.20	IN Process
	TOTAL	16537 farmers			175.34 lakhs	60.00 lakhs



SEEDS GROUP OF FPOs- Loan portfolio handled in Crores- from 2016 to 2019				
	loans	% supported	Prepaid	Outstanding
Samunnati	32.39	63%	16.32	14.56
Ananya	18.41	36 %	9.30	9.11
Banks	0.98	2%	0.77	1.70
Total	51.77 Crores		26.39 Crores	25.38 Crores



Farmers served by SEEDS RI

Sl. No	FPCL	Total Farmers	Farmers Served Through Credit Linkage Till Jan 2019
1	SEEDS FPCL	3594	3,408
2	Viruthai Millets	1600	809
3	Maize	1033	116
4	Ramanar	2613	1,970
5	Ramnad	2272	1,400
6	Vizhuthugal	1385	752
7	Nanjil Nadu	1200	292
8	Puliyur	480	0
9	Madurai Mavatta Thennai	1000	70
10	Nallaru Coconut	540	0
11	Kariapatti Millets	820	461
		17537	9,278
% To the total farmers			53%

Monitoring mechanism of RI.

<p><u>Daily</u></p> <ul style="list-style-type: none"> ✓ Daily updating of activity photographs and status by all the staff in WhatsApp group of SEEDS.- Support to staff on immediate attention factors. ✓ Review of attendance of all the FPCL @ every day - 10.30 am by RI office. ✓ On-duty register / Field visit register. 	<p><u>Weekly</u></p> <ul style="list-style-type: none"> ✓ Weekly review of performance by CEO at FPCL Office and submission of reports to RI & review of data progress. ✓ Desk review of staff on any dispute resolution. ✓ Grievance redress mechanism for staff. ✓ Cross learning of FPCL – Best practices, challenges, solutions to the problems faced & progress.
<p><u>Monthly</u></p> <ul style="list-style-type: none"> ✓ Monthly review meeting of FPCL – CEO at RI Office. ✓ Monthly review meeting of the FPCL staff at their Office by RI team. ✓ Monthly RI staff - field visit, support & inspection of FPCL credits, Utilization, Procurement & marketing. ✓ Monthly review of all FPCL by the Secretary – SEEDS. ✓ Submission of MIS data by FPCL & analysis of data by RI team. ✓ TALLY feeding and reconciliation. ✓ Suggestion box in all the Offices. ✓ Constituting task team & Close follow up on the specific tasks till its completion. ✓ Monthly progress review by the Project Monitoring Committee.(RI+NABARD+FPCL BOD+FPCL STAFF). 	<p><u>Quarterly</u></p> <ul style="list-style-type: none"> ✓ Internal audit by accounts team. ✓ Exposure visits/ training to Board of Directors, staff on FPCL management &, Governance. ✓ Frequent interaction with the management committee (Procurement, Finance & Marketing) towards the progress tracking of FPCL. ✓ Quarterly review meeting by the BODs.
<p><u>Annually</u></p> <ul style="list-style-type: none"> ✓ Annual general body meeting of FPCL. 	

VALUE ADDITION AND PROCESSING UNITS ESTABLISHED:

FPCL	CONVERGENCE FROM GOVERNMENT SCHEMES
SEEDS FPCL	<ul style="list-style-type: none"> ✓ MSDA- Value addition for Millets & Pulses ✓ SEED Processing & Storage unit - Nabard
Viruthai Millets FPCL	<ul style="list-style-type: none"> ✓ MSDA- Value addition for Millets & Pulses ✓ SEED Processing & Storage unit
Srivilliputhur Maize FPCL	<ul style="list-style-type: none"> ✓ SEED Processing & Storage unit
Madurai Mavatta Thennai	<ul style="list-style-type: none"> ✓ SEED Processing & Storage unit
Ramanathapuram FPCL	<ul style="list-style-type: none"> ✓ SEED Processing & Storage unit ✓ MSDA- Oil extraction unit ✓ NFSM- Dhall mill unit
Vizhuthugal FPCL	<ul style="list-style-type: none"> ✓ MSDA- oil mill unit ✓ MSDA- Dhall mill unit
Nanjil nadu FPCL	<ul style="list-style-type: none"> ✓ Banana value addition, processing & packing unit
Kariapatti Millets	<ul style="list-style-type: none"> ✓ MSDA- Value addition unit for Oil

FPOs - Net Worth Details as on Jan' 2019

Sl.No	Particulars	SEEDS FPCL	Viruthai Millets	Maize	Ramanar	Ramnad	Vizhuthugal	Nanjil Nadu	Nallaru	Puliyur	Kariapatti Millets	Madurai Thennai FPO	Total
A	Capital FUND												
1	Application Money	0	60,000	0	0	544000	0	0	0	0	0	0	6,04,000
2	Share Capital	40,00,000	15,00,000	1033000	3434000	30,00,000	1385000	1000000	540000	5,00,000	7,70,000	10,00,000	1,81,62,000
3	Equity Grant	10,00,000	10,00,000	0	1000000	10,00,000	1000000	0	0	0	0	0	50,00,000
4	Profit & Loss	36,20,000	23,00,000	7952	1360000	12,90,752	0	30000	0	0	1,20,415	0	87,29,119
5	Risk Fund	10,00,000	0	0	450000	78,99,078	351000	0	0	0	0	0	97,00,078
B	Grant from Govt								0				0
1	NADP	0	14,00,000	0	0	0	0	0	0	0	0	0	14,00,000
2	MSDA	10,00,000	10,00,000	0	0	10,00,000	2000000	0	0	0	10,00,000	10,00,000	70,00,000
2	SPU	0	0	6000000	0	60,00,000	0	0	0	0	0	60,00,000	1,80,00,000
4	NFSM	0	0	0	0	15,40,000	0	0	0	0	0	0	15,40,000
	Total	10620000	7260000	7040952	6244000	22273830	4736000	1030000	540000	500000	1890415	8000000	7,01,35,197
	CAPITAL FUND IN CRORE RUPEES	1.06	0.73	0.7	0.62	2.23	0.47	0.1	0.054	0.05	0.19	0.8	7.004
C	Assets CREATED												
1	Land	5,00,000	7,50,000	1116498	1500000	18,00,000	0	0	0	0	4,18,619	5,00,000	65,85,117
2	Building	35,00,000	25,00,000	22814	0	0	0	0	0	0	0	0	60,22,814
2	Machinaries	12,03,000	25,50,000	3159	0	0	0	0	0	0	0	0	37,56,159
4	Vehicle	0	35,000	0	65000	2,50,000	0	0	0	0	0	0	3,50,000
5	other Assets	5,00,000	5,00,000	3742662	300000	5,00,000	0	90000	0	0	30,453	0	56,63,115
	Total	57,03,000	63,35,000	4885133	1865000	25,50,000	0	90000	0	0	449072	5,00,000	2,23,77,205
	ASSETS IN CRORE RUPEES	0.57	0.63	0.49	0.19	0.26	0	0.01	0	0	0.04	0.05	2.24
	FPO ASSET Creation %	54	86	70	31	12	0	10	0	0	21	6	32

Water shed - Progress and fund utilisation report:

Sl No	Particulars	Sanctioned					Total Grant	Amount received				Amount utilised during the month (January 2019)	Cumulative Amount utilised till the end of current month(31 January 2019)	Balance Amount	New Units completed
		New Unit s	Av. cost of new unit	No. of Re- designed units	Av. cost of re- designed units	Total cost		Source of Funds							
								NABARD assistance	Community* (min.16% unskilled labour)	Other sources	Total Cost				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15 (9 - 14)	16
I a	Redesigning/New Construction of structures														
1	Field Bund (0.6CS)	Cum 3084.5	59.2	3084.5	59.2	182602	153386	83175	15843		99017		73697	9478	1482
2	FB Outlet pipe (PVC pipe 4" dia)	No. 28	34.2	28	34.2	7308	7268						0	0	0
3	Losse boulder structures	Cum 55	664	55	664	36520	36520	36520	0		36520		36520	0	55
4	Well recharge pit	No. 10	6500	10	6500	65000	64104	64104	896		65000			64104	
5	Bore wll recharge pit in tanks (4 No)	No. 6	13500	6	13500	81000	75240							0	
6	Recharge pit in drainage line (4x4x7) Sunken pit	Cum 900	44.4	900	44.4	39960	33566	33566	6394		39960		33567	-1	900
7	Farm Pond (30m x 30m x 1.5m)	No. 3000	44.4	3000	44.4	133200	111888	111888	21312		133200		111888	0	3000
8	Check weir 10m	No. 1	106407	1	106407	106407	106407	106407	0		106407		106407	0	
9	Gabion check dam (7m)	No. 2	34625	2	34625	69250	69250	69250	0		69250		69250	0	2
	Sub total of redesigning / new construction of structures)					721247	657629	504910	44445		549354	0	431329	73581	
I b	Improving vegetation cover														
1	Horticulture plantation	No. 3200	78	3200	78	249600	234752							0	
	Sub total for improving vegetative cover					970847	892381							0	
I c	Improving Irrigation System													0	
1	Irrigation Channel													0	
	Sub toal of Improving Irrigation System													0	
	Total for soil and water conservation													0	
II	Soil health improvement and productivity enhancement (ha.)													0	
1	Soil testing and issuing soil health card	No. 350	300	350	300	105000	105000	59400			59400		59400	0	198
2	Deep ploughing	Ha. 60.6	4000	60.6	4000	242400	242400	28000			28000		28000	0	7
3	Summer ploughing	Ha. 88	3000	88	3000	264000	264000	123000			123000		69000	54000	23
4	Vermicompost unit demo - 10 x 3 x 3 feet	No. 20	10000	20	10000	200000	187200							0	
5	Tank slit application	Ha. 25	10000	25	10000	250000	238000	145200	4800		150000			145200	
6	Biofertilizer 5kg/ha or 2 litres/ha	Ha. 100	1000	100	1000	100000	96800	53240	2400		50000		53240	0	55
7	Bio control agents 5 kg or 2 lit/ha	Ha. 70	1000	70	1000	70000	70000	0			0			0	
8	Enriched green fodder	No. 10	5000	10	5000	50000	46800	0	0		0			0	
	Total of Soil health and productivity enhancement					1281400	1250200	408840	7200		410400	0	209640	199200	
III	Sustainable NRM and climate resilient farming, livelihood and food security													0	

1	Alternate varieties – demo	Ha. 85	1500	85	1500	127500	127500	15000			15000		15000	0	10
2	Alternate crops – demo	Ha. 80	1000	80	1000	80000	80000	15000			15000		15000	0	15
3	Intercropping	Ha. 101	1500	101	1500	151500	151500	60000			60000		60000	0	45
4	Crop rotation	Ha. 72	1500	72	1500	108000	108000	16500			16500		16500	0	11
5	Seed treatment	Ha. 114	200	114	200	22800	22800	7000			7000		7000	0	43
6	Kitchen Garden / Nutritional garden	Unit. 110	500	110	500	55000	55000	0			0		0	0	
7	Poultry unit (20 units of desi chicken)	No. 281	800	281	800	224800	224800	172000			172000	80000	172000	0	215
8	Agriculture tool bank for SHG	No. 1	50000	1	50000	50000	50000	20000			20000		8000	12000	1
	Total of Sustainable NRM and climate resilient farming, livelihood and food security					819600	819600	305500			305500	80000	293500	12000	
IV	Mitigation of CC risk (no.)													0	
1	Installation of mini agro-met observatory	No. 1	150000	1	150000	150000	150000	0			0			0	
2	Weather based Agro Advisory Services (375 farmers x 104 messages/yr x 4 years x Rs.0.30)	No. 1	80000	1	80000	80000	80000	40000			40000		40000	0	
3	Crop insurance		20000		20000	20000	20000	0			0			0	
	Total of preventing climate change risks					250000	250000	40000			40000		40000	0	
V	Capacity building, Institutional development and knowledge management														
1	Trainings Rs. 10000/ training	No. 10	10000	10	10000	100000	100000	40000			40000		20000	20000	
2	Exposure visit Rs. 20000/ visit	No. 4	20000	4	20000	80000	80000							0	
3	Staff training	No. 2	15000	2	15000	30000	30000	0			0			0	
4	Audio visual tools - short films	No. 5	15000	5	15000	75000	75000							0	
5	Posters and pamphlet on climate change adaptation	Unit. 1	25000	1	25000	25000	25000							0	
	Total of Capacity building, Institutional development and knowledge management					310000	310000	40000			40000		20000	20000	
VI	Watershed level knowledge management														
1	Village knowledge Resource centre (including net connectivity)	No. 1	150000	1	150000	150000	150000	0			0			0	
	Total of Watershed level knowledge management					150000	150000	0			0			0	
VII	Other Components														
1	Supervision													0	
2	Maintenance fund													0	
3	Unallocated fund													0	
4	Project management cost				1200000	1200000	1200000	450000			450000	70000	310000	140000	
5	DPR Preparation	0			125000	125000	125000	125000			125000		125000	0	
	Total of other components					1325000	1325000	575000			575000	70000	435000	140000	
	GRAND TOTAL					5106847	4997181	1874250	51645		1920254	150000	1429469	444781	

NABARD - WATERSHED DEVELOPMENT FUND
CAPACITY BUILDING PHASE
FINANCIAL PROGRESS REPORT

1 . Report for the month ended March 2019

2 . Name of the Project : Erumaikulam Watershed

3 . Name of the PFA : SEEDS

7. VWC Regn. No. : Renewed upto

8 . Status of grant received - utilisation -
balance

4 . Watershed Area :1100 ha

5 . CBP Area : 107.75 ha

6 . Number of Household in the watershed :797 households

8 . Watershed code : 4A1D3b3c3,4A1D3b3b4, 4A1D3b3c2, 4A1D3b3c1

(Amount in Rs.11,15,500/-)

Sl. No	Project component / Particulars	Date of receipt	Project Management	Project treatments	Training and Demonstration	Productivity Enhancement Measures	Maintenance Fund	Landless and Women Development	Total
	Account in the name of Erumaikulam watershed Committee		SEEDS	VWC Account No.1		VWC account No.2	VWC account No. 3	Watershed level SHG Federation Account	
	SB account number (with IFSC code)		10630589673 SBIN000809	0133301000007202 LAVB0000133			0133301000007202 LAVB0000133		
	Part - I								
A	Amount Sanctioned (A)		196100	858300	0	0	61100	0	1115500
B	Grant received so far								
	I-Installment (VA TECH,WA BAG)	09.07.2018	98050	429150	0	0	30550	0	557750
	II-Installment (NABARD)	05.01.2019	49025	214575	0	0	0	0	263600

	Total Grant Received B		147075	643725	0	0	30550	0	821350
	Current month utilisation March 2019		35000	143033	0	0	0	0	178033
C	Cumulative amount utilised till the end of reporting month of 31 March 2019		129100	568441	0	0	0	0	697541
D	Balance of grant received (B-C)		17975	75284	0	0	30550	0	123809
	Part - II								
E	Amount Deposited For opening the A/c		1000	3000	0	0	0	0	4000
F	Bank Interest credited so for		0	4095	0	0	0	0	4095
H	Bank Charges		0	0	0	0	0	0	0
I	Bank balance in the respective savings bank account (D+E+F-H) @		18975	82379	0	0	30550	0	131904
J	Actual Balance as per Bank Pass Book		18975	82379			30550		131904

@ - This should exactly match with the Bank Pass Book balance

Note: a) No cash balance should be maintained

b) VWC account No. 1 & 2 will be closed and balance transferred to VWC maintenance fund account on submission of Project Completion Report, with the consent of NABARD

9 . Cumulative Unskilled Labour Payment : 495157

10 . Cumulative Community Contribution : 94316

11 . Percentage Of Community contribution = (Shramdhan) 16.00 %

Shramdhan (%) = Cumulative Community Contribution (Rs.94316)

x 100

Cumulative Unskilled Labour Payment + Cumulative community Contribution
(Rs.495157) (Rs.94316)

12 . CERTIFICATES : Certified that

- a. The Required Technical and other Personnel are deployed for smooth Implementation of the Projects The List Of staffs In Given In the Annexure II
- b. Except for the deviations from the sanctioned costs maintained on a separate sheet. The Treatment measures mentioned in this progress have been carried out according to the technical norms prescribed in the sanction letter and the conditions of the sanction
- c. The Item of Expenditure mentioned in this progress report are supported by proper documents and proper records and books of account have been maintained for the same. The physical measures reported have been duly incorporated in the monitoring map maintained for the purpose. All the statements and data presented in this report are true to the best of our knowledge.

For TECHNICAL

Signature of site Engineer:

Signature of Agronomist :

Name Of the Engineer : M.NIVAS

Name Of the Agronomist : R.PRIYADHARSHINI

For the VWC

Signature

Signature

Name K.NARAIYA KELAVAN

Name S.D.PANDIAN

(President)

(Secretary)

Date : 31.03.2019

Place : Virudhunagar

	Activities Cost		Management Cost		DPR Cost	Total	
Amount received from NABARD	Date	Amount	Date	Amount	Date	Amount	
I st Instalment	03.04.2017	824250	03.04.2017	300000	20.01.2017	125000	1249250
II nd Installment	17.07.2018	475000	17.07.2018	150000			625000
III rd Installment							
Ivth Installment							
Total		1299250		450000		125000	1874250
Current month utilisation January 2019		80000		70000		0	150000
Amount Utilised till the end of reporting month January 2019		994469		310000		125000	1429469
Opening Balance		1000		0			
Total Interest credited by Bank		34316					
Bank Charges							
Balance		340097		140000		0	480097
Balance as per Passbook		340097		140000		0	480097

IMPACTS CREATED

- ✓ Direct procurement from farmers – Ensure correct weighment -payment at farm gate-no need for farmers to spend time & money on transport – hence a 20% cost of the farmer is saved.
- ✓ No involvement of middle men & brokers- hence farmers are getting an increase of Rs.5 to 10 per kg of Produce than the local traders and merchants comparatively.
- ✓ Live stocks: Cattle population doubles and goat population increased by 4 folds in FPOs which increases the income of farmers to 20%
- ✓ FPOs are handholding right from Agri. inputs- hence farmers are yielding their produce to FPOs which gets improved from 20% to 50% presently.
- ✓ Bargaining power of the farmers Increased & also their Socio Economic conditions improved.
- ✓ Watershed activities- improved the conservation of Soil & Water in all the villages covered under.- Water table increases from 400 feet depth before 3 years to 150 feet now.
- ✓ Increase in green cover – Rain fed land becomes irrigated lands
- ✓ Moisture content of the farm lands increased- With holding of the moisture content for atleast more than a month in the field by the way of Drench cum bund interventions.
- ✓ Erosion of TOP soil prevented – this leads to the increase in yield of crop “ more crop per drop”

Official recognition:

- ❖ SEEDS is accredited by Credibility Alliance - India- 2011.
- ❖ SEEDS FPCL - 1 st Prize Winner for Excellent Performance among the FPOs under PRODUCE Fund by NABARD- 2018.
- ❖ SEEDS FPCL - Winner of Best Social Entrepreneur award by Hand in Hand's Global Social Entrepreneurship Programme - GSEP 2018.
- ❖ RAMANAR Millet FPCL - Winner of the Best Performing FPO in Tamil Nadu by NABARD at the 37th foundation day felicitation in Mumbai 2018 for Collectivization & market linkages.
- ❖ VIRUTHAI Millet FPCL - The first FPO - got the supply order for their Value added millet based nutritive snacks to the Honorable members of Tamil Nadu State Legislative Assembly - 2018.
- ❖ SEEDS RI/POPI Promoted FPCs- Ramanathapuram, Seeds, Viruthai, Ramanar & Vizhuthugal have obtained the equity grant of Rs 10 lakhs per FPCL from SFAC, New Delhi.
- ❖ SEEDS RI Promoted -Viruthai, Srivilliputhur, Ramanathapuram, seeds & Madurai FPCs have been sanctioned with the value addition machinery grant from the Government for Seed Processing , storage facility&millet, pulses value addition units under MSDA & NADP for the year 2018.
- ❖ SEEDS Resource Institution initiated a Project with Bharat Rural Livelihoods Foundation (BRLF), New Delhi - 2018-21 on “Improving market readiness of Smallholder farmers practicing Non Pesticide Management of Agriculture” & to develop a Consortium of 22 network partners in 8 states of India-working with 1 lakh farmers to practice NPM .
- ❖ SEEDS RI is a District Level Scrutiny Committee member, Virudhunagar district- for selection of existing FPOs for business expansion support under TNIAMP- Nov-2018
- ❖ RAMANAR FPCL have been awarded as FPO OF THE YEAR 2018 (Category- Small) based on their performance in effective governance & commitment in promoting Livelihoods of small & marginal farmers- by ACCESS development services & RABO bank.

FARMERS PRODUCER COMPANY - VISIBILITY CHART




1	FPO Name :		SEEDS FARMERS PRODUCER COMPANY LIMITED		RAMANAR MILLETS FARMERS PRODUCER COMPANY LIMITED		VIZHUTHUGAL FARMERS PRODUCER COMPANY LIMITED
1A	Registration No & Dt.:	U01402TN2014PTC098509 & 18.12.2014		U01100TN2016PTC110005,dated:22.04.16		U01403TN2015PTC103187/07.12.2015	
1B	Address Phone No:	56, F/5 ASSEFA Weekly Market, Kalkurichi Main Road, Mallanginar, Kariyapatti (T.K.) Pin: 626109		Door No.4/1-1-7, Othakadai Bus stand, Sayalkudi Main Road, M.Reddiapatti, Thiruchuli Block, Virudhunagar District.		No - 38, Kadakudi Road, V.Pudur, Vilathikulam Taluk, Thoothukudi - 628905	
1C	E-mail Id :	seedsfpc@gmail.com		ramanarfpo@gmail.com		<vizhuthugalfpopudur@gmail.com>	
1D	Website :	www.seedsvo.org		Nil		NIL	
1E	Licences obtained:						
1F	Fertilizer	12/RS/KPT/2016-19		Applied		CR\680\R\TUT\PDR\2016-2019	
1G	Pesticide	KTP/11/2016-17				CR\680\R\TUT\PDR\2016-2019	
1H	SEED	1440/VIRUDHU/16		Applied		CR\680\R\TUT\PDR\2016-2019	
1I	FSSAI	12418032001940		22418382000566		NIL	
1J	PAN	AAVCS4789C		AAHCR9310C		AAFCV3627E	
1K	TAN	MRIS08401B		MRIR02351G		MRIVO2O790	
1L	GST	1075959 & GST - 33AAVCS4789C1ZU		33AAHCR9310C1Z		33AAFCV3627E1ZK	
1M	TIN	33616303592		NIL		33486400207	
1N	Name of the CEO Qualification of CEO	Mr.P. Sivakumar MSW		K.Seemaichamy M.Sc.,M.B.M., H.D.C.M.,		P.Chandrasekar. B.Com	

1O	Contact No. of CEO	9750943814, 8610766117	9585867854	9600517482
1P	No of staffs employed in FPCL	15	11	6
1Q	No of farmers mobilized as on Jan-19	3594	2613	1394
2	Male farmers	210	796	749
3	Female farmers	3384	1817	645
4	Small farmers	2194	1617	1032
5	Marginal farmers	350	690	126
6	Large farmers	174	157	30
7	Landless farmers	876	149	206
8	SC/ST farmers	1564	732	288
9	No of BODs	10	10	10
10	No of female BODs	3	4	2
11	Major crops	Millets , Chillies , Balck gram, Green gram, Red gram, Paddy and Maize	Black Gram,Green Gram,Maize,Sorgum,Chilly,Paddy	Onion, clillies, Maize,Block Gram, Green Gram, Sorgam
12	Credit linkage turnover (amount) Last 3 years			
	2015-16	577977	3030252	0
	2016-17	11780461	82287580	0
	2017-18	28626934	36090000	22000000
13	Business - Procurement & Marketing Turnover (amount) Last 3 years			
	2015-16	530256	NIL	0
	2016-17	11780461	2666466	4400000
	2017-18	27237111	13471502	641976

14	Net profit earned in year			
	2015-16	23040	NIL	0
	2016-17	411061	60698	932.1
	2017-18	1621191	1318670	1637.08
15	No of farmers served in credit linkage	2640	2122	702
16	No of farmers served in business	290	717	913
17	Outstanding of FPO (amount)	87772821	35800000	22620602
18	Tax paid year / amount	2015-16 = 271 , 2016-17 = 129213 2017 -18 = 485408	(No tax paid before)2017-18----132890	2018/730.72
19	Value addition unit established scheme Grant (Rs)	10 lakhs	Nil	2000000/- Sanction
20	Agri business centres established (nos)	1	5	0
21	Equity grant obtained from SFAC Rs. & Year	10 lakhs	Rs.10,00,000/-dated 08.08.18	1000000/2018
22	No of villages covered	115	87	56
23	No of blocks covered	8	4	3
24	Credit linked - No. of farmers			
	Agriculture	58	587	621
	Goat rearing	2444	958	51
	Cattle rearing	138	326	25

	allied activities	-	192	5
25	Credit linked amount Rs.			
	Agriculture	2850000	16823000	28900000
	Goat rearing	97760000	29730000	2500000
	Cattle rearing	6900000	12634000	1250000
	allied activities	-	7919000	250000
26	Share capital mobilized			
	a) authorized share capital	4000000	3000000	2000000
	b) paid up share capital	3594000	3434000	1394000
27	Audited Financial			
	2015-16	Yes		Yes
	2016-17	Yes	Completed	Yes
	2017-18	Yes	Completed	Yes
28	RoC Compliances	Yes	Updated regularly	updated Regularly

FARMERS PRODUCER COMPANY - VISIBILITY CHART




1	FPO Name :		RAMANATHAPURAM FARMERS PRODUCER COMPANY LIMITED		VIRUTHAI MILLETS FARMERS PRODUCER COMPANY LIMITED		SRIVILLIPUTHUR MAIZE FARMERS PRODUCER COMPANY LIMITED
1A	Registration No & Dt.:	U01403TN2015PTC102326/25.09.2015		U01409TN2016PTC110856/10-06-2016		UO140TN2016PTC104804 & 18.03.2016	
1B	Address Phone No:	8-8, Rathinavel Thevar Illam, Kamarpatti, Kamuthi - 623603		No.6/576/30-2, Bharathidhasan Street, Lakshmi Nagar , Madurai Main Road, Virudhunagar - 626001		28/73K, Ramakrishnapuram, Bye Pass Road, Srivilliputhur - 626 125	
1C	E-mail Id :	ramnadfpo@gmail.com		<viruthaimilletsfpc@gmail.com>		<smfpc2016@gmail.com>	
1D	Website :	Nil		<www.viruthaimillets.com>		NIL	
1E	Licences obtained:						
1F	Fertilizer	applied		Under Process		Applied	
1G	Pesticide	applied		Applied		Applied	
1H	SEED	applied		Under Process		Yes & Licence No:1605/VIRU/2018	
1I	FSSAI	22418166000306		12417032000429/430		NIL	
1J	PAN	AAHCR6660B		AAFCV6140C		AAXCS1542D	
1K	TAN	MRIR02276B		MRIV02031B		MRIS08721G	
1L	GST	33AAHCR6660B1ZL		33AAFCV6140C1ZQ		33AAXCS1542D1ZD	
1M	TIN	33196392864		Applied		33826455560	
1N	Name of the CEO Qualification of CEO	S.Rajaram B.A.,		K Rajendran , M.com., MBA Finance		V. Sastha Saravana Kumar, M.F.C	
1O	Contact No. of CEO	9750943821		9715612125/9750943829		7845406887	

1P	No of staffs employed in FPCL	10	8+10(Unit Staff)	3 Staffs
1Q	No of farmers mobilized as on Jan-19	2272	1600	1033
2	Male farmers	704	680	871
3	Female farmers	1568	920	172
4	Small farmers	1404	590	568
5	Marginal farmers	530	520	280
6	Large farmers	62	80	155
7	Landless farmers	276	310	30
8	SC/ST farmers	447	510	260
9	No of BODs	11	10	10
10	No of female BODs	4	3	1
11	Major crops	Paddy	Milletts, Pulses, Maize, Paddy	Maize, Coconut, Cotton & Paddy
12	Credit linkage turnover (amount) Last 3 years			
	2015-16		Nil	Nil
	2016-17	3750000	Rs.25.00 Lakhs	Nil
	2017-18	47799440	Rs.175.00Lakhs	21 Lakshs
13	Business - Procurement & Marketing Turnover (amount) Last 3 years			
	2015-16	740000	Nil	Nil
	2016-17	2246551	Rs.64.00 Lakhs	13 Lakhs
	2017-18	281132	400.OO	6 Lakhs
14	Net profit earned in year			

	2015-16	0	Nil	Nil
	2016-17	51500	Rs.0.13 Lakhs	3000
	2017-18	849320	Rs.3.53 Lakhs	22000
15	No of farmers served in credit linkage	1400	675	115
16	No of farmers served in business	1500	476	120
17	Outstanding of FPO (amount)	30880691	Rs.183.00 Lakhs	22,31,429
18	Tax paid year / amount	2077466	Rs.1.18 Lakhs	FY.2017-18/ Rs.8044/-
19	Value addition unit established scheme Grant (Rs)	Oilk Extraction Unit, Dhall Mill - NFSM & SPU Unit	1. NADP Rs.13.65 Lakhs 2. MSDA Rs. 10.00 Lakhs 3. SPU Rs.60.00 Lakhs (Yet to be received)	Nil
20	Agri business centres established (nos)	1	Nil	Nil
21	Equity grant obtained from SFAC Rs. & Year	10000000-2017	Equity received	Under Process
22	No of villages covered	232	35	55
23	No of blocks covered	11	6	4 Blocks
24	Credit linked – No. of farmers			
	Agriculture	120	97	21
	Goat rearing	886	382	15
	Cattle rearing	344	102	81
	allied activities	50	94	NIL

25	Credit linked amount Rs.			
	Agriculture	1827400	45.00 Lakhs	4,20,000
	Goat rearing	21986400	175.00 Lakhs	4,50,000
	Cattle rearing	32996900	125.00 Lakhs	37,50,000
	allied activities		85.00 Lakhs	Nil
26	Share capital mobilized	90		
	a) authorized share capital	5000000	Rs.50.00 Lakhs	Rs.20,00,000
	b) paid up share capital	3000000	Rs.20.00Lakhs	Rs.10,00,000
27	Audited Financial			
	2015-16	Completed	Nil	Nil
	2016-17	Completed	Yes	Completed
	2017-18	Completed	Yes	Completed
28	RoC Compliances	Completed	All the RoC Compliance completed in time	Completed

FARMERS PRODUCER COMPANY - VISIBILITY CHART




1	FPO Name :	 MADURAI MAVATTA THENNAI MATTRUM ITHARA PAYIRKAL FARMERS PRODUCER COMPANY LIMITED	 NANJIL NADU BANANA FARMERS PRODUCER COMPANY LIMITED	 PULIYUR AND PUGALUR FARMERS PRODUCER COMPANY LIMITED
1A	Registration No & Dt.:	CIN-U01100TN2016PTC110093 Dt.28-04-2016	U01111TN2018PTC124312 Date:31/08/2018	U01100TN2016PTC112222 & 19.03.2018
1B	Address Phone No:	2/41, Pullaneri, Karumathur, Madurai - 625514 Mobile : 9442258444	6B2, Asirvatham Nagar, Kattaiyanvilai, Nagarcoil - 629002, PhoneNumber: 9487983237	51/1, R.K.G. Building, Settupalayam, Puliyur, Karur -639114 Phone No. 9025577026
1C	E-mail Id :	<nmtmltd@gmail.com>	<nanjilnadufpc@gmail.com>	<puliyurandpugalurfpc@gmail.com>
1D	Website :	NIL	Nil	NIL
1E	Licences obtained:		Nil	
1F	Fertilizer	Applied	Applied	KRR/TTI/W-038/2019-22
1G	Pesticide	Applied	Applied	applied
1H	SEED	Applied	Applied	applied
1I	FSSAI	Applied	Applied	applied
1J	PAN	AAKCM4950G	AAGCN1811K	AAICP7880L
1K	TAN	MRIMO3132D	CHEN10748D	applied
1L	GST	GST - 33AAKCM4950G1ZG	Nil	applied
1M	TIN	Applied	Nil	applied
1N	Name of the CEO Qualification of CEO	N. MUTHUKUMARA SIVASANKARAN. M.Com.,	N.R.SRIPRABHAKAR Msc.,MSW	G. Nagarajan & M.Sc. (Agri.,)
1O	Contact No. of CEO	9790554242	9487983237	9942088263 & 8838273243

1P	No of staffs employed in FPCL	ONE	4	2
1Q	No of farmers mobilized as on Jan-19	One Thousand (1000)	1200	480
2	Male farmers	586	593	300
3	Female farmers	414	607	180
4	Small farmers	612	316	280
5	Marginal farmers	212	24	100
6	Large farmers	0	2	50
7	Landless farmers	158	850	50
8	SC/ST farmers	18	200	NIL
9	No of BODs	10	10	10
10	No of female BODs	3	1	2
11	Major crops	Paddy, Cotton, Coconut and Vegetable	Banana, Coconut, Rubber, Spices	Paddy, Ground nut, Oil seeds & Coconut
12	Credit linkage turnover (amount) Last 3 years			
	2015-16	Not Applicable	Nil	nil
	2016-17	Rs.25.00 Lakhs	Nil	nil
	2017-18	Rs.60.00 Lakhs	1.75 Crores	nil
13	Business - Procurement & Marketing Turnover (amount) Last 3 years			
	2015-16	Not Applicable	Nil	nil
	2016-17	Twenty Lakhs	Nil	nil
	2017-18	SIX lakhs	Nil	nil
14	Net profit earned in year			

	2015-16	Not Applicable	Nil	nil
	2016-17	Rs.9000	Nil	nil
	2017-18	Rs.81120	30000	nil
15	No of farmers served in credit linkage	158	342	Nil
16	No of farmers served in business	60	Nil	Nil
17	Outstanding of FPO (amount)	Samunnati - Rs.13.00 Lakhs SEEDS:Rs.6.00 Lakhs	1.45 crores	Nil
18	Tax paid year / amount	2017-18 Year Rs.16224.00	Nil	Nil
19	Value addition unit established scheme Grant (Rs)	Proposal submitted Agri Engg Dept - MSDA Scheme	Nil	NIL
20	Agri business centres established (nos)	No	Nil	Nil
21	Equity grant obtained from SFAC Rs. & Year	Will be applying in March 2019	Nil	Nil
22	No of villages covered	34	60	17
23	No of blocks covered	3	6	2
24	Credit linked – No. of farmers			
	Agriculture	NIL	243	Nil
	Goat rearing	NIL	39	Nil
	Cattle rearing	158	51	nil
	allied activities	NIL	9	Nil
25	Credit linked amount Rs.		Nil	

	Agriculture	NIL	12.15 lakhs	Nil
	Goat rearing	NIL	19.5 lakhs	Nil
	Cattle rearing	Rs.60.00 Lakhs	25.5 lakhs	Nil
	allied activities	NIL	4.5 lakhs	Nil
26	Share capital mobilized		Nil	
	a) authorized share capital	Rupees Thirty Lakhs	10 lakhs	1000000
	b) paid up share capital	Rupees Ten Lakhs	660000	270000
27	Audited Financial		Nil	
	2015-16	Not Applicable	Nil	Nil
	2016-17	Completed	Nil	1003705
	2017-18	Completed	Nil	1007220
28	RoC Compliances	Completed	YES	YES

FARMERS PRODUCER COMPANY - VISIBILITY CHART

1	FPO Name :		NALLARU COCONUT FARMERS PRODUCER COMPANY LIMITED		KARIYAPATTI MILLETS FARMERS PRODUCER COMPANY LIMITED		RAGAV FARMERS PRODUCER COMPANY LIMITED
1A	Registration No & Dt.:	U01100TZ2018PTC031010/25.09.2018		UD1403TN2014PTCO97482/23.09.2014		U011131N2019PTC128755/ 16.04.2019	
1B	Address Phone No:	4/19 Kasthuri Street, Udumalpet, Tiruppur - 642 126, Tamil Nadu Phone No. 9952239426.		6-383/7, Madurai-Thoothukudi Salai, Pandian Nagar, Kariapatti 626106. Virudhunagar		92/4 Kumarankovil street, South Devathanam, Rajapalaym taluk, Virudhunagar	
1C	E-mail Id :	<snallarufpc@gmail.com>		kavaimifpc@gmail.com		ragavfpo@gmail.com	
1D	Website :	<www.nallaru.in>		Under construction		-	
1E	Licences obtained:						
1F	Fertilizer	Applied		1/RS/KPT/2016 - 2019			
1G	Pesticide	Applied		01/2015 - 2016			
1H	SEED	Applied		1364/VNR/15			
1I	FSSAI	22418495000727		22418376000314			
1J	PAN	AAGCN2125A		AAFCK6316H		AAJCR5451Q	
1K	TAN	CMBN05461B		NIL		MRIR02635D	
1L	GST	33AAGCN2125A128		33AAFCK6316H1ZP		33AJCR5451Q1ZT	
1M	TIN	Nil		Nil			
1N	Name of the CEO Qualification of CEO	S.Arumugavel B.Sc., B.Ed., PGD-PPT, M.B.A..		A.Stephen B.A., M.T.M.,		D.Ragvendraprakash	

1O	Contact No. of CEO	9952239426	9443314315	6382665368
1P	No of staffs employed in FPCL	3	3	
1Q	No of farmers mobilized as on Jan-19	540	820	100
2	Male farmers	500	552	
3	Female farmers	40	269	
4	Small farmers	300	794	
5	Marginal farmers	200	126	
6	Large farmers	38	Nil	
7	Landless farmers	2	Nil	
8	SC/ST farmers	Nil	114	
9	No of BODs	10	10	
10	No of female BODs	2	2	
11	Major crops	Coconut	Millets, Groundnut, Paddy and Onion	Paddy, Coconut
12	Credit linkage turnover (amount) Last 3 years			
	2015-16	Nil	68,75,000	
	2016-17	Nil	56,25,000	
	2017-18	40000	1,62,80,000	
13	Business - Procurement & Marketing Turnover (amount) Last 3 years			
	2015-16	Nil	625000	
	2016-17	Nil	650000	
	2017-18	40000	676235	

14	Net profit earned in year			
	2015-16	Nil	Nil	
	2016-17	Nil	654	
	2017-18	10000	1409	
15	No of farmers served in credit linkage	Nil	461	
16	No of farmers served in business	200	220	
17	Outstanding of FPO (amount)	50000	Nil	
18	Tax paid year / amount	Nil	Nil	
19	Value addition unit established scheme Grant (Rs)	Outsourcing the Coconut Oil Extraction Unit	MSDA- oil extraction unit.	
20	Agri business centres established (nos)	1	1	
21	Equity grant obtained from SFAC Rs. & Year	Under Process	Under process	
22	No of villages covered	25	40	
23	No of blocks covered	15	4	
24	Credit linked – No. of farmers			
	Agriculture	Nil	55	
	Goat rearing	Nil	220	
	Cattle rearing	Nil	186	

	allied activities	Nil	Nil	
25	Credit linked amount Rs.			
	Agriculture	Nil	88,00,000	
	Goat rearing	Nil	1,30,00,000	
	Cattle rearing	Nil	1,21,00,000	
	allied activities	Nil	Nil	
26	Share capital mobilized			
	a) authorized share capital	1000000	1000000	
	b) paid up share capital	550000	820000	
27	Audited Financial			
	2015-16	Nil	Yes	
	2016-17	Nil	Yes	
	2017-18	Nil	Yes	
28	RoC Compliances	Yes	Yes	

Awarded for :

Best Social Entrepreneur Award

Awarded by :

Global Social Entrepreneurship
Programme of Hand in Hand India.

Award Presented by :

Honble.K.Pandiarajan,

Minister for Tamil Official Language and
Tamil Culture, Govt. Tamil Nadu.

Award Received by :

Mr.P.Sivakumar C.E.O.

Seeds FPCL.

Name of the FPO:

Seeds Farmers Producer Company Ltd.,

Promoting Institution: SEEDS

Fund supported by : NABARD



Awarded for :

Excellent Performance among the
Farmer Producer Organisation
Promoted under Producer Fund
NABARD

Awarded by :

NABARD in the State Credit Seminar
2018, Chennai.



Award Presented by :

Honble.O.Paneerselvam,

Deputy Chief Minister for Tamil Nadu.

Award Received by :

Mr.S.D.Pandian, Secretary, SEEDS-RI

Mr.P.Sivakumar, CEO, Seeds FPCL

Name of the FPO:

Seeds Farmers Producer Company
Ltd.,

Promoting Institution: SEEDS

Fund supported by : NABARD





Awarded for :

Agri. Business FPO Award 2018

Awarded by :

Agri. Business (Journal).

Award Presented by :

Chairman, Agri. Business

Award Received by :

Mr.Kannan, Vice-Chairman,

Viruthai Millets FPCL.

Name of the FPO:

Viruthai Millets Farmers
Producer Company Ltd.,

Promoting Institution: SEEDS

Fund supported by : TNSFAC

Awarded for :

Best Women Entrepreneur Award
2018

Awarded by :

Ministry of Agriculture, GoI

Award Presented by :

Honble. Radha Mohan Singh,

Ministry of Agriculture and Farmers
Welfare, GoI

Award Received by :

Mrs. Mareeswari, FIG

Viruthai Millets FPCL.,

Name of the FPO:

Viruthai Millets Farmers Producer
Company Ltd.,

Promoting Institution: SEEDS

Fund supported by : TNSFAC



EXCELLENCE AWARDS FOR FPOs



1. Name of FPO : Ramanar Millets Farmers Producer Company limited
2. Awarded year : 2018
3. Awarded for : Best performing FPO for collectivization and market linkages
4. Awarded by : 37th Foundation day Nabard Mumbai
5. Promoting Institution : SEEDS
6. Fund supported by : NABARD
7. Award Presented by : NABARD, Head Office, Mumbai.
8. Award received by : Mr.Muthumurugan, Marketing Manager
Mrs.Kalavathy, Chairman of FPCL

EXCELLENCE AWARDS FOR FPOs



1. Name of FPO : Ramanar Millets Farmers Producer Company limited
2. Awarded year : 2018
3. Awarded for : FPO of the year 2018
4. Awarded by : Livelihoods India Summit
5. Promoting Institution : SEEDS
6. Fund supported by : NABARD
7. Award presented by : Access development Services & Rabo Bank.
8. Award received by : Mr.Muthumurugan, Marketing Manager
Mrs.Kalavathy, Chairman of FPCL

SEEDS - PLAN ON BUSINESS EXPANSION 2019

Sl. No.	DETAILS	SEEDS GROUP FPOs in 2018	PLAN OF EXPANSION 2019-20
1	FPO Promotion & Strengthening in Tamil Nadu	NABARD- 4 FPOs SFAC - 7 FPOs	NABARD- 23 FPOs SFAC -10 FPOs
2	Farmers covered	16537	33000
3	Land holdings under FPOs	66868 acres	132000 acres
4	Villages covered	696	2088
5	Watersheds	NABARD- 3 watersheds	NABARD-5 watersheds in Virudhunagar, Tuticorin & Ramnad to be expanded
6	Bharat rural livelihoods foundation- working on NPM agriculture- capacity building.	Nil	SEEDS is the anchor partner for the NPM project for 8 states of India to work with 1 lakh farmers on NPM promotion- 2019-2021
7	FPO Promotion in Orissa	Nil	Exploration under NABARD
8	Capacity building of FPOs under TNRTP- GoTN	Nil	Under exploration.

INNOVATION IN AGRICULTURE TECHNOLOGY INTERVENTIONS:

Sl. No	NEW INTERVENTIONS PLANNED 2019		
1	<i>Innovation on Agriculture Production Methods</i>	Digitization of Agriculture – Cropin, Bangalore <i>Web & Mobile application</i>	Pilot is under progress
2	<i>Innovation on Lending - Software for Microfinance & FPO- MIS system</i>	HI-5 Innovations, Coimbatore - <i>Web & Mobile application</i>	Frame work setting is under progress
3	<i>Innovation on Marketing through Agri. Business Centres in Rural Villages:</i>	ABC s established in all FPOs.	ABCs in villages is under establishment.
4	<i>Innovation on Stocks – Inventory Control:</i>	To develop stock monitoring system right from procurement to value addition & marketing	Frame work setting is under progress
5	<i>Innovation on Non-Pesticide Management Practices in Agriculture:</i>	Bharat Rural Livelihood Foundation, New Delhi	To work in 8 states of India from 2019-21
6	Business Correspondence Model for Farmer Lending	Plan to partner with NABFINS, IDBI, Avanti Finance etc.,	
7	<i>Exploration of Investors for SEEDS Group of Companies and Business Promotions</i>		
8	<i>Net working of FPOs & setting up of an INTEGRATED FOOD PARK in South Tamil Nadu.</i>		

SEEDS AGRO PRODUCT AND SERVICE PRIVATE LIMITED

Inspiration and GENESIS

Social Education Economical Development Society (**SEEDS**) is a non-profit organization promoted by **Mr. S.D. Pandian**, a Sarvodaya Worker. He has been associating himself with Sarvodaya Movement of Achyarya Vinoba Bhave for nearly more than two decades. It is to be noted that his father and grandfather also played active roles in the Sarvodaya Movement. Mr. Pandian with his rich experience in promoting ideals of the Gandhian voluntarily initiated rural development activities with the help of like-minded individuals in the surroundings of Aruppukottai, Tiruchuli and Kariyapatti Blocks. To strengthen the services better, a society was registered namely, “**Social Education Economical Development Society**” (**SEEDS**) in the year 1995 under the Tamil Nadu Societies Registration Act 27 of 1975.

The mandate of the organization is to enable marginalized and disadvantaged rural women to achieve their socio-economic development through a process of organization and participation. In pursuant to this end, **SEEDS** has been reaching out to more than 40,000 families in hundreds of villages in Virudhunagar, Ramanathapuram and Thoothukudi Districts of Tamil Nadu. **SEEDS** implements many number of socio-economic programmes, with the support of agencies of the state and central Governments and Foreign Funding Agencies including other commercial banks.

SEEDS NGO is working in Aruppukottai, Thiruchuli, kariyapatti, Narikudi blocks of Virudhunagar district and Kamuthi block of Ramnad district since 1995. With this vast experience of working in development sectors, **SEEDS** wants to promote a company for agriculture based services for benefitting the farmers and rural people.

At that time, Tata Global Beverages Limited introduces the Gaon Chalo Scheme in 2011 through Corporate Social Responsibilities in Tamilnadu. The purpose of the scheme is giving job opportunity and to create entrepreneurship in rural people. This scheme is implemented by NGOs because of to reach the rural areas. Under this scheme, **SEEDS** implement the CSR programme as a Rural Distributor (RD1) since 2011 at Virudhunagar District and also promote the “**SEEDS AGRO PRODUCTS AND SERVICES PRIVATE LIMITED**” company for implementation of this programme in other districts of Tamil Nadu.

TATA TEA GLOBAL BEVERAGES (P) LTD

Tata Global Beverages is the second-largest player in tea in the world, and unites the beverages interests of the Tata group under one umbrella. Tata Global Beverages has successfully evolved from a predominantly domestic Indian tea farming company to become a marketing and brand focused global organisation with a portfolio of strong brands. Tata global beverages introduce the **Gaonchalo scheme in 2011** through corporate social responsibilities in Tamil Nadu. The purpose of the scheme is giving job opportunity and to create entrepreneurship in rural people. This scheme is implemented by NGOs because of to reach the rural areas. Under this scheme, SEEDS AGRO implements the CSR programme since 2011 at Virudhunagar District. Through this programme, our SHG animator, representatives, volunteers and rural distributors are benefitted and their income also increased. After monitoring our activities, TATA Global Beverage Ltd. wish to give other 12 districts to sale the Tata tea products through SEEDS AGRO under this scheme.

As a linkage to the above activities, SEEDS inspired to develop a promotional Community Enterprises, through CSR Activities, for the beneficiary of SHGs and FPOs members promoted by SEEDS. Thus SEEDS registered, “SEEDS AGRO PRODUCT AND SERVICE PRIVATE LIMITED COMPANY” at Aathipatti.

SEEDS is acting as Rural Distributor to the promote distribution of Tea in Rural area under the corporate Social Responsibility activities of TATA Global Beverage Limited. The rural distribution activities are carried out through SEEDS in 13 districts SEEDS identify potential organization / rural Youth and involving them successfully organize the distribution activities. Under this programme 71 rural entrepreneurs generate an average income of Rs.6000/- average per month. It is a new opportunity to rural youth and middle aged men and women who are gaining knowledge and practice in rural trade and business.

Objectives:

1. To Carry on business of dealership and to act as producer, distributor, dispenser or in the form of franchisee in growing, processing, marketing or deal in all kinds of agriculture, and floriculture products, woods commercial woods, crops, seasonal crops, fruits, plant, tea, coffee, medicinal herbs, flowers, seeds, sapling fertilizers and their product and social and commercial forestry and agricultural, and floriculture activities including certified hybrid foundation and any other kind of seeds, plants, drip irrigation system and the trees of all varieties.
2. To Support carrying on the business of facilitating promoting developing conventional organic farming and to assist and promote programme aimed at the conservation of farm lands natural resources.

3. To act as a facilitator, catalyst, mediator or promoter in obtaining or arranging micro credit and financial assistance to self Help Groups and body of individuals from banks, public financial institutions, Nidhis, Chit Funds and other authorized sources.

Business promotion Performance through CSR

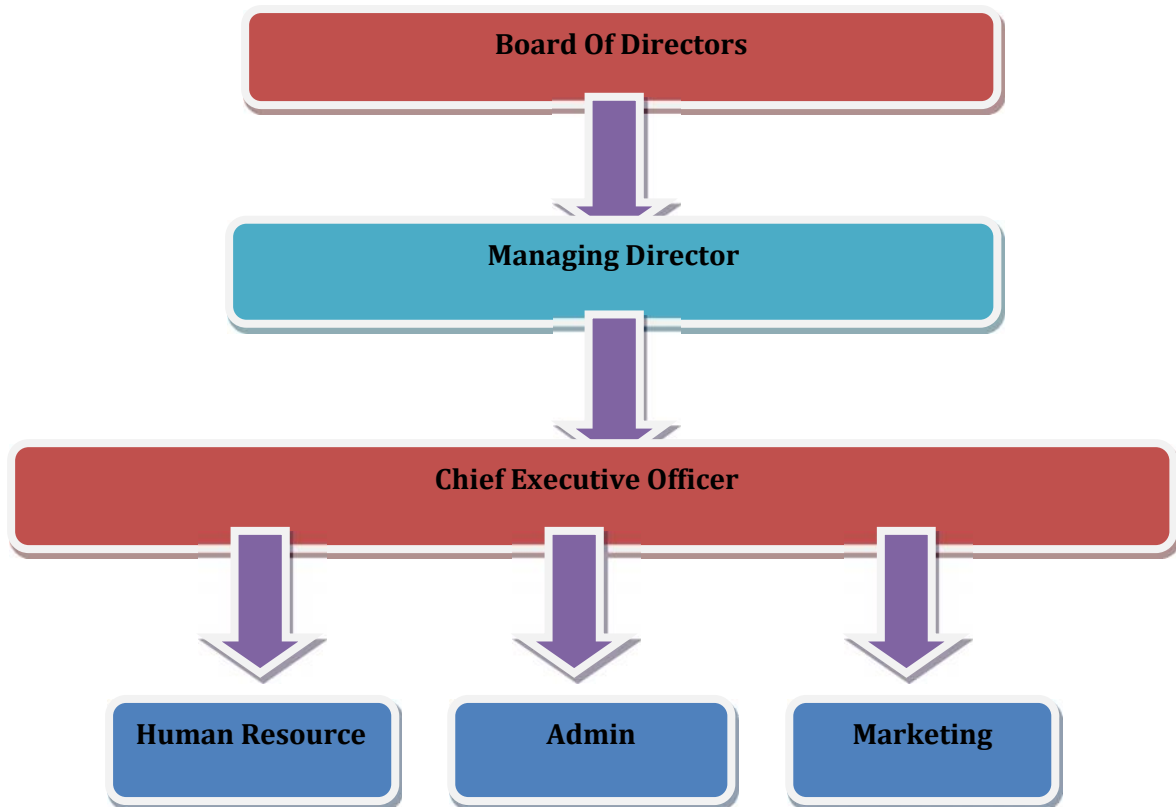
Sl. No	Particulars	March	March	March	March	March
		2018	2017	2016	2015	2014
	Reach					
1	No.of District		10	10	3	3
2	No.of blocks		80	58	16	16
3	N.of Villages		1706	1450	400	350
4	N.of costumer & outlets		3728	2320	810	640
5	Business volume		150000	80500kg	16932kg	3760kg
6	Business turnover(in.Lakhs)		486.00	311.06	120.01	39.10
7	No.of District Coordinators		18	13	3	3
8	No.of rural Distributors		80	58	18	12

Board of Directors:

S.D.Pandian - Managing Director

G.Jeyakannan - Director

Organization Chart:



Business Promotion Meeting Photos

SEEDS AGRO Details for Annual Report					
SEEDS AGRO Goan chalo program up to March 2019					
S. NO		PARTICULARS	MARCH		
			2018	2019	Expected 2020
1	TEA BUSINESS	No.of District	11	11	12
		No.of.Blocks	90	90	100
		No.of District co ordinator	20	19	21
		No.of Villages	1907	1937	2200
		No fo customers& outlet	3975	4255	5500
		No of rural distributors	90	87	100
		Business Volume	168000 kg	174988.72 Kg	200000KG
		Business Turnover (in Laksh)	504	625	750
Key Factors:					
1	seeds agro offering 90 rural youngsters employment opportunities				
2	TATA Global Beverages Children Scholarship scheme 15no's SC/ST students get benefit amount Rs.187205/-				
3	This year Seeds Agro Planned Agri commodity retail sales through this goan chalo outlets upto Rs.1crore volume p.a				
4	Agri Commodities purchase made by seeds agro through under SEEDS Group FPOs				

S. NO		PARTICULARS	MARCH		
			2018	2019	Expected 2020
2	COFFEE BUSINESS	Domestic Sales Turn over (in Lakhs)	583	719	1000
		Export sales Turn over (In lakhs)	190	1015	2500
Key Factors:					
1	This year the multi national company name of ECOM AGRO INDUSTRIAL CORP LIMITED, SWITZERLAND who has entrusted as with a bulk order of 30 containers of RC AB grade coffee apart from regular business. This bulk order value Rs.8 crore				
2	Seeds Agro entered in to agreement with Thara coffee curing works sulthan Bakery, Waynad kerala for exclusive processing of coffee for our export. So seeds agro is expanding its sourcing network in to kerala with more traders and suppliers coming to the network.				
3	The name of the New suppliers are				
	1. Thara coffee curing works - Waynad				
	2. Thomas & Sons - Pattavayal				
	3. TH traders - Kattikulam				
	4. Sunshine Enterprises - Chickmangalur				

Grounds of Success:

The reason for the successful achievement of the FPO is analyzed. The foremost rationale is that, the real field work done by the founder & Secretary Mr. S.D. Pandian and his Father in those times contributed more for the establishment & sensation. They mingle well with the community as they have the working field experience in Boodhan movement of Vinoba Bhavae. They are easily approachable due to their simplicity which makes the FPO attaining success throughout. Then the well built institutions like SHGs, Farmer clubs, Village water shed committee laid a strong foundation for the growth of FPO. Capacity building of the stake holders through series of training programmes on Sustainable Agriculture, summer ploughing, soil testing, Bio farming practices, Social awareness, Promotion of Millet farming,

Livestock management, Crop insurance & Goat rearing organized through resource institutions and Periodical monitoring the progress of FPO by the Resource Institution & its timely technical guidance are the plus factors for the hiking growth.

Adding value:

Last year SEEDS GROUP OF FPOs facilitated direct procurement from farmers & marketing the commodities. This year we are entering into the consolidated marketing of produce to corporate buyers and value addition of the Agricultural Produce through processing mills and getting the market orders & opportunity from top notch corporate. Next year FPO is planning for the setting up of processing hubs through its own infrastructure -mills & machineries and also aims at Agriculture digitization of farm data base, advisory for weather, disease incidence, crop productivity, growth monitoring & yield prediction and Organic farming by the way of transforming atleast 15 % of the farmers to natural production methods and to enable them a premium price for their Produce..

CONCLUSION:

SEEDS determine to make further progress in empowering rural womenfolk by strengthening their CBOs and community Credit Programme. In respect of sustainable Agriculture and livelihood promotion, organizing youth and orient them to agriculture development practices and agriculture business activities by making use of all relevant information practices, techniques and other know how's. In this respect SEEDS planned establishing CONSORTIUM of FPOs to network and strengthening linkages with Government and other Research Institutions.

SEEDS have faith in achieving the above future vision with the support and guidance of its well-wishers and partner institutions. SEED acknowledges all those who join hands in the right based development of our target communities.

Promotion of NPM AGRICULTURE:

NPM- Farmers supply expected through FPCL -2018-19				
NO	FPCL	FARMERS supply TO FPO	ACRAGE COVERED	expected YIELD IN TONS
1	SEEDS FPCL	1735	6942	3471
2	Ramanar millets FPCL	1102	4406	2203
3	Ramanathapuram chillies FPCL	1223	4892	2446
4	Vizhuthugal FPCL, Thoothukudi	720	2878	1439
5	Virulthai millets FPO	874	3494	1747
6	Maize FPCL, Srivilliputhur	562	2249	1124
7	Coconut FPCL, Madurai	560	2240	1120
8	Karur millets FPCL	560	2240	1120
9	Theni- Coconut FPCL	560	2240	1120
10	Nagerkoil- Banana FPCL	560	2240	1120
11	Udumalaipet - Coconut FPCL	560	2240	1120
	TOTAL	9015	36062	18031
				65 crores turn over expected

Business Intervention details- NON PESTICIDE MANAGEMENT (NPM) PRODUCE:										
S.No	Name of the Business partner	Name of commodities	Year 2014-2015		Year 2015-2016		Year 2016 - 2017		Year 2017- 2018	
			Quantity- Ton	Finance in lakhs	Quantity - Ton	Finance in lakhs	Quantity - Ton	Finance in lakhs	Quantity - Ton	Finance in lakhs
1	Safe Harvest, Bangalore	Black Gram	0	0	20	20	86	68.19	172	85.73
		Green Gram	0	0	0	0	26.5	14.55	29	15.12
		Groundnut	0	0	0	0	10	5.5	0	0
		Red Poha	0	0	0	0	4	1.68	14	5.84
		Milletts	0	0	0	0	1.25	0.95	15	9.87
		Coriander	0	0	0	0	2	1.9	20	19.4
		Kambu	0	0	0	0	8	1.68	7	1.49
		Maize	0	0	0	0	0	0	23	3.004
		Puffed Rice	0	0	0	0	0	0	4.8	2.8
		Black Pepper	0	0	0	0	0	0	1	7.5
		Chilly - Mundu	0	0	4	5.8	0	0	26.8	31.98
		Chilly - Samba	0	0	11	15.62	0	0	0	0
		Paddy - Red Rice	0	0	20	3.5	0	0	0	0
		Paddy - Delux Ponny	0	0	20	3.8	0	0	0	0
		Milletts - Plungal Rice	0	0	2	1.4	0	0	0	0
		Total	0	0	77	50.12	137.75	94.45	312.6	182.734
2	KCM, Millets Factory, Paramakudi, Ramnad									
		All types of Millets	0	0	30	6.9	0	0	0	0
		Total	0	0	30	6.9	0	0	0	0
3	Agaram - Maduraik	Black Gram	6.5	2.38	0	0	0	0	0	0
		Chillies - Samba	4.5	3.04	0	0	0	0	0	0
		Herbal	16.07	2.68	0	0	0	0	0	0
		Coriander	13.8	10.59	0	0	0	0	0	0
4	NILONS, PUNE	CHILLY	0	0	0	0	0	0	10	21.5
		Total	40.87	18.69	0	0	0	0	10	21.5
		Grand Total	40.87	18.69	107	57.02	137.75	94.45	322.6	204.234