

# ANNUAL REPORT

2022-23



**Social Education Economical  
Development Society (SEEDS)**



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## Message from Secretary

**Greetings!!!!**



It is quite gratifying to note that Social Education Economical Development Society (SEEDS) had successfully treaded into the 28<sup>th</sup> Year of its existence in serving the Smallholding Farming community. At this point of time it reinforces our objective of developing an environment for the exchange of ideas towards technological developments in farming and marketing. I wish this year would be able to deliberate on current issues of significance, particularly in the field of aggregation, value addition and marketing their produce for the Farming community.

Looking back to the period of past two and a half decades, I'm filled with a profound sagacity of satisfaction for having achieved promoting 100 FPOs which is lot more than I initially intended. However, in all humility, I still feel that there is a lot more to be done for the underprivileged Farming community we are in association with. I wish to express my heartfelt gratitude to our Staff for their utmost efforts, associates in our growth and stakeholders who all have reposed their faith on the organization. I would like to express my gratitude to all Donors, Organizations, Government Departments & Institutions, consultants, networks and supporters who have reinforced us through all the times of profuse and reedy situations. Together, I am sure that SEEDS family can forge forward with self-confidence and trust and escalate through their journey towards the future challenges.



## **SYNOPSIS:**

SEEDS was registered as a Society under the Societies Registration Act in 1995 by Mr. S. D. Pandian (a follower of Gandhian thoughts and a volunteer of the Sarvodaya Movement) to usher in rural revolution with special focus on agriculture and small and marginal farmers as well as to bring about inclusive growth in women, children and the vulnerable. Having been a determined worker Mr. S. D. Pandian envisioned SEEDS for economic and social development of farmers on a sustainable basis. From its humble beginning based on small applied approaches to sustainable development, SEEDS has grown to a fully-fledged professional organization providing cutting edge services creating large scale impact in the rural areas and changing the lives of thousands of farmers in the project area. Joining hands with the Government, corporate houses and other stakeholders to implement its core programs, SEEDS has been successfully addressing local challenges of agriculture and rural development through multi-pronged approaches and targeted interventions.

### **Vision**

SEEDS visualize to enhance the livelihood and economic status of the farming community with ecofriendly cognizance, empower the women folk on gender equity, to recover health, hygiene and education for children without hindering their juvenile pleasure.

### **Mission**

Achieving better balance between economy, environment, empowerment and education which are interdependent for the poor and relegated farming community, women and children through sustainable farm and non-farm activities, natural resource management, rural enterprises through institution building, effective community participation and mutually beneficial partnerships.

## Organization profile:

Name of the Organization	Social Education Economical Development - Society(SEEDS)
Type of organization	- Non-Profit organization
Year of launching	- 1995
Date, Month & Year of Registration	- <b>21<sup>st</sup> April 1995</b>
Registration Number	- 55/95
Registered Office Address	No: 1/435, Lakshmi Nagar, Athipatti, Sempatty - Post, Aruppukkottai – 626101 Virudhunagar District, Tamilnadu
Name of the Chief Functionary	- <b>S. D. Pandian</b>
Designation	- Secretary
Contact number	- 094435 59473
PAN Number	- AAAAS8286R
Certificate of 12A and 80G	- Completed
FCRA Number	- Reg.No.076110002
E-mail	- <u><a href="mailto:seeds95@gmail.com">seeds95@gmail.com</a></u>
Website	- <u><a href="http://www.seedsvo.org/">http://www.seedsvo.org/</a></u>

## Board Members



**S. Chellammal** , M.A, M. Phil  
President



**M. Shenbagadevi** M.A  
Vice-President



**S. D. Pandian** B.A  
Secretary



**G. Jayakkannan**, B.A  
Treasurer



**M. A. Thirunavukkarasu**, MSW  
E. C. Member



**S. Inbakumar**, M.A  
E.C. Member



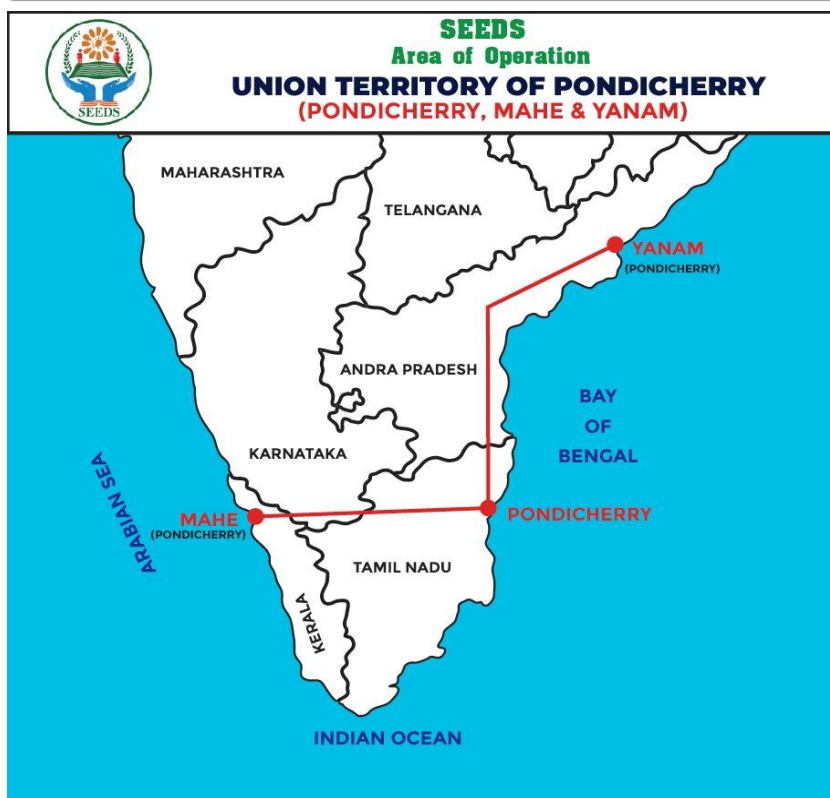
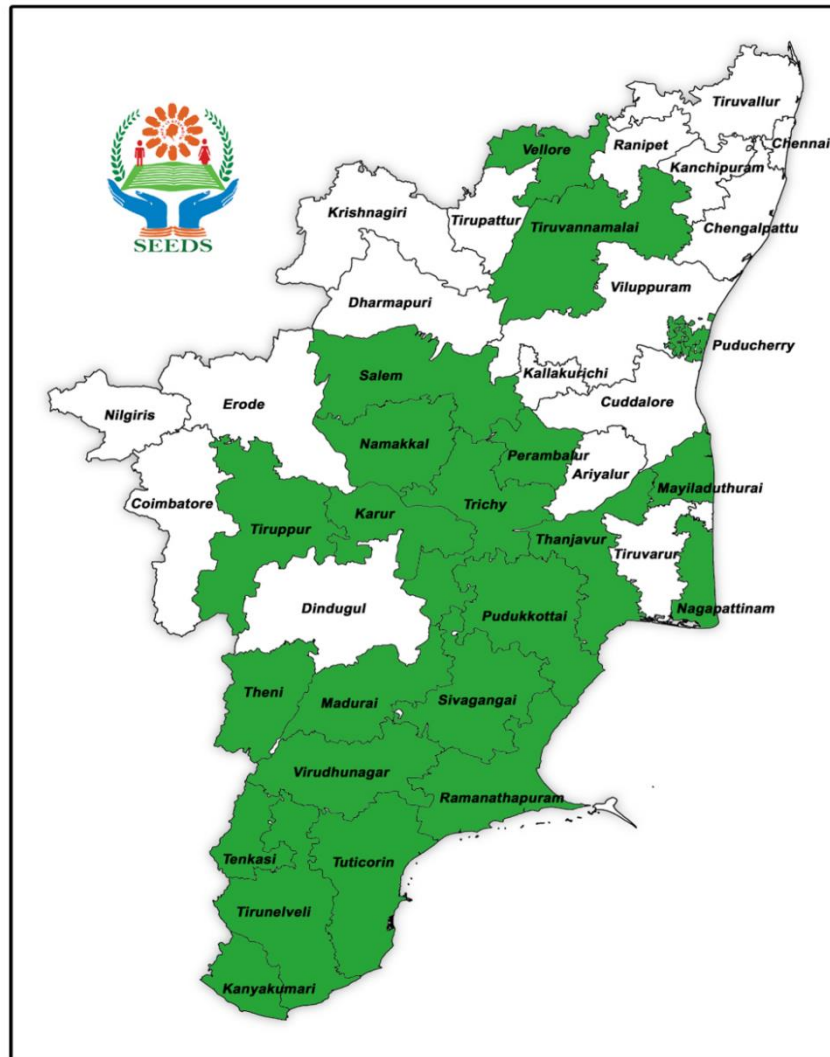
**R. Kalavathi**, H.S.C  
E.C.Member

## SEEDS AREA OF OPERATION IN INDIA:



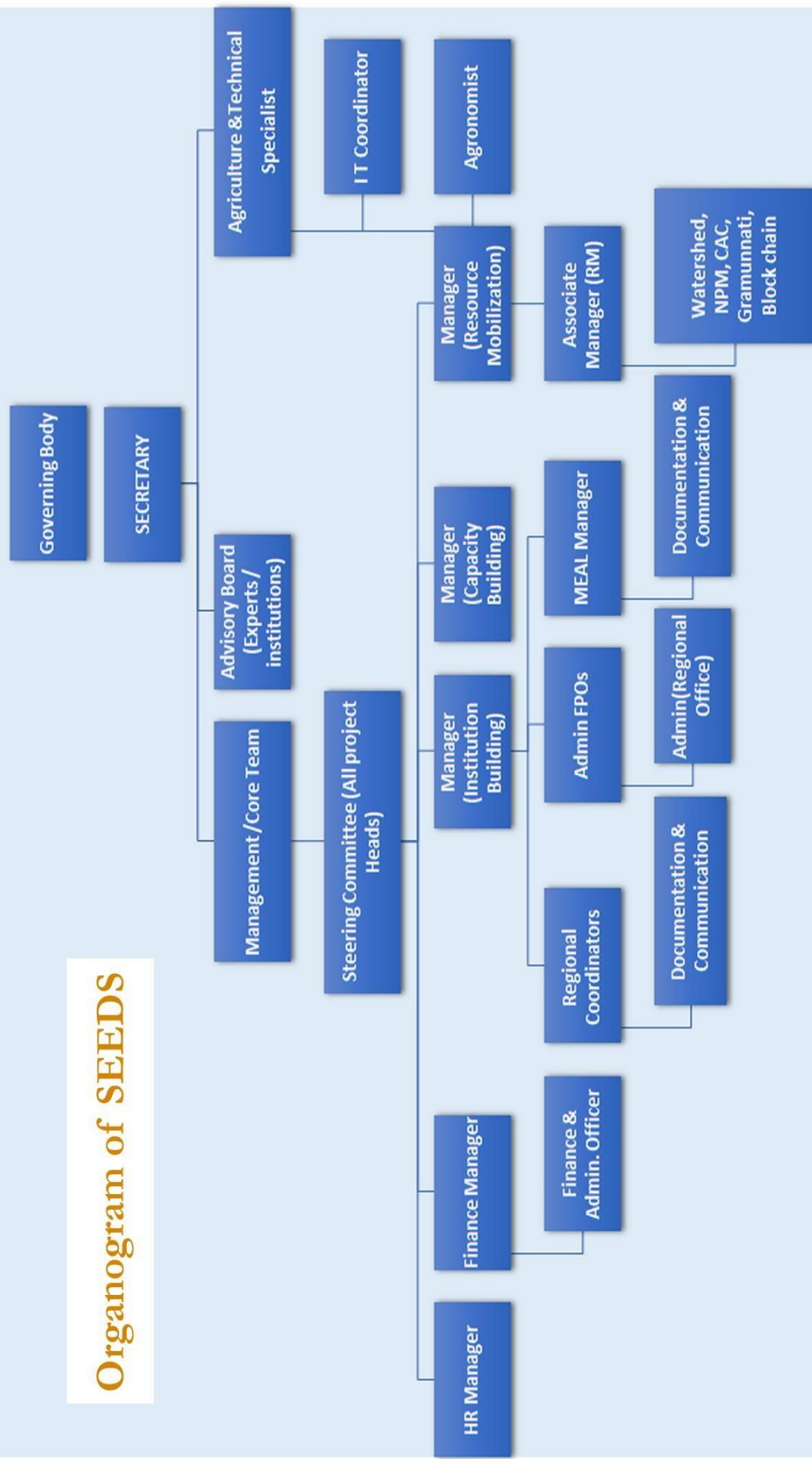
05 STATES, 26 DISTRICTS, 100 FPOs with 68766 FARMERS covering 21 NUMBER OF CROPS, 01 GOAT, 01 DIARY & 05 FISHERMEN FPOs.

## SEEDS AREA OF OPERATION IN TMILNADU:





## Organogram of SEEDS



## SEEDS Working Divisions:

### A. FPO PROMOTION

The Farmer Producer Organization or the FPO plays a very vital role in contributing to the overall development of the producers or the farmers. The major Central scheme of 'Formation and Promotion of 10,000 FPO' have targeted the overall production of the Indian economy, keeping in mind the interest of the farmers.

The FPO is a body of individuals that looks after the awareness of the farmers and the primary agricultural producers. The government of India has also taken an initiative to launch more than ten thousand FPOs that will be functional for the growth and maintenance of what the farmer produces, and it is the role of the FPO to see that no farmer is deprived of the rights and amenities that are meant for them.

It is one of the steadiest and the most sustainable sources of income generation for farmers or groups of farmers. With proper insurance facilities, growth-driven potential and ideas generated for the farmers to take care of their agricultural output daily, the producer organization has a lot of things to do. It is the role of the FPO to check the production, the earnings of the farmers, and how they can double the farmers' income.

The major role that the Farmer Producer Organization plays is detailed as under:

- To initiate the processes of income and revenue generation for the farmers. High-quality production and dissemination of ideas to promote revenue and profit enhance the farmer's confidence in innumerable ways.
- The FPO also takes the initiative to give high-quality products, including seed, production, usage and quantity of insecticides and pesticides all at a lower rate than when the farmer has to buy from an open market.
- The FPO functions to check the need-based production units that are opened, what need-based agricultural products are launched into the market, and how to manage the post-production works. The organization also looks after selling and buying equipment, machinery, cultivators, high-quality land tillers, sprinkler sets, and combined harvester machines. They can also hire large-scale equipment if needed.
- It is also the work of the FPO to go for major value addition like sorting, cleaning, grading, packaging and exporting food crops and other agricultural items. The processing and grading of agrarian items give them an idea about what agrarian products have the most significant market demand and how they can sell, negotiate, and earn profit.
- Apart from these, the Farmer Organization also has to encourage the farmers to earn through innovative methods like sericulture, beekeeping, mushroom farming, etc. This is not just a new agrarian reform but is also much more popular among the people now. While the FPO is there, the farmers do not have to sell their agricultural products at a lower or lesser price. Also, the FPO sometimes makes an arrangement to take multiple products from many farmers, bring them, and sell them under one roof. This gives some amount of profit to everybody, and nobody is deprived.
- It is one of the major works of the FPO to check and see how agricultural production undergoes experimentation on each new day. New seeds, new crops, new ways of cultivating and tilling lands, and using organic and more environmentally-sustainable crop production methods can be made possible if the FPO harnesses proper agricultural knowledge and marketing capability.
- The FPO takes every initiative to know the points of negotiation they can do with the buyers. Since there is a complete absence of a middleman, it becomes easier for the farmers to sell their items for a fair profit. The FPO also knows the relevant processes of bargaining and going on for the customer demands.

It is the work of the FPO to check the overall development of the individual farmers and the organizations or institutions under a single, unified umbrella. The storage, logistics, transportation, import, export and profit segments remain within the best care of the FPO.

Social Education Economical Development Society (SEEDS) has been empaneled as a Resource Institution (RI) by Small Farmer Agri Business Consortium (SFAC), as well as by NABARD as Producer Organization Promoting Institute (PoPI) for promotion of Farmer Producer Organizations (FPOs) in Tamil Nadu. SEEDS have also been empaneled by SFAC, TNSFAC, NABARD and NCDC as Cluster Based Business Organization (CBBO) for promotion of FPOs under Central Sector Scheme for promotion of 10000 FPOs in Tamil Nadu, Puducherry, Kerala and Karnataka. SEEDS has been promoting FPOs with support from Small Farmer Agribusiness Consortium (SFAC), Central & State Government, NABARD NCDC and JSW a CSR partner in Karnataka.

SEEDS had promoted 21 FPOs in 2022-23

<b>SOCIAL EDUCATION ECONOMICAL DEVELOPMENT SOCIETY - SEEDS</b>			
<b>PROMOTION OF FPOS DURING THE YEAR 2022-23</b>			
<b>Sl. No</b>	<b>DISTRICT</b>	<b>BLOCK</b>	<b>NAME OF THE FPOS</b>
1	Salem	Omalur	Omalur Block Farmers Producer Cooperative Society Limited
2		Panamarathupatti	Panamarathupatti Block Farmers Producer Cooperative Society Limited
3	Virudhunagar	Sivakasi	Sivakasi Block Farmers Producer Cooperative Society Limited
4		Virudhunagar	Virudhunagar Block Farmers Producer Cooperative Society Limited
5	Thiruvannamalai	West Arani	West Arani Block Farmers Producer Cooperative Society Limited
6		Peranamallur	Peranamallur Block Farmers Producer Cooperative Society Limited
7		Anakkavur	Anakkavur Block Farmers Producer Cooperative Society Limited
8	Vellore	Anaikat	Anaicut Block Farmers Producer Cooperative Society Limited
9		K. V. Kuppam	K. V. Kuppam Block Farmers Producer Cooperative Society Limited
10	Pudhucherry	Uzhavarkarai	Uzhavarkarai Block Farmers Producer Cooperative Society Limited
11		Mahe	Mahe Block Farmers Producer Cooperative Society Limited
12		Yanam	Yanam Block Farmers Producer Cooperative Society Limited
13	Thrissur	Anthikad	Anthikad Block Farmers Producer Cooperative Society Limited
14	Thrissur	Wadakkanchery	Wadakkanchery Block Farmers Producer Cooperative Society Limited

15	Thrissur	Chowannur	Chowannur Block Farmers Producer Cooperative Society Limited
16	Thrissur	Ollukara	Ollukara Block Farmers Producer Cooperative Society Limited
17	Palakkad	Pattambi	Pattambi Block Farmers Producer Cooperative Society Limited
18	Palakkad	Thrithala	Thrithala Block Farmers Producer Cooperative Society Limited
19	Pudukottai	Manalmelkudi	Manalmelkudi Fish Farmers Producer Cooperative Society Limited
20	Ramanathapuram	Rameswaram	Sigaram Fish Farmers Producer Cooperative Society Limited
21	Thoothukudi	Singithurai	Singithurai Fish Farmers Producer Cooperative Society Limited

No. of Women Shareholders	4722
No. of SC/ST Shareholders	662
No. of Small Farmers	5179
No. of Marginal Farmers	3134
No. of Big Farmers	15
No. of Landless Shareholders	802
Tenants	133
<b>TOTAL</b>	<b>14,647</b>

#### Input Sales

Seeds	2 FPOs
Fertilizer & Pesticides	1 FPO
Pesticides & Micronutrients	1 FPO
Seedling nursery	2 FPOs

#### Marketing Linkages –

##### Domestic Sales

7 FPOs in Namakkal Region	Rs. 64,35,835
2 FPOs in Pudukottai Region	Rs. 1,05,2029
5 FPOs in Sivagangai Region	Rs. 10,100,000
2 FPOs in Kerala	Through eNAM

**No. of Buyers - 8977**



**Total Profit**

Namakkal Region	Rs. 2,69,704
Tiruvannamalai Region	Rs. 4800
Pudukottai Region	Rs. 1,12,183
Sivagangai Region	Rs. 1,47,000
Kerala	Rs. 9100
Chikmagalur (Karnataka)	Rs. 60,000

**Linkage with Govt. Schemes –**

One FPO in Tiruvannamalai region had applied to implement Mudra schemes

1 FPO in Sivagangai Region has a dealership with NSC

1 FPO linked with ICAR-IIHR Free seed scheme

1 FPO had signed an MoU with KVK for trainings

**Financial Inclusion –****Grants –**

Namakkal Region	Rs. 4,60,2000
Kanyakumari Region	Rs. 12,00,000
Tiruvannamalai Region	Rs. 20,90,000
Pudukottai Region	Rs. 11,20,000
Sivagangai Region	Rs. 30,90,000
Chikmagalur (Karnataka)	Rs. 6,28,000

**Loans –**

Mezzanine Capital Rs. 10,00,000 each for 1 FPO in Namakkal Region and 1 FPO in Tiruvannamalai Region

Rs. 30,00,000 for 1 FPO in Sivagangai region

**Trainings –**

Management Trainings – 69

Business Trainings – 57

**Members Trained –**

BODs – 200

FIG Leaders – 300

**Staff strength –**

Male - 15

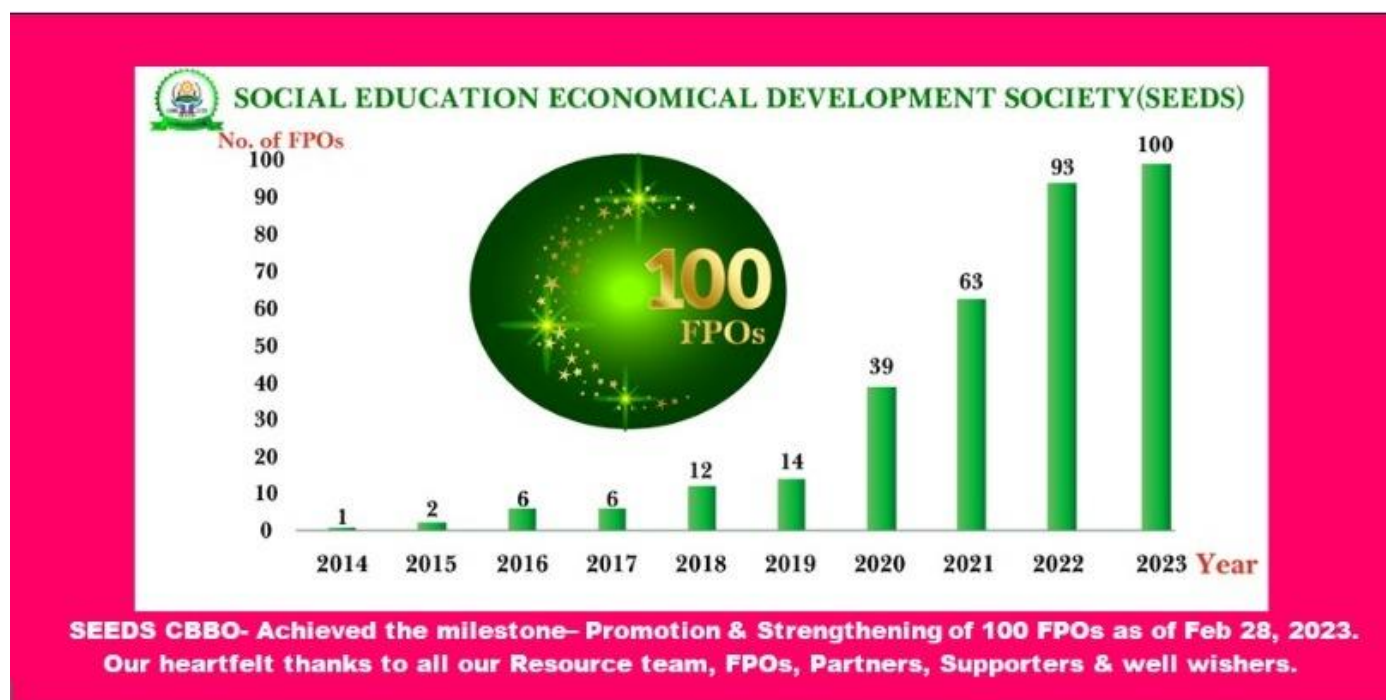
Female – 13

Total – 28

**Social Education Economical Development Society (SEEDS) at a glance up to March 2023:**

S.No	Activity	Progress Data
1	<b>SEEDS SOCIETY established</b>	21.04. 1995
2	Years of experience in development sector	28
3	Years of Experience in FPO promotion, Strengthening & Watershed Development	10
4	SEEDS RI/ CBBO Empanelment orders	14
5	SEEDS RI working states	5
6	SEEDS RI- Empanelled by IAs	8
7	Farmer coverage	0.1 Million
8	Working States	5
9	Working districts	29
10	Working Crops	21
11	<b>FPO promoted with grants</b>	100
12	FPOs promoted under NABARD	22
13	FPOs promoted under TNSFAC	35
14	FPOs promoted under SFAC	11
15	FPOs promoted under NCDC	25
16	FPOs promoted under AQUA NCDC	3
17	FPOs promoted under JSWF CSR	4
18	SEEDS promoted successful FPOs	98
19	FPOs incorporated in Companies Act	72
20	FPOs incorporated in Societies Act	27
21	Capacity building to promoted FPOs	82
22	FPOs Credit Linked	26
23	FPO Equity Grant Scheme (EGS) linked	37
24	FPO Govt. Convergence Scheme (Value addition) linked	28
25	FPO Mezzanine Capital Assistance (MCA) linked	20
26	FPO Business Development Assistance / START UP linked	20

27	FPO Agri Infrastructure Fund (AIF) linked	4
28	FPO Business below Rs 25 lakhs	85
29	FPO Business above Rs 50 lakhs	15
30	All women FPOs	2
31	FPO Large category	2
32	FPO CSS 10 K Scheme	50
33	FPO Animal Husbandry Scheme	7
34	FPO AGRI based	93
35	FPO Collective Farming Scheme	21
36	<b>Watersheds Promoted</b>	6
37	watershed Project completed	1
38	watershed Project on going	5
39	Full Implementation Phase (FIP) on going	4
40	Capacity Building Phase (CBP) completed	1
41	Watershed project working districts	2
42	Watersheds coverage of farmers( Numbers)	3685
43	Watersheds – Area covered (acres)	5652
	<b>INDUS IND BANK Flagship Program- Aspirational district - Virudhunagar - with PRADAN. Project PLANNED from April 2023 to March 2024.</b>	
44	Farmers to be benefitted through improved Agricultural Practices (planned Nos)	9005
45	Acreage to be benefitted planned (HA)	377
46	Social security schemes to farmers (planned Nos)	18000
47	Credit linkage to farmers (planned Nos)	4000
48	Credit linkage to farmers planned (amount in Crores)	20



## Soil & Water Conservation

Land and water are the most precious natural resources important to human civilization. The natural resources of the State include land, water, soil and biodiversity, which dictate the opportunities for livelihoods and income for the people.

Soil conservation is an on-field activity to address the problem of soil erosion of any type. In broader sense soil conservation activities control soil erosion through adaptation of different methods. The ultimate objective of soil conservation is to check the further soil erosion and sustain the agricultural productivity.

As water is a critical input for all sectors including agriculture, rain water harvesting, runoff management, recharging the aquifers and optimum utilization of water should be the integral part of all land development projects.

After the efficacious accomplishment of the Capacity Building Phase (CBP) of 4 Watershed Projects (Vadakkupuliampatti watershed, Pillaiyarthottiyankulam watershed, Erumaikulam watershed and Eluvani watershed) in Virudhunagar District, NABARD had sanctioned the Full Implementation Phase (FIP) of the above Watershed Projects. The CBP of one more watershed project sanctioned in Thoothukudi District has been accomplished successfully and the FSR (Feasibility Study Report) has been submitted to NABARD for the future FIP sanction.

Name of the watershed	No. of Villages covered	Total area covered (Ha)	No. of Families benefitted	Sanctioned amount (Rs.)
Erumaikulam watershed- FIP	8	923.6	797	1,52,92,610
Eluvani watershed-FIP	7	1105.3	322	1,94,15,660
Vadakkupuliampatti-FIP	10	1225.3	493	2,51,44,330
Pillaiyarthottiyankulam-FIP	12	1165.6	393	2,27,87,220
Mathalapuram- CBP	2	109.2	638	15,81,150



**Impacts due to Implementation:**

Sl. No.	Activity	Unit	Soil excavated	Water harvested
1.	Trench cum Bund	1,24,024 Rm	52,090 Cum	5,20,90,000 litres
2.	Farm Pond	95 Nos.	29,600 Cum	2,96,00,000 litres
3.	Village pond deepening	1 No.	2000 Cum	20,00,000 litres
4.	Sunken Pond	2 Nos.	400 Cum	4,00,000 litres
5.	Bush Clearance	101 Ha	Fallow land has been transformed into Cultivable land	
6.	Disc Ploughing	89.5 Ha	Land has been improved with soil tillage	
7.	Agro- forestry	7510 Seedlings	To augment green cover in the villages	
8.	Agro-horticulture	2800 Saplings	As additional income generation activity for farmers.	
9.	Dryland horticulture	8100 Saplings	As crop diversification	

S.No	Activity	Activity wise No. of Beneficiaries			
		Erumaikulam	Eluvani	vadakkupuliyampatti	Pillaiyar thottiyankulam
1	Field Bund	255	154	205	224
2	Field Bund Outlet	177	180	145	136
3	Farm Pond	62	36	33	28
4	Farm Pond Outlet	54	32	31	22
5	Bush cleaning	82	61	56	29
6	Disc ploughing	71	36	48	15
7	Agro forestry	44	6	52	32
8	Agro Horticulture	10			38
9	Dryland Horticulture	26	15	33	35

1.Erumaikulam Watershed beneficiaries :302

2.Eluvani Watershed beneficiaries: 442

3.Pillaiyarthottiyankulam watershed beneficiaries :482

4.Vadakkupuliyampatti watershed beneficiaries: 529

5.Mathalapuram CBP watershed beneficiaries: 36

**Millets Project**

As the current year 2023 has been recognized as the International year of Millets by Food and Agriculture Organization and United Nations for awareness about health and nutritional benefits of millets. The Indian Government had proposed to celebrate 2023 as International Year of Millets. Based on this concept a proposal on Promotion of Millets Cultivation in the rainfed region of Virudhunagar District was forwarded

to NABARD and was sanctioned with a grant of Rs.20.9 Lakhs in January 2023. It is a three years project and it is proposed to cover 500 acres under millets cultivation.

The project was initiated with awareness programs like

Awareness meetings, Street plays, Signature campaigns, awareness through print media & Social media, awareness to school children through Elocution and essay competitions and prizes were distributed as motivation.

### **SEEDS Resource Institution**

Mr. Yiji Yamamura, CEO of Syncom Agri. Tech, Japan visited RI on 4<sup>th</sup> July 2022 to discuss regarding partnering with SEEDS in promoting indigenous organic cotton cultivation

15 Members from Agriculture Production Cluster and Production Collectives from Odisha came on a Training cum Exposure visit from 24<sup>th</sup> to 27<sup>th</sup> August 2022

Ms. Sudha Sundarajan Commissioner of Trade, Canada visited SEEDS RI and delivered a training session on International Trade Opportunity for the FPOs

93 Internship students were trained under the NGO attachment program during the reporting period

### **SEEDS- ASSEFA-SYNCOM AGRITECH ORGANIC AGRICULTURE PROJECT:**

SEEDS NGO in collaboration with ASSEFA & Syncom Agri. tech, Japan have entered into an agreement for Indigenous organic cotton cultivation with Japanese Technology. SYNCOM Agritech Company, specialized in technology for organic farming, having its office at Azuma 2-5-1, Tsukuba, Ibaraki, Japan 305-0031, was represented by its Chief Executive Officer, Mr. Eiji Yamamura. SEEDS NGO has planned to work with SYNCOM Agri tech for three years from 15.09.2022 in the field of cultivation of organic indigenous cotton in India & export the yarn to Japan after ginning & spinning from 1500 acres initially & after ascertaining the quality of yarn, expansion of area will be done.

The advantages expected through this agreement are:

1. Operating the Organic Practice Model Farm for Cotton.
2. Getting certified by NPOP and GOTS.
3. Input of Organic technologies.
4. Seed/ Cotton Cultivation & Ginning / Spinning
5. Marketing of Organic cotton
6. Employment opportunities to local resource persons.
7. Expansion of similar strategy to potential edible grains of FPOs.

## Our Partners and Donors

### Government Institution



**SFAC**  
लघु कृषक  
कृषि व्यापार संघ



**NCDC**  
Assisting Cooperatives. Always!



**NAFED**  
60 Years in Service

### Banking Partners



**SBI**



**NABKISAN FINANCE LIMITED**  
A Subsidiary of NABARD  
(Formerly Agri Development Finance (Tamilnadu) Limited)



Experience Next Generation Banking



**इंडियन बैंक**  
**Indian Bank**



**Union Bank**  
of India



**इण्डियन ओवरसीज़ बैंक**  
**Indian Overseas Bank**  
Good People to Grow with

### Non-Banking Financial Partners



**Samunnati**  
Invested in your Growth



**ANANYA**  
Going Beyond Finance



**AVANTI**  
FINANCE

### Marketing Partners

**safe harvest**  
pesticide free natural food

### Other Working Partners



**SynCom**  
**Agritech**

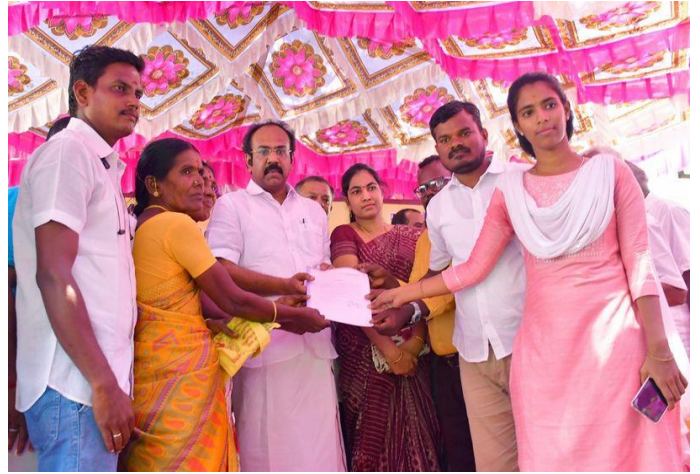


## Photo Gallery

### FPOs receiving registration certificates from State Ministers



**Namakkal Region FPCSL receiving registration Certificate from the Minister for Municipal Administration, Urban and Water Supply of Tamil Nadu**



**Sivakasi Block FPCSL receiving certificate from the Finance Minister, Tamilnadu**

### Training cum exposure visit for FPOs



**Kerala FPO exposure visit to SEEDS FPCL**



**Training cum exposure visit for FPO, Sivagangai region**





**Training cum Exposure for other FPOs**



**LEDP training for Odisha Dairy FPO**





**Floriculture cultivation Training for Odisha Tribal FPO**



**BODs Training at SEEDS Resource Institute**



**BODs Training at SEEDS Resource Institute**



**BODs meeting organized for Namakkal region FPCSL**



### **Staff trainings and meetings**



### **Training cum planning meeting for CEOs at SEEDS Resource Institution**



### **Review and planning with RCs & CEOs**



## Watershed Activities



**Farm Pond with Impact**



**Treach Cum bund with Impact**



**Bush Clearance**



**Disc Ploughing**



**Agro Forestry Plantation**



**Horticulture Plantation**





**LRCD with Impact**



**Gabion Check Dam with Impact**



**Sunken Pond wit impact**



**Channel Formation with impact**



**Training**





*The goal of SEEDS is to Enhance Production,  
conserve more and improve Livelihood*



**Social Education Economical Development Society (SEEDS)**

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