



ALC India
ISO 9001:2008

Dharmarajupalli Foundation Seed Cooperative

Moving beyond horizons

The background

- India - > 80 million tones of rice per annum
- 43 m. ha, 45% irrigated
- >60% of seed requirement is from north Telangana region
- Location of cooperative
- Village population 2000, 680 acres of irrigated land
- Breeder seeds from UAS, foundation from state agencies



Building the cooperative edifice

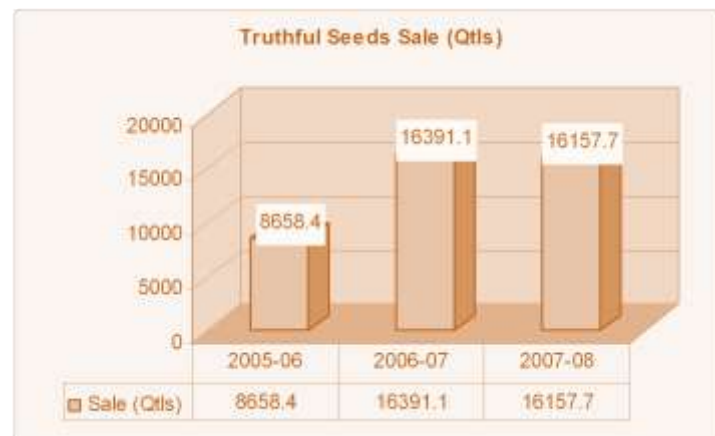
- Cooperative culture in the village
- Initial idea to supply quality foundation seeds to nearby villages
- 1999 with 150 members
- The objective - produce high quality seeds, provide income and market services, and other cooperative principles

• **Key Statistics**

- No. of Members – 148
- No. of Board of Directors - 14
- Total Share Capital (Rs.) – 1,48,000
- Member deposits (Rs.) – 15,32,000
- Development Savings (Rs.) – 15,27,320
- Outstanding loan of Women Thrift Cooperative (Rs.) – 33,00,000
- No. of Dealers – 70
- No. of Seed Varieties – 12
- Sale of truthful seeds in 2007-08 (Qtls) – 16157
- Profit in 2007-08 (Lakhs) – 0.48

Services to members

- Distribution, collection and sale of foundation seed
- Supply of inputs for quality seeds production
- Training on how to produce and manage resources required for seed production
- Training on cooperatives



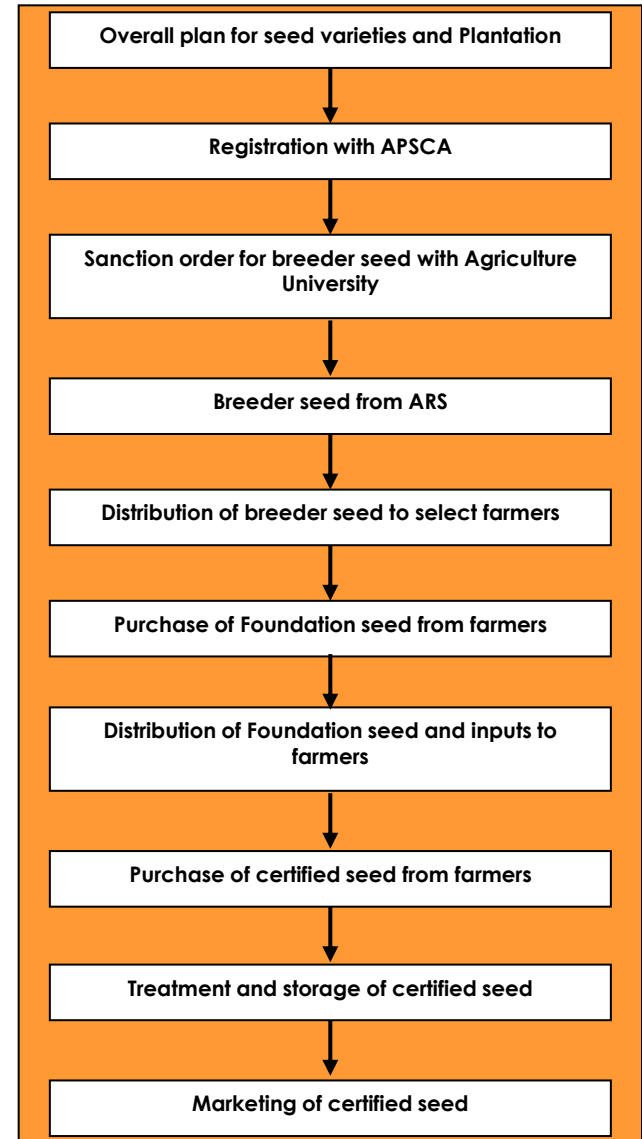
The governance



- 14 members elected as BOD
- One as chairmen
- BOD reviews activities monthly
- AGM to overview the management functions and performance
- Funds from internal (members) and external (SHG thrifts)

The Operations

- Operations carried out in professional and scientific manner



Assuring for quality

- **Quality Norms**
 - Moisture content – 13%
 - Mix of foreign materials – 0.2%
- Germination - Min of 90% to 95%



The Marketing Network

- A.P produced 1.8 m. quintals of certified seeds during 2006-07.
- DSC produced and marketed 16,157 quintals, 30 kg packing
- 500% growth during last 6 years
- All districts of A.P and parts of Karnataka state



Key Performance Indicators



- **Surplus Management**
 - Deficit cover fund – 20%
- Bonus – 30%
- Price stabilization fund – 20%
- Cooperative education – 10%
- Other funds as decided by the general body meeting – 20%



- **Benefit to Farmers (Rs./quintal)**
 - Additional Income (Above Market rate) – 30 to 50
 - Transportation cost Saving – 15
- Hamali Charges – 5
- Market Commission Savings – 15 to 20

SWOT

- **Strengths:**

Experienced and dedicated farmers
Established brand name
Own Corpus funds
Multiple sources of funds
High members stakes

- **Opportunities**

Untapped national markets Increasing membership Expanding to other villages

- **Weakness**

Inadequate market information systems

- **Threats**

Seed Village Program in AP may limit the market opportunities

DSC as a Good Practice

- Enhancement of livelihoods by additional gains
- Producer owned, managed and benefits shared by members
- Quality assured and reasonably priced vital seeds as produce
- for seeds Effective alternative in conventional seed business by private companies

