



CIKS NEWS

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newsletter

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**CIKS Wishes all its Friends & Well Wishers
A Very Happy and Prosperous 2019**

WORKSHOP ON CONTEMPORARY ISSUES RELATED TO FPOs

On 29th and 30th October, FWWB (Friends of Women's World Banking) organised a workshop on "Contemporary issues related to FPOs" in Ahmedabad. The meeting was attended by A.V. Balasubramanian as well as the CEOs of three Farmer Producer Companies (FPCs) promoted by CIKS - K. Subramanian, V. Suresh and Selvakumar namely Marutham, Seeds and Chengam FPCs. A.V. Balasubramanian participated in a panel discussion on challenges faced by FPOs with respect to organic and Non Pesticidal Management (NPM) produce. K. Subramanian made a presentation about the progress, achievements and challenges of the three FPCs namely Marutham, Seeds and Chengam.



Inauguration



A View of Audience



Panel Discussion



PROJECT WATCH *A round-up of our activities*

Strengthening of Farmer Producer Companies (FPCs) – PHASE – I - IV

This project supported by Tamil Nadu Small Farmers Agri-business Consortium (TNSFAC) is being implemented in Cuddalore, Nagapattinam, Thanjavur, Perambalur, Kancheepuram, Thiruvannamalai and Tiruvarur districts. Equity grant of Rs. 5 lakhs has been sanctioned by the TNSFAC to Cheyyar and Groundnut FPCs. Three training programmes on “Accounting Procedures and Financial Planning” were conducted for the BoDs (Board of Directors), LRPs (Local Resource Persons) and sales persons of the Peravoorani and Perambalur FPCs. Veeranarayanan FPC in Cuddalore district and Kanchi FPC in Kancheepuram district are in the process of constructing seed processing units in their respective locations. Groundnut oil extraction unit established in Karumbakkam village of Kancheepuram by Kanchi FPC was inaugurated on 19th October. On 26th October, District Collector of Thiruvannamalai Mr. Kandasamy, IAS reviewed the status of dhal marketing by Thenpennai FPC and groundnut oil marketing by Cheyyar FPC. Dhal mill functioning under the Thanjavur FPC in Kokkeri village in Thanjavur district was inspected on 30th October for the approval to avail the SFAC subsidy. On 12th November, a training programme on “Compliances for FPCs” was conducted at the Training Centre of the Department of Agri Business and Agri Marketing in Thiruvannamalai district. Review meeting of the Perambalur FPC was conducted on 26th December

at Chettikulam Market Complex. Mr. Balakrishnan, Deputy Director of the Department of Agri Marketing in Perambalur reviewed the activities of the FPC. On 5th December, a meeting to assess the damage caused by Gaja cyclone and the plan for restoration was organised with the Peravoorani FPC in Thanjavur district. Activities taken up through the loan provided by FWFB to Cheyyar FPC for working capital and milch animal purchase was assessed by the official from FWFB Mr. Himanshu on 10th December. Monthly review meetings of the CEOs, BoDs and LRPs were conducted regularly.

Capacity Building of Farmer Producer Companies through Training Programmes

This programme was supported by the Friends of Women’s World Banking (FWWB), Ahmedabad for providing a series of training programmes for Farmer Producer Collectives and building their capacities during January – December 2018. Training programmes on “Business plan preparation” were conducted for the BoDs, CEOs and staff of Mullai and Vadamadurai FPCs in Dindigul district on 20th October and 8th and 24th November, Seeds and Kanchi FPCs on 15th November, Chengam and Pudupalayam FPCs on 29th November. The participants were trained on Accounting procedures. Participants prepared the balance sheet for their respective FPCs. Project assessment was done by Mr. Srinivasan Murali from Numeral Consulting Services with the CEOs of all the 10 FPCs on 23rd October. Detailed discussions were carried

out on project impact and training requirements. On 27th November, Project assessment was done with the BODs of the Seeds and Kanchi FPCs by Mr. Srinivasan Murali. In the month of December, a total of eight training programmes were conducted for the beneficiaries on non-chemical pest control methods, business plan, cash flow, record maintenance, profit and loss statement. A total of 98 members of the FPCs including 41 women participated in these training programmes. On 7th December, activities of 10 FPCs were reviewed at the CIKS TRC in Sukkankollai farm. Under this programme, monitoring assessment was done by Mr. Himanshu, Programme Officer from FWFB between 10th and 16th December. He also had meetings with the BoDs and shareholders of the FPCs in Kancheepuram, Thiruvannamalai, Dindigul and Ramanathapuram districts.

Other Project Activities

- Under NABARD TDF project, a value addition unit and a storage godown has been constructed in Jawadhu hills. A group of 22 participants of the training programme by Bankers Institute of Rural Development (BIRD) – Lucknow visited the TDF project sites on 9th October. Project activities were assessed by Mr. Haridoss from NABCONS between 18th and 21st December in Jawadhu hills.
- Under *Namma Nellu* programme, 30 farmers are involved in the cultivation and multiplication of 42

NEWSROOM

Happenings and more

different indigenous paddy varieties. Processing, packaging and marketing of indigenous rice varieties are in progress.

- Under NABARD's Women's Programme (*Magalir Thittam*) in Nagapattinam, 10 village level SHG programmes have been conducted between 6th - 29th November to assess the current status of record maintenance and training requirements. Mrs. Indirani of this programme in Mayiladuthurai served as the resource person.
- Under NABARD's Livelihood and Enterprise Development Programme (LEDP), a training programme on "Eco-friendly Handicrafts Production" was conducted at Achalpuram village on 19th November and at Alangadu village in Sirkazhi taluk on 3rd December. Resource persons for these programmes are from TAS in Pondicherry, Share in Vellore and WELL Paper in Auroville.

Study of Market Potential of Traditional Rice Varieties

CIKS has taken up a short term study on the marketing potential of traditional rice varieties in Tamil Nadu. For this purpose, a planning meeting was held at Chennai on 8th December. The participants from the CIKS were A. V. Balasubramanian, K. Vijaya-lakshmi, K. Subramanian and Archana Prasad. They had a discussion with Mr. S. Swaminathan of ALC India and Mr. Nitin Chordia, Retail Marketing Consultant who were engaged as consultants for this project. A plan was drawn up for desk work, field visits and surveys. A follow up meeting was held on 24th December at Chennai in which apart from the same team of persons the additional participants were Subhashini Sridhar and K. Manikandan from the Sirkazhi field area. During this meeting there was a review of activities carried out and plans were made for follow up work.

Meetings at Bengaluru

A.V. Balasubramanian and K. Vijaya-lakshmi travelled to Bengaluru between 14th and 18th October for a series of meetings. On 15th October, they met with Ms. Misty Jani of SATTVA Consultants to explore the possibility of CSR support in Tamil Nadu. Later, they had a meeting with Mr. Krishna Prasad of Sahaja Organics about the promotion of sale of organic produce. On 16th January, they visited the FRLHT TDU (Trans Disciplinary University) and had detailed discussions with Prof. Darshan Shankar, Vice Chancellor and various members of the Research Team. They discussed about possible collaboration in the areas of Vrکشayurveda and indigenous rice varieties. On 17th October, they had a meeting with Mr. K.L. Mukesh of Social Venture Partners (SVP) as part of an engagement with the Agri group of SVP to obtain support for various CIKS activities.

Gaja Cyclone Relief Work

The Gaja Cyclone made a land fall in Tamil Nadu in the Nagapattinam district on 16th November 2018. It has caused a great amount of damage and devastation and the affected districts are - Nagapattinam, Thanjavur, Tiruvarur, Cuddalore, Ramanathapuram and Pudukottai. There has been extensive damage in Peravoorani block of Pattukottai taluk in Tanjore district. The Peravoorani FPC (Farmer Producer Company) supported by CIKS is working in 28 village panchayats in this block, out of which eight panchayats were badly affected. The second area is the Vedaranyam block of Nagapattinam district. Here the Valanadu FPC supported by CIKS is working in 20 out of the 36 panchayats. In this area about 4000 families with whom we are working have been directly affected. Currently, CIKS is involved in some relief work in this area through the funds raised from FWFB as well as donations provided by the individuals.

NASSCOM Foundation's CSR Leadership Conference

Ms. Archana Prasad and Ms. Sweetlin attended the above conference on 30th October in Chennai. The conference aimed to bring stakeholders together for discussions on new age concepts and technology-led systemic changes, sharing of best practices on efficient processes and CSR models and networking

opportunities to actionize and widen social impact. The concept of adopting a rice variety and the *Namma Nellu* Rice Gift Box was introduced to the participants by Ms. Archana and Ms. Sweetlin.

Meetings for Work Relating to Traditional Rice Varieties

As part of an effort to initiate research studies on traditional rice varieties A.V. Balasubramanian had a meeting with Dr. Thirunarayanan of Centre for Traditional Medicine Research at Chennai. He also visited Dr. Arjun Rajagopal, Retired Medical Director of Sundaram Medical Foundation. Both these meetings took place on 14th November 2018.

Meeting on Organic Agriculture

On 4th December 2018, the Tamil Nadu Corporation for Development of Women (TNCDW) conducted a one day workshop to discuss about a programme for developing organic farming clusters in various parts of Tamil Nadu. At the invitation of TNCDW, A.V. Balasubramanian delivered a talk on "Organic Agriculture : Challenges and Prospects". The meeting was also attended by the CEOs of FPCs promoted by CIKS namely, K. Subramanian, V. Suresh and S. Vetrivelan.

Visit of Ayurvedic Experts

At the invitation of CIKS, Vaidya Narendra Pendse and Vaidya Aruna Pendse from Pune visited CIKS between 18th and 20th December 2018. On 19th December, they visited the CIKS farm and Technology Resource Centre at the Sukkankollai village and had a meeting with the CIKS Team about work and experiments relating to Vrکشayurveda (Traditional Indian Plant Science) and conservation and documentation work relating to traditional rice varieties. These discussions continued on 20th December at Chennai.

Participation in Christmas Market

CIKS participated in the Christmas Market organised on 15th December at Green Meadows in Palavakkam by Localxo. It is a premium one day food and lifestyle market with more than 40 exhibitors with quality brands. Sempulam Sustainable Solutions Private Ltd., participated in this event and exhibited different varieties of indigenous paddy and Rice gift boxes being produced in collaboration with the *Namma Nellu* programme of CIKS.

NAMMA NELLU TRADITIONAL RICE PACKAGES AND GIFT BOXES



The products launched have the following special features.

- The Rice varieties are vacuum packed and have a shelf life of a year.
- The Gift box has six rice varieties. The box includes a listing of the varieties and suggestions about cooking (water required, cooking time and its suitability for various specific dishes). The box includes a Greeting card from the farming community and a brochure about the Namma Nellu programme with art work specifically designed for the box.
- The rice varieties can also be purchased as individual mini boxes and customised boxes with 3, 4 and 5 varieties can also be made upon special request.
- Over 20 rice varieties are now available.

Orders can be placed with ordersempulam@gmail.com and product information and photographs can be found on the Sempulam website (<https://www.sempulam.com/products>)

Contact : (0) 979 0126 979

These products can also be ordered now through Amazon (www.amazon.in)

VISITOR'S BOOK Who's been dropping in at CIKS

- On 19th October, Mr. Nitin Chordia, Retail Marketing Consultant.
- On 20th October, Mr. Srinivasan Murali of Numeral Consulting Services.
- On 5th November, Mr. K.L. Mukesh of Social Venture Partners in Bengaluru visited us and had a meeting with A.V. Balasubramanian and K. Vijayalakshmi.
- On 15th November, Ms. Shoba, Deputy Director and Mr. Anbarasu, Consultant from the Tamil Nadu Women Development Corporation.
- On 16th November, Dr. Choudhary of Asian Agri-History Foundation, Udaipur.
- On 22nd November, Dr. Sivamuthu Prakash of Vikash Parishat, Pune.
- On 22nd November, Mr. Raghavan from Farmers Emancipation, Chennai.
- On 28th November, a group of 20 women from Kattumannarkovil taluk of Cuddalore district visited the Valanadu Producer Company in Nagapattinam. This visit was coordinated by the Care Foundation in Cuddalore.
- On 1st December, Mr. Srinivasan Murali of Numeral Consultancy Services visited us for a discussion on work relating to the assessment of the TTPs (Trainers' Training Programmes) supported by FWFB.

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