AHARAM TRADITIONAL CROP PRODUCER COMPANY
2006 UN EQUATOR AWARD: DEE INDIA
INITIATIVE

- Owned by 10 GROUPS of women/small farmers/craftspeople in Tamil Nadu state
- Contracts sales companies for security
- Technology - value addition - herb powder/fruit pulp/cotton fiber
ACHIEVEMENTS

- Communication using folk media— in the community, digital— external world
- Competitions, trainings, awards, folk plays
- About 1,000 producers benefitted with above $1 income daily on average
- Value chain— producer 50% today— 30% before
- Food security, nutrition, health
- Savings, credit, insurance
- Dignity, connectivity, govt. Schemes to grow
- Promoted 10 producer groups nationally
CHALLENGES

- Obstacles & strategies
  - Working capital - grant, pledge, loan
  - Market insecurity - contracts
  - Low profit - value addition
  - Admin. Complex - NGO staff deputed
    - Advice - Get good business experts, team
      - Challenges going forward
        - Protocols, communication, funds