



From Subsistence to Sustainability

Bhoomgaadi Organic farmer's Producer Company Limited

An enterprise of Organic Farmers of Dantewada



Dantewada

60% of the land is covered by forest

71% of the population is tribal

Population density is just **123** per sq km

Only **42%** of the population is literate

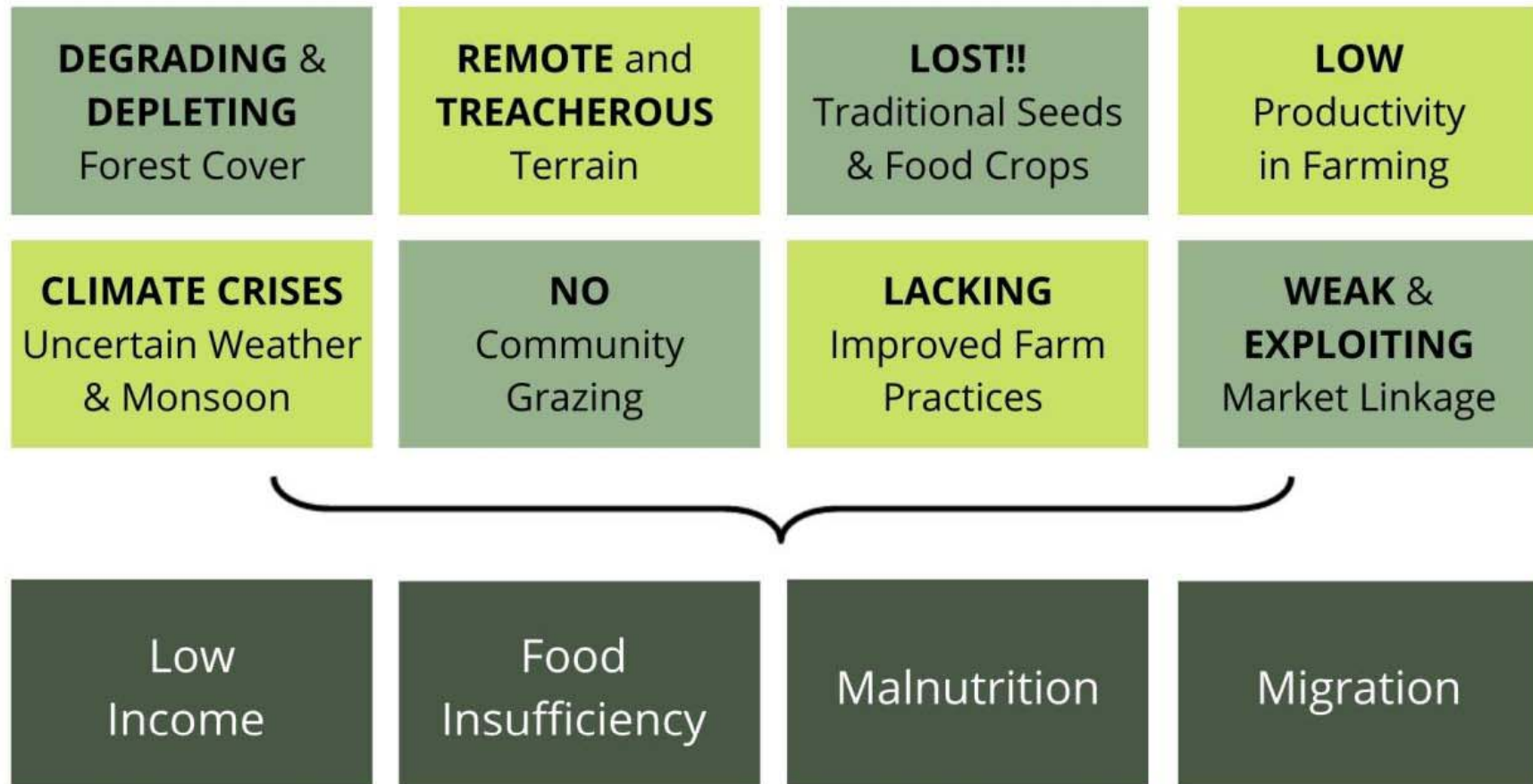
57% families are Below Poverty

50% of the children are stunted

70% of the women are anemic

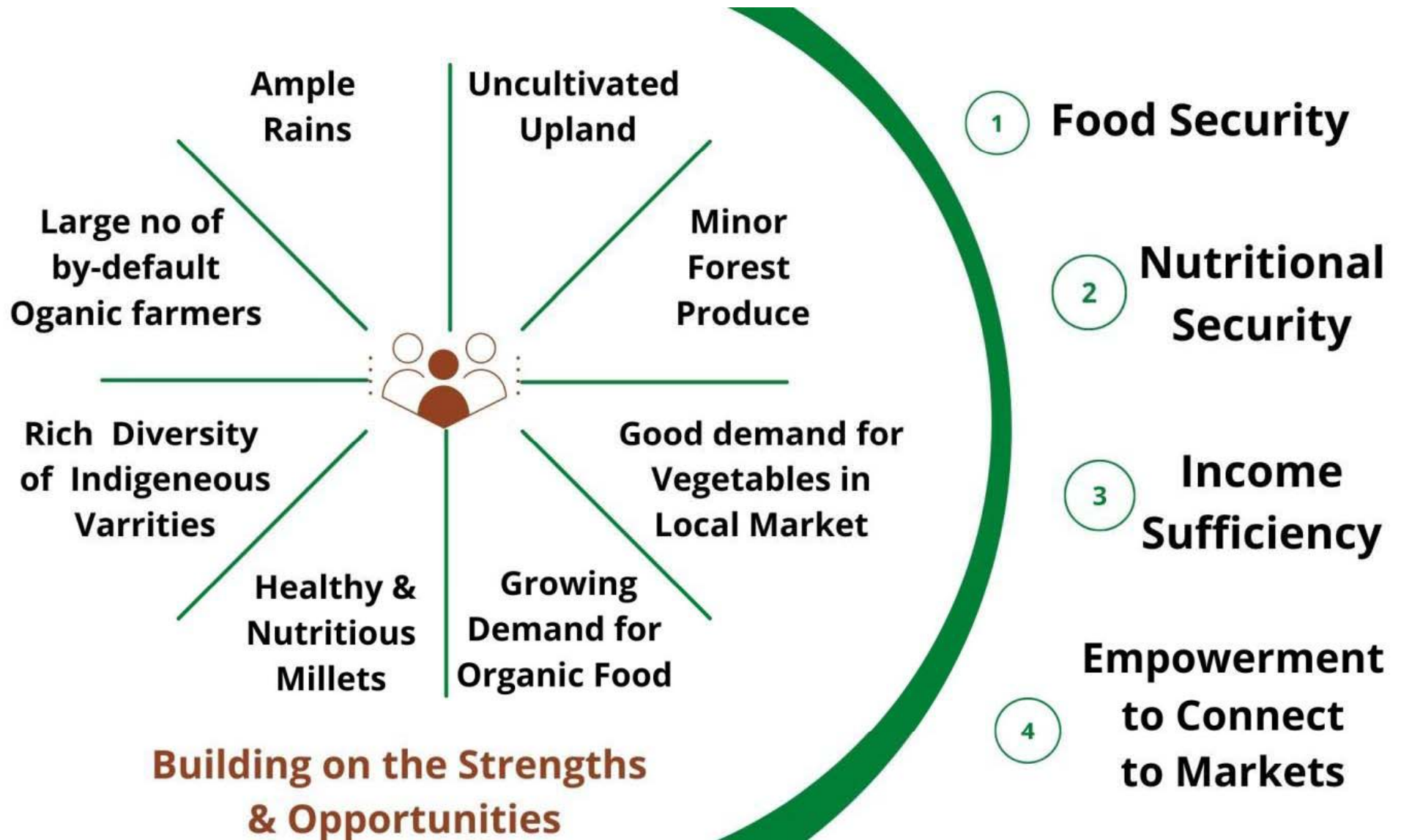


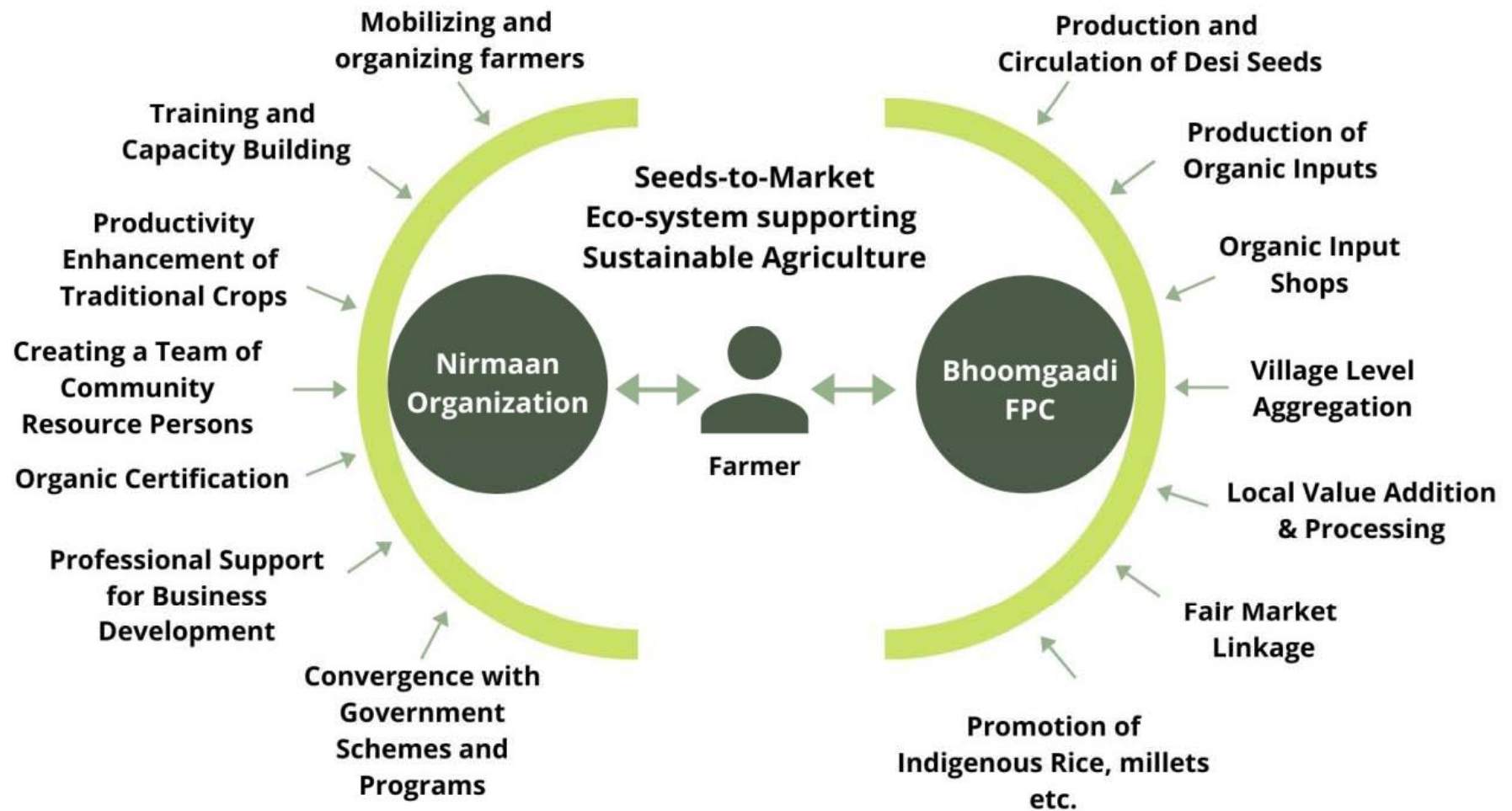
sWOT



Vision

Small, marginal and tribal farmers earning a sustainable livelihood from surrounding natural resources to ensure welfare of the family and live a dignified life





↑ Support from the District Administration ↑

Where we are currently



A cadre of **130** trained youth and farmers working as resource persons

35%



Average increase in productivity of paddy due to adoption of SRI and other methods



Bhoomgaadi, a collective of **3000** farmers linked to market

Local-level value addition employing **20+ village youth and women** with products going to more than **30+** cities in **14** states

2300+



Farmers adopted improved methods of cultivation

Production and circulation of **456 quintals** of organic desi seeds among the farmers



9800+ farmers from **905+** groups and **27,598** Ha land under PGS organic certification

Dantewada is the only district in C.G. with **no sale & promotion of Chemical inputs is authorized**

उर्वरक वितरण खरीफ वर्ष 2019 की प्रगति

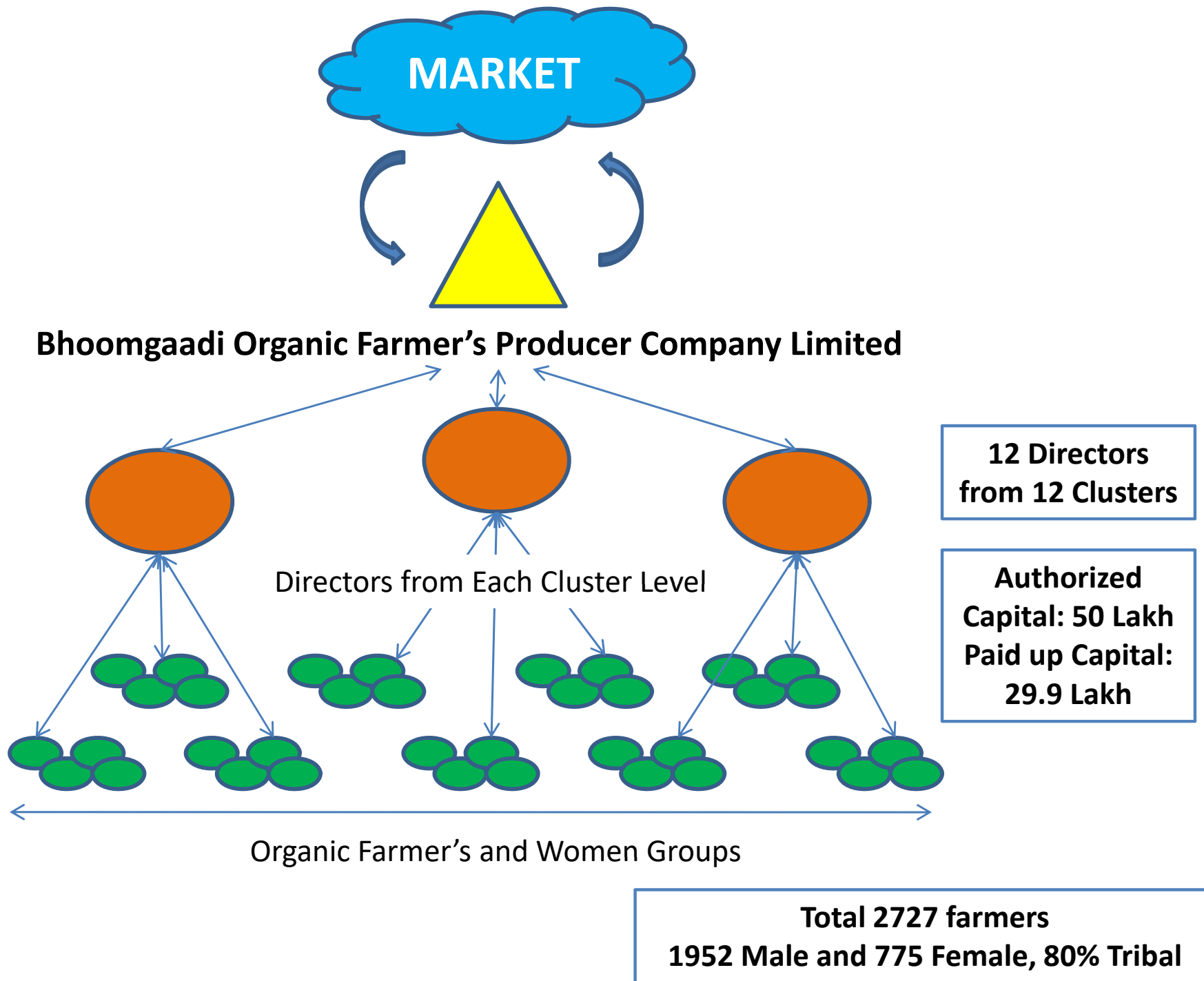
इकाई-मेटन

क्र.	जिला	यूरिया	डी.ए.पी.	एस.एस.पी.	एम.ओ.पी.	एन.पी.के.	योग	गतवर्ष 2018 की पूर्ति
1	जगदलपुर	6713	6657	387	2003	97	15857	6826
2	कोडागांव	5531	5629	548	2962	0	14670	8295
3	नारायणपुर	1512	1798	239	295	22	3866	607
4	दंतेवाड़ा	0	0	0	0	0	0	0
5	सुकमा	1567	1398	1	116	0	3082	570
6	बीजापुर	1456	1381	1	130	1	2969	1092
7	कांकेर	12145	9739	4525	3538	297	30244	19924
संभाग-बस्तर		28924	26602	5701	9044	417	70688	37314
प्रदेश		384522	240922	96364	56465	44825	823655	802777

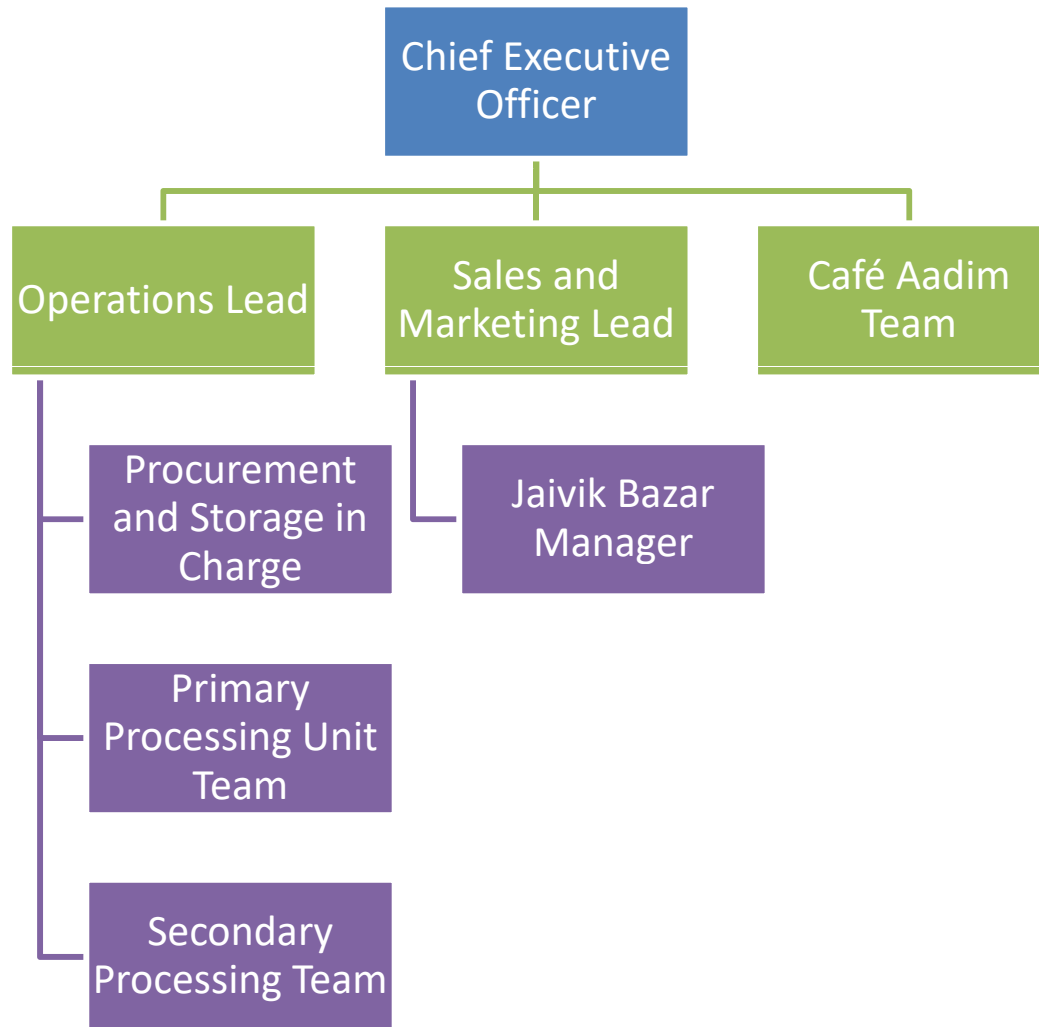
A glance of a presentation made by Directorate of Agriculture, Chhattisgarh
Dantewada the only district in the state where no Govt. agency distributes chemical inputs



NITI Ayog CEO, Mr. Amitabh Kant Interacting with the farmers of Bhoomgaadi



Team Structure of Bhoomgaadi



95% of the team from Dantewada

Modus Operandi of Procurement and Operations

- Finalization of Procurement rates after consultation with farmers in AGM
- Procurement at Village/Cluster level: 127 Villages
- Payments to the farmers in accounts (90% initially - 10% afterwards)
- Storage at cluster level godowns spread across district
- Transportation to Central Processing Unit at Dantewada for Processing (Hub-Spoke Model)
- Value addition, packaging and branding at the processing unit at Dantewada



Women SHG members approving the rates of procurement of Bhoomgaadi

Comparison

Produce	Comparison with Local Haat Bazar Rates
1) Coarse Paddy	20-30% Higher
2) Fine Paddy	20-60% Higher
3) Red Rice Paddy	20-60% Higher
4) Fine Red Rice Paddy	No Prior Organized Market
5) Medium Aromatic Paddy	No Prior Organized Market
6) Fine Aromatic Paddy	No Prior Organized Market
7) Black Rice Paddy 8) Basmati Paddy	No Prior Organized Market
9) Little Millet 10) Kodo Millet 11) Barnyard Millet 12) Finger Millet	0-10% Higher (No prior organized Market for some Millets)
13) Sorghum	No Prior Organized Market

Comparison

Produce	Comparison with Local Haat Bazar Rates
14) Indigenous Maize	No Prior Organized Market
15) Udad 16) Kulthi 17) Cow Pea (Lobiya)	Comparable to retail Haat Bazar Rates
18) Arhar 19) Moong	Comparable to retail Haat Bazar Rates
20) Niger (Ramtil) 21) Mustard	Comparable to retail Haat Bazar Rates
22) Sesame (Til)	No Prior Organized Market
23) Roselle Petals	No Prior Organized Market
24) Roselle Seeds	No Prior Organized Market
25) Turmeric Raw	No Prior Organized Market
26) Coriander	No Prior Organized Market

Current Product Catalogue

S. No.	Category	Products
1.	Aromatic Rice	1) Javaphul 2) Lokati Machi 3) Dubraj, 4) Sugandha 5) Kalajira 6) Basabhog 7) Basmati
2.	Medicinal Rice	8) Red Rice 9) Brown Rice 10) Brown Basmati 11) Red cum Brown Rice 12) Diabetic Friendly Rice
3.	Other Rice Varieties	13) HMT 14) Devbhog 15) Dosa Rice
3.	Poha	16) White Poha 17) Brown Poha 18) Red Poha 19) Popped Rice
4.	Millet	20) Little Millet 21) Kodo Millet 22) Raagi 23) Raagi Flour
5.	Whole Pulses	24) Moong 25) Udad 26) Kulthi 27) Lobiya
6.	Split Pulses (Using grind stones)	28) Arhar Dal 29) Moong Dal 30) Udad Dal
7.	Spices and Others	31) Turmeric Powder 32) Dhaniya Powder 33) Amchur Powder 34) Deseeded Tamarind 35) Niger 36) Roselle Petals Powder

Current Marketing Scenario

- Marketing under the brand name “Aadim”
- Also market processed products in bulk
- Marketing in more than 38 cities in 18 States/ UTs
- Selling in Tribes India stores across India
- Other buyers – Organic Stores and Chains, Consumer Groups and Institutional Buyers
- Turnover: 2019-20 – Rs. 50 Lakh, 2020-21 – Rs. 70 Lakh



List of Cities

S. No.	State / UT	City
1.	Andhra Pradesh	1) Vijaywada 2) Visakhapatnam
2.	Assam	3) Guwahati
3.	Chandigarh	4) Chandigarh
3.	Chhattisgarh	5) Dantewada 6) Bacheli 7) Jagdalpur 8) Bhilai 9) Raipur 10) Bilaspur 11) Dhamtari
4.	Delhi	12) Delhi
5.	Gujrath	13) Ahmedabad
6.	Haryana	14) Faridabad 15) Gurugram
7.	Jharkhand	17) Ranchi
8.	Karnataka	18) Bangalore 19) Shimoga
9.	Keral	20) Kozikode 21) Kochin 22) Trivandrum
10.	Madhya Pradesh	23) Bhopal 24) Indore
11.	Maharashtra	25) Mumbai 26) Pune 27) Nashik
12.	Rajasthan	28) Jaipur 29) Udaipur

List of Cities

S. No.	State / UT	City
13.	Tamilnadu	30) Chennai 31) Coimbture
14.	Telangana	32) Hyderabad
15.	Uttarpradesh	33) Allahabad
16.	Uttarakhand	34) Dehradun 35) Nainital
17.	Punjab	36) Jalandhar 37) Ludhiyana
18	Odisha	38) Bhubaneswar

Organic Produce Processing Unit

Provided to Bhoomgaadi with support of district administration of Dantewada

Facilities available:

S.No.	Name of Unit	Capacity
1.	Semi Automatic Rice Mill	5 Q / hr
2.	Small Millet Processing Unit	1 Q/ hr
3.	Poha Processing Unit	3 Q/ hr
4.	Pulverizer	10 kg / hr
5.	Tamarind Processing Unit	10 kg /hr
6.	Basic facility for branding and packaging	

Around 10-20 women and youth from surrounding villages engaged in processing

- Local, Organic and Health Food
- To popularize indigenous rice, millets and traditional vegetables
- Experimentation with indigenous ingredients and modern recipes
- 8 youth from surrounding villages





The erstwhile C.M. of Chhattsgarh Dr. Raman Singh releasing the brand “Aadim” of organic farmers of Dantewada



NITI Ayog C.E.O, Mr. Amitabh Kant visiting the Processing unit of Bhoomgaadi with the district Collector Mr. Saurabh Kumar (I.A.S.)



Nirmaan team interacting with Hon'ble C.M. of Chhattisgarh, Mr. Bhupesh Baghel

नई तकनीक के साथ परंपरागत कृषि को बढ़ावा



नई तकनीक के साथ-साथ परंपरागत कृषि विकास व विस्तार का मार्ग प्रशस्त करती है। लिंगुराम ठाकुर और बुधराम शासन की मदद और जैविक खेती के माध्यम से फ़सलों की पारंपरिक किस्मों के संरक्षण का कार्य कर रहे हैं। प्रधानमंत्री नरेंद्र मोदी जी ने उनसे मुलाकात कर शुभकामनाएं दी

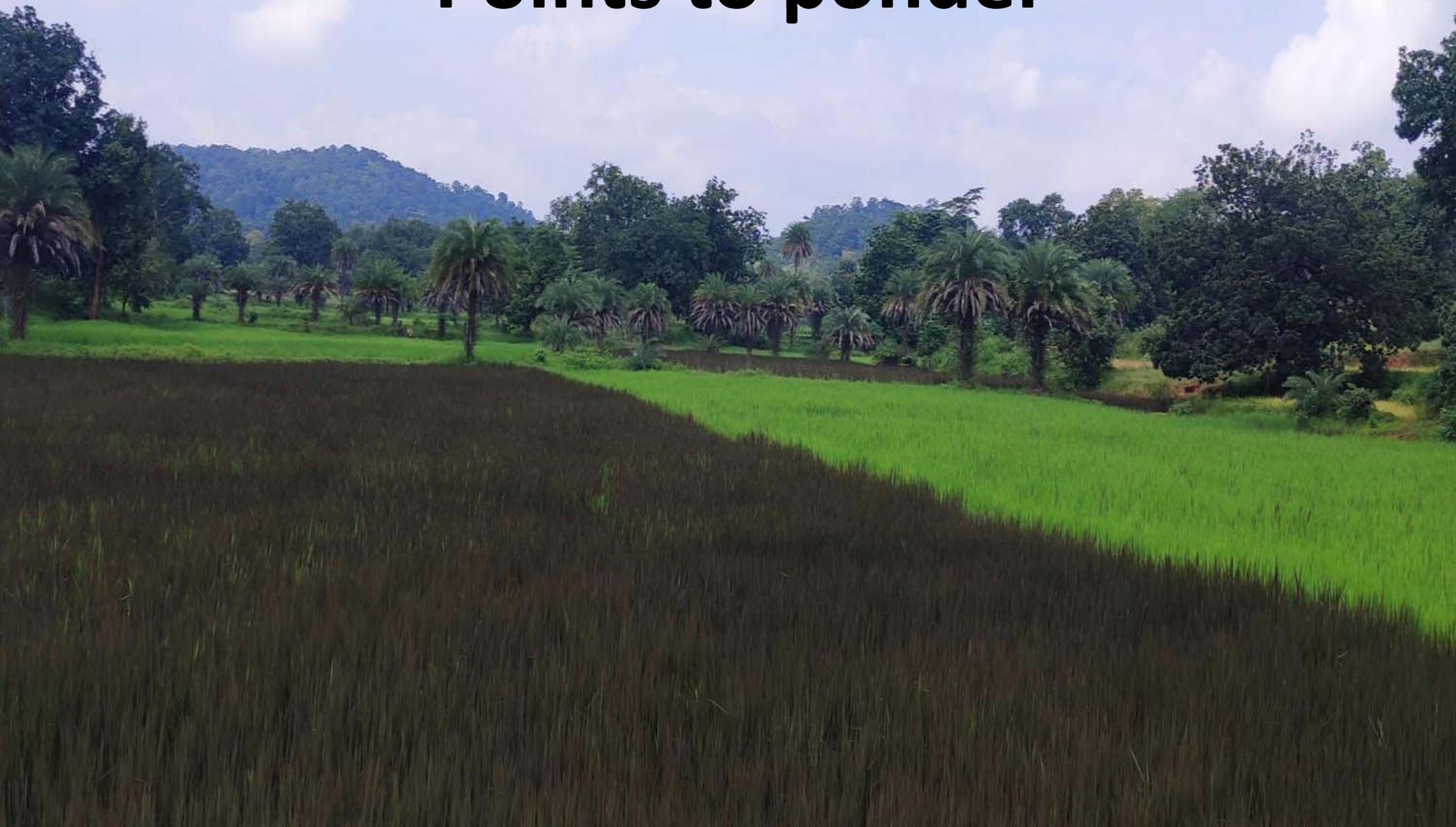
Bhoomgaadi Farmers presenting organic rice products to
The Hon'ble Prime Minister Narendra Modi



Mr. Ludru Ram Nag, a share holder of Bhoomgaadi presenting Honorable President of India, Ramnath Kovind with the organic rice marketed by Bhoomgaadi under the brand “Aadim”

Challenges – Conflicts – Dilemmas

Points to ponder



- Who will share the cost of training, capacity building, hand holding?
- Is Premium Price a mirage? - Should not raise aspirations of farmers to get their buy-in
- Challenges with Scale, big trade and market distortions, Mandi
- How to handle Diversity? - Mixed commodity approach
- Conflicting interests - importance of strong community institutions
- The certification regime!
- Small is beautiful but not easily available
- No dedicated storage facilities
- Anyone ready to work with FPOs?
- FPOs is not a silver bullet!

Thank You!

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