

# Social Education Economical Development Society



## ***SEEDS*** ***Annual Report*** ***2019 - 2020***

***NO: 1/435, LAKSHMI NAGAR, ATHIPATTI, SEMPATTY POST, ARUPPUKKOTTAI***

***626101 VIRUDHUNAGAR DISTRICT, TAMILNADU***



***[www.seedsvo.org](http://www.seedsvo.org)***

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## **I. ORGANISATION BACKGROUND**

### ***I. Genesis***

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.

Social Education Economical Development Society (SEEDS) which is a non-profit organization having 12 dynamic FPOs running successfully in Tamil Nadu with a business turnover of Rs.42.55 Crore in 2018-19 and are supported by NABARD & SFAC in promotion & strengthening. Further 6 new FPOs are being sanctioned this year by NABARD in Virudhunagar district & 7 new collective farming FPOs sanctioned by SFAC IN THE YEAR 2019. The group of companies have 28747 shareholder farmers of which the Male farmers constitute 11208 numbers (39%) & Female farmers constitute 17539 (61%) and with the coverage of around 78% - small and marginalized farmers working in ten districts of South Tamil Nadu. FPOs are having the paid up share capital of Rs.287.39 lakhs. Received Rs 10 lakhs per FPO as equity grant from SFAC, New Delhi for 6 FPOs and share holder farmers are allotted with equal shares. The major commodities are Millets, Pulses, Chilly, Paddy, Coconut, Coriander, Banana, Coffee, Pepper, Maize, etc., The main activities undertaken by the FPCs are Input Supply, Capacity building training, Technical assistance, Procurement of agricultural commodities, Value addition and 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 Centers (ABC) and On-lending for farm production & livestock rearing.

The Key breakthroughs are: Facilitated financial credit linkage for various activities of FPOs cumulatively worth INR 134.70 Crores, INR 100.44 Crore has been repaid by the farmers. Establishment of 9 AGRI BUSINESS CENTERS in the Farmer Producer Company offices to cater the monthly grocery need of shareholders at 10% lesser cost than the public market. SEEDS RI promoted FPOs have obtained many official recognition from the years 2018 to 2020 from NABARD, SFAC, ACCESS FOUNDATION, ECONOMIC TIMES, HAND IN HAND etc for their outstanding performance in FPO Promotion & Strengthening.

The cross learning of FPOs, sharing of experience by CEO & staff, in-depth discussions on the issues and challenges of field & resolving the issues and challenges with the help of expertise of POPI have made distinctive progress in FPCLs across the state. Our sustained efforts in working along with the community on participatory manner in soil and water conservation works under NABARD watersheds and have completed 1 project, two projects are ongoing and based on the effective impacts created by the implementation of the watershed projects leads to the sanctioning of 3 new additional watersheds in Virudhunagar district during the year 2019-20.

We are also doing the exports of coffee through M/S. SEEDS AGRO PRODUCTS & SERVICES, a marketing company and also distribution of TATA Tea products in the rural areas of 12 districts of Tamil Nadu with the help of 80 Rural distributors mostly youth thereby providing employment opportunities. With our gained experience in exports, we have planned to link the Agricultural commodities of FPOs into the 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 & monitoring system, stock inventory control etc.

### **Vision & Mission:**

#### ***Vision:***

“SEEDS envisages, a society, where poor and marginalized women, farmers and Children are socially, economically developed with environmental consciousness and gender equity; 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 a process of organization, institution building, and effective participation”

#### **Key outputs:**

1. Formation and strengthening of community institutions of agriculture-dependent rural families to manage and self-govern – generic women SHGs, producer groups, farmer groups and their apex bodies
2. Improved productivity, reduced cost of cultivation, better returns and thereby increased income from agriculture through adoption of sustainable agricultural practices



3. Diversified livelihood opportunities and promotion of agriculture and allied enterprises (dairy, goat, small ruminants, agriculture inputs production units, value addition units etc.)
4. Improved availability and access to credit from formal financial institutions and community institutions with lesser cost of credit, diversified financial products including insurance
5. Improved awareness, access and capacities to realize all eligible entitlements, facilitated through localized community resource persons
6. Innovations, success stories, best practices from the project implementation experience captured, documented and disseminated for wider replication

#### **Main Outcomes:**

1. Increased levels of skills and performance of rural women and their households engaged in agriculture and allied livelihoods
2. A positive shift in the bargaining power in favour of communities as they interact with other players on a stronger footing
3. Drudgery reduction for women in agriculture through use of appropriate women friendly tools / technologies for pre-production, production and post-production operations
4. Improved opportunities for employment and business environment for community to take up entrepreneurial activities in project areas
5. Enhanced capacities and availability of localised community management service providers, and established linkages with key players in the agriculture value chain
6. Substantial employment generation and asset creation; and assets in the name of women
7. Significant improvement in poverty and human development indicators of health, food and nutritional security

#### **Key guiding principles**

Community driven and community managed activities; operate at a scale, with multiple levels of community organisations to ensure institutional and financial sustainability; empowerment process at each stage in the project, with participatory bottom-up approach in planning and monitoring; appropriate use of technology in the agriculture value chain - production, information, and others as applicable; convergence and leveraging existing bases and programmes – from community, government, market; work across value chain and work across a set of enterprises to ensure higher incomes and risk management; environmental

Sustainability, promoting regeneration and non-exploitative practices; efficient project management through results based approaches; knowledge management for documentation of best practices, learning and dissemination.

**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 – No. 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).
- ❖ SEEDS got empanelment (2015) as a Producer Organization of Promoting Institution (POPI) by NABARD and Resource Institution by SFAC.
- ❖ Visitors are Welcome to “Contact Us” – on <[www.seedsvo.org](http://www.seedsvo.org)>

## DETAILS OF THE NGO

1. (a) Name: **Social Education Economical Development Society (SEEDS)**

(b) Address of the head office and its branch office(s), if any, in India:

### **REGISTERED OFFICE:**

- i. **State Office, Tamil Nadu:** 1/435, Lakshmi Nagar, Athipatti, Sempatti Post, Arupukottai- 626 101, Virudhunagar District, Tamil Nadu, India.

### **BRANCH OFFICES:**

#### **(a) Office @Tamil Nadu:**

- i. SEEDS Corporate Office, ASSEFA multiplex infrastructure complex, V.Ammappatti village, T.Kallupatti taluk, Maduari district- 625702. Tamil Nadu.
- ii. SEEDS Resource Institution, ASSEFA weekly Market, Opposite to Government High school, Mallankinar, Kariapatty post – 626109, Virudhunagar district. Tamil Nadu.
- iii. SEEDS Regional Office, No: 1167, Bye pass road, Pudhur, Orathanadu, Thanjavur district -614625, Tamil Nadu.

#### **(b) Regional Office @Odisha:**

SEEDS, Regional Office, Plot no: 142, Bakharabad, Chandinckowk, Punghat, Cuttack- 753002, Odisha, India.

#### **(c) Marketing Office @Karnataka:**

SEEDS, Plot 001, 60 feet Road, Amarjyothi lay out, Sanjay Nagar, Bangalore- 560094, Karnataka, India.

#### **(d) SEEDS – BRLF NPM Project working States & Partners:**

<b>SEEDS - BRLF - NPM PROJECT (2019-2022)</b>				
working states & Partners:				
Sl. No.	State	Name of the organization	Location	District
1	Odisha	LOKADRUSTI (WONC Partner)	Khariar	Naupada
2	Odisha	JANASAHAJYA	Bhawanipatna	Kalahandi
3	Odisha	Youth Council for Development Alternatives (YCDA)	Boudh	Boudh
4	Madhya Pradesh	Parhit Samaj Seva Sanstha	Shivpuri	Shivpuri
5	Gujarat	SHROFF FOUNDATION TRUST	Chhotaudepur	Chhotaudepur
6	Odisha	ADHIKAR (WONC Partner)	Patnagarh	Bolangir

7	Madhya Pradesh	Dharti Gramoththan Evam Sahbhagi Gramin Vikas Samiti	Sheopur,Morena	Sheopur,Morena
8	Odisha	Bolangir Gramodyog Samiti (WONC Partner)	Turekela Block	Bolangir
9	Odisha	FOUNDATION FOR ECOLOGICAL SECURITY(FES)	Koraput	Koraput
10	Odisha	Janamukti Anusthan (JMA)- (WONC Partner)	Bhoipada	Bolangir
11	Odisha	SHRAMIK SHAKTI SANGHA(SSS)- (WONC Partner)	Badabanki	Bolangir
12	Odisha	Aanchalik Jan Sewa Anushthan (AJSA)_ (WONC Partner)	sundhimunda	Bolangir
13	Odisha	Social Education for Womens Awareness (SEWA)	Kolabira	Jharsuguda
14	Madhya Pradesh	Nishwarth Sarthak Prayas Evam Priwar Kalyan Samiti	Karahal	Sheopur
15	Madhya Pradesh	Manav Jeevan Vikas Samiti	Katni	Katni
16	Odisha	Center for Youth & Social development	Boipariguda, Daswantpur, Thakurmunda	Koraput
17	Odisha	Sambalpur Integrated development Institute (SIDI)	Jamankira	Sambalpur
18	Jharkhand	Vikas Sahyog Kendra (VSK)	Palamu	Palamu
19	Odisha	Ideal Development Agency (IDA)	Jhumpura	Keonjhar
20	Madhya Pradesh	Kalpitaru Vikas Samiti Guna	Guna	Guna
21	Madhya Pradesh	Gram Sudha Samiti (GSS)	Sidhi	Sidhi
22	Rajasthan	Vaagdhara	Banswara	Banswara

## ***Highlights of Works Carried Out by SEEDS RI in Post-Harvest Management Supply Chain Management, Value Addition and Agri Business:***

- 1. 26 value addition units are managed by 12 FPO's under the control of SEEDS RI. Total worth of units is Rs. 6.94 Crores. With the help of these units' value addition for millets, pulses, coconut and groundnut is done.*
- 2. Processed & packaged good items are distributed throughout India through various outlets.*
- 3. Organic agricultural produces like Kudhiraivali, Varagu, Samai, pulses grown under PGS system are procured from farmers, processed, packed and marketed in the brand name of "TOP" sponsored by Department of Agriculture.*
- 4. Under post-harvest management system, processing & storage units are established in various places, managed by FPO's.*
- 5. Value added products like ready to cook items, spices, oil, pulses, millets etc., are exported to the US, Canada and Gulf countries.*
- 6. During the year 2019 - 20, 3809 mts of Agri produce worth Rs. 21.80 Crores were procured directly from farmers with higher price benefiting 8125 farmers (which is nearly 48% of enrolled farmers in FPO's under SEEDS RI).*
- 7. Capacity building trainings have been given to 1348 personnel of various organizations and farmers about marketing of Agri produce, value addition, post-harvest management and production technologies.*
- 8. Product and Brand development done for FPOs Viruthai, Seeds, Ramnad.*
- 9. Agri business centres - 9 ABCs established in FPOs focusing the indigenous agricultural production & sale of Produce.*
- 10. Non Pesticide management in Agriculture promoted by SEEDS-BRLF-NPM Project through which 850 tons of NPM PRODUCE, value added commodities are traded worth Rs.13.92 Crores to premium Buyers.*
- 11. SEEDS RI and FPOs have been recognized at state & National level consecutively for 3 years 2018 to 2020 with 20 numbers of awards for their best performance in supply chain management, Value addition & Agriculture business.*
- 12. Work on Progress to develop a Standard Operation Procedure (SOP) for farmer Producer companies'- Promotion, strengthening & monitoring of sustainable business operations.*
- 13. Work on Progress in Block chain development concept for FPOs - with University of Hyderabad*



S.NO	LESSIONS LEARNT DETAILS	Tackled by FPCL by
1	MOBILIZATION OF FARMERS- 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	PROCUREMENT OF COMMODITIES FROM FARMERS- 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	BOARD OF DIRECTORS OF FPCL- 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	ROC & LEGAL COMPLIANCES OF FPCL- 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, CST & OTHER LEGAL COMPLIANCES finished on -time.
5	MICROCREDIT TO FARMERS OF FPCL- 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	SOCIAL SECURITY SCHEMES TO FARMERS – Initial difficulties exists in life insurance as well as crop & livestock insurance by the farmers.	FPCL have made awareness on the CROP, LIVESTOCK & LIFE insurance schemes of the Government & have ensured the proper coverage & prompt repayment of loans to FPCL.

**1. Observations and general comments on the implementation of the project**

**1. PROJECT IMPLEMENTATION CHALLENGES :**

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

**16. ADOPTED SOLUTION & OUTCOMES :**

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

23. 

24. *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*
25. *Establishment of AGRI BUSINESS CENTER at the FPCL office to cater the monthly groceries need of share holders at comparatively lesser coat than the market.*
26. **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.**
27. *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..*
28. **Increased income verified by means of decreasing expenditure on their inputs & additional income for their agriculture produces over 5-10%.**
29. **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.**

S.NO	INTERVENTIONS	IMPACTS
1	EMPOWERMENT OF WOMEN	<ul style="list-style-type: none"> <li>✓ SEEDS group of FPCLs have achieved 61% of the shareholders as women doing agriculture &amp; allied activities.</li> <li>✓ 78 % comprise of small &amp; marginal farmers able to Access credit from NBFCs &amp; banks.</li> <li>✓ Acquired Decision making power by discussing with Family members on health, education &amp; income generation.</li> <li>✓ Increased Transparency in operations and family.</li> <li>✓ Self confidence of women members to handle any unforeseen situations if farming.</li> <li>✓ Improved leadership qualities.</li> <li>✓ More exposure to MSME training and enterprise promotion activities.</li> <li>✓ Improved technical skills.</li> </ul>
2	LIVELIHOOD ENHANCEMENT	<ul style="list-style-type: none"> <li>✓ Leadership qualities of women leads to their involvement in improved livelihood activities of farm &amp; farm base towards doubling the income of the family.</li> <li>✓ More women farmers encouraged in AGRICULTURE BUSINESS CENTER activities by which FPC is focusing their village farm gate Procurement &amp; sale of value added commodities through ABCs.</li> <li>✓ Farmers are linked with Agro inputs, timely credits, technology intervention on crop production and protection, Demonstration models on field innovation&amp; adoption.</li> <li>✓ Live stocks: Cattle population doubles and goat population increased by 4 folds in FPOs which <b>increases the income of farmers to 20%.</b></li> <li>✓ Agriculture is now been recognized as a income generating activity and a way for sustainable livelihoods.</li> <li>✓ Second generation youth are motivated to practice Agriculture as an Business Enterprise</li> </ul>
3	BEST PRACTICES FOLLOWED	<ul style="list-style-type: none"> <li>✓ Direct procurement from farmers – Ensure correct weighment – payment at farm gate.</li> <li>✓ No need for farmers to spend time &amp; money on transport – hence a <b>20% cost of the farmer is saved.</b></li> <li>✓ No involvement of middle men &amp; brokers–<b>hence farmers are getting an increase of Rs.5 to 10 per kg of Produce</b> than the local traders and merchants comparatively.</li> <li>✓ FPOs are handholding right from Agri. inputs- hence farmers are yielding their produce to FPOs which <b>gets improved from 20% initially to 70% presently.</b></li> <li>✓ Bargaining power of the farmers Increased &amp; also their Socio Economic conditions improved.</li> </ul>

## 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 MSW., Ph.D.,	Member	
7.	R.Kalavathi	Member	



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कृषि व्यापार संघ

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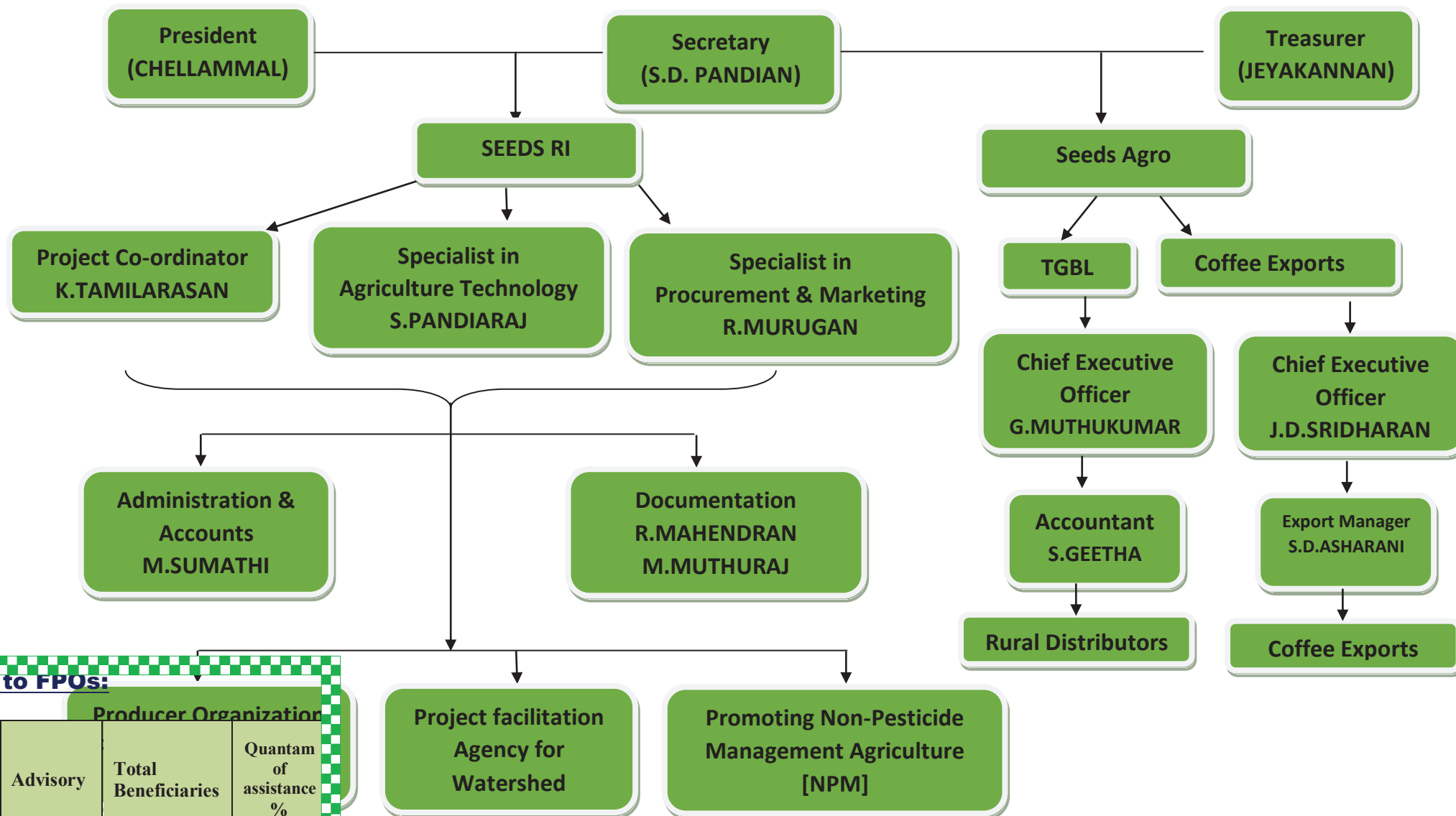
**State Bank of India**



### d- Experience in Pre Harvest management &

Sl. No	Name of the Farmers Producer Organization	Total Shareholders	Input Supply	Credit	Training
1	SEEDS FPCL	5000	487	2670	490
2	Ramanar Millets FPCL	2943	355	1350	550

# SEEDS ORGANIZATION STRUCTURE



## Support to FPOs:

Producer Organization			
Insurance	Advisory	Total Beneficiaries	Quantam of assistance %
334	120	4101	82
225	75	2555	87

# SEEDS- WATERSHED PROJECTS

Village Watershed Committee

Women federation

Farmers club

JLG

Project Facilitation Agency (PFA) SEEDS

Psindi  
Alagianallur  
Watershed  
(NABARD)

Climate  
proofing  
watershed  
(NABARD)

Erumaikulam  
CSR  
Watershed  
(NABARD) CBP

PRE CBP NABARD

Vadaku  
Puliyampatti  
Watershed

Eluveni  
Watershed

Pillaiyar  
Thotiyankulam  
Watershed

## Staff structure

### Project Manager

P.Sivakumar

### Project Engineer

Nivas

Mariselvan

R.Priyadharsini

K.Kannan

## Agronomist

R.Mariselvam

### Social worker

Vimala

Valarmathi

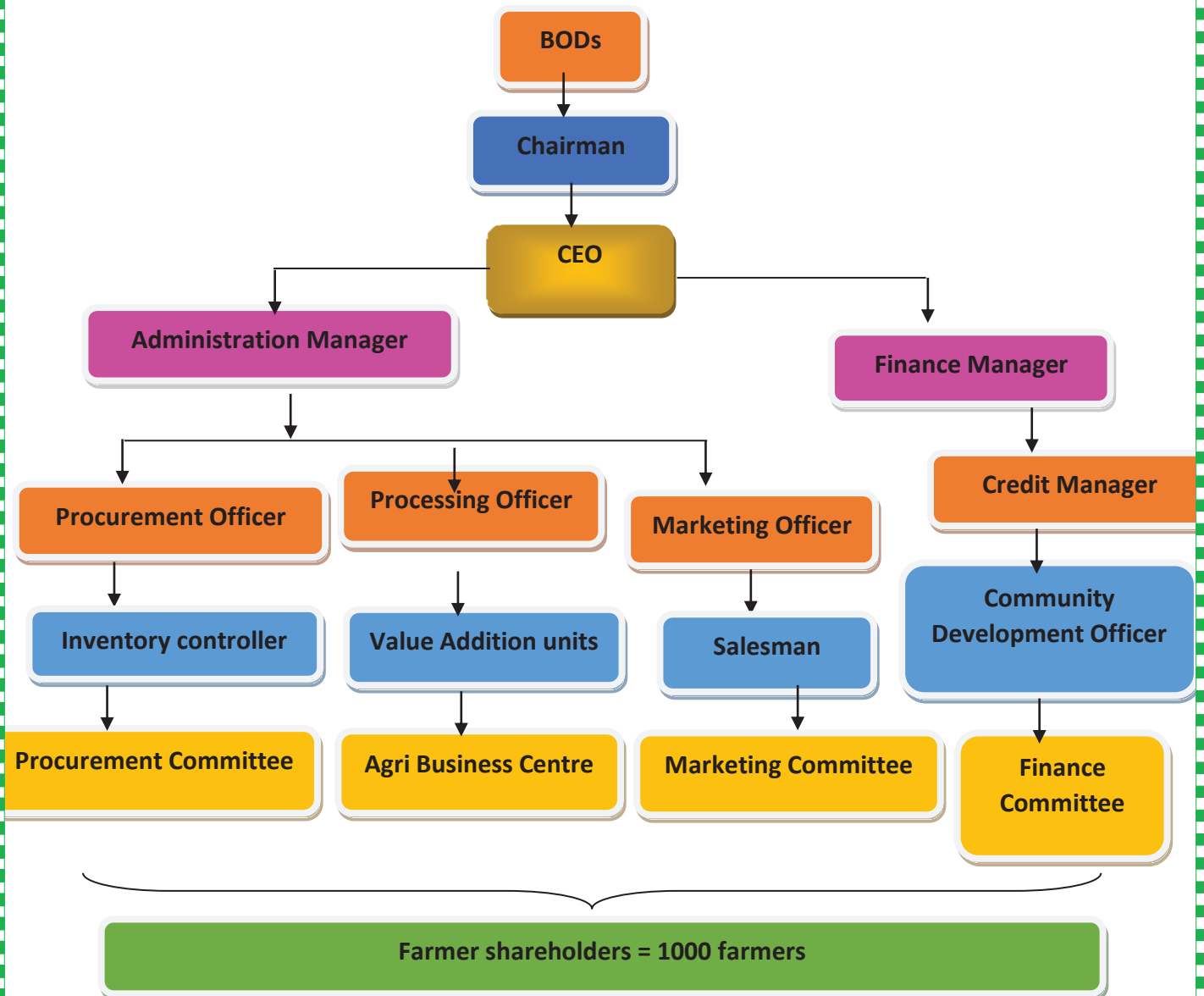
N.Sanglisamy

### Accountant

Geetha

K.Kannan

## ORGANOGRAM OF SEEDS GROUP OF FARMER PRODUCER COMPANY LIMITED.,



## SEEDS RI - RESOURCE TEAM

**Promoting Organization: Details of staff of the promoting organization  
playing an active / supportive role in the applying organization**

Sl. No	Name & Address	Qualification	Designation	Experience
<b>RESOURCE TEAM OF SEEDS</b>				
1.	K. Tamilarasan	M.A. M. Phil. M.B.A.(HR)	Project Coordinator- Institution Building	22 Years Experience in Governance & Decentralization of Power , data analysis, FPO management & strengthening.
2.	S. Pandiaraj	M.Sc., DMFP	Project Coordinator – Technical Expert in Agri.	22 Years experience in Development in NGO Sector and Govt- Social enterprises & Agri business development
3.	V.Sastha Saravana Kumar	M.F.C- Master of financial Control	Business development Manager	17 Years of experience in business development, Marketing of Agricultural produce of FPOs.
4.	R. Murugan	M.Sc. B.Ed. RMP-	Technical Co-Ordinator – Organic Agri. & Herbal	20 years Experience in NGO Sector on Conservation of Medicinal aromatic plants and Raw drugs & Agri Business.
5.	A.P.Mayandi	M.A- SOCIOLOGY	Relationship & Capacity Building Manager – PRA & PALM	25 years of experience in Development sector in capacity building - PRA & PALM.
6.	Mahendren Rajakili	MCA	Digital Marketing Executive	Web designing, MIS development, mobile & web based application developer
7.	S.Dharmaneethi.	M.Sc. – Rural Development- Bachelor of Law	Manager- Documentation & fund raising	30 years in Development sector, State Coordinator for Projects.
8.	Dr.Jeyaseelan.N	B.Sc, MBA, Ph.D., Social Businesses Growth Architect	Advisor to SEEDS NGO	Micro Credits, Farmer Groups & SHG Groups Specialist.
9.	Mrs.M.Sumathi	B.A.(Eng)	Admin	Experience in 8 years in administrations.
10.	Mr.M. Seemaichamy	M.Sc., M.B.M., H.D.C.M.,	CEO, Ramanar FPCL	20 yrs experience in Rural development, Micro credit, Rain fed Agriculture, Environment, Differently Abled.
11.	K.Rajendran	M.Com, MBA (Fins)	CEO, Viruthai FPCL	15 years working in micro finance, Agricultural Livelihood promotion & brand development for FPOs Produce.



12.	Sri Prabhakar	MA, MSW	CEO, Nagarcoil FPCL	6 years Experience in Micro Credit & FPO management
13.	P.Sivakumar	M.S.W.	CEO, Seeds FPCL	6 years in Watershed Project , SHG formation, training& Bank linkage
14.	Vadivel	B.A.	CEO, Ramnad FPCL	10 years experience in NGO Sector

### **Procurement and marketing core team**

15.	Mr.Sastha Sivakumar	MBA	CEO- Mize FPO	10 Yrs. Experience in Marketing
16.	Muthukumara Sivasankaran N	MA	CEO Marketing Madurai FPO	10 Yrs. Experience in Marketing
17.	G.Muthumurugan	B.E.	Manager Procurement and Marketing, Ramanar FPCL	3 years working experience in NGO in Micro Finance and Marketing Activities
18.	Mr. Arumugavel	MBA	CEO- Nallaru FPCL	7 Years Experience in Marketing
19.	Bala madasamy	MA	Marketing Officer	5 years experience in Marketing
20.	Mr. Muthiah	BA	Expert in Procurement & marketing	10 years in Virudhunagar market & 2 years in FPO commodity procurement & sale.

### **AGRICULTURE TECHNOLOGY CORE TEAM**

21.	Mrs.Jeyalakshmi	B.Sc (Agri)	Agronomist	4 Yrs. in Agriculture
22.	Mr.Mariselvam	Dip.Agri.	Agronomist	4 Yrs. in Agriculture
23.	Ms.Mahalakshmi	Dip.Agri.	Agronomist	3 Yrs. in Agriculture
24.	Mr.Sasikumar	B.Sc. (Agri)	Agronomist	4 Yrs. in Agriculture
25.	R.A.Selvi	H.S.C.	Community Development Officer, Seeds FPCL	7 years in Community Mobilisation
26.	R.Kalavathy	H.S.C.	Community Development Officer, Seeds FPCL	4 years in Community Mobilisation

### **MOBILIZATION CORE TEAM**

27.	P.Shantha	S.S.L.C	Community Development Officer, Seeds FPCL	SHG formation, training& Bank Linkage
28.	Karuppasamy	B.A.	Community Development Officer,Ramanar FPCL	2 years working experience in NGO in Micro Finance and Marketing Activities
29.	Vadivel	Dip.Agri.	Community Development Officer, Ramanar FPCL	3 years working experience in NGO in Micro Finance and Marketing Activities

30.	P.Arumugam	D.Ted.	Community Development Officer, Seeds FPCL	2 years working experience in NGO in Micro Finance and Marketing Activities
<b>CREDIT LINKAGE CORE TEAM</b>				
31.	U.Lakshmi	H.S.C.	Credit Officer	4 years in SHG formation, training& Bank linkage
32.	Muthusamy	B.A.	Credit Manager	15 Yrs. Experience in Micro credit
33.	K.Kannan	M.Sc.,	Admin, Seeds FPCL	6 years experience in SHG Promotion & and Empowerment of EWR
34.	Sumathy.	B.A.	Admin. Seeds FPCL	2 years working experience in NGO in Micro Finance and Marketing Activities
35.	Selvi.Diviya	B.Com	Accounts Asst.	1 year experience in accounts & audit
36.	Ms.Meena priyadh arshini	B.Sc.(Comp. Science).	Administration	5 Yrs. Experience in Administration and Accounts

# SEEDS – FPO PROMOTION

SEEDS RI in FPO promotion intervention for the past four years 2015-2020.										
2019-20		2018-19		2017-18		2016-17		2016-15		TOTAL FPCLS
Supported by	No. FPOs promoted	Supported by	No. FPOs promoted	Supported by	No. FPOs promoted	Supported by	No. FPOs promoted	Supported by	No. FPOs promoted	No. FPOs promoted
SFAC	14	SFAC	7	SFAC	5	SFAC	3	NABARD	4	49 FPOs
NABARD	0	NABARD	6							
SELF promoted	7	SELF promoted	3							

## SEEDS NGO – Working with the Farmers A Consolidation:

S. NO	PROJECTS	WORKING WITH TOTAL NO.OF FARMERS
1	WATERSHEDS- 5 numbers	5050
2	FPO PROJECTS	42303
3	NPM PROJECT	174004
	<b>TOTAL FARMERS</b>	<b>2,21,357</b>

NABARD FPOS - 10  
SFAC FPOS - 29  
SELF PROMOTED - 10

TAMIL NADU - 42 FPOs  
ODISHA - 05 FPOs  
KARNATAKA - 01 FPO  
KERALA - 01 FPO

## SEEDS NGO working on agriculture



## **TECHNICAL STRENGTH OF THE AGENCY**

S. No.	Year	Name of the Project	Name of the funding Agency	Duration of the project	Total Cost (Rs. in Lakh)
		<b>WATERSHED PROJECTS:</b>			
1	2013	Pisindi Alagiyanallur Watershed Project	NABARD	5 Years	150.00
2	2017	Pisindi Alagiyanallur Climate proofing Project	NABARD	3 Years	50 .00
3	2018	Erumaikulam Watershed	NABARD	4 Years	150.00
4	2019	Vadakkupuliyampatty watershed	NABARD	4 Years	150.00
5	2019	Eluvani watershed	NABARD	4 Years	150.00
6	2019	Pilliya thotiyankulam watershed	NABARD	4 Years	150.00
		<b>NPM PROJECT IN 8 CENTRAL INDIA STATES:</b>			
7	2019	Promotion of Non Pesticide Management in Agriculture	Bharat Rural Livelihood Foundation ( BRLF)	3 Years	150.00
		<b>FPO PROJECTS UNDER NABARD &amp; SFAC:</b>			
8	2015	Seeds Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
9	2016	Ramanar Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
10	2016	Vizhuthugal Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
11	2016	Ramanathapuram Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
12	2016	Madurai Mavatta Thennai Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
13	2017	Viruthai Millets Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
14		Srivilliputhur Maize Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
15		Nanjil nadu Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
16	2018	Puliyur & Pugalur Millets Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
17		Nallaru Coconut Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
18		Theni coconut Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
19		Kariapatty Millets Farmer Producer Company Ltd.,	TNSFAC	3 Years	43.21
20	2019	Ragav Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
21		Vajura Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
22	2020	Eluvani Pasumai Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
23		Panchanthangi Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
24		Vembai Farmer Producer Company Ltd.,	NABARD	3 Years	21.60
25		Vinoba Bhave Rainfed Cotton and allied crops Farmer Producer Company Ltd.,	NABARD	3 Year	21.60
26		T.Vadipatti Intergrated Farming System Farmers Producers Company Ltd	TNSFAC- Collective Farming (CF)	2 Years	25.00

27		Manalanchari Collective Farmers Producers Company Ltd	TNSFAC- CF	2 Years	25.00
28		Vaippar Collective Farmers Producers Company Ltd	TNSFAC- CF	2 Years	25.00
29		Ramanathapuram coconut Collective Farmers Producers Company Ltd	TNSFAC- CF	2 Years	25.00
30		Parmakudi Collective Farmers Producers Company Ltd	TNSFAC- CF	2 Years	25.00
31		New Delta Collective Farmers Producers Company Ltd	TNSFAC- CF	2 Years	25.00
32		Thiruchendur Collective Farm Producers Company Ltd	TNSFAC- CF	2 Years	25.00
33		Mayiladudurai district FPO-1	TNSFAC- CF	2 Years	25.00
34		Mayiladudurai district FPO-2	TNSFAC- CF	2 Years	25.00
35		Nagapatinam district – FPO -1	TNSFAC- CF	2 Years	25.00
36		Nagapatinam district – FPO -2	TNSFAC- CF	2 Years	25.00
37		Pudhukottai District FPO-1	TNSFAC- CF	2 Years	25.00
38		Pudhukottai District FPO-2	TNSFAC- CF	2 Years	25.00
39		Pudhukottai District FPO-3	TNSFAC- CF	2 Years	25.00
40		Thanjavour district – FPO -1	TNSFAC- CF	2 Years	25.00
41		Thanjavour district – FPO -2	TNSFAC- CF	2 Years	25.00
42		Thanjavour district – FPO -2	TNSFAC- CF	2 Years	25.00
43		Thanjavour district – FPO -4	TNSFAC- CF	2 Years	25.00
44		Trichy district FPO-1	TNSFAC- CF	2 Years	25.00
45		Trichy district FPO-2	TNSFAC- CF	2 Years	25.00
46		Trichy district FPO-3	TNSFAC- CF	2 Years	25.00

		<b>SELF PROMOTED FPO PROJECTS IN TAMIL NADU:</b>			
47		Vaazhi Kaveri FPCL, Thanjavore, TN	SELF PROMOTED	Proposal to be submitted to NABARD / SFAC	
48		Vaigai coconut FPCL, Theni, TN	SELF PROMOTED		
49		Arunavam FPCL, Ramanathapuram, TN	SELF PROMOTED		
		<b>SELF PROMOTED FPO PROJECTS IN OTHER STATES OF INDIA:</b>			
50	2019	Wyanad coffee FPO, Kerala	SELF PROMOTED		
51		Coorg Coffee FPO, Karnataka	SELF PROMOTED		
52		Mahanga FPO, Odisha	SELF PROMOTED		
53		Kapilaeswar FPO, Odisha	SELF PROMOTED		
54		Barchana FPO, Odisha	SELF PROMOTED		
55		Attabira FPO, Odisha	SELF PROMOTED		
56		Jujomara FPO, Odisha	SELF PROMOTED		





## Mahila farmer coverage in FPOs



## FPOs promotion

States covered	:	04
Districts covered	:	21
Farmers covered	:	42303
FPOs promoted	:	49Nos.
FPOs registered	:	25Nos.
FPOs under registration process	:	24Nos.
Above 3yrs old Mature FPOs	:	13Nos.
FPOs with above Rs.50 lakhs turnover	:	13Nos.
FPOs with net profit	:	10Nos.
FPOs which are credit linked	:	17Nos.
FPOs with value addition units established	:	15Nos.

## SEEDS RESOURCE INSTITUTION - FACILITATED CREDIT LINKAGE TO PROMOTED FPOs - FROM 2017 to Dec 2019

Credit linkage partner	2016-17	2017-18	2018-19	2019-20	Total In Crore Rupees
SAMUNNATI	4.96	20.4	24.7	19.7	69.71
ANANYA LINKAGE	0	5.67	11.9	18.7	36.21
AVANTI LINKAGE	0	0	0	25.81	25.81
BANK LINKAGE	0	0	1.25	1.75	03.00
<b>GRAND TOTAL</b>	<b>4.96</b>	<b>26.07</b>	<b>37.85</b>	<b>65.96</b>	<b>134.70</b>

### Capacity Building of FPOs

Training to	Program	Total nos trained
BoDs/Staff	101	3100
CEOs/ staff of CBOs	34	1568
Accounts	16	120
Other stakeholders	65	900
Total	<b>216</b>	<b>5688</b>



## SEEDS RI- Pre Harvest management & support to Mature FPOs- 3 years old:

		NO.OF FARMERS SERVED BY THE FPO INTERVENTION- Pre harvest management.							
Sl. No	Name of the Farmer Producer Organisation	Total Shareholder farmers of FPO	Input Supply	Credit	Training	Insurance	Advisory	Total farmers Benefitted	Performance %
1	SEEDS FPCL	5000	487	2670	490	334	120	4101	82
2	Ramanar Millets FPCL	2943	355	1350	550	225	75	2555	87
3	Ramnad FPCL	2323	250	1330	350	1200	100	3230	139
4	Vizhuthugal FPCL	1385	275	550	215	200	85	1325	96
5	Viruthai Millets FPCL	1600	85	600	250	200	177	1312	82
6	Kariapetti FPCL	1020	150	650	185	150	100	1235	121
7	MAIZE FPCL	1033	155	350	125	150	85	865	84
8	NALLARU FPCL	640	90	110	150	85	145	580	91
9	NANJILNADU FPCL	1200	225	855	160	55	145	1440	120
10	RAGAV FPCL	500	55	250	110	60	90	565	103
11	MADURAI FPCL	1000	120	350	160	155	80	865	87
12	PULIYUR & PUGALUR	500	75	55	115	50	70	365	73
<b>Total</b>		<b>19144</b>	<b>2322</b>	<b>9120</b>	<b>2860</b>	<b>2864</b>	<b>1272</b>	<b>18438</b>	<b>96%</b>

## SEEDS RI- FACILITATED CONVERGENCE FROM GOVERNMENT SCHEMES FOR FPOS: POST HARVEST MANAGEMENT

FPCL	VALUE ADDITION UNITS ESTABLISHED	COST OF THE UNITS
SEEDS FPCL	MSOA- Value addition for Millets & Pulses	₹ 10 LAKHS
Viruthai Millets FPCL	MSOA- Value addition for Millets & Pulses	₹ 10 LAKHS
Srivilliputhur Maize FPCL	SEED Processing & Storage unit	₹ 60 LAKHS
	SEED Processing & Storage unit	₹ 60 LAKHS
	SEED Processing & Storage unit	₹ 60 LAKHS
Madurai Thennai FPCL	MSOA- Oil extraction unit	₹ 10 LAKHS
	MSOA-SPL for SC PWS- Tractor, power tiller	₹ 10 LAKHS
	SEED Processing & Storage unit	₹ 60 LAKHS
Ramanathapuram FPCL	MSOA- Oil extraction unit	₹ 10 LAKHS
	NFSM- Dhall mill unit	₹ 10 LAKHS
	MSOA- oil mill unit	₹ 10 LAKHS
	MSOA- Dhall mill unit	₹ 10 LAKHS
Vizhuthugal FPCL	Supply chain management unit-1-Pudhur-Tuticorin district	₹ 7 LAKHS
	Supply chain management unit-2-Vilathikulam, Tuticorin district	₹ 7 LAKHS
	Supply chain management unit-3-Kadaiyanallur, Tuticorin district	₹ 8.3 LAKHS
Nanjilnadu FPCL	Banana value addition, processing & packing unit -under Kurban project	₹ 200 LAKHS
Kariapetti FPCL	MSOA- Value addition unit for Oil	₹ 10 LAKHS
	Seed Processing & storage unit	₹ 60 LAKHS
	Coconut Oil Processing unit	₹ 05 LAKHS
Ragav FPCL	Pulses Processing unit	₹ 16 LAKHS
	Pulverize unit	₹ 01 LAKHS
Ramanar FPCL	Cattle feed Production unit	₹ 20 LAKHS
	Millet Processing Unit	₹ 10 LAKHS
Vajura FPCL	Ground nut Oil Processing unit	₹ 10 LAKHS
	Pulses processing unit.	₹ 10 LAKHS
Nallaru FPCL	Coconut Oil Processing unit	₹ 10 LAKHS
Valpar CF FPCL	Pulses mill cattle feed, oil units	₹ 30 LAKHS
Nallaru FPCL	Oil mill	₹ 10 LAKHS
T.Vedipetty CF FPCL	Pulses mill cattle feed, oil units	₹ 30 LAKHS
<b>TOTAL</b>	<b>15 FPOs – 29 UNITS</b>	<b>764.3 lakhs</b>

# Monitoring mechanism of RI.

## Daily

- ✓ 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.

## Weekly

- ✓ 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.

## Monthly

- ✓ 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).

## Quarterly

- ✓ 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.

## Annually

- ✓ Annual general body meeting of FPCL.

## **b-1) Experience in Market Linkages for FPOs:**

### ***Organization's strategy to facilitate market linkages for the FPOs***

- ✓ SEEDS have facilitated and trained all the promoted FPCL with business focus and encouraged all FPCLs and the member shareholders to provide all the agricultural inputs like Seeds, fertilizers and natural bio-pesticides, supported timely on credit needs for crop, cattle, goat poultry & allied activities.
- ✓ All the FPCL have gained confidence among the member farmers, that company is existing for the welfare of the shareholders & handholding them towards getting proper price for the Products. Initially all FPCLs covered nearly 30% of the farm produce of its shareholders which now increased 75% (after 1.5 years of operation)
- ✓ The agriculture produce thus procured from nearly 75 % of the FPCL farmers is linked to the market AFTER VALUE ADDITION - through
  - ❖ AGRI BUSINESS CENTRES operated by FPCL in their office,
  - ❖ ABC centre established at the villages &
  - ❖ Local sale of goods to the town shops
  - ❖ Sale of value added goods to the  
institutional buyers

}

 50% SALE TO FARMERS

}

 50% SALE TO CORPORATES
- ✓ BACK TO FARMERS: The 50% sale of commodities encouraged as a special focus task during festival season among the members with a lower price comparatively. The groceries worth of Rs 1300 in the town market – Deepavali kit is sold by FPCL for Rs.1000/-per kit. This strategy continued for Pongal, Christmas & Other Festivals. Through the total sale of 1000 kits our SEEDS FPCL have got the profit of around 1.5 lakhs net within 15 days of seasonal operation with a turnover of Rs 10 LAKHS .
- ✓ Institutional Buying arrangements: The remaining 50% of the sale of commodities is done after value addition of goods in the VALUE ADDITION HUB FACILITY of the FPCL & are linked with corporate buyers like SAFE HARVEST PRIVATE LIMITED, HYDERABAD, NILONS, PUNE, NAMBOODHARIS, KERALA with advance purchase order for produce and also advance payment for the procurement.
- ✓ All the SEEDS Promoted FPCLs are focusing on Non Pesticide management of Agriculture and hence all the value added commodities are sold for the premium price and have good market orders from institutional buyers.

**SEEDS – FACILITATED MARKET LINKAGES OF NON-PESTICIDE  
MANGEMENT PRODUCE FROM FPOs:**

<b>NPM PRODUCE SALE ORDERS</b>		
	<b>TONS</b>	<b>LAKH RS</b>
<b>2014-15</b>	<b>40.87</b>	<b>18.69</b>
<b>2015-16</b>	<b>107</b>	<b>57.02</b>
<b>2016-17</b>	<b>137.75</b>	<b>94.45</b>
<b>2017-18</b>	<b>322.6</b>	<b>204.23</b>
<b>2018-20</b>	<b>242</b>	<b>1018</b>
<b>TOTAL</b>	<b>850.22</b>	<b>1392.39</b>

<b>BUYERS OF NPM PRODUCE</b>	
1.	Safe Harvest, Bangalore
2.	KCM, Millets Factory, Paramakudi, Ramnad
3.	Agaram-Madurai
4.	Nilons, Pune
5.	Athilakshmi exports ALX ORGO BAZAAR, Madurai
6.	Matha Amirthanandha Mayee Math, Kollam.
7.	Way Cool, Chennai
8.	Velvan Traders, Trichy.
9.	Prema Exports, Thoothukudi
10.	Valu Agency, Thoothukudi.

**SEEDS promoted FPOS – Annual Turnover achieved by mature FPOs in support to farmer Livelihoods & business of FPO:**

<b>Sl. No</b>	<b>Name of the Farmers Producer Organization</b>	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>
		<b>(Lakhs)</b>	<b>(Lakhs)</b>	<b>(Lakhs)</b>
1	SEEDS FPCL	1135.00	1428.85	1713.00
2	RAMANAR MILLETS FPCL	449.50	631.50	980.30
3	RAMNAD FPCL	478.00	500.00	405.00
4	VIZHUTHUGAL FPCL	454.00	514.00	752.00
5	VIRUTHAI MILLETS FPCL	84.79	238.16	266.18
6	KAFRIAPATTY FPCL	3.22	26.32	43.97
7	MAIZE FPCL	41.73	35.77	60.86
8	NALLARU FPCL	0	0.55	5.5
9	NANJILNADU FPCL	0.00	3.00	5.00
10	RAGAV FPCL	0	5.00	5.59
11	MADURAI FPCL	22.05	11.23	12.28
12	PULIYUR & PUGALUR	0.00	2.50	5.00
	<b>Total</b>	<b>2668.30</b>	<b>3396.88</b>	<b>4254.69</b>



## SEEDS – FACILITATED EXPORT OF AGRICULTURAL COMMODITIES FROM FPOs:

### Viruthai Millets FPCL - Details of Export sales FEB 2020 – JULY 2020

Sl. No	Name of the Products	Qty ( in kg)	Name of the Country	Shipment	Value (Rs. In Lakhs)
1	Ready to Cook (RTC)	10025	USA & OMAN & QATAR	Thoothukudi	12.75
2	Ready to Eat (RTE)	100	CANADA	Thoothukudi	2.25
3	Ready to Cook (RTC)	100	CANADA	Thoothukudi	0.28
4	Spices	500	CANADA	Thoothukudi	0.10
5	Tamarind	50	CANADA & QATAR	Thoothukudi	0.07
6	Oil	500	OMAN& QATAR	Thoothukudi	0.92
7	Paddy Rice	14000	OMAN& QATAR	Thoothukudi	4.61
8	Pulses	5500	OMAN& QATAR	Thoothukudi	5.39
9	Millets	750	OMAN& QATAR	Thoothukudi	0.67
	<b>TOTAL</b>	<b>31525</b>		<b>Total Value</b>	<b>27.04</b>



## SEEDS RI FACILITATED - PRODUCT DEVELOPMENT & BRANDING OF FPOs:



**SEEDS AGRO**  
pesticide free natural food

**FARM  
TO YOUR  
HOME**



We bring you a range of affordable pesticide free natural food





## SEEDS RI FACILITATED THE ESTABLISHMENT OF AGRI BUSINESS CENTRES (ABC)



**FPOs obtained Equity obtained from SFAC -New Delhi - Rs.10 lakhs per FPO.**

- ✓ SEEDS FPCL
- ✓ RAMNAD FPCL
- ✓ RAMANAR FPCL
- ✓ VIRUTHAI FPCL
- ✓ VIZHUTHUGAL FPCL
- ✓ MADURAI FPCL
- ✓ SRIVILLIPUTHUR MAIZE FPCL

**Mezzanine capital assistance to FPOs Rs.10 lakhs per FPO obtained for**

- ✓ RAMANAR FPO
- ✓ KARIAPATTY FPO
- ✓ RAMANATHAPURAM FPO
- ✓ VIZHUTHUGAL FPO

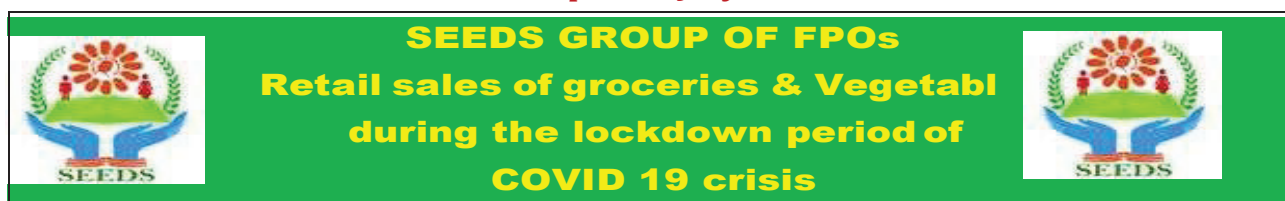
**TNRTP COVID 19 Assistance plan Rs.10 lakhs per FPO obtained for**

- ✓ SEEDS FPCL
- ✓ VIRUTHAI FPCL
- ✓ KARIAPATTY FPCL

**Business Promotion Grant from IAMWARM – Rs. 30 Lakhs per FPO**

- ✓ KARIAPATTY FPCL
- ✓ VIRUTHAI FPCL

***Lockdown sales progress of essential  
Groceries & Vegetable through FPOs promoted by SEEDS -  
consolidated April to July, 2020:***



Sl. No	FPCL	PERIOD	No of beneficiaries	Total Amount
1	SEEDS	26.03.2020 TO 14.07.2020	9059	9732588
2	RAMANAR	01.04.2020 TO 12.07.2020	2977	2979932
3	RAMNAD	27.03.2020 TO 30.06.2020	1815	717110
4	VIZHUTHUGAL	25.03.2020 TO 15.07.2020	5039	2015871
5	MADURAI	02.04.2020 TO 30.06.2020	4542	984763
6	NANJILNADU	03.04.2020 to 30.04.2020	740	184610
7	SRIVILLIPUTHUR	08.04.2020 to 17.07.2020	5509	1209955
8	VIRUTHAI	23.03.2020 to 17.07.2020	13201	6339080
9	KARIAPATTI	04.04.2020 TO 05.05.2020	954	286260
		<b>TOTAL</b>	<b>43836</b>	<b>24450169</b>

**Nine mature FPOs have done a lock down sales turnover of Rs 2.44 crores covering 43836 common public beneficiaries with the supply of essential groceries & vegetables.**

## 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
<b>A</b>	<b>Capital FUND</b>												
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>B</b>	<b>Grant from Govt</b>								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
	<b>Total</b>	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
<b>C</b>	<b>Assets CREATED</b>												
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
	<b>Total</b>	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
	<b>FPO ASSET Creation %</b>	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	
	<b>Total of Soil health and productivity enhancement</b>					<b>1281400</b>	<b>1250200</b>	<b>408840</b>	<b>7200</b>		<b>410400</b>	<b>0</b>	<b>209640</b>	<b>199200</b>
<b>III</b>	<b>Sustainable NRM and climate resilient farming, livelihood and food security</b>												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 rottion	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
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
	<b>Total of Sustainable NRM and climate resilient farming, livelihood and food security</b>					<b>819600</b>	<b>819600</b>	<b>305500</b>			<b>305500</b>	<b>80000</b>	<b>293500</b>	<b>12000</b>
<b>IV</b>	<b>Mitigation of CC risk (no.)</b>													<b>0</b>
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
	<b>Total of preventing climate change risks</b>					<b>250000</b>	<b>250000</b>	<b>40000</b>			<b>40000</b>		<b>40000</b>	<b>0</b>
<b>V</b>	<b>Capacity building, Institutional development and knowledge management</b>													
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
	<b>Total of Capacity building, Institutional development and knowledge management</b>					<b>310000</b>	<b>310000</b>	<b>40000</b>			<b>40000</b>		<b>20000</b>	<b>20000</b>
<b>VI</b>	<b>Watershed level knowledge management</b>													
1	Village knowledge Resource centre (including net connectivity)	No. 1	150000	1	150000	150000	150000	0			0			0
	<b>Total of Watershed level knowledge management</b>					<b>150000</b>	<b>150000</b>	<b>0</b>			<b>0</b>			<b>0</b>
<b>VII</b>	<b>Other Components</b>													
1	Supervision													0
2	Maintanance 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					<b>1325000</b>	<b>1325000</b>	<b>575000</b>			<b>575000</b>	<b>70000</b>	<b>435000</b>	<b>140000</b>
	<b>GRAND TOTAL</b>					<b>5106847</b>	<b>4997181</b>	<b>1874250</b>	<b>51645</b>		<b>1920254</b>	<b>150000</b>	<b>1429469</b>	<b>444781</b>

	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	1247250
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



**d- Experience in Pre Harvest management & support to FPOs:****Producer Organization**

Sl. No	Name of the Farmers Producer Organization	Total Shareholders	Input Supply	Credit	Training	Insurance	Advisory	Total Beneficiaries	Quantam of assistance %
1	SEEDS FPCL	5000	487	2670	490	334	120	4101	82
2	Ramanar Millets FPCL	2943	355	1350	550	225	75	2555	87
3	Ramnad FPCL	2323	250	1330	350	1200	100	3230	139
4	Vizhuthugal FPCL	1385	275	550	215	200	85	1325	96
5	Viruthai Millets FPCL	1600	85	600	250	200	177	1312	82
6	Kariapatti FPCL	1020	150	650	185	150	100	1235	121
7	MAIZE FPCL	1033	155	350	125	150	85	865	84
8	NALLARU FPCL	640	90	110	150	85	145	580	91
9	NANJILNADU FPCL	1200	225	855	160	55	145	1440	120
10	RAGAV FPCL	500	55	250	110	60	90	565	103
11	MADURAI FPCL	1000	120	350	160	155	80	865	87
12	PULIYUR & PUGALUR	500	75	55	115	50	70	365	73
	<b>Total</b>	<b>19144</b>	<b>2322</b>	<b>9120</b>	<b>2860</b>	<b>2864</b>	<b>1272</b>	<b>18438</b>	<b>96%</b>







# 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”

# LEGAL COMPLIANCES followed in FPOs:

Sl.No	Tyes of Activities	Status
1	Certificate of Incorporation	Yes
2	Increased Authorized Capital	Yes
3	Increased Paid Up Capital	Yes
4	Share Allotters	Yes
5	Annual Filing ( 2017-18)	Yes
6	Increased borrowing Power ( Upto Rs.10 Crore)	Yes
7	Alteration of MoA	Yes
8	Auditor Appointment	Yes
9	Charge Creation of all linkages with External Financial Institutions	Yes
10	Closure of Charge Creation of all linkages with External Financial Institutions	Yes

### Experience in establishment of Post Harvest infra structure for FPOs:

<b>FPCL</b>	<b>VALUE ADDITION UNITS ESTABLISHED &amp; UPGRADED</b>	<b>COST OF THE UNITS – convergence from Government schemes.</b>	<b>Production capacity Metric Tons per annum</b>
SEEDS FPCL	✓ MSDA- Value addition for Millets & Pulses	10 LAKHS	1500
Viruthai Millets FPCL	✓ MSDA- Value addition for Millets & Pulses	10 LAKHS	1500
	✓ SEED Processing & Storage unit	60 LAKHS	4800
Srivilliputhur Maize FPCL	✓ SEED Processing & Storage unit	60 LAKHS	4800
Madurai Thennai FPCL	✓ SEED Processing & Storage unit	60 LAKHS	4800
	✓ MSDA- Oil extraction unit	10 LAKHS	45
	✓ MSDA-SPL for SC FIG- Tractor, power tiller	10 LAKHS	3000
Ramanathapuram FPCL	✓ SEED Processing & Storage unit	60 LAKHS	4800
	✓ MSDA- Oil extraction unit	10 LAKHS	50
	✓ NFSM- Dhall mill unit	10 LAKHS	1500
Vizhuthugal FPCL	✓ MSDA- oil mill unit	10 LAKHS	50
	✓ MSDA- Dhall mill unit	10 LAKHS	1500
	✓ Supply chain management unit-1- Pudhur-Tuticorin district	7 LAKHS	3000
	✓ Supply chain management unit-2- Vilathikulam, Tuticorin istrict	7 LAKHS	1200
	✓ Supply chain management unit-3- Kadaiyanallur, Tuticorin district	8.3 LAKHS	650
Nanjilnadu FPCL	✓ Banana value addition, processing & packing unit – under Rurban project	200 LAKHS	900
Kariapatti FPCL	✓ MSDA- Value addition unit for Oil	10 LAKHS	45
	✓ Seed Processing & storage unit	60 LAKHS	4800
Ragav FPCL	✓ Coconut Oil Processing unit	05 LAKH	45
	✓ Pulses Processing unit	16 LAKHS	1500
	✓ Pulverize unit	01 LAKHS	750
Ramanar FPCL	✓ Cattle feed Production unit	20 LAKHS	600
	✓ Millet Processing Unit	10 LAKHS	1500
Vajura FPCL	✓ Ground nut Oil Processing unit	10 LAKHS	45
	✓ Pulses processing unit.	10 LAKHS	1500
Nallaru FPCL	✓ Coconut Oil Processing unit	10 LAKHS	45
<b>TOTAL</b>	<b>12 FPOs – 26 UNITS</b>	<b>694.3 lakhs</b>	<b>44925 MT per Year</b>



**SEEDS – FACILITATED DIRECT PROCUREMENT OF AGRICULTURE  
COMMODITIES FROM FPO FARMERS:**

**SEEDS - PURCHASE OF AGRI COMMODITIES DIRECTLY FROM FARMERS 2019-20  
THROUGH MATURE FPOs.**

S. No.	COMMODITY	RAW/ VA	QUANTITY PURCHASED IN TONS	NO. OF FARMERS BENEFITTED
1	GREEN GRAM	VA	100	480
2	BLOCK GRAM	VA	800	650
3	RED GRAM	VA	150	250
4	PADDY	VA	250	500
5	CHILLY LONG	RAW	175	750
6	CHILLY MUNDU	RAW	280	825
7	COCONUT	VA	350	700
8	MILLETS	VA	804	1200
9	BANANA	VA	300	550
10	MAIZE	RAW	200	540
11	CORIANDER	RAW	300	650
12	PEAS	RAW	20	225
13	COW PEA	RAW	20	255
14	GINJELLY	RAW	10	50
15	TAMARIND	RAW	50	500
	<b>TOTAL</b>		<b>3809</b>	<b>8125</b>

RAW GRAINS TRADED	1055 TONS
VALUE ADDED GRAINS	2754 TONS
<b>TOTAL</b>	<b>3809 TONS</b>

**SEEDS - DETAILS OF AGRI BUSINESS ACHIEVED IN 2019-20**

TOTAL NO. OF FPOS UNDER SEEDS RI	26
NO. OF MATURED FPOS UNDER SEEDS RI	12
TOTAL NO. OF FARMERS IN MATURED FPOS	17037
DIRECT PROCUREMENT FROM MATURED FPO FARMERS	8125
TONNAGE OF AGRI COMMODITIES	3809
VALUE OF AGRI COMMODITIES PURCHASED FOR BUSINESS 2019-20 IN CRORE RUIPEES	Rs.21.80



## FPO WISE - FARMERS BENEFITTED THROUGH DIRECT PROCUREMENT OF AGRI COMMODITIES 2019-20

S.No.	Farmers Producer Organizations	Total no. of farmers in RoC	benefitted farmers through direct procurement	% COVERAGE OF FARMERS
1	SEEDS FPCL	3594	2512	70
2	Ramanar millets FPCL	2613	1480	57
3	Ramanathapuram FPCL	2272	1510	66
4	Vizhuthugal FPCL, Thoothukudi	1385	353	25
5	Viruthai millets FPO	1600	450	28
6	Maize FPCL, Srivilliputhur	1033	220	21
7	Coconut FPCL, Madurai	1000	420	42
8	Puliyur & Pugalur Karur millets FPCL	480	150	31
9	Nanjil nadu - Banana FPCL	1200	320	27
10	Nallaru - Udumalaipet Coconut FPCL	540	255	47
11	Kariapatty Millets FPCL	820	350	43
12	RAGAV FPCL, Rajapalyam	500	105	21
	<b>TOTAL</b>	<b>17037</b>	<b>8125</b>	<b>48</b>

### **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 at least 15 % of the farmers to natural production methods and to enable them a premium price for their Produce..*

## **FINANCIAL STRENGTH OF THE AGENCY**

(Value in crore / lakhs)

<b>S. No.</b>	<b>Financial Year</b>	<b>Annual Turnover</b>	<b>Annual Net Worth</b>	<b>Whether Profitable/Loss (Yes/No)</b>
<b>1</b>	<b>FY 2016-17</b>	<b>6.61 crores</b>	<b>5.34 Lakhs</b>	<b>Yes</b>
<b>2</b>	<b>FY 2017-18</b>	<b>4.13 crores</b>	<b>2.85 Lakhs</b>	<b>Yes</b>
<b>3</b>	<b>FY 2018-19</b>	<b>6.14 crores</b>	<b>3.22 Lakhs</b>	<b>Yes</b>
<b>4</b>	<b>FY 2019-20</b>	<b>UNDER PROCESS</b>		

<b>S.No.</b>	<b>PLANNED INNOVATIONS – Progress in FPOs:</b>		
1	<i>INNOVATION ON AGRICULTURE PRODUCTION METHODS</i>	DIGITIZATION OF AGRICULTURE- CROP IN BANGALORE- Web & Mobile application	Pilot is under progress
2	<i>INNOVATION ON LENDING- Software for Microfinance &amp; FPO- MIS system</i>	HI-5 Innovations, Coimbatore - Web & Mobile application	Standardization is on 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 CORRESPONDANCE MODEL FOR FARMER LENDING	Plan to partner with NABFINS, IDBI, AVANTI FINANCE etc..	
7	<b>EXPLORATION OF INVESTORS FOR SEEDS GROUP OF COMPANIES &amp; BUSINESS PROMOTIONS.</b>		
8	<b>Networking of FPOs, setting up of an INTEGRATED FOOD PARK in South Tamil Nadu &amp; Exporting of Agricultural commodities.</b>		
9.	<b>Developing Standard operation procedure (SOP) for FPOs operation and business development.</b>		
10	<b>Executing the “Block chain Project for Farmers” through FPOs – SEEDS – University of Hyderabad- Synchrony International Services Private Ltd – NIRMAAN ORGANIZATION – SAMUNNATI Financial Intermediation &amp; Services Private Ltd</b>		
11	<b>Sustainable Village Development programme – Development of MODEL village Panchayats through FPOs- SEEDS RI- SAMUNNATI _ RACLD - GoTN &amp; GoI on Progress.</b>		



**NATIONAL RECOGNITION ACHIEVED BY SEEDS  
GROUP OF COMPANIES.**



**SFAC**  
लघु कृषक  
कृषि व्यापार संघ



<b>Title of the Award</b>	1	Best performing FPO in TN award – 2020	
<b>Awarded by</b>	:	Viswa Yuvak Kendra, New Delhi	
<b>Awarded to</b>	:	<b>Viruthai Millets FPCL</b>	
<b>Year</b>	:	2020	
<b>Title of the Award</b>	2	Best Producer Organization Promoting Institution (POPI)	
<b>Awarded by</b>	:	NABARD	
<b>Awarded to</b>	:	<b>SEEDS – Resource Institution</b>	
<b>Year</b>	:	2020	
<b>Title of the Award</b>	3	Maximum Shareholders in FPO- First Prize Maximum Turnover of FPO - First prize Maximum Profit Making FPO- First Prize	 
<b>Awarded by</b>	:	NABARD	
<b>Awarded to</b>	:	<b>Seeds FPCL</b>	
<b>Year</b>	:	2020	

<b>Title of the Award</b>	4	Maximum Turnover of FPO - Second prize	 
<b>Awarded by</b>	:	NABARD	
<b>Awarded to</b>	:	<b>Ramanathapuram and Vizhuthugal FPCL</b>	
<b>Year</b>	:	2020	
<b>Title of the Award</b>	5	Maximum Shareholders of FPO - Second prize Maximum Profitmaking of FPO – Second Prize	 
<b>Awarded by</b>	:	NABARD	
<b>Awarded to</b>	:	<b>Ramanar FPCL</b>	
<b>Year</b>	:	2020	
<b>Title of the Award</b>	6	Excellent Performance among the Best Performance FPO in Tamil Nadu	
<b>Awarded by</b>	:	Naveena Vivasayam, Dindigul	
<b>Awarded to</b>	:	<b>Seeds Farmer Producer Company Ltd.</b>	
<b>Year</b>	:	2019	



<b>Title of the Award</b>	7	THE ACHIEVER AWARD for the “Establishment of successful value chain in FPO in Tamil Nadu”	
<b>Awarded by</b>	:	Tamil Nadu Agriculture University, Madurai	
<b>Awarded to</b>	:	Seeds, Ramanar, Madurai, Viruthai, Ramnathapuram, Nanjilnadu Farmer Producer Companies	
<b>Year</b>	:	2019	
<b>Title of the Award</b>	8	THE BEST Performing FPO of the Year 2019	
<b>Awarded by</b>	:	Samunnati & Economic Times, New Delhi	
<b>Awarded to</b>	:	Ramanar Millets FPCL	
<b>Year</b>	:	2019	
<b>Title of the Award</b>	9	Best Watershed Impact Award 2019	
<b>Awarded by</b>	:	NABARD	
<b>Awarded to</b>	:	Alagianallur Watershed, Virudunagar, SEEDS NGO	
<b>Year</b>	:	2019	

<b>Title of the Award</b>	10	FPO Enabler Award 2019	
<b>Awarded by</b>	:	Samunnati and Economic Times, New Delhi	
<b>Awarded to</b>	:	<b>SEEDS - Resource Institution</b>	
<b>Year</b>	:	2019	
<b>Title of the Award</b>	11	Best FPO Promoting Institution of the Year.	
<b>Awarded by</b>	:	Access Foundation and Rabo Bank, New Delhi	
<b>Awarded to</b>	:	<b>SEEDS - Resource Institution</b>	
<b>Year</b>	:	2019	
<b>Title of the Award</b>	12	Best Social Entrepreneur Award	
<b>Awarded by</b>	:	Global Social Entrepreneurship Programme of Hand in Hand	
<b>Awarded to</b>	:	<b>Seeds Farmer Producer Company Ltd.</b>	
<b>Year</b>	:	2018	
<b>Title of the Award</b>	13	Excellent Performance among the FPOs promoted under Produce Fund, NABARD	
<b>Awarded by</b>	:	NABARD in State Credit Seminar in 2018, Chennai	
<b>Awarded to</b>	:	<b>Seeds Farmer Producer Company Ltd.</b>	
<b>Year</b>	:	2018	

<b>Title of the Award</b>	14	Agri Business FPO Award	
<b>Awarded by</b>	:	Agri Business Magazine	
<b>Awarded to</b>	:	<b>Viruthai Millets Farmer Producer Company Ltd.</b>	
<b>Year</b>	:	2018	
<b>Title of the Award</b>	15	Best Women Entrepreneur Award	
<b>Awarded by</b>	:	National Level Food Processing Conclave 2018 and Best Women Entrepreneur Award 2018, Ministry of Agriculture GoI	
<b>Awarded to</b>	:	<b>Viruthai Millets Farmer Producer Company Ltd.</b>	
<b>Year</b>	:	2018	
<b>Title of the Award</b>	16	Best performing FPO for collectivization and market linkages.	
<b>Awarded by</b>	:	37 <sup>th</sup> Foundation Day NABARD	
<b>Awarded to</b>	:	<b>Ramanar Millets Farmer Producer Company Ltd.</b>	
<b>Year</b>	:	2018	
<b>Title of the Award</b>	17	FPO of the Year 2018	
<b>Awarded by</b>	:	Livelihood India Summit, Access Development Services & Rabo Bank	
<b>Awarded to</b>	:	<b>Ramanar Millets Farmer Producer Company Ltd.</b>	
<b>Year</b>	:	2018	



## **SEEDS NGO - Rural Development works on Livelihoods, gender, equity issues and poverty reduction**

S.NO	PROGRAMME focusing Social, Educational & Economical development of the society	OUTCOMES
1.	<b>Promotion of Self Help Programme:</b> SHG programme is for is the initiative for strengthening the livelihood of the rural women	895 SHGs promoted with 13425 families benefitted.
2.	<b>Strengthening the Income Generation through Micro Credit Programme :</b> Micro finance helps in promoting self employment opportunities of rural women, which has a beneficial impact on the local economy. SEEDS provide micro credit assistance with the help of Rashtriya Mahila Kosh, South Indian Bank and ICICI Bank (as Business Correspondent Model).	281 SHGs with 4215 families benefitted.
3.	<b>Financial Inclusion Programme :</b> Financial inclusion is the process of ensuring access to appropriate financial products and services needed by all sections of the society including vulnerable such as ultra poor, widows and weaker sections and low income people at free of cost for opening a saving account. SEEDS provided banking services to village people by running CSP centers.	31268 families benefitted.
4.	<b>Watershed interventions:</b> SEEDS recognized as PFA by NABARD have done outstanding contribution for soil & water conservation through watershed Projects (as of now five projects are running) and thereby improving the livelihoods of the village watershed farmers, training them on Good Agricultural Practices, Productivity enhancement measures, improving the yield, developing alternate livelihood opportunity , Greening the villages & ensuring the sustainable use of natural resources and availability to the community. Village watershed committee is trained conceptually & due to their outstanding contributions, they have got a best performance award from NABRAD WDF 2019.	Soil and water conservation works facilitated in 13750 acres covering 3250 farmer families.

<b>5.</b>	<b>Empowerment of Rural artisans in Hand Embroidery and Palm Craft:</b>  With the support of Ministry of Textiles – Handicrafts, government of India SEEDS identified rural artisans in hand embroidery craft and issue Identify card to artisans and facilitate health insurance benefits with the support of Reliance Insurance and Aam Aadmi Bima Yogana Scheme.	<b>580 families of rural artisans benefitted.</b>
<b>6.</b>	<b>School Help Programme:</b>  SEEDS donated chair, table and almirah to the Sethupathi Government School, Thiruchuli with the support of our philanthropist.	<b>2000 students benefitted.</b>
<b>7.</b>	<b>Special Effort to Disabled:</b>  SEEDS provided nutritional support, educational support and Sewing machine to women for their livelihood with the support of Individual philanthropist and well wishers. SEEDS also identified a person with disabilities and provided capital supports, linked with respective government departments for getting Identity card and availed welfare schemes.	<b>100 families benefitted.</b>
<b>8.</b>	<b>FPO promotion &amp; Strengthening:</b>  As a professional Resource Institution, SEEDS have promoted 28 Farmer Producer Companies as of now with a shareholders inclusion of more than 85 % small & marginal farmers. A salient feature of this intervention is the enrollment of women farmers' 65 % & the male farmers 35%. Facilitating the farmers with credit, inputs, improved crop production technology, digitization of agriculture, weather advisory, yield prediction, value addition, packing , branding, 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 alternatively to increase the income of the farmers, attaining the sustainability through good interventions in each and every step of the value chain of the Agricultural Commodities of the shareholders.	<b>49 FPOs covering 34098 farmer families in ten districts of Tamil Nadu benefitted.</b>
<b>9.</b>	<b>Development of Rural Youth Employment:</b>  SEEDS Agro Products Private Limited 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.	<b>1200 villages in 13 districts of TN covered by 73 rural youth entrepreneurs promoted.</b>
<b>10.</b>	<b>NPM agriculture Promotion:</b>  SEEDS - is the anchor partner for the NPM network project- " <i>Improving market readiness of smallholder farmers practicing Non-Pesticide Management of Agriculture</i> " - to train one lakhs farmers covering eight central India states in partnership with Bharat Rural Livelihoods foundation (BRLF), New Delhi.	<b>1 lakh farmer families will get benefitted.</b>

11.	<p><b>Livelihood support &amp; Financial linkage of CBOs:</b></p> <p>The Key breakthroughs achieved in financial supporting of the CBOs are: Facilitated financial credit linkage for the Livelihood activities of poor families for Agriculture, Live stocks rearing, eco friendly enterprises &amp; other non-farm activities through NBFCs, Banks for the SHGs &amp; CBOs.</p> <ul style="list-style-type: none"> <li>✓ Agriculture is now been recognized as an income generating activity and a way for sustainable livelihoods.</li> <li>✓ Second generation youth are motivated suitably and they are practicing Agriculture as a Business Enterprise.</li> <li>✓ Establishment of Agri Social Enterprise Models at all the Farmer Producer Companies to cater the monthly need of groceries of the shareholders at comparatively lesser cost than the market is an initiative of him.</li> </ul>	<p><b>31463 Poor families benefitted with the linked livelihood support of Rs.150 crores.</b></p>
12.	<p><b>Lock down service &amp; support:</b></p> <p>During the curfew of COVID 19 and Lock down by the Government, he has taken a good initiative of supporting common vulnerable public through supply of Groceries &amp; Vegetables.</p>	<p>NO COST supply for 2376 beneficiaries.</p> <p>Nine group companies (FPOs) have achieved a business turnover of around Rs.2.45 crores &amp; service to 43836 common Public during the difficult days of lock down (April to July 2020- 4 months).</p>

### SEEDS NGO – Projects Handled with foreign funds

S. No.	Year	Projects completed with foreign donors	Outcomes	Funded by	Funds utilized
1	2004- 2007	<b>Empowerment of Unorganized Women Labor:</b>	<b>2500 families benefitted.</b>	Norwegian Human Rights Fund	Rs 18 Lakhs
		The empowerment of Unorganized women labor through UTHEYAM network with the support of Norwegian Human Rights Fund (NHRF), Norway. Through this enrollment, the women members got social security schemes like educational assistance, maternity assistance, marriage claim, accident claim, Death claim and old age pension benefits. In awareness campaign, focus was given on women and human rights, Issues of women harassment and child			

		abuse, sustainable development strategies for Women, social security schemes for informal sector workers, social issues of local relevance including gender disparities and the status of women labor in India.			
2	2012- 2016	<b>Empowering of Elected Women Representatives :</b>	<b>225 elected Women Representatives of 131 Village panchayats benefitted.</b>	The Hunger Project, Netherlands	Rs 60 Lakhs

***MoU with University of Hyderabad on Block chain development for farmers:***





***Visit & appreciation of our FPOs by Dr.  
G.R.CINTHALA, Chairman, NABARD on  
15.09.2020 @ SEEDS FPCL ,  
Virudhunagar district , Tamil Nadu. India.***



## 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 pursuance 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 Tamilnadu.

## **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 introduces the **Gaonchalo 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 AGRO implement 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 apromotional 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.

### **Legal Documents**

**Registration Number:U01403TN2013PTC091716.**

**Date of Registration: 18<sup>th</sup> June 2013.**

**Tax Payer Identification Number is 33145804058.**

**CST Number is 1075302.**

**PAN Number is AATCS2791N.**

**IEC Number is 3514004641**

### **Bank Account Details:**

**1. Bank Name : South Indian Bank**

**Branch : Aruppukottai**



**Account Number : 0005081000000900**

**IFSC Code : SIBL0000005**

**2. Bank Name : Lakshmi Vilas Bank**

**Branch : Aruppukottai**

**Account Number : 0133360000000330**

**IFSC Code : LAVB0000133**

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.

**Seeds agro 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

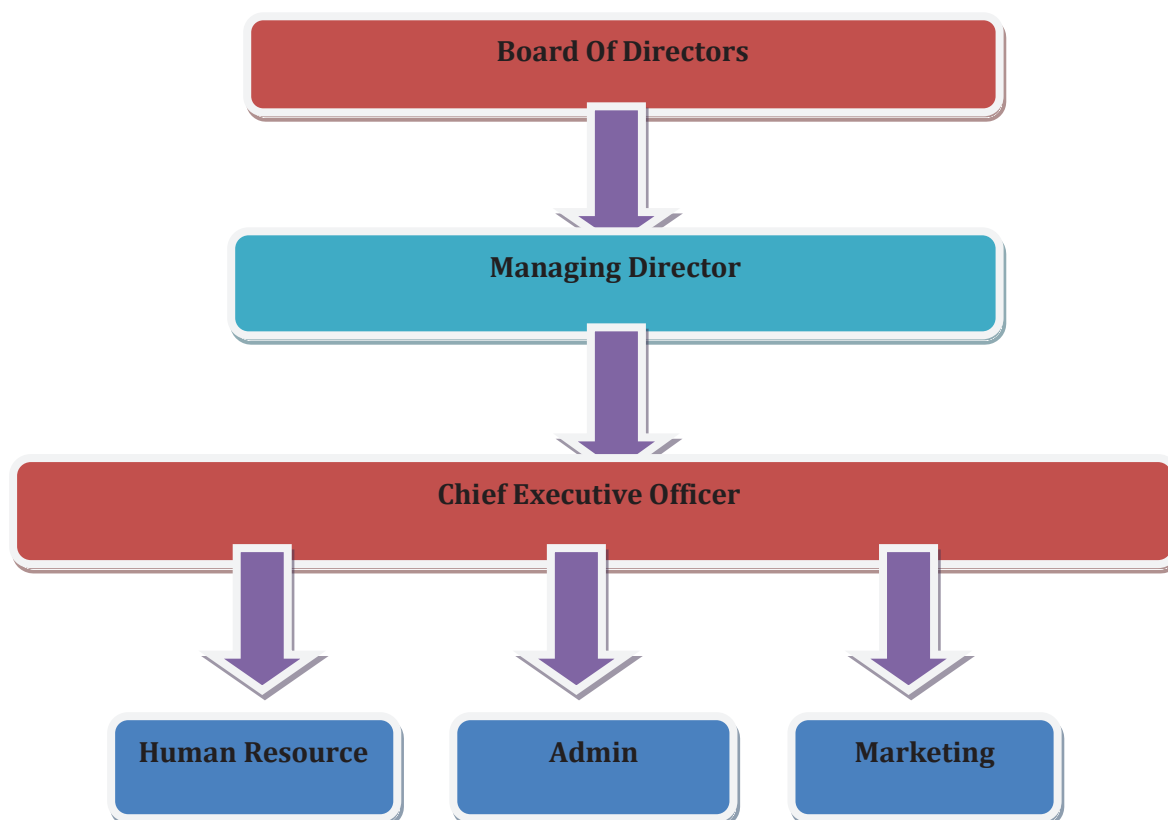
S.No	Particulars	March	March	March	March	March
		2018	2017	2016	2015	2014
	<b>Reach</b>					
	<b>No.of District</b>		10	10	3	3
	<b>No.of blocks</b>		80	58	16	16
	<b>N.of Villages</b>		1706	1450	400	350
	<b>N.of costumer &amp; outlets</b>		3728	2320	810	640
	<b>Business volume</b>		150000	80500kg	16932kg	3760kg
	<b>Business turnover(in.Lakhs)</b>		486.00	311.06	120.01	39.10
	<b>No.of District Coordinators</b>		18	13	3	3
	<b>No.of rural Distributors</b>		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
<b><u>Key Factors:</u></b>					
1	seeds agro offering 90 rural youngters 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 <b>Rs.1crore</b> 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
<b><u>Key Factors:</u></b>					
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.