



Tribal Farmers'
Producer Company
Srikakulam,
Andhra Pradesh

Enterprise Name	Farmer Producer Company
Institutional Structure	Federated into an apex producers' organization
Geographic Area	4 mandals of Srikakulam district
Year of Formation	2013
Commodities	Paddy, Red Gram, Cashew, Turmeric, Pineapple, Tamarind
Current Membership	4024
Promoting Partners	ALC India and NABARD
Per Member Income	Rs. 35,000 per annum
Expected Income per Member in the next 3 years	Rs. 60,000 per annum
Expected Turnover by 3rd year	Rs. 600 lakhs

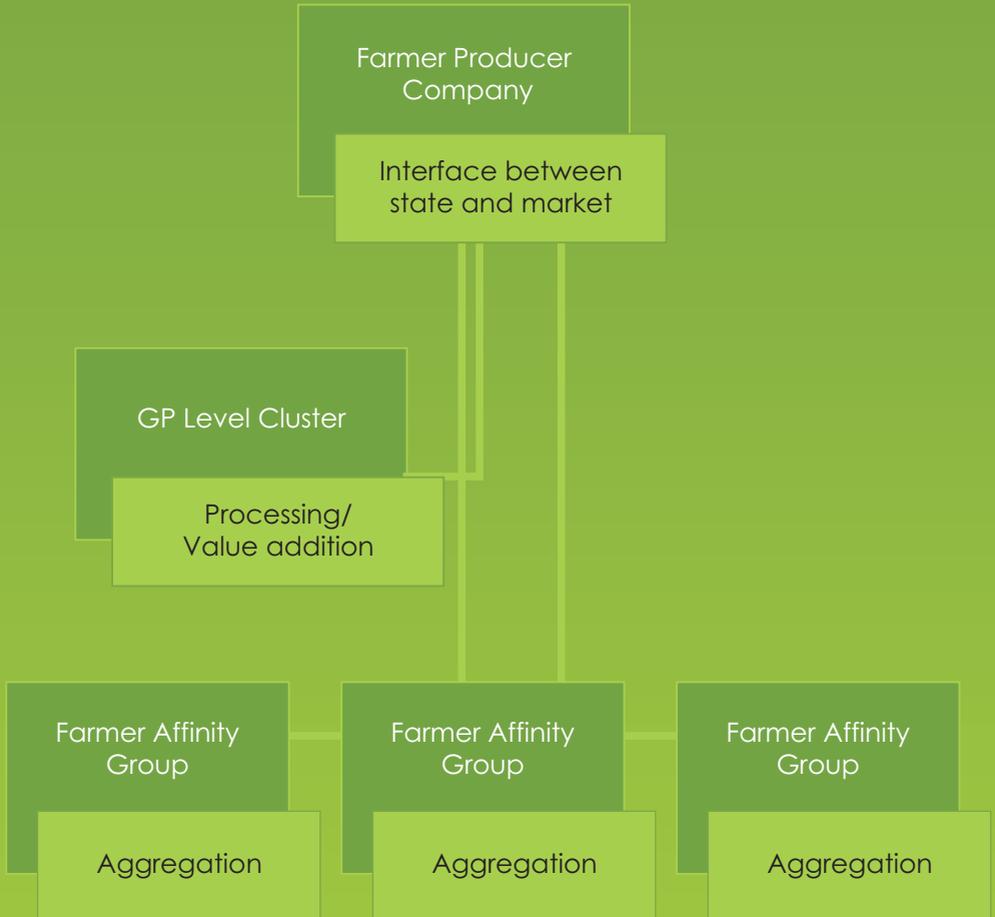
Intervention

Having realized this, NABARD along with 2 local NGOs, has taken up the implementation of the “Maa Thota”^{*} programme. This cover 500 tribal families over 8 years with a financial assistance of Rs. 181.95 lakhs in Srikakulam district of Andhra Pradesh. Under this program, assistance is given to tribals to support horticulture with intercropping in 1 acre of land. The plantations of cashew and mango have come to fruition stage and NABARD wanted an agency to facilitate market linkages to ensure fair returns to the tribals. NABARD has commissioned the project to ALC India to promote producers' companies for 4000 Maa Thota farmers in this region. The objective of these Producers' Companies is to promote an integrated model of collective business with financial, technical and market linkages that will ensure economic empowerment of tribal farmers of Seethampetha mandal of Srikakulam District.

**The “Maa Thota” model of tribal development is a holistic approach of NABARD addressing production, processing and marketing of the produce and other needs of tribal families . Tribals having less than 5 acre land are given 1 acre wadi each for raising 60 fruit plants suitable to local area and 600 forestry plants on the boundary.*

It is expected that these Producers' Companies will enable a value chain integration for the tribal producers. This is through provision of pre and post harvest requirements which include infrastructure, trainings, markets, credit and input services.

Model



4000 tribals in Srikakulum district of A.P. have been mobilized into 4 Producers' Companies of 1000 members each. Paddy, Cashew, Tamarind, Turmeric, Pineapple and Red Gram are the major crops produced by the members. In 2013-14, processing units for pineapple and cashew will be established by these companies. At present, the average earning per member is Rs. 35,000 per annum. After the business in the next 2-3 years, income is likely to increase to Rs. 60,000 per annum.

