




Ram
Rahim
pragati
producer
company
limited

राम
हीम
प्रगति
प्रड्यूसर
कम्पनी
लिमिटेड

- 
- **She is a woman.**
 - **She is a farmer.**
 - **She is an adivasi.**

कार्यालय...

कृषि उपज मंडी समिति लोहारदा

Mission

Linking small and marginal women farmers with organized agricultural commodity markets for their NPM produce.

कृषकानां उत्पन्न वस्तु
फसल उपज मंडी बजारें।

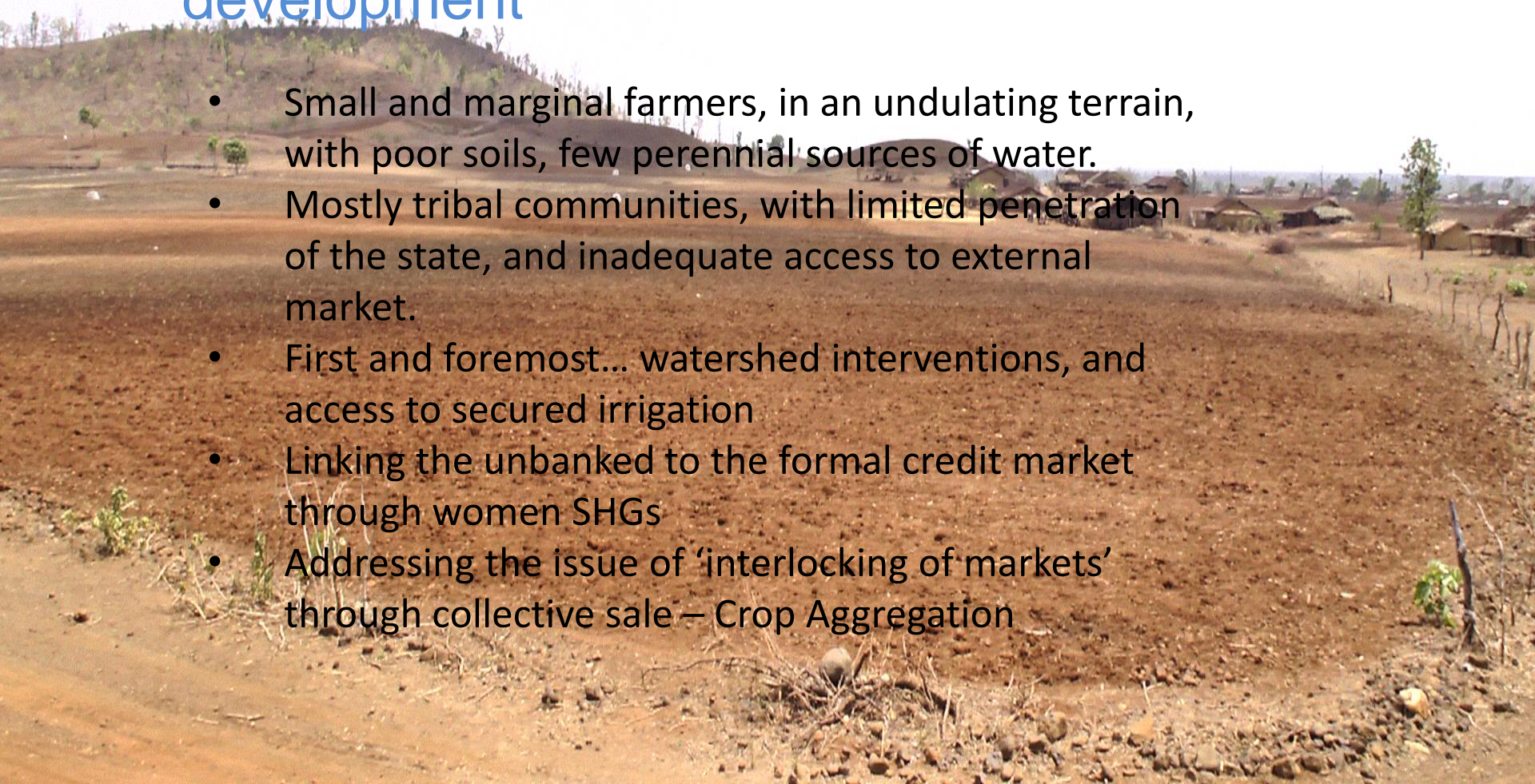
कृषकानां उत्पन्न वस्तु
उत्पन्न वस्तु मंडी बजारें।

कृषकानां उत्पन्न वस्तु
उत्पन्न वस्तु मंडी बजारें।

The Origins.

a natural progression of Samaj Pragati Sahayog's support to the region's development

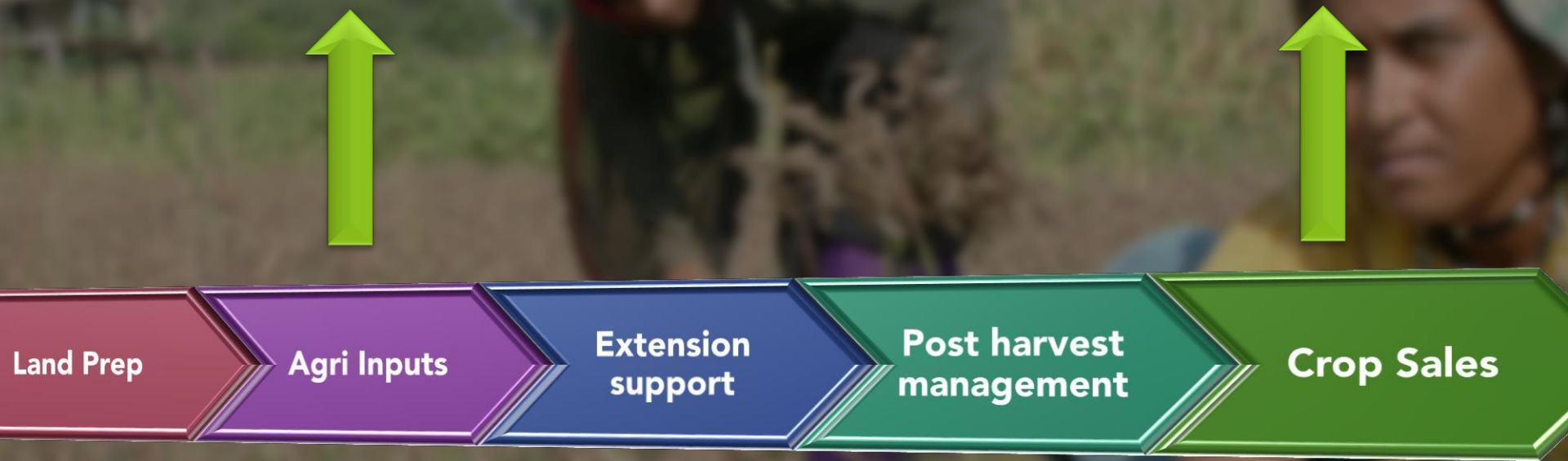
- Small and marginal farmers, in an undulating terrain, with poor soils, few perennial sources of water.
- Mostly tribal communities, with limited penetration of the state, and inadequate access to external market.
- First and foremost... watershed interventions, and access to secured irrigation
- Linking the unbanked to the formal credit market through women SHGs
- Addressing the issue of 'interlocking of markets' through collective sale – Crop Aggregation



RamRahim Pragati Producer Company

- Owned by 304 women SHG groups belonging to the Bagli, Kantaphod, Punjapura and Udainagar Federations.
- Share capital base of Rs. 58.8 Lakhs.
- Major portfolio: Maize, Wheat, and Pulses (Chana, Urad, Tuar and Moong).
- First company to receive a matching equity grant from Small Farmers Agribusiness Consortium, New Delhi.
- Linked more than 8000 farmers with Mukhya Mantri Bhavantar Bhugtaan Yojna.

RamRahim Pragati Producer Company



NPM Agriculture Programme

RamRahim in FY 18-19...

- Seed production in 58.75 ha. Achieved turnover of INR 5 crore.
- Procurement of NPM crops – 388.1 MT Wheat, 230.4 MT Bengal Gram and 600 MT of NPM Maize.
- Forayed into processing – Tuar Dal, Chana Dal & Wheat Flour tie-ups with millers.
- Supplied NPM wheat flour more than 350 MT till date.
- Expecting procurement of 1500 MT of NPM wheat and Chana.
- Equipped with Cleaning Grading Unit and 500 MT storage capacity.

Challenges Faced

Governance

- Building capacity of Board of Directors and Members to make them understand the vision and mandate of FPC.
- Lack of sense of ownership amongst the members.

Marketing

- Nature of agri-commodity markets:
- High-volume-low-margin, requiring both high equity & leverage.
- High price risk (volatility).
- Reducing arbitrage with better infrastructure.
- High cost of capital.
- Transaction costs in dealing with dispersed small and marginal farmers.
- Free-riding / ex-post opportunistic behavior by members.
- Doing business ethically with wafer thin margins and lack of larger public policy support.

Future Direction

- Increased volumes and value added commodities with Safe Harvest – for all NPM crops.
- Ties with other large institutional players for favorable business terms.
- Operational zing the warehouse and cleaning grading facility on commercial basis.
- Tapping of captive market of urban SHGs as risk mitigation mechanism.



Thank You



