

## **Excellence in Farming**

Centre for Sustainable Agriculture (CSA) is a professional resource organization engaged in establishing models of sustainable agriculture working in partnership with Governments, NGOs and Community Based Organizations by scaling up the successes of Non-Pesticidal Management and Organic farming. CSA works in Andhra Pradesh, Telangana, Maharashtra, Punjab, Tripura, Sikkim with more than 50000 farmers.

**Launch date: 26.11.2014**

**Target Group: Small Holder farmer**

Project Details: Farmers often suffer from market exploitation and conventional farmers market share in the consumers price is less than 25%.An effort is made by CSA to organize farmers and consumers into cooperatives and link them directly.Sahaja Aharam Producer Company is a federation of such cooperatives to increase market and consumer access to small holding farmers.

**3 key metrics to measure success :**

- 1.Increasing the farmers share in the consumers price to more than 50%
- 2.30 farmers cooperatives brought into a federation Sahaja Aharam Production Company with 11 retail stores directly selling to consumers.
- 3.5000 farmer adopting sustainable agricultural practices and reducing their costs of cultivation and risk in agriculture.

**Key Objectives of the Project :**

- 1.Establish community managed extension system to train farmers in adopting agro ecological approaches like organic farming, natural farming, non pesticidal management etc.
- 2.Organise farmers into cooperatives to help them plan, produce,aggregate and market their produce
- 3.Linking farmers cooperatives directly to consumers to get better share in the market prices.

**Impact of the project:**

- 1.More than 5000 farmers directly and 50 thousand farmers indirectly, spread over 150 villages adopting the sustainable agriculture practices through the trainings

2. Farmers organized into cooperatives and 30 such farmers cooperatives along with a consumer cooperative forming a federation 'Sahaja Aharam Producer Company'.

3. Sahaja Aharam Producer Company is the first and largest farmer producer company in India in Organic farming and directly reaching out to consumers through 11 exclusive 'Sahaja Aharam' retail outlets. This brings in more than 50% share in consumer price to farmers and consumers get access to healthy and safe food at affordable prices.

4. Working with governments of Andhra Pradesh, Maharashtra, Jharkand, Sikkim and Tripura in replicating similar models.

### **Works to Sustain and develop over the next 5 years**

1. Well organized institutional structure of farmers cooperatives, Producer Company and retail stores to help and manage the operations

2. During 2017-18 the turn over of Sahaja Aharam is expected to cross Rs.2.0 crore and will reach Rs.20 crores in the next five years

3. Sahaja Aharam producer Company will also take up Food processing to add value to the agriculture which generates more income to the farmer families and the farmers cooperatives.

### **Achievements / Accomplishments / Awards / Recognition:**

- World Bank Market Place Award in 2005 from World Bank.
- Naveena Mahila Award- 2009 by TV9.
- Best Innovation impacting rural livelihoods and for their invaluable contribution in improving lives of rural poor in Maharashtra in the Maharashtra Rural Livelihood Forum 2013-14 organized by Maharashtra State Rural Livelihood Mission (MSRLM) - UMED.
- Certification of Excellence and 1<sup>st</sup> prize in recognition of innovative work in the area of Agriculture" in Bihar Innovation Forum-II organized by JEEVIKA in collaboration