

PRODUCER COMPANIES

Kannur District Goat Farmers Company Ltd.

This producer company belongs to Kudumbashree women Goat farmers of Kannur district. The Samagra Goat village project implemented in Kannur has 5000 members. In order to reduce the exploitation by middlemen and fetching good price for the goats, the company organized goat melas. The goat farmers of Samagra Project who has atleast 4 goats are mobilized to form Producer Company. and the Producer Company was formed on 23/01/2015 The main objective of the company is to generate revenue with the sale of good breed goats' and thereby providing better economic benefit to farmers. Farmers are the administrators and owners of the company. Apart from goat markets, the company is focusing income generation activities through marketing goat and feed supply to the farmers. The company provides trainings to goat farmers and makes them, aware about insurance and other related activities. The company has made tieups for supply of feeds to farmers in order to reduce the production cost. The company has set up Breeder units in association with Veterinary University. Also the company had tie-ups for selling goats to Brahmagiri Development Society.

IMASHREE Milk Producer Company Ltd. got incorporated as Producer Company on 24/08/2015. This company is owned by Kudumbashree women dairy farmers of Nedungandam Panchayat - Idukki district. The main objective of the company is to provide good quality dairy products at competitive rates. The beneficiaries of this project are dairy farmers under Kudumbashrees' Ksheerasagaram project. Initially this project was started as Samagra Ksheerasagaram Value Chain Project at Nedumgandam Panchayat, and beneficiaries from seven Panchayats were targeted in two stages. At first stage 49 groups was formed with a total of 245 members. In the second stage 88 groups was formed with a total of 440 members. So a total of 685 members were selected as the shareholders of this producer company. The initial training programmes for the beneficiaries with the formation of producer companies were given through ATMA (*Agricultural Technology Management Agency*) in convergence with Kudumbashree. The company has taken franchise of Kerala feeds and started distributing feeds to members at lower rates. Training was given in Value added products preparation with the support of KVASU, Mannuthy.

Thennala Agro farmers producer Company Ltd. incorporated as Producer Company on 09/09/2015. This company is owned by Kudumbashree farmers of Thennala Panchayat - Malappuram district. The main objective of the company involves

production and sales of good quality organic rice under the brand “Thennala rice”. Initially for selling the processed rice and rice products, these JLG farmers with the guidance and support received from NABARD, formed “Garima Farmers club”. Although “Thennala rice” got good brand value and demand in market, these farmers were unable to generate sufficient revenue through sales. Due to this, they were forced to sell rice at price demanded by middlemen/suppliers. During 2015, a group of five hundred women farmers took the initiative to form a producer company at Thennala Panchayat. The main activities involve procuring organic paddy, and processing it as rice and rice products at competitive rates. The company has already made tie up with many agencies across the state for marketing rice and rice products

Alamcode Agro farmers producer Company Ltd. got incorporated as Producer Company on 07/12/2015. This company is a venture of Kudumbashree farmers of Alamcode Panchayat - Malappuram district.. The main objective of the company involves production and sales of good quality organic rice under the brand name “Alamcode rice”. Initially for selling the processed rice and rice products, these JLG farmers with the guidance and support received from NABARD, formed “Kuthari Farmers club”. Although “Alamcode rice” got good brand value and demand in market, these farmers were unable to generate sufficient revenue through sales. Due to this, they were forced to sell rice at price demanded by middlemen/suppliers. During 2015, a group of one thousand women farmers took the initiative to form a producer company at Alamcode Panchayat. The main activities involve procuring organic paddy cultivated by the JLG members at MSP, and processing it as rice and rice products at competitive rates. The company has already made tie up with many agencies across the state for marketing rice and rice products under the brand name Alamcode Rice.

Edakkara Agro farmers producer Company Ltd. got incorporated as Producer Company on 07/11/2015. This company is owned by Kudumbashree JLG mushroom farmers of Edakkara Panchayat - Malappuram district. The main objective of the company is chemical free mushroom farming and sales. In the initial stages there were 6 JLG mushroom units, which involve 5 members in each unit. During 2014, they formed a society by name “Samardhi processing unit” which includes 12 JLG units and 1 processing unit. The society procures mushrooms from mushroom units and processes them into various byproducts. They received subsidy and trainings through State Horticulture Mission. After realizing the success, a group of seventy farmers decided to form a producer company, with the unit members as its shareholders. The company is also in the process of diversifying into various other segments.