

Retail outlet reaching out to large number of marginalized farmers

Petlawad tribal farmer Producer Company is located in Petlawad block of Jhabua district. Small and marginal farmers from 18 villages of the block have come together and formed this company. Company was created on 17th February 2012; there are total 786 shareholders in the company.

The broad objective of the company is to organize small and marginal farmers into a collective to improve their bargaining strength in the market. The company also focuses on providing inputs to these farmers on the reasonable rates and to assist them by providing technical support.

Providing agricultural services and support to its stakeholders was a little challenging for the company initially as it did not have its own retail outlet. The workers had to do village-to-village selling which failed to ensure coverage and timely support. This support mechanism was time consuming and costly too. In order to overcome this challenge, a retail outlet was opened at the companies registered office. Opening an outlet not only ensured providing inputs for agriculture to its stakeholders but it also facilitated in expanding its business.

The outlet has proved to be a success by doing business of Rs. 18 lakh in a financial year and expanding its reach up to 400 marginalised farmers. Marginalised farmers are now saved from the loot of



the local retailers who charge unfair prices from them in selling of agriculture inputs.

Premium Pricing - paying our farmers a fair price

In 2014-15, company started soybean seed production activity with 7 farmers. Later in Kharif 2016, company expanded the seed production activity expanding to 76 farmers on 110 Ha of land. The company purchased 1650 quintals of soybean from these farmers at a premium of Rs 150 per quintal over and above the market price.

In Rabi 2016, wheat seed production activity was undertaken with 44 farmers on 49.90 Ha of land. 820 quintals of wheat was procured from them at the premium of Rs. 100 per quintal.

Production of organic cotton was promoted in 2016 through selling of 435 packets of organic cotton seeds to the farmers. The entire produce of 102 quintal of organic cotton was purchased by the company at the premium of Rs 100 per quintal.

Through production of quality seeds and

appropriate pricing strategy the company has been able to help farmers earn profits on their produce.



Soyabean Seed Shifting in Dewas Plant



Wheat Seed Procurement



Wheat Seed Production



**Organic cotton produce
Cotton Procurement**