Dharmarajupalli Foundation Seed Cooperative

Moving beyond horizons
The background

- India - > 80 million tones of rice per annum
- 43 m. ha, 45% irrigated
- >60% of seed requirement is from north Telangana region
- Location of cooperative
- Village population 2000, 680 acres of irrigated land
- Breeder seeds from UAS, foundation from state agencies
Building the cooperative edifice

- Cooperative culture in the village
- Initial idea to supply quality foundation seeds to nearby villages
- 1999 with 150 members
- The objective - produce high quality seeds, provide income and market services, and other cooperative principles

Key Statistics
- No. of Members – 148
- No. of Board of Directors - 14
- Total Share Capital (Rs.) – 1,48,000
- Member deposits (Rs.) – 15,32,000
- Development Savings (Rs.) – 15,27,320
- Outstanding loan of Women Thrift Cooperative (Rs.) – 33,00,000
- No. of Dealers – 70
- No. of Seed Varieties – 12
- Sale of truthful seeds in 2007-08 (Qtls) – 16157
- Profit in 2007-08 (Lakhs) – 0.48
Services to members

- Distribution, collection and sale of foundation seed
- Supply of inputs for quality seeds production
- Training on how to produce and manage resources required for seed production
- Training on cooperatives
The governance

- 14 members elected as BOD
- One as chairmen
- BOD reviews activities monthly
- AGM to overview the management functions and performance
- Funds from internal (members) and external (SHG thrifts)
The Operations

- Operations carried out in professional and scientific manner
Assuring for quality

- **Quality Norms**
  - Moisture content – 13%
  - Mix of foreign materials – 0.2%
  - Germination - Min of 90% to 95%
The Marketing Network

- A.P produced 1.8 m. quintals of certified seeds during 2006-07.
- DSC produced and marketed 16,157 quintals, 30 kg packing
- 500% growth during last 6 years
- All districts of A.P and parts of Karnataka state
Key Performance Indicators

- **Surplus Management**
  - Deficit cover fund – 20%
  - Bonus – 30%
  - Price stabilization fund – 20%
  - Cooperative education – 10%
  - Other funds as decided by the general body meeting – 20%

- **Benefit to Farmers (Rs./quintal)**
  - Additional Income (Above Market rate) – 30 to 50
  - Transportation cost Saving – 15
  - Hamali Charges – 5
  - Market Commission Savings – 15 to 20
• **Strengths:**
  Experienced and dedicated farmers
  Established brand name
  Own Corpus funds
  Multiple sources of funds
  High members stakes

• **Weakness**
  Inadequate market information systems

• **Opportunities**
  Untapped national markets
  Increasing membership
  Expanding to other villages

• **Threats**
  Seed Village Program in AP may limit the market opportunities
DSC as a Good Practice

- Enhancement of livelihoods by additional gains
- Producer owned, managed and benefits shared by members
- Quality assured and reasonably priced vital seeds as produce
- for seeds Effective alternative in conventional seed business by private companies