



ALC India
ISO 9001 2008



Extending paddy value chains to livelihoods

Select interventions in India

Paddy Organic Chain- from seed to market

A pilot project in Tamilnadu

- Implementation by CIKS
- Period 2005-2008
- Theme: Interventions in value chain for livelihood enhancement
- Focus: Agro biodiversity, and organic rice
- Reach: 1938 beneficiaries
- Sources of funds: Grants- Rs 7.47 millions, member contribution: Rs. 80000



Institutional Arrangements

- 114 Organic Farmers Associations (Unregistered entities / SHGs) as village level production groups
- 3 Organic Farmers Producers Societies (Regd under Coop. act)- 152 members, for aggregation, processing and marketing
- SHGs are members of Cooperatives and supply organic paddy to Cooperative

Financial Performance Of Producer Owned Institutions

- Sales: Rs 0.36 millions (FYE 2008)
- Average procurement value of paddy by each member: Rs 22000
- Net profit earned: Rs 20,841
- Cumulative profit: Rs 130,532
- Projected sales: Rs 1 million
- Institutional Sales: 15%
- Retail sales: 85

Impact On Production Practices

- Usage and purification of traditional varieties, community seed banks, organic seed production
- Soil fertility: earth worm population and humus content
- Pest control: non chemical methods
- Farm machinery and tools: cono weeder, fumigator, GN decorticator (hand operated)
- Irrigation: SRI method, reduction in frequency of irrigation
- Credit: Thrift by SHGs and matching fund by CIKS



Impact Assessment

Production practices (contd)

- Labor management: have improved skills in organic practices
- Transplantation: Reduction in seed rate due to SRI
- Harvests: Reduction in foreign matter
- Post harvest: Improved packaging and usage of herbal pest repellents
- Savings for farmers: Average Rs 1617 per farmer



Impact Assessments

Quality Assurance: IMO certification

Marketing practices

- Storage: Hired godowns
- Processing: Modified milling for nutrient preservation
- Value addition: Organic, and flattened rice
- Place of sale: Organic producers society
- Branding: **Arogyam**
- Packaging: Cloth bags and retail volumes
- Products: Rice (raw and boiled), flattened rice, broken rice
- Distribution channel:

Farmers---Society--Wholesalers—Retailers
--Consumers Farmers--Society--Retailers—
Consumers Farmers--Society--Consumers
Farmers--Society--Institutions



Assets And Infrastructures For Intervention

- Land for enterprise: Rs 100000
- Machinery and equipments: Rs 0.5 m
- Building and storage: Rs 0.3 m
- Stocks: Rs 1.41 m



Human Resources For Intervention

- Community enterprise staff- 3 Nos
- Accountant: 1 No
- Marketing staff: 1 No



Pic. Courtesy: www.millrice.com

Sustaining Agriculture And Agriculture Based Livelihoods-2006-10



- CSA- Andhra Pradesh
- 4000 farmers as target group
- 6 Producer cooperatives (MAC Act), 3 registered. Seed committees- 10
- Started 6 months back, 100-400 members per coop.
- All commodities

Major Impact



- Using own seeds, community seed banks
- 1735 farmers practiced NPM
- 300 acres under organic paddy
- SRI and Weeders
- Approx. Rs 1800 savings per farmer
- Average increase in income: Rs 1130 per quintal by processing and milling
- Average productivity: 24 quintals per acre
- Branding: Sahaja Aaharam



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