



AADHIMALAI PAZHANGUDIYINAR PRODUCER COMPANY

Annual Report

2017-2020

FOREWORD

It's been eight years now that Aadhimalai was registered as a company. The relationship with the people from the villages has been improving and the sense of ownership from the people has also seen a huge growth. Our organization has expanded significantly over the three years and we have made a number of particularly notable achievements. Operations went on smooth however it was not all successful as it was in the first half, we had some legal glitches which hindered our work but we did solve them as a team. Erratic climate was a big challenge for our farmers to plan their sowing. Major procurements that we recently embarked on are remarkable in spite of the accessibility to our villages. Many new opportunities have been created for the women in value addition at the production centers like Banana Fibre Mats and Beeswax Wraps and at village level procurement.

NTPF Collection by the community has seen a considerable rise. It has been their main source of income from time immemorial but lesser rates and restrictions in collecting have made it difficult for them. We have had issues and obstacles that sprung up now and then for NTPF collection but we solve it out with a lot of support from Keystone Foundation and the Village Leaders. Coffee and Pepper had a huge yield and procurement was at its best. With PGS certification in place we were able to keep up the value for the produce. As we move to the new financial year we at Aadhimalai are expecting the same support and encouragement from everyone.



COMMUNITY IMPACT

We work mainly with the Irula and the Kurumba community whose main source of income is from NTFP collection and agriculture. The involvement of Aadhimalai has now increased to more than 160 villages in the Nilgiri Biosphere Reserve with over 3000 families. Community farmers are continuing to get higher rates for their produce from Aadhimalai when compared to the traders. Sustainable Harvesting is the practice that we stress on and we keep training the community people along with Keystone every year before the season starts. Developing stakeholder partnership to share knowledge and expertise to 1609 members from the community is one of the biggest impacts by us which we are looking to increase in the coming years. Besides, shareholders about 700 adivasi non shareholders also give their produce to Aadhimalai.





SHIFT THE POWER TO THE PRODUCERS

Thumbithakadu Malaivazh Makkal Munnetra Kazhagam was a production center of Aadhimalai and this year it has grown into a separate entity. Initially it was set up as a production center in Hasanur under the NTFO project by Keystone Foundation. In 2013 it was amalgamated into one of the production centers of Aadhimalai. Being the biggest center, it also had 3 Honey Huts as a sales point. Now the community leaders and the shareholders want to run it independently. We see this as a great success in decentralization, as Hasanur is 100 kms from Kotagiri and has a different socio-ecological context.



THE HARVEST

At Aadhimalai we welcome the harvest from our farmers with the best price and with the best methods of procurement. The yield of Coffee, Shikakai, Honey and Pepper was not as huge as in the first two years. Millets- the staple food of the community is as usual on the rise. NTFP collection being done through sustainable harvesting saw a giant leap in the past years. Eucalyptus Oil was a product on focus for the past couple of years as it employs quite a lot of women in collection of leaf litter from the tall trees in Bambalakombai. The oil distillation facility in the village keeps the men busy. The whole village works as a team for the oil extraction and now they have a guaranteed work on a daily basis. Turmeric and Bird's Eye Chilly were the new comers that added more spice in table along with pepper, mustard and clove as these were usually cultivated in a very small quantity in their backyard. Last year a ton of turmeric and some hundred kg of Bird's Eye Chilly were procured from the farmers which was a good start.



SNO	PRODUCT (KG)	17-18	18-19	19-20
1	HONEY	12146.6	16047.56	2235.396
2	BEESWAX	347.3	416.71	43.5
3	COFFEE	14204.9	14716.4	5326.2
4	PEPPER	1216.3	3098.68	189.1
5	SHIKAKAI	412	8337	3481
7	MILLETS	17422.95	18288.2	1223.6
8	TOTAL PROCUREMENT (RS)	7995713	9560802	3795259

- Value Addition Training was held at Avinashilingam University on Fruits. This helped the production centre staff to learn the process of making preserves and squash from fruits.
- Handloom Installation Training at Pillur opened up new ideas of design on Broom Grass and Banana Fibre Mats at the centre.
- We learnt to make organic dye from vegetables and fruits at the Dye Training at Forest College, Mettupalayam. This dye can be used on fabrics and on yarns for Handloom.
- Tie-up with Forest College on Buyers-Sellers platform. This has connected many FPO's and Marketing Enterprises directly.
- The training at Bangalapadi by TNAU on Hair Oil has made the production staff understand the technique of harnessing the herbs into a bottle.
- Exposure visit to SIRSI, Vanastree, Kadamba Co-Operative helped us see the role of FPO and community interaction from a different perception. It also instigated improvisation in our operations both at production and marketing.
- Beeswax Wrap Training for the community women at Sigur and Pillur. This created more employment for almost 10 women in the centre.
- Accounts and Management Training by Nabkisan has cleared out the questions on the new compliances for a FPO and has helped create a system in place that keeps a check on the legalities.



PARTICIPATIONS

- We had participated in quite a lot of exhibitions among which Isha Yoga, Vegetable Show and TRIFED were the important ones.
- We also participated in a workshop on sustainable livelihoods organized by Jharkhand Vikas Parishad in Dumka
- We were also a part of the crew that participated in the World Fair Trade youth exchange program at Germany along with Last Forest Enterprises and Keystone Foundation.
- We had a visit to Incheon, Korea for the Asia-Pacific Forestry Week 2019 and had presented about Aadhimalai in the Non-Timber Forest Products Exchange Program.





PRODUCTIVE EMPLOYMENT

“Achieve gender equality and empower all women and girls” one of the SDG’s is Gender Equality and we are trying to accomplish the goal to our very best. The community production centers have generated remarkable work from processing, drying, packing etc, with healthy competition within themselves. The women have been putting tremendous effort in improvising the production and procurement.

Production Centres	16-17	17-18	18-19	19-20
Bangalapadi	1,038	1,111	1,252	2,225
Hasanur	3,207	4,132	3,959	568
Puthucad	1,005	1,372	1,364	2,739
Pillur	42	207	508	1,031
Sigur	-	207	327	-
Total	6,412	7,090	7,410	6,562
Per Month	534	590	618	547

NO OF DAYS LABOR GENERATED

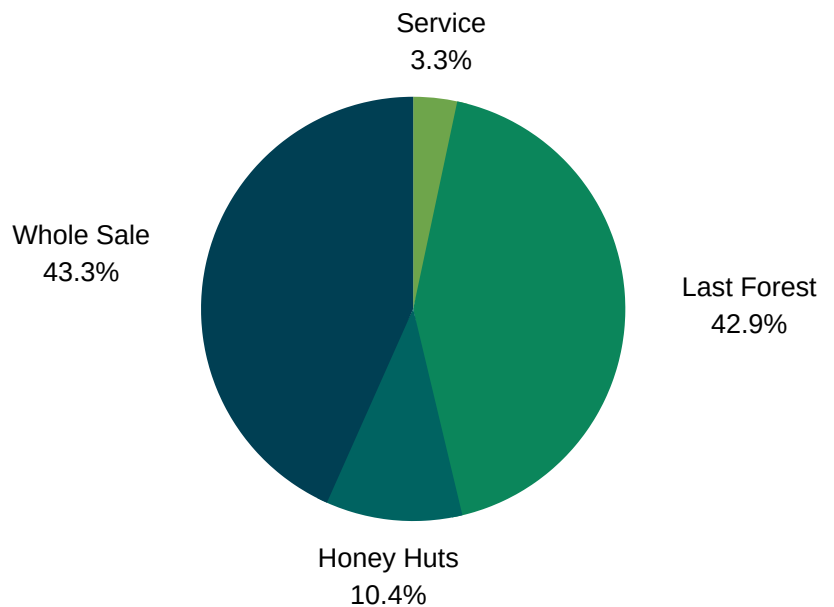
MARKETING & SALES

The marketing for the products are channelized through retail and bulk however Last Forest Marketing Enterprises takes off the marketing burden of the value added products from us so we could go about with the bulk marketing as that is one of our major challenges. The buying and selling time is completely different and storing the products moisture free was difficult as the rains played games with our drying process. Every time you dry there is a weight loss happening bringing down the quantity. The procurement pans out to the whole of Nilgiris which takes time as the harvest differs between the regions and so there is a time lag to sell during which the price might change. Our products are being sold by 28 retailers around the country. We also had a huge order from Last Forest for Beeswax Wraps delivered in a short span of time.

Top Dealers

Ramesh Exports – Rs 28, 09,589
 Isha Foods & Spices – Rs 12, 97,505
 Cavin Care - Rs 7, 08,525
 Aarya's Wooden Churner Oil Mills - Rs 7, 02,818
 Dharani – Rs 4, 63,650
 Rohitha Coffee & Tea Store - Rs 4, 42,084
 Crop Connect - Rs 3, 99,495
 RnD global - Rs 1, 59,761
 Safe Harvest - Rs 1, 35,000
 Bonnterre - Rs 1, 19,600

Statistics



Nabkisan

A catalyst for our financials in the last three years Nabkisan has supported in the growth of Aadhimalai. Procurement and Operations bettered during the seasons with the aid of Nabkisan.

FINANCIALS

SNO	DESCRIPTION	2016-2017	2017-2018	2018-2019	2019-2020
1	REVENUE	94,97,581.00	1,17,80,352.00	1,39,14,703.00	83,52,186.00
2	PURCHASE EXPENSES	59,41,308.00	79,95,713.00	95,60,802.00	37,95,259.00
3	COST OF GOODS SOLD	57,23,975.00	72,22,114.00	90,13,282.00	64,16,746.00
4	DIRECT EXPENSES	14,77,865.00	17,82,580.00	18,99,390.00	17,68,594.00
5	INDIRECT EXPENSES	18,93,457.00	22,57,803.00	33,72,653.00	20,93,514.00
6	REPAIRS/MAINTENANCE	2,43,139.00	4,31,762.00	1,01,908.00	1,27,072.00
7	FINANCE COST	11,264.00	54,210.00	1,88,437.00	2,33,620.00
8	OPERATIONAL PROFIT/LOSS	1,47,881.00	31,883.00	(-6,60,967.00)	(-22,87,360.00)

DIRECTORS



JANAKI



SUMATHI



NAGARAJ



PALANI



LINGAM

Janaki

Janaki Amma is how everyone calls her. She acts as a bridge between the staff and the farmers. Almost everyone in the villages knows her. She might look old but is the busiest person in the community.

Sumathi

She hails from Pillur and is an active NTFP collector. Her help in procurement is always a commendable one.

Nagaraj

Hailing from Dhimbam he is one of the driving forces in the villages around Hasanur region. His coordination with the farmers plays a vital part for Aadhimalai. He also contributes to the Millets in Aadhimalai.

Lingam

He is from the Coonoor region. He is a NTFP collector who also coordinates the community people for Aadhimalai. Now he is also helping the Puthucad centre women in their procurement.

Palani

The man from Bangalapadi is a farmer and NTFP collector. Coffee, pepper, shikakai, soap nut, silk cotton it's a big list on what he gives to Aadhimalai. He is also a member of a PGS group in the village. His wife Veerayamma also works in the Bangalapadi Centre.

The People



PUTHUCAD CENTRE

Spearheaded by Sumithra the elite team of soap making always tops production among the centres. Magheshwari, Santhi, Radhika, Radha, Chellamal are now accompanied by Sundari, Rajamani and Nagammal.



BANGALAPADI CENTRE

Vanaja takes care of the team Chithra, Kamala, Veerayamma and Marakka who makes Balms and Hair conditioners. They have now started spiced honey as part of their production.



PILLUR CENTRE

It has become the main hub for Beeswax Wrap. Kaliasammal is the person in charge of the centre. Malarvizhi, Malliga, Sumathi and Dhiya is the rest of the crew. They do pickles and banana fibre mats as well.



Jestin Pauls

Jestin is the CEO of the company never likes to be in one place. Coffee Roasting is his new favorite.

Sivakumar

Siva is the senior most people in the office. The Chief Finance Officer keeps the accounts straight and clear. He is that one person who makes work easier and comfortable with his wits.

Santhosh Kumar

He takes care of the accounts and is a silent guy who works with utmost patience and care.

Kaliappan

Kali is the person in charge of stock and takes care a bit of procurement too. His relationship with the villages is a huge strength to the team.

Saraswathi

Saraswathi is from Banagudi and is the in charge of the QC. She is an expert in Beeswax wrap and a tough person to compromise work. You would be in trouble if you'd misplace her tools.

Tamil Mani

He is in charge of the Pickup truck which our backbone. It is always a fun to drive with him hearing the a lot of stories from his travels.

ADVISORS



SNEHLATHANATH



ROBERT LEO



**MALLIKARJUNA
MOORTHY**

Snehlathanath

She is one of the founders of Keystone Foundation and always the best person to check if we are going in the right direction. Community Wellbeing and Livelihood is always her priority.

Robert Leo

He is the technical expert who works magic with our machineries with his innovative methods who make work easier. Being a part of Aadhimalai from the very beginning is always on his toes.

Mallikarjuna Moorthy

The Research and Development person of Aadhimalai who is also the best teacher for the community women in the production centres.

Websites

<http://www.aadhimalai.in>

<http://www.keystone-foundation.org>

<http://lastforest.in>

<http://nnhs.in>

Social Media

<https://www.facebook.com/aadhimalai>

https://www.instagram.com/aadhimalai_appcl/

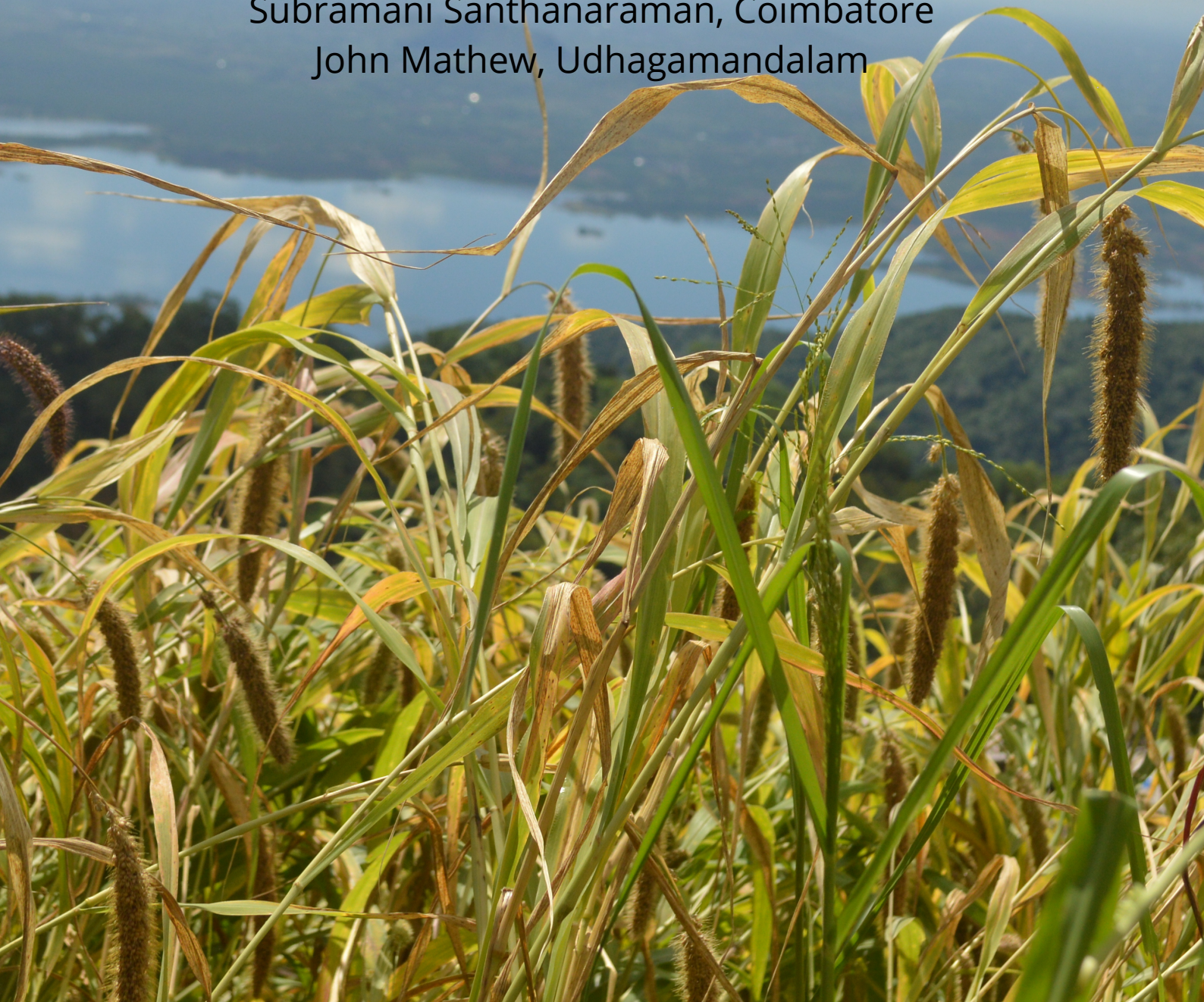
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