

## Pragatimitra North Kanara Farmers Producer Company Limited.



Various challenges associated with the production of agriculture and horticulture crops have hindered the food security and self dependency of the nation, providing a sustainable platform to mitigate with the issues is the motto for the establishment of this institution.



The institution is registered under companies' act 2013 as a company limited by its share capital, the initial incubation and the philanthropic support is extended by NABARD and Manuvikasa. Creation of basic infrastructure and machineries is supported by S3IDF, Bangalore. Pragatimitra Souharda Sahakari Niyamita, Siddapura has supported by providing working capital finance. In the due course support from

SFAC, Deshpande Foundation and various financial institutions is also expected.





The company operates in all parts of Uttara Kannada district with special emphasis on Paddy and Areca crops (Major crops).Vegetables and Coconut are the other commodities associated with the company.

There are 3 typical situations in the area:

- The farmers with land holdings are mostly small and marginal farmers, which has resulted in migration of young family members in search of employment to faraway places and only the aged members are looking after the farm/agriculture activities.
- The other integral part is the landless labor community, due to non availability of land holding and lack of agriculture work throughout the year these members are mostly involved in non-agri sector. This has resulted in scarcity of labor for agriculture practices.
- As a result of latter situations implementation of technology on individual basis (farmer) is difficult and also the cost of cultivation of crops is high (costly labor).Hence the situations have made the agrarians to think that agriculture is no more a profitable venture.

In order to mitigate these issues associated with the producers, the company has designed the following products:

- Purchase of indigenous and hybrid variety of paddy at the farmers doorstep so as to ensure the best rates for their produce. The company has procured about 100 plus quintals of paddy from its members.
- Providing the skilled labor support to the farmer for harvesting of areca (this is a limited service provided to farmers who face scarcity of skilled labor). This is amalgamated with the processing product of the company where the member can ensure the timely harvest and processing of areca. Through this product the company has addressed about 25 members of the company in the current year.

- Processing of areca is a product where the producer can pool his produce into the common processing center of the company and get back the processed produce. This product will bring down the cost of production and also ease the producer from issues like security, infrastructure for processing, labor issues etc....through this product the company has addressed about 40 producer members from its Balegadde processing centre.
- De-husking Machine is a product of the company where the white variety of areca is de-husked at the farmer's doorstep. This product will discount the cost of de-husking by at least 40% in comparison with manual peeling (human resource). The producer is also facilitated with timely dehusking and is less exposed to market fluctuations. Through this product the company is able to address about 95 members of the company in this current year with one machine.
- Providing labor support to the producer members is also a product of the company where the members of the company may hire required skilled laborers from the labor bank of the company.
- Have established a model paddy plot @ devarakoppa in order to experiment new varieties of paddy and also to disseminate best practices for obtaining highest yield.

The company also proposes to accomplish the following in the near future:

- Replicate all the products of the company in other parts of the district. This can be made possible establishing collective processing centers for areca and common aggregation centers for paddy. This action will address the  
Members from different taluks of the district.
- To make available various associated machineries like mini excavator, power tillers, dehusking machines ,machinery for bark leaf management in betta land and so on.....

- Ultimately the company aims to record inclusive growth of the company and its members by expanding the geography of its activity and increasing the volume of its service.

Activity synopsis:

Sl.no	Product name	Beneficiaries
1	Processing of areca	42
2	Contracting harvesting	7
3	Harvesting support	2
4	De-husking of areca	95
5	Paddy procurement	4

Through these activities the total turnover is about 35 lakhs.

### **Case Study Subray V.Bhat(Harvest support)**

#### **Introduction:-**

Subray V.Bhat belongs to an Agricultural family of Salkani, in Sirsi Taluk, Uttarakannada district .He lives with his wife and son. He has 4 acres of agriculture land and there he has Arecanut farm. He is 70 years old. He faced many problems while harvesting areca nut. He intended to process red variety because the value of red variety is always high than white. He was not able to produce red variety because he faced the problems like lack of labours, transport and security. Subray V.Bhat's annual raw produce is above 283quintal to harvest and process. He doesn't have any facility to harvest and process his own crop. He pays huge amount to labour and he has transportation problem.

#### **Intervention:**

- Pragatimitra North Kanara Farmer's producer company supplied labours like tree climbers, rope holders, arecanut collectors and vehicle support.
- Processed his raw produce into ready Salvable produce.(red variety & white)

## **Impact:**

- Problems of labours like tree climbers, rope holders, arecanut collectors and vehicle support were addressed.
- More red variety is produced which resulted in value addition.
- Intervention of Pragatimitra promoted the farmer with an extra income of Rs. 1, 00,000. In which Rs. 30, 000 by labour benefit & 70,000/-profit by red variety of arecanut.
- With the support of Pragatimitra he produced about 16 quintals of red variety before it was only 6 quintals.

(Selling price of Red variety of arecanut is 25,000 per quintal, whereas cost of white variety is 20,000 per quintal. Profit per quintal is Rs.5000.)

- Farmer introduced to the payment by cheque which gave him the knowledge of Formal Banking Practice.

## **Conclusion:**

Subray V.Bhat reveals that he finds an ease of harvesting this year. He proposed the same support for upcoming years. He suggests extending this support to other farmers of the district who are in need.

## **Case study: Anant Ganapati Hegde(Contract harvesting)**

### **Introduction:**

Shri.Anant.Hegde is resident of a remote village Belgundli in yallapur taluk of Uttara Kannada district. He is aged about 74 years and he resides with his aged wife in the same village. He is a small farmer with two children who reside in faraway places and they are employed. Due to age factor he is highly dependent on the laborers for all kinds of farm practices.



Regularly he used to sell his areca produce to unregistered / unauthorized dealers at throw-away prices. This year he approached Pragatimitra FPC for contract harvesting.

**Intervention:**

- Pragatimitra FPC accepted his proposal and procured his produce at the best feasible rate.

**Impact:**

- Procurement from the unauthorized dealer was avoided.
- Total payment was made through cheque.
- Best price was awarded.
- Immediate harvesting was made without making any delay, hence avoiding the loss of produce quantity due to osmosis phenomenon.
- The farmer reveals that he at least got 40000 extra than the bidding price of other dealers.
- Most annoying fact is that the farmer's account received first cheque after 15 long years.

**Conclusion:**

The farmer is very happy with the efforts of FPC in addressing different issues of farming community.

He also ensures to sell his produce to the company in coming years.