



ANNUAL REPORT

**AADHIMALAI PAZHANGUDIYINAR PRODUCER
COMPANY LTD**

2020-2021

**A FARMER PRODUCER
COMPANY**

41/111A Groves Hill
Road, Kotagiri



FOREWORD

2020–2021 has been a challenging year for us and will be an unforgettable year as it is for the whole world. In a time of ongoing curfew pressures, Aadhimalai managed to maintain core support and develop new outcomes with the indigenous community stakeholders. Ongoing lockdowns are still uncertain as we enter the next financial year and we will continue to explore new opportunities to generate income to support the community activities.

We continue to work closely with the Social Enterprises and Retailers across the country, ensuring the voice of grassroots and tribal farmers is heard and has an influence on local and international platforms.

We are both proud and humbled by the hugely positive impact that the tribal farmers whom we have supported over the years continue to have on Aadhimalai.

Millet yields on farms in 20–21 rebounded from the low levels observed in 2019–20 also includes Aadhimalai's tie-up with Indcoserve which helped us work with the Toda Community.

We are grateful to the TNRTP department for their timely support. Equally, we are energized by the number and quality of new farmers whom we are privileged to work with and support on their journeys. The strategy and impact report give us a basis to continue more focused work on a number of key issues, i.e., procurement, supply chains, accessing markets, and value addition.

In 2021 we look forward to a bigger and better impact in the villages with the communities. Thanks to our small but mighty staff team, Keystone Foundation, all our customers, supporters, and members for another successful year!!



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OUR IMPACT

The Story So Far

While the impact of COVID-19 on farming in the short term was more limited than for other key industries, however, the aggregation of the produces was a huge challenge . The response of the Aadhimalai production team was impressive. Very rapidly the communication happened through the villages and the produce was brought to the production units by the farmers.

The whole team has demonstrated a resolute determination to continue to serve our stakeholders which we believe will stand to us as we navigate the challenging period that lays ahead us.



IN NUMBERS

100

Villages across seven regions.

365

Non-members from the Indigenous Communities.

900

Indigenous households.

05

Farmer Producer Company & Societies from Hasanur, Erode and Kerala.

176+

Women members.

A Collaborative
Effort with
Indocoserve,
Coonoor



TEA VANDI

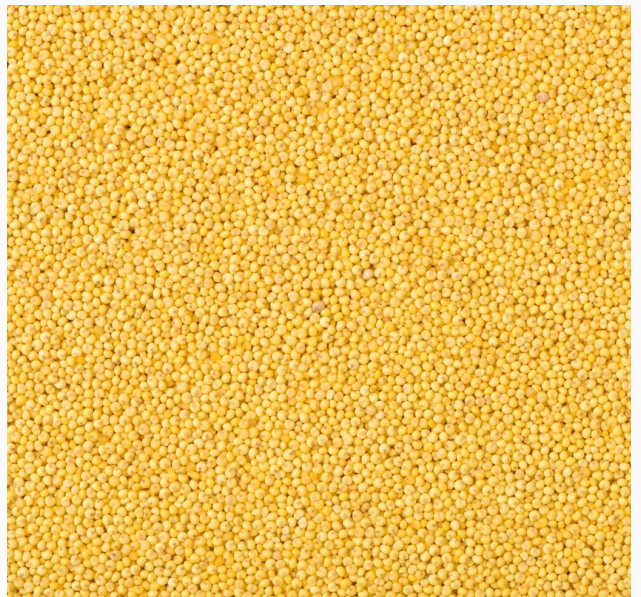
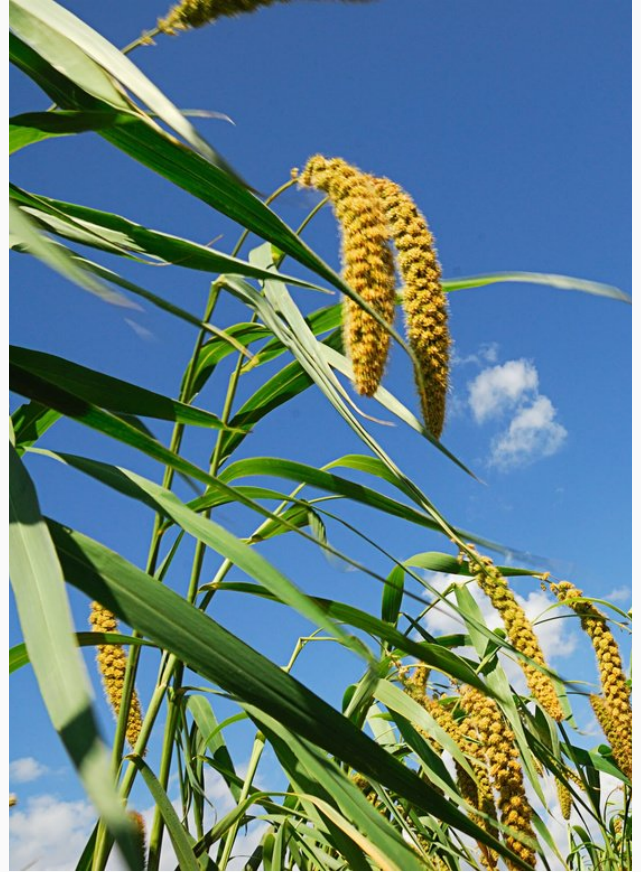
The INDCOSERVE is India's largest Tea Co-operative Federation working with around 30,000 small tea farmers, manufacturing about 13 million kgs of Black Tea annually. Set up in 1965 by the Government of Tamil Nadu, INDCOSERVE provides much-needed guardianship to small tea growers in Nilgiris District as a catalyst.

Aadhimalai made a tie-up with The Indcoserve and had launched 5 Food Trucks in The Nilgiris The Trucks were flagged off by the then Honorable Chief Minister Thiru Palaniswamy this is also the first of its kind in the country where the Tribal community runs the business. The Food Trucks became a source of employment for 10 Toda Community Members. The Trucks served Millet Food along with Indcoserve Tea.

This venture was an alternative income for Aadhimalai in the time of crisis. In spite of the restrictions in the district in lieu of the disease, the Tea Vandis did a total turnover of 16.30 Lakh, The overall aim of the venture is to grow and expand the business sustainably in the coming years and to promote organic and local consumption.

FROM THE FIELD

The year kicked off with the harvest of Shikakai and Soapnut in decent quantities, just like the previous year, for which there was a bit of a struggle for aggregation as the transport options were limited due to the curfew. It was then time for the black and liquid gold Pepper and Honey which came in a larger quantity, unlike the previous year. Nature was kind and luckily there were not many showers when the spice was on the rooftops for drying and favored the Honey gatherers. Coffee and Wild Amla saw a decent yield this year.

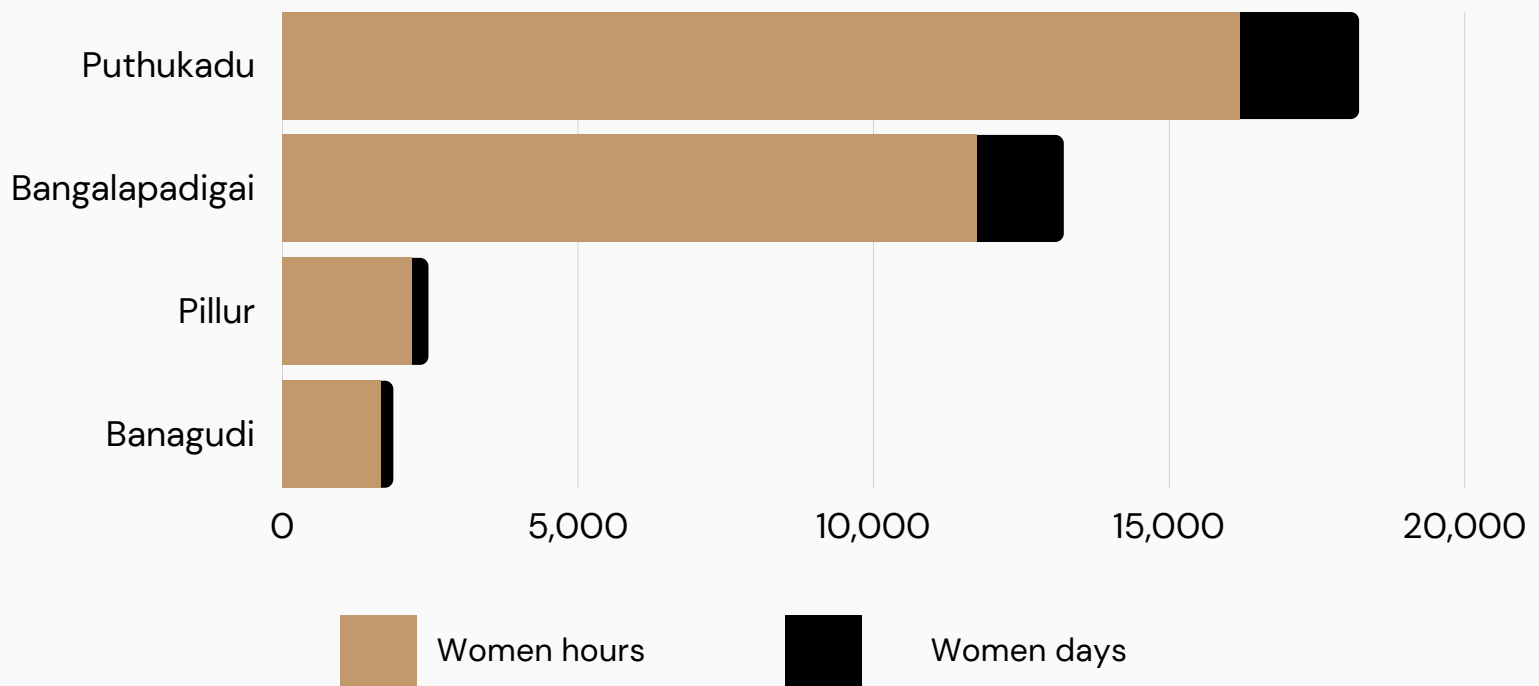


MILLET HUSTLE

A special mention this year would be the Millets as usually, the Nilgiris region would do a max of 300 kg of millets but 20-21 proved to be a successful year for the millets. Keystone Foundation had distributed Millet seeds to the farmers and they had made use of the lockdown by sowing more millets this year which also gave them good yields. A whopping 5.9 tons just from Nilgiris was procured by Aadhimalai which is less than half of the total yield from all of the farms. Hope the new 'Era of Millets' has started in The Nilgiris.



EMPLOYMENT GENERATED



NEWBIES

The new comers this year were Kokum and Citron (Narthengai). The Citron was also value-added into pickle and has acquired many customers and will also scaled up in the coming year. Arabica Cherry and Robusta Cherry each a ton has made it to the Coffee catalogue.

31,784

Working hours in the last financial year.

3973

Days in the last financial year.
(This includes 40+ women).



SUPPORT

ROHINI NILEKANI PHILANTHROPIES & GLOBAL ACTION FOR GENDER ACTION (GAGGA)

During the curfew when it seemed that things were moving out of hand due to a lack of markets and insufficient funds. The GAGGA and RNP funds through Keystone Foundation helped us in figuring out our procurement as it was the peak of the harvest season. The funds supported our procurement to a great extent and kept us going.

TAMILNADU RURAL TRANSFORMATION PROJECT (TNRTP)- COVID ASSISTANCE PACKAGE

During the pandemic when there was very little help for an FPO like Aadhimalai the Tamilnadu Government's TNRTP fund was a huge support. It was called the COVID Assistance Package which was indeed a great help in figuring out our financials, an amount of 10lakh was granted to Aadhimalai which was used for procurement and processing purposes and kept us kicking during the harvest seasons.

NABKISAN

As always Nabkisan played a big role in assisting us with a working capital loan of 20lakh and was a supporting pillar in terms of Financials.



JANAKI AMMA – THE IDENTITY

Janaki Amma is how she's called by everyone was recognized by Apollo Tyre Foundation as part of the Ek Naam Campaign which celebrates the women achievers who are the Change Agents selected on the criteria of their intervention in the community by way of providing further livelihood opportunities to more women or by bringing social change in their community.

India
Livelihoods
Collective

AMBASSADE
DE FRANCE
EN INDE
Liberté
Égalité
Fraternité

CSRBOX



NETWORKING

THE LAND ACCELERATOR

It was a cohort program for six months which started in October which was a huge learning for Jestin on the administrative and management aspects. The program also awarded a grant of 3000 Euros for technical advancements.

INDIA LIVELIHOODS COLLECTIVE

Jestin was also a part of the Two Day Boot Camp on Farmer Produce Organizations about Operations, Management and Best Practices in August by India Livelihoods Collective.

THE NEW BUZZ

Perched up in the hills of Kotagiri is the Kurumba settlement in a small village called Banagudi which also has its sacred grove has now come up with a Production Unit. Saraswati who has been working with Aadhimalai for almost 7 years hails from Banagudi and it was entirely her efforts that the Unit was possible.

Initially, she had gathered twelve women from the village and had started processing Beeswax wraps in their houses for Last Forest Enterprises which was our only income during the initial days of Lockdown. Later it became difficult to monitor the production as it was happening in 12 houses. She then convinced the villagers who were happy that their women had got some employment and came forward to give the community hall of the village for production.

Now the production unit has become one of the busiest units of Aadhimalai starting from Beeswax wraps to Amaranthus Nutrition balls and millets.





A TOKEN OF APPRECIATION

Aadhimalai is proud to announce the retirement of one of the oldest Employees of the company. Ms. Kamala retired last year with many memories and relations built for a lifetime. She was undoubtedly one of the most promising and dedicated employees of the company, without a doubt she will be missed. Ms. Kamala was working at Banglapaadi Production Centre for more than half a decade and was the master of her job, she handled various situations meticulously and with utmost importance. She has set a perfect example for all the women, being from Irula Tribe in Tamil Nadu, she has worked miracles and achieved a great amount of success in a very short period. Undoubtedly, she knew her work and all the products being produced from her Outlet more than anyone.

Ms. Kamala is an epitome of a working-class woman coming from a small town and managing both her household as well as her professional life seamlessly. Other than these qualities as a person, she is considered a Go-To person not only at her workplace but also in her village.

Aadhimalai would like to express gratitude and lots of wishes for her future endeavors. Ms. Kamala has proved to everyone that creating a wealth of relations and learning would make this world a better place to live.

ANNUAL GENERAL MEETING

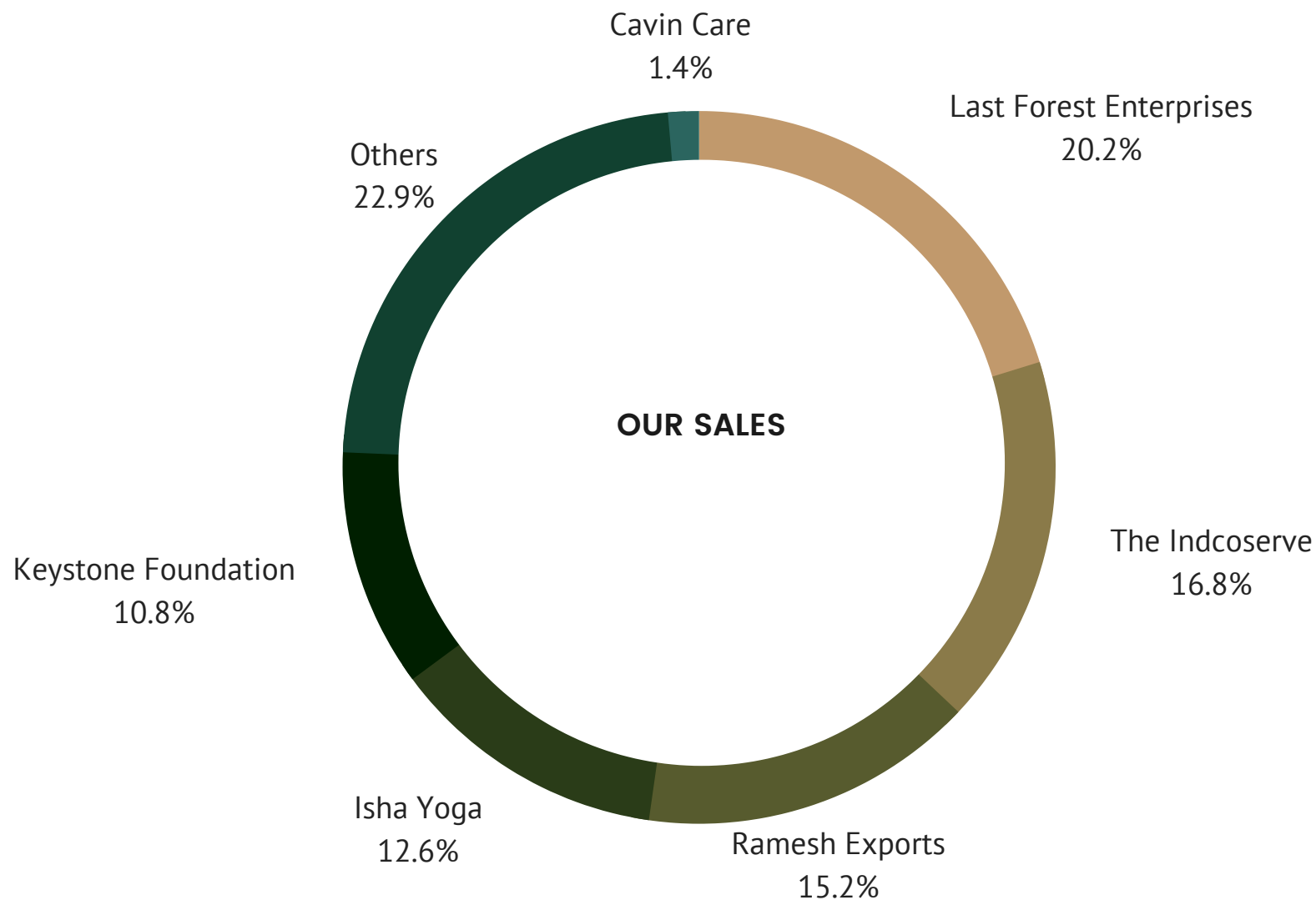
Every year Aadhimalai conducts an AGM (i.e Annual General Meeting) for the various sectors of Management working inside and alongside the company. Many aspects are dealt with and addressed in this meeting to grow the company and the products in various sectors and get better results.

This meeting consists of the Shareholders and the Board of Directors of the company. A major chunk of the meeting deals with putting forward the existing years Financial Statement to the Shareholders. This gives clarity and imbibes the quality of trust between the company and the Shareholders. The shareholders are the community members themselves who have helped build the company with Hands-on methods.

Due to the pandemic, the current Financial AGM could not be possible; an alternative method to this problem was made possible by involving the Board of Directors and disclosing the Financial Statement. As a gesture of Goodwill and Company norms, the profits made by the company are shared with all the shareholders based on the contribution of their produce to the company. Aadhimalai is building towards creating relations and impacting every class of the society by providing them with equal rights and opportunities.



THE MARKET



The lockdown was cruel to many of our small retailers who had to shut down permanently as they were not able to survive the impact of the curfew. The positive side was coffee which fetched a fabulous price in the market and not to forget Shikakai which also gave us better profits. The spice market however was pretty ok as pepper made a marginal cut as usual but the learning from the past had helped our unit staff to handle it better in terms of storing and packing which avoided the losses.

Keystone Foundation had played a crucial role as their demand for the millets for COVID nutrition packs had helped us liquidate more millet. Other sales which made the mark was spiced honey and Amla Candy.

THE FIGURES

50%

of the total profit was shared with the Producers.

900+

an approximate of 900 indigenous families.

100+

Across 100 villages in the Nilgiris.





PLANS AND CHALLENGES

Aadhimalai is one of the vast set up in the country working together with Keystone Foundation on creating a major positive difference towards the Tribal community. The Company is headed by 5 Directors from various regions. These form the Mainframe of the company and form the 5 major pillars of the company with their in-depth knowledge in their respective sectors.

Their responsibilities as the leader play a vital role in the existence of the company. Their help is connecting the Aadhimalai management with their respective community members of their region. Being the masters of their respective fields they play a substantial role in finalizing the price and negotiating it with their regional community members. The prices are being marked up by almost 30% for each product than the market price.

The intention behind this markup would be to increase the income of the producers i.e the tribal community and providing them with a steady income on a regular basis.

The Directors not only provide their expertise in the products but are also responsible for the Human Resources which include the hiring of Management and various managerial decisions.

During the course of creating a difference, many milestones came forward but were dealt with proper analogy and thought process. A major issue lies in the lack of communication between the Management and the Villages for various decisions to be made. This problem was due to the undermanagement and lack of staff as there are more than 160 villages to be handled and brought forward.

After due diligence, a new concept of Honorary Directors was introduced where these members were elected by the Management from their respective Villages on a voluntary basis.

These directors had a twofold intention of being a leader of their community and being a prospective Head in the company as well. This benefits both the company and the Villages in aspects such as Marking Price, Supplying the produce to the company etc.

BIRDS OF PASSAGE



TAMIL MANI

Known to Keystone since 1997. He knew all the Tribal Villages and was a friend to all. In times of emergency before 108 ambulances could be called people reached to Mani for help. He joined Aadhimalai in 2015 for driving the Aadhimalai Vehicle. Traveling with Mani Anna in the Camper was a pure bliss and hearing to his stories with his smile is always a memory to cherish. We will always remember him.

FINANCIALS

Statement of Profit and Loss for the year ended 31.03.2021

Particulars	31.03.2021	31.03.2020
I. Revenue from Operations	10655226.52	8052213.73
II. Other Income	263606.56	299972.3
III. Total Revenue (I + II)	10918833.08	8352186.03
IV. Expenses:		
(a) Cost of Material Consumed	6492661.76	6623948.99
(b) Employee Benefit Expenses	2095551	2711383
(c) Finance Costs	195272.66	247084.77
(d) Depreciation and Amortization Expense	131987.7589	177079.72
(e) Other Expenses	1177156.95	880049.54
Total Expenses	10092630.13	10639546.02
V. Profit before Exceptional and Extraordinary items and Tax (III - IV)	826202.9511	-2287359.99
VI. Exceptional Items	0	0
VII. Profit before Extraordinary Items and Tax (V - VI)	826202.9511	-2287359.99
VIII. Extraordinary Items	0	0
IX. Profit Before Tax (VII - VIII)	826202.9511	-2287359.99
X. Tax Expense:		
(1) Current Tax	90504	0
(2) Deferred Tax	207956	-568832
XI. Profit / (Loss) for the period from Continuing Operations (IX - X)	527742.9511	-1718527.99
XII. Profit / (Loss) from Discontinuing Operations	0	0
XIII. Tax Expense of Discontinuing Operations	0	0
XIV. Profit/(Loss) from Discontinuing Operations (XII - XIII)	0	0
XV. Profit/(Loss) for the year (XI + XIV)	527742.9511	-1718527.99
XVI. Earning per equity share:		
Basic	10.80333574	-35.17969273

OUR PEOPLE

BOARD



SUBRAMANI JANAKI



MARI PALANI



BALAN NAGARAJ



VELLIANGIRI SUMATHI



PONNAN LINGAN

ADVISORS



SNEHALATHA NATH



ROBERT LEO



**MALIKARJUNA
MOORTHY**

TEAM



JESTIN PAULS
Chief Executive Officer



SIVAKUMAR
Chief Finance Officer



SANTHOSH KUMAR
Assistant Accountant



KALIAPPAN
Procurement Manager



JOSEPH STANDLY
Procurement Assistant



SASIREKHA
Packing In-Charge



TEAM PUTHUCAD

Situated at an altitude of 830 meters above sea level is the village of Puthucad on the way to Mettupalayam. The women from this village can be seen in action making Beeswax lip balms and Soaps. The team is headed by Sumithra and the others are Magheswari, Radha, Rajamani, Santhi, Chellamal and Sundari.





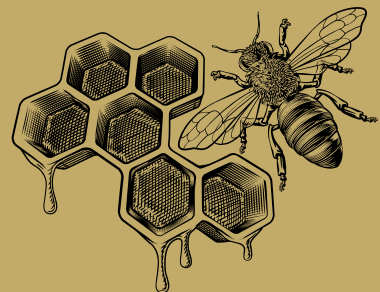
TEAM PILLUR

The main hub for Mats, Pickles and Beeswax Wraps is also a place for a lot of procurement activities on produce like Tamarind, Coffee and Pepper. The team consists of Kaliaamma, Dhivya, Malarvizhi and Malliga



TEAM BANGALAPADI

This center works on Honey, Silkcotton, Beeswax Balms , Shikakai and Soap nuts. It is also the biggest center for Aadhimalai. The Bangalapadi center has Kamala, Vanaja, Marakka , Veeryamma and the new joinee Chinna Kannan.





TEAM BANAGUDI

The newest production unit of Aadhimalai employs 12 women from the Banagudi Village and has now become the most happening center. They work primarily on Beeswax Wraps and Amaranthus Candy. Saraswathi leads the operations here along with the others.



Websites

<http://www.aadhimalai.in>

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

Social Media

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

https://www.instagram.com/aadhimalai_appcl

E-Mail

contact@aadhimalai.in

Auditors

Subramani Santhanaraman, Coimbatore

John Mathew, Ooty

