

AHARAM TRADITIONAL CROP
PRODUCER COMPANY
2006 UN EQUATOR AWARDEE
INDIA



INITIATIVE

- Owned by 10 GROUPS of women/ small famers/ crafts-people 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

