



2021-2022

ANNUAL REPORT



**AADHIMALAI
PAZHANGUDIYINAR PRODUCER
COMPANY LTD**



VISION

Securing sustainable livelihood and sound environment to the tribal communities of NBR

MISSION

Creating opportunity to the tribal communities to market their farm and forest harvest through processing, value adding, human resource developments and with fair trade principles.



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FOREWORD

Though we started the financial year with restrictions, night curfews and uncertainties the team managed to work with true grit and determination. There were cases during which our own staff members turned positive with COVID but recovered soon. Amid the crisis this year was full of celebrations too as we were able to do some renovations to our production centres and even bought a piece of land which will be a commendable milestone in Aadhimalai's Timeline. Aadhimalai also won the prestigious Equator Prize from the United Nations Development Project. There were quite a few capacities building programs and an exposure visit to two FPO's that gave us insights on better governance and management practices. We had also opened a Restaurant in Ooty which was earlier run by our marketing partner Last Forest Enterprises and the restaurant was a new experience to everyone in the team. Aadhimalai had collaborated with Keystone Foundation and Last Forest to form the Nilgiris Coffee Community which became the member of the Slow Food Coffee Coalition.



The procurement saw huge numbers in Amla and Shikakai as the yield was the best in the last 5 years. The quality of the produce has been improving since the last couple of years as a result of the capacity building training that was given to the procurement teams. The Saint Gobain India Foundation Fund had come as a great support through Keystone Foundation as it helped us do some technical advancements. A big shout out to the entire team which worked hard in achieving the desired deliverables.

-Jestin Pauls
Chief Executive Officer

MOMENT + MOVEMENT

INDIGENOUS COMMUNITY COMPANY

SHINING BRIGHT TOGETHER

Impact Report

A year like no other

Aadhimalai has engaged with almost 180 villages and 2500 farmers this year. 50% of overall profit was shared with the producers. Nagaraj from Pillur had got the highest incentive patronage from Aadhimalai. The AGM saw huge number of shareholder involvement unlike the previous years. The Procurement Agents had got an incentive which will encourage them to involve more with Aadhimalai.

IMPACT SNAPSHOT

180
Villages

2500+
Producers

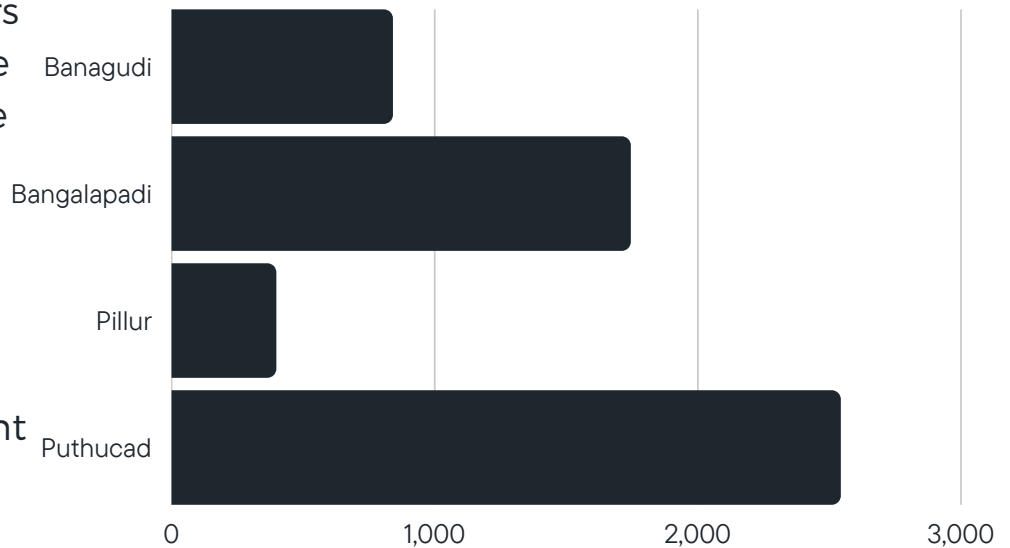
7
Regions

Women Days Generated 5515



The Production centers were super busy as the beeswax personal care items gained traction through Last Forest Enterprises.

Coffee had given additional employment since we had started pulping the coffee at the production centers





THE FIELD UPDATES

2021-2022 saw a good yield in Wild Amla and Soap Nuts. Coffee unlike the previous year saw moderate yields but the demand in the market was so huge that the community got the highest rate for coffee in the recent past. It was the first time we had gone for a bigger quantity of Dry Robusta coffee and managed to collect around 3 tons as many people were just getting to know that Aadhimalai was collecting the Dry Cherries. This was the first time that we had tried buying the ripe cherries and processed in the Production Centre.

Honey took a huge hit due to the rains and recorded the lowest streak in the last 8 years. Silk cotton made a comeback with a moderate yield and were utilised for some cosy mattresses and cushions this year. Spices had the same story as the previous year with lesser yields. Turmeric and Clove had a considerable yield.

Procurement had improved by placing procurement points in the villages and there were few community people from the villages who volunteered to take the responsibility to aggregate the collection of both NTFP and Farm Produce which at a common point like the Community hall in the villages, this was later picked up by the procurement staff.

VISITS & TRAININGS

A kudumbashree team from Wayanad had taken a training on soapmaking and lipbalm making from the Puthucad Women.

Slow Food Coffee Coalition (SFCC) was another collab that was started by the combined efforts of Aadhimalai, Last Forest and Keystone Foundation. A separate community called the Nilgiris Coffee Community was formed under SFCC. PGS certified coffee farmers were a part of the Community."

Jestin had trained the Kasargod Honey processing staff on Honey filtering and bottling. The Honey Filter unit was fabricated in house by Mr.Leo and was delivered to the Kasargod Forest Team.

NABKISAN

Nabkisan has been our financial aid for almost a decade now. Aadhimalai has availed a working capital from Nabkisan to ease the operations of the company. The WC comes as a great support especially during the harvest seasons.



Slow Food[®]
Coffee Coalition



Saint Gobain had supported us with some funding through Keystone Foundation that had helped us in lab tests and as well as some trainings.

One of the trainings had covered points like Quality Control, Better Procurement Practices and Value Addition. Another training was on Millet Processing for which was headed by Mr Mariyappan from Vistor Agro and guided the team for optimal use of the processing machines and quality finishing of the millet products.

There was a one-day workshop conducted by Last Forest Enterprises which dealt on Supply Chain, Customer Interaction, Brand Building and Scope of Certification.

Some new machinery were introduced like the moisture meters were introduced which has improved the procurement quality. It has also brought more transparency during procurement.

SAINT GOBAIN INDIA FOUNDATION

There was an Exposure visit by the Aadhimalai and Thumbithakdu team to the Cheyyar FPO and Managiri Sustaibale Farmer Producer Company Ltd. This visit gave the team great insights in governance and collective Management. The visit also had a short stay at the ICAR facility at Thiruvannamalai where upkeeping cattle and livestock were explained by the ICAR professors. The team got an opportunity to visit the Mahabalipuram sculptures and the beaches on the last day of the visit.



Place to Bee - A new Initiative



This was new initiative after the Food Truck from the last year and was a new experience to the whole team of Aadhimalai. Initially the restaurant was started has a Bee Museum by Keystone Foundation and later was converted to a Bee Themed Slow Food Restaurant by Last Forest Enterprises. Aadhimalai had acquired the restaurant from Last Forest as new hopes after the COVID Lockdown. The Restaurant also served as the Base Kitchen for the Food Trucks that were already in Ooty.



Equator Prize -2021

A milestone that will be etched in the timeline of Aadhimalai as we won the prestigious Equator Prize from the United Nations Development Project. We were selected from 600 applicants in 126 Countries. Professor Gita Sen, Public Health Foundation of India, presented the Equator Prize to Aadhimalai Pazhangudiyinar Producer Company Limited. Professor Sen celebrated the success of Aadhimalai's work in creating sustainable livelihoods while protecting forests and unique ecosystems.



Bangalapadi- The Changeover

The Bangalapadi Production Unit, one of Aadhimalai Production Centres from the year 2013 was renovated from the APPI fund through Keystone Foundation. The biggest processing centre was also equipped with millet processing machines and spice grinding machine. The centre was opened on the Annual General Meeting in September in which the shareholders, directors and staff of KF and LFE were present. It was a grand opening that started with the native rituals followed by a good lunch. The unit has now a bigger store room which can now accommodate around 10 tons of NTFP like Shikakai, Soapnut and Amla. The millet processing space has seen a huge revamp and has made easy accessibility to the machines and not to forget about the drying yard which has become bigger. The inauguration meeting happened in the storeroom and people from the villages around Bangalapadi were in full attendance. A delicious traditional menu which had Ragi Kali and Samai Rice with some spicy green gram gravy was served after the inauguration.



Annual General Meeting

The Annual General Meeting was held in Bangalapadi, Puthucad, Pillur(Sethumadai) and Kozhithorai .The previous year did not have the AGM due to the pandemic restrictions so the people were more excited to gather and get to know how the company's progress was. There were lot of discussions on scaling up the procurement and a few incidents on the challenges in NTFP collection were discussed. The possibilities of scaling up the procurement and collection of new products like Cashew, Liberica Coffee were some points of discussion. Efforts by the procurement agents from different villages were lauded by the people. Another important point of discussion was appointing additional directors for Aadhimalai and potential candidates were named and the process is expected to be over by end of mid-January. The accounts for the FY were presented to the people and the incentives were given to the community. Almost 50% of the total profit was shared with the producers. For those that were not able to be present in the AGM, the incentive was given to them in person.



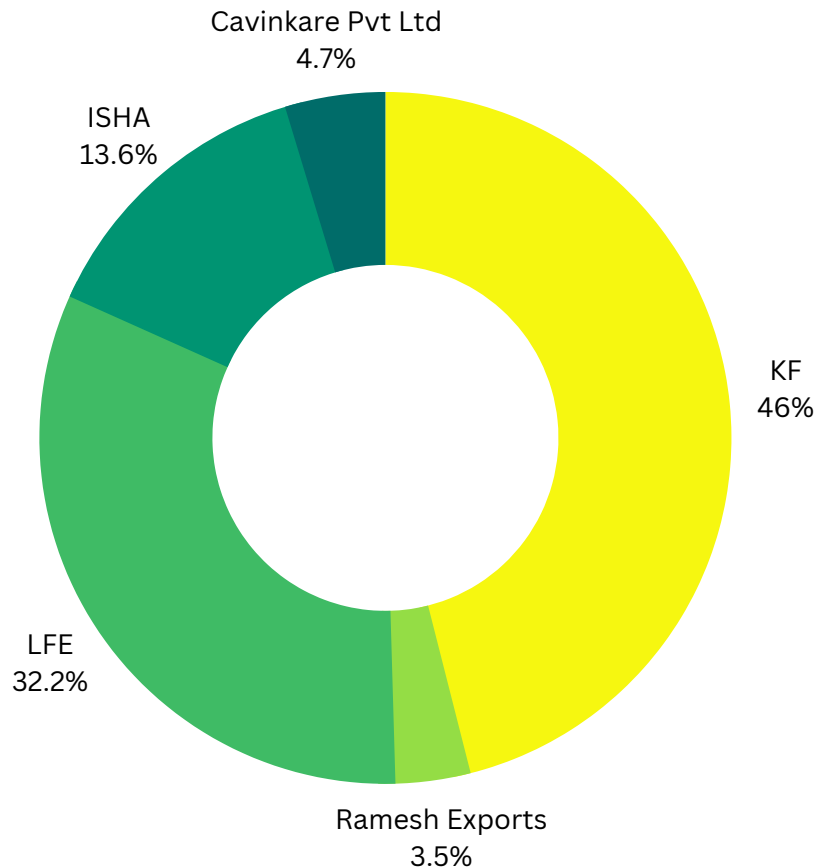
Nagaraj From Pillur Getting The Highest Incentive

The Market

This year Aadhimalai struggled a bit to meet the demand from the spice market as the yield was pretty low. However, the Millet Market saw a great rise as there was a huge demand for Nutritional Powder and Immunity Supporting Foods at the Market.

Keystone Foundation had procured more than 16 tons of millets and had distributed to the communities in the form of nutritional kits which had Ragi Powder, Thenai, Horsegram and Amaranthus Balls. Aadhimalai had also helped distribute the kits during our village visits.

Last Forest Enterprises, our sister concern had made efforts to venture more into the export and also made tie-ups with Cred and Flipkart which increased the purchase of personal care products like soaps and lip balms. This brought a huge increase in our production and more women were employed.



Coffee was a game changer as there was a huge demand for raw coffee and fetched better rates compared to the past years. Black Baza and Ramesh Exports were the big names when it comes to Aadhimalai's Coffee Buyers. Arshiya from Black Baza had visited our coffee farms and had given valuable inputs on and off the field. She gave some inputs to improve our roasting. Trifed, Isha and Cavin Care were other customers who topped the sales table.

Next Steps

Potential Candidates for the role of Director will be identified from the villages. Procurement of semifinished products from the villages will be explored. This way there will be more employment in the villages as well.

Coffee Procurement will be scaled up especially in the Coonoor slopes.

Efforts will be taken to scale up the procurement of Eucalyptus oil and Soapnuts in the upcoming year.

1

Increase Shareholders

The existing Share List will be filtered and the process of allocating new Shares will be started immediately.

2

Renovate Puthucad

The Puthucad Production Center will be renovated with Fair Trade specifications in mind

3

Building at Banagudi

The Banagudi Land will be cleaned and a new production unit will be set up. The new unit will be equipped with Honey bottling facility.

Finance Report

Statement of Profit and Loss for the year ended 31.03.2022

Particulars	31.03.2022	31.03.2021
I. Revenue from Operations	1,55,85,100	1,06,55,227
II. Other Income	9,87,259	2,63,607
III. Total Revenue (I + II)	1,65,72,359	1,09,18,833
IV. Expenses:		
(a) Cost of Material Consumed	85,00,206	64,92,662
(b) Employee Benefit Expenses	43,64,864	20,95,551
(c) Finance Costs	1,00,419	1,95,273
(d) Depreciation and Amortization Expense	3,27,340	1,31,988
(e) Other Expenses	24,81,993	11,77,157
Total Expenses	1,57,73,822	1,00,92,630
V. Profit before Exceptional and Extraordinary items and Tax (III - IV)	79,,8,537	8,26,203
VI. Exceptional Items		
VII. Profit before Extraordinary Items and Tax (V - VI)	7,98,537	8,26,203
VIII. Extraordinary Items		
IX. Profit Before Tax (VII - VIII)	7,98,537	8,26,203
X. Tax Expense:		
(1) Current Tax	1,24,572	90,504
(2) Deferred Tax	2,78,590	2,07,956
XI. Profit / (Loss) for the period from Continuing Operations (IX - X)	6,10,451	5,27,743
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)	6,10,451	5,27,743
XVI. Earning per equity share:		
Basic	12.50	10.80

Welcome to Our Family!

A company is defined by the people who help keep it going...
And this is our family, holding us together, and becoming our very foundation!



JANAKI AMMA



SUMATHI



LINGAM



NAGARAJ



PALANI

MEET OUR ADVISORS



SNEHALATHANATH



ROBERT LEO



MALIKARJUNAMOORTHY

THE MANAGEMENT TEAM



JESTIN PAULS
CEO



SIVAKUMAR
CFO



SANTHOSH
ASST ACCOUNTS



KALIAPPAN
PROCUREMENT
MANAGER



SASIREKHA
PACKING IN-
CHARGE



SARASWATI
PACKING IN-
CHARGE



KRANTHI
INTERN



STANDLY
TRANSPORT IN-
CHARGE

TEAM PUTHUCAD



The pros who produce our perfect soaps, the Pudukkad team is led by Sumithra. At an altitude of 830 metres above sea level, with bewitching views, kind eyes and kinder words, the Pudukkad centre continues to be the heart of our beeswax soaps and balms production. Sumithra is supported by Mageshwari, Radha, Shanthi, Shanthimani, Chellammal, Swarnalakshmi, Naggammal, Bhagyalakshmi, Sukanya, Rangi and Rajamani.



TEAM BANGALAPADI

The biggest centre of all Aadhimalai's production units, the Bangalapadi centre is largely in charge of millets, amla candy, honey, body balms and shikakai. With strong coffee and strong women, the centre is led by Chinna Kannan, who is assisted by Chithra, Vanaja, Veeryammal, Marakkal, Lavanya, Thilaga, Shobhana, Kempamani and Masani.

TEAM PILLUR

The hub of 20 villages around the Pillur Dam area, our Pillur production centre oversees all our pickles, broom grass mats, banana fibre mats, and they are also responsible for procuring silk cotton. The team here, with Malliga and Aishwarya, is guided and led by Kaliasammal, and you can always see them hard at work, with never a dull day here.



TEAM BANAGUDI



Aadhimalai's newest production unit, the Banagudi team mostly handles the finishing of soaps, and nutrition kit packaging. With breath-taking misty mountains in the backdrop, and dedicated women unafraid to put in the necessary time and effort, our Banagudi unit is one to look out for. The team, guided by Saraswathi, consists of Rajalakshmi, Latha, Sumithra and Valliammal.

We couldn't
have done it
without your
generous
support .

Thank you

to all our Producers and Customers!

Auditors

Subramani Santhanaraman, Coimbatore

John Mathew, Udhagamandalam

Social Media

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