

NATIONAL CONCLAVE

SUSTAINABLE FOOD SYSTEMS

October 27-29, 2025

Anil Agarwal Environment Training Institute, Nimli, Rajasthan



Conservation in times of Climate Change- Increasing Cultivation & Consumption through Collectivisation - The Thirunelly Experience..



Rajesh Krishnan,
CEO,
Thirunelly Agri Producer Company Ltd.
www.tapco.farm





Thirunelly Agri Producer Company Ltd.



ചോട്ടാ ഗ്രാമീൻ - മൂല നാണാരി





Thirunelly Agri Producer Company Ltd.



Social Enterprise with 3 goals of

1. Ecological Sustainability
2. Social Justice
3. Economic Viability

Transformation to Agroecology through:

1. Markets
2. Technology
3. Philosophy





Thirunelly Agri Producer Company Ltd.

Twin Challenges of Climate Change & Markets!
Uncertainty is the biggest problem!!





Thirunelly Agri Producer Company Ltd.

How Do We Address the Twin Challenges?

By collectivising & involving in the entire Value Chain.

1. Seed
2. Crop Management (soil analysis, pest/disease surveillance and organic management, weather based advisories..)
3. Markets



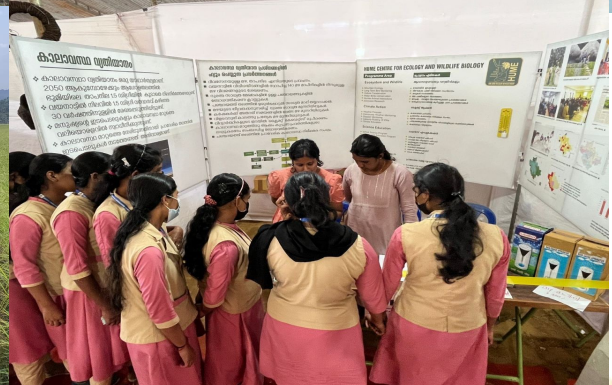


Traditional Seed-Purification, Multiplication, Distribution.





Effective Extension



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Co-generation and Dissemination of Knowledge





VVK- Karshaka Vijnana Vibhava Kendram
(Farmer Knowledge and Resource Centre)

- Long-Term research on various aspects of Agroecological practices in the major crops of Wayanad, especially in the backdrop of a changing climate.
- To develop various mixed crop models best suited for the various agro climatic zones of Wayanad.
- To create quality Seed/seedling production units for indigenous and farmer owned seeds.
- To create a soil analysis system which also takes into account the biological nature of it.



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• To create a space that provides knowledge and excitement for new



**VK- Karshaka Vijnana Vibhava Kendram
(Farmer Knowledge and Resource Centre)**



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Weather Information as an essentiality in times of climate change

Helps in

- Decision making on sowing, crop management and harvest.
- Choice of crops/varieties
- Reduction of losses
- Climate Resilience...





Climate Resilient Cropping Calender

2023-24

വയനാടൻ കാർഷിക കലണ്ടർ

ഒരു തിരുനെല്ലി കർഷക ഉത്പാദക കമ്പനി ലിമിറ്റഡ് പ്രസിദ്ധീകരണം



തിരുനെല്ലി കർഷക ഉത്പാദക കമ്പനി ലിമിറ്റഡ് വയനാട്ടിലെ പരമ്പരാഗത/നാടൻ നെൽവിത്തിനങ്ങളുടെയും
ജൈവവ്യവസ്ഥയുടെയും വ്യാപനം ഉറപ്പാക്കാനും തിരുനെല്ലി പഞ്ചായത്തിലെ നാടൻ നെൽകർഷകർ ഒരുമിച്ചു ചേർന്നു
ആരംഭിച്ച സംരംഭമാണ് തിരുനെല്ലി കർഷക ഉത്പാദക കമ്പനി ലിമിറ്റഡ്. പരിസ്ഥിതിയുടെ നിലനിൽപ്പും സാമൂഹിക
നീതിയും ഉറപ്പാക്കി സാമ്പത്തിക ഉന്നമനം എന്ന ലക്ഷ്യം മുൻനിർത്തിയുള്ള ഈ സംരംഭം കഴിഞ്ഞ ആറ് വർഷമായി
തിരുനെല്ലി പഞ്ചായത്തിന് അകത്തും പുറത്തുമുള്ള അനേകം നാടൻ നെൽകർഷകർക്ക് വിത്തു, വിളവെടുപ്പിലും,
വിപണി, എന്നിവ ഉറപ്പാക്കുവാനായി പ്രവർത്തിക്കുന്നു.

ഒരു നബാർഡ് പിന്തുണയുള്ള കർഷക ഉത്പാദക സംഘം
ജെസിസ്കേഡ് ഓഫീസ് : T.P XIV/71-B, വയലാക്കത്ത് ഹൗസ്, തൃശ്ശൂരിലെ പി.ഒ. ഓഫീസിലെ, വയനാട്, കേരളം
Phone: 7559 915 032 | e-mail: thirunellyagripducers@gmail.com
8075 241 278 | Website: www.tapco.farm



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Climate Resilient Cropping Calender

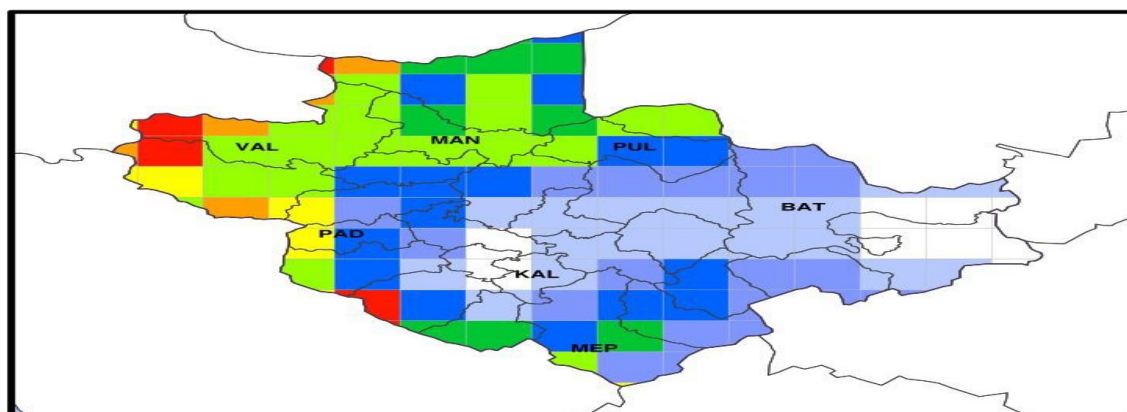
- Static Information/instructions based on traditional knowledge of crop cultivation based on Lunar cycles.
- Follows the traditional Agriculture calender timeline of Kerala starting from April 14th to next April 14th.
- Provides information on Organic cultivation practices of Paddy, Tubers, Vegetables, Coffee and Pepper(major crops of Wayanad).
- Works as an Action Research Tool for CRA with farmers noting down their practices and weather related field observations in it, later collected by the extension/research team.
- Incorporates Climate resilient instructions incase of extreme weather conditions in each month, based on the recent(last 15 years) trends in weather.





Weekly/Daily Hyper Local Rain forecast Based Crop Advisories.

Day 2 Rainfall(mm) Forecast Valid for 20221102





Weekly/Daily Hyper Local Rain forecast Based Crop Advisories.

TAPCo extension team provides weekly/Daily crop advisories to farmers based on medium term and short term weather forecast recieved from the Local climate research agency- Humes Centre for Ecology Wildlife Biology.

- This is done on a daily basis during monsoons.
- Helps farm in organising labour/material for cultivation practices.
- Be prepared for any extreme weather conditions.
- Helps in planning soil nutrient additions & pest/disease management.
- Saves time,resources, crop, money for the farmer.





Weather based crop Advisories

Regional weather Radar , CUSAT



Local Climate research station,

HUME's Center



Daily & Weekly weather forecast

Daily

Rainfall/temperature

Farmer extension system

TAPCo



Farmer

Crop advisory



edefining Markets For Traditional varieties

- Variety based pricing, giving farmers a choice
- Full procurement
- Prices decided before sowing based on Cost of Cultivation
- Prices above MSP & Market prices
- Procurement at farmgate
- Payment at the time of procurement





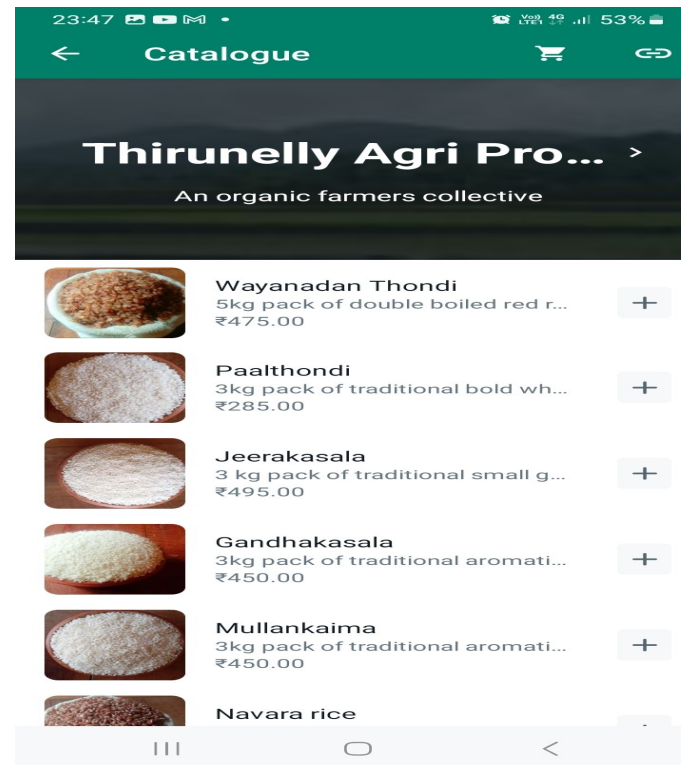
Processing Unit – Mini Modern Rice Mill





Diversity in Marketing

- Wholesale
- Retail
- Oversees
- Direct to Consumer
- Melas/Exhibitions
- Home deliveries





IoW! Wayanad Organic on Wheels for Local Markets





Seed Conservation the TAPCo Way is about-

- Fair price to the farmer
- Conservation and expansion of traditional farmer saved seeds
- Expansion of area under organic cultivation (water-soil conservation, farm biodiversity)
- Safe food at reliable qualities and affordable prices
- Consistent stocks round the year
- A knowledge centre for organic farming
- Bringing people/stakeholders together...



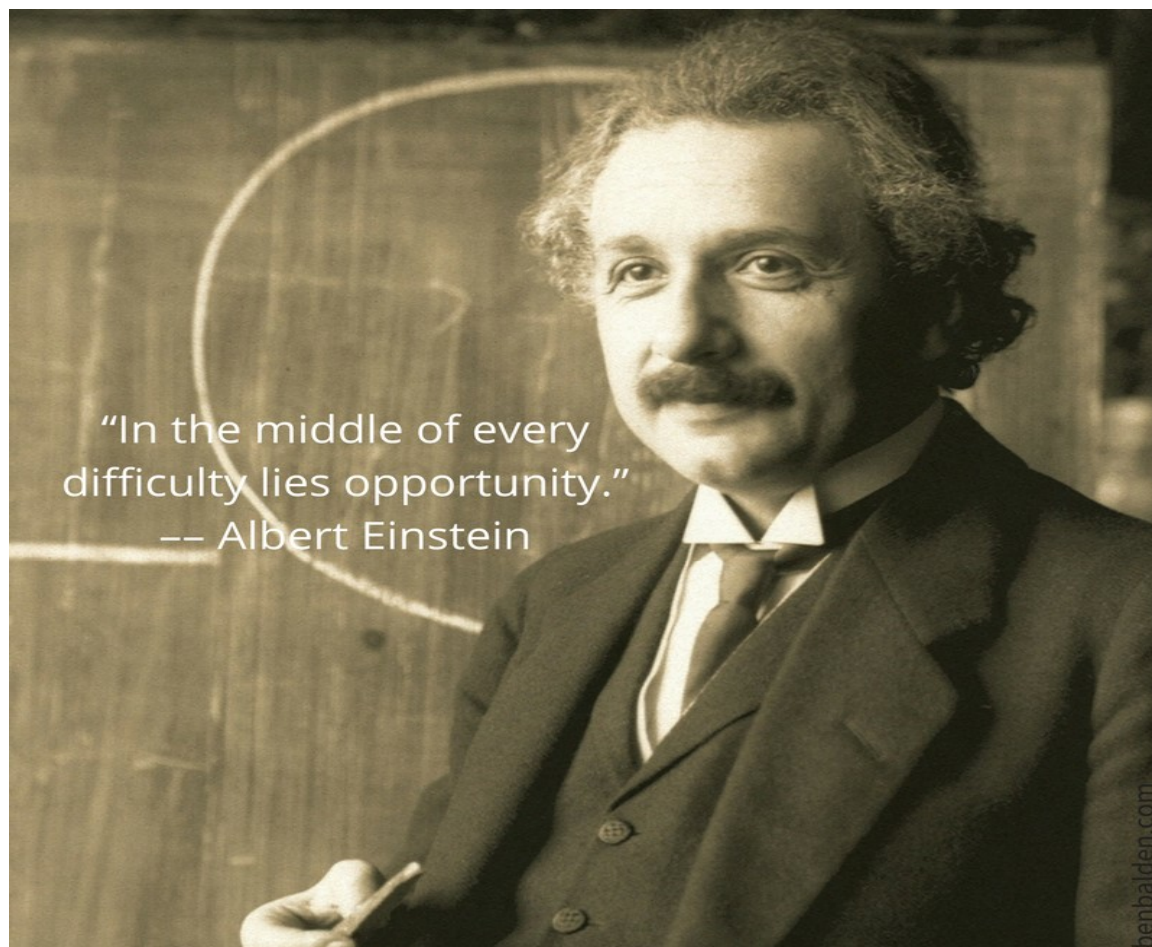


Challenges...

- Institutional – Human Resources
Institutional Structures
- Farmer – Retaining, Expanding
- Markets – Retaining and Expanding across segments

CAPITAL!!!





Recognition – Kerala State Govt's Best FPO Award 2024





THANK YOU!

