

THE RANAPUR TRIBAL MAHILA FARMER PRODUCER COMPANY

The Ranapur tribal mahila farmer producer company limited was incorporated in year 2016-17 in Jhabua district of Madhya Pradesh. The objective of the Producer Company was to provide strategic lead role to tribal women farmers in agriculture by providing backward-forward market linkages, agriculture extension services and value addition. The company consist of 80% women shareholders.

Different extension services and training programs were organized for the women farmers and issues related agri-input supply, marketing of crop produce; cost involved in buying input supply as well as in marketing of crop produce etc were discussed frequently to prepare and train the women farmers to take a lead to play a strategic role in agriculture through Producer Company. It was a challenge to prepare the tribal women farmers to get into business as farming was the occupation they could think about. Producer Company initiated with 500 women farmers as a shareholders with share capital of Rs. 2.98 lakhs. Various kinds of meetings and brainstorming sessions were organized to decide operations, management, company's strategy and core values etc.

In year 2012-13, the company decided to work initially with 15 villages. Company started its business by trading of agri-inputs like seed and fertilizers. SHGs were the base for doing the business in villages. Through SHGs and LRPs, company took/estimated the demand of vegetable seed, soybean seed, wheat



seed and fertilizers like Urea and DAP. In first year, company did the business of Rs. 2.53 Lakhs and MKSP supported the company with Rs. 3 Lakhs to carry out the business operations.

On the basis of experience of first year, company realized that the demand of soybean seed is very high. After consulting with different agriculture agencies and agriculture experts, company decided to do the business of seed production and selling it. For that, process and operational model was constructed.

Year 2013-14 was remarkable for the company as its turnover grew from Rs. 2.53 Lakhs to Rs. 23 Lakhs. In this year, company did trading of agri-input of vegetable seed, soybean seed, wheat seed and small farm implements. The company extended its activities to seed production and did seed production of soybean of about 249 quintal. By looking at future perspectives company bought a land for warehouse development purpose. SFAC support of Rs. 6.15 lakhs



as grant equity was sought and Rs. 10 Lakh support was received by FWWB.

The Producer Company has established itself with the help of SFAC, FWWB and Madhya Bharat Consortium of Farmer Producers' Company Limited (MBCFPCL). Through all this efforts company could reach to about 1200 members in 70 villages of Jhabua district. Support of FWWB became critical in the development of the company. FWWB thrice gave credit support to the company. FWWB gave credit of Rs. 10 Lakhs for input supply at interest rate of 10% in year 2013-14 thereafter another credit loan of Rs. 5 Lakhs for procurement of produce at interest of 10% in year 2014-15 followed by Rs. 6 Lakhs credit for warehouse development at interest of 6% in year 2015-16. FWWB also supported to build the capacities of the staff of RRPPCL by organizing training program on 'business planning and development'. Again in the financial year 2016-17 support from Samunnati amounting to Rs. 5.85 lakhs was received. Nabkisan and Ananya provided support for soya, wheat seed production and Agri input Supply.

Company also did procurement of 2300 quintals of Urad and Gram.

To carry out different business activities, Producer Company also took various business purpose licenses and expanded its network.

- Seed License- 52, 59
- Fertilizer Licence-41
- Pesticide Licence-36
- Mandi Licence-156

Company is doing networking with funding agencies like NABARD, SFAC, FWWB etc and technical as well as business agencies like National Seed Corporation, MP Warehouse Corporation, Madhya Bharat Consortium of Farmer Producers' Company Limited (MBCFPCL) etc. Company has seen steady financial growth in all these years till now. Total revenue increased from Rs. 2.54 Lakhs to Rs. 37.47 Lakhs whereas shareholder's fund reached to 13.88 Lakhs from 6.17 Lakhs which shows increase of almost 112%.