

## A. Organizational Profile Cum Annual Report

### DETAILS OF THE FARMER PRODUCER COMPANY:

1	<b>Name of the FPO</b>	:	<b>Doon Farmers Producer Company Ltd</b>
2	<b>Registered Office &amp; Postal Address</b>	:	Gullar Ghati Chowk, Nakronda, Dehradun, 248008
3	<b>Name of Chairman and Contact No</b>	:	Gauri Tomar, +91-9758897739,
4	<b>E-mail:</b>	:	<a href="mailto:doonfarmers@gmail.com">doonfarmers@gmail.com</a>
5	<b>Website:</b>	:	www.doonfarmers.org.
6	<b>Name of CEO</b>	:	Ajit Jassar,
7	<b>Name of Implementing Agency and Address</b>	:	<b>Balajee Sewa Sansthan</b> , 127, Subhash Nagar, Dehradun 248002
8	<b>Contact person details of IA</b>	:	Awadhesh Kumar, Executive Director, 8859993336, balajeeseewa@gmail.com
9	<b>Name of Auditor</b>	:	RSMA & Company
10	<b>Activities of The FPO</b>	:	Dairy and Allied Activities
11	<b>Village covered</b>		(Balawala, Nakraunda, Nathuwala, Miyawala, Devidhura & other 3 Villages)
12	<b>Board members &amp; Share holders</b>		Total 5 women board members out of 370 Share holders
13	<b>Sanction &amp; Bank Details</b>		
A	<b>NABARD Sanction no.</b>	:	UK.RO.FSDD.Produce-36, Balajee (Doiwala) 2015-16/2692 dated 4 Nov 2016
B	<b>Sanction Amount</b>	:	9,06,000 + 5,00,000 BDA Grant
C	<b>Rural Mart Sanction no &amp; Date</b>	:	UK.DDN/2102/OFD.Ru.M/2016-17 dt 28 Oct 16
D	<b>Bank &amp; Branch Name of CCL</b>	:	Uco Bank, Miyawala, Dehradun
E	<b>CCL Sanction &amp; Sanction Amount</b>	:	27950510000939 Dt. Jan 2018 Rs 5,00,000/
F	<b>Current Account of FPO</b>	:	76014812844, UGB, Balawala Branch
14	<b>Details of Registration/Incorporation</b>		
A	<b>Registration No &amp; Date</b>	:	CIN U01110UR2016PTC007084, 20/05/2016
B	<b>Act/s under which registered</b>	:	Sub-section (2) section 7 of the Companies Act, 2013 and rule 8 the Companies 2014
C	<b>Permanent Account Number (PAN)</b>	:	AAFCD7719K

Organizational Profile of Doon Farmers Producer Company Ltd

<b>d</b>	<b>FSSAI No</b>		22617024000466
<b>15</b>	<b>Award &amp; Recognition</b>	:	<ol style="list-style-type: none"> <li>1. Social Impact Award, SPJMIR Mumbai,</li> <li>2. Samunnati-The Economic Times FPO Award on 28 July 2021</li> <li>3. One of the Best sustainable women FPO Award on 31<sup>st</sup> Dec 2021 by hand of CM of Uttarakhand by NABARD</li> <li>4. International Women's Day Award 2022 by Bharat Vikas Parishad, Dehradun, Uttarakhand</li> </ol>
<b>16</b>	<b>Rating Ranking As per NABARD</b>	:	A

**Financial Status/Information of Doon Farmers Producer Company Ltd**

Sl.n.	Particulars	FY 16-17 Audited	FY 17-18 Audited	FY 18-19 Audited	FY 19-20 Audited	FY 20-21 Audited	FY21-22 Projected
1	Receipt from Sales	946300	1617280	3973531	5273882	5808677	8062485
2	Expenditure	944599	1615361	3948084	5245382	5776881	7945650
3	Net Profit	175	1425	11071	28498	31796	116835
4	Income Tax Paid	1017	7315	10496	4450	4960	21030
5	Equity Share Capital	100000	100000	100000	100000	169000	200000
6	Total Assets	297360	692577	669461	729386	832671	1250000
7	Bank Loan/CC	0	0	483079	446799	488295	500000
8	Current Liabilities	147185	540977	23711	91418	125548	150000
9	Current Assets	106641	546083	569874	659302	149490	200000
10	Closing Stock	35300	254300	249600	483000	675700	1200000
11	Fixed Assets	144796	102105	72833	52372	37931	35000
12	No of Share holders	130	290	300	329	350	400
13	No of staff	2	3	3	3	3	3
14	Books of Account Audited	Yes	Yes	Yes	Yes	Yes	NA
15	ROC File	Yes	Yes	Yes	Yes	Yes	NA
16	ITR File	Yes	Yes	Yes	Yes	Yes	NA

### **Future Plan of Doon Farmers Producer Company**

- To increase the collection of milk and processed agriculture product.
- Open new outlet with add more bulk customers like hospitals, hostels, temples etc.
- Increase the shareholders and targeting to add 100 new shareholders on board every year.
- The company is currently focusing on milk and other dairy products such as paneer, dahi Ghee and mattha. Besides, other agricultural products like turmeric, pulses and grains are also sold. Additional start to sale seeds and cattle feed supply to the members.
- With our current projections we have the following profits forecasts for the shareholders.

	<b>Last FY 2020-21</b>	<b>Projected. FY 21-22</b>	<b>Projected FY 22-23</b>	<b>Projected FY 23-24</b>
<b>Turover/Total Revenue</b>	<b>5808677</b>	8062485	10392635	12825636
<b>Net Profit (Projected)</b>	31796	116835	472285	668800
<b>No. of Shareholders</b>	350	400	500	600
<b>Profits per shareholder</b>	91	292	944	1114

#### **About Balajee Sewa Sansthan (Implementing Agency)**

Balajee Sewa Sansthan is a non-profit Organization committed to working for overall development of marginal people like economic self-sufficiency, through various initiatives. The organization's head office is located at Subhash Nagar, Dehradun. Balajee Sewa Sansthan is the rural outreach, providing direct and indirect services in the districts of Uttarakhand, Uttar Pradesh and Bihar. The primary focus areas of service have been Health and Hygiene, Women empowerment, Farmers development and Comprehensive Rural Development, Financial Inclusion, Microfinance, Education and livelihood measures.

As our name suggests, we consider it a **privilege** to be able to do "Sewa", to serve our fellow human –beings with the utmost dedication and compassion. We believe that every life has **equal value** and an equal right to live with **dignity**.

We have been, and are currently working on **many** different causes, viz..- SHG Formation and bank linkage program, FPO(Farmers producers organization) promotional program, farmers club development program, E-shakti (Digitalization of SHGs), HIV-AIDS (TI); Financial Literacy and dFLAP; Skill Development; Training & Consultancy; Child Education , TB & Tobacco Control Program, Water & Sanitation (Providing low cost Toilets); Livelihood through Eco-Educational-Environmental-Rural Tourism (Himalayan Gram), Micro-Credit Program for livelihood, , Farmers club, E-shakti (Digitalization of SHGs), solar energy etc.

Besides these major projects, **we promote** - consumer awareness, environmental awareness, empowerment of women, through training minority women in leadership and related skills, multi-skills development centers for Rural & Urban underprivileged women, Maternal health, health check-up camps. We are also in the process of planning many more initiatives for our beneficiaries.

Vision- To serve and benefit through different activities, Ten lakh poor urban, semi urban and rural marginalized and economically disadvantaged families by 2030 & become one of the most preferred member centric NGO's in North India by 2030.

Mission- To provide need based services to the economically & socially disadvantaged groups by creating opportunities for self employment & economic development. In the field of health care and environment, to strive and help build a healthy society with emphasis on environmental cleanliness and personal hygiene.

Main objectives:

- To provide sustainable self-employment generating opportunities to low income households and marginal farmers.
- To formation of Self Help Groups, Farmers club and credit linkage with bank and provide financial support through microfinance activities.
- To work on prevention helth for TB, Tobacco and Hiv-Aids control program.
- -To support and help financial inclusion.
- -To support govt policies aimed at alleviating poverty, creation of jobs in the rural and semi urban and urban slum areas, and in other developmental activities.
- -To create awareness among the low income households as well as the totally marginalized people, to prepare them for a better economic and social life through financial awareness and planning.
- - To work for over- all rural development and women empowerment especially for the underprivileged.

## About Producer Fund

The broad objective of the Fund is to build, promote and nurture Farmer Producer Organizations (FPOs) by way of extending the required financial & non-financial support during the nascent/ formative stage. It is critical to support FPOs in terms of awareness creation, capacity building, technical support, professional management, market access, regulatory requirements, etc. and provide handholding support for a minimum period of 3 years and the same is met as grant under the Fund. The requirement of the FPOs for their business has to be met out of their own funds, equity, credit, profit generated, etc.

## About Doon Farmers Producer Company Ltd

Doon Farmers Producer Company Ltd is a farmer producer organization registered under companies act 2013 who is working for the benefit of his/her share holders. Registered office situated at Nakrona near Gullar Ghati chowk, in Doiwala block near about 20 km distance of Dehradun main city in Uttarakhand. Currently more than 329 members are share holders of the FPO while 6 board members are selected among them. More than 90% members are women and who is directly involved in Animal husbandry and dairy activities. Specific idea of developing a women centric organization is to instill confidence among the home makers to unite themselves, make an organization, run it and take decision on their own and also to give employment to idle hands.

Role of Balajee is limited to guide the group of these women to organize themselves, be familiar with the concept of the FPO, get acquainted with the rules and regulation and memorandum of guidelines of the company, elect Directors, make strategies for procurement of farmers produce, look for the marketing and run the administration of the organization.

Decisions about procurement of produce, its processing, deciding rates and day to day operations are left to the administrative body of the PO. NGO keeps a eye on all these operations to see that decisions taken by them are in right direction and in interest of members of the producers organization.

The Main objectives to be pursued by the Company on its incorporation are:

1. To carry on the business of dairy farming, poultry, piggery and to undertake all other pursuits such as kennel, goat, sheep rearing, bee-keeping etc, from members.
2. To carry on the business of producing, procuring, pooling, grading, handling, packaging, manufacturing, purchasing, importing, exporting, developing and dealing in the business of in cattle, pigs, poultry, game and live and dead stock of every description, milk cream, cheese, eggs, pork, prawn, table delicacies and any other commodities, goods or things of animal origin from members.
3. To cultivate, grow, produce or deal in any agriculture, vegetable or fruit products, food items, vegetable oils, neebra oil, oil cakes and by products thereof and to carry on all or any of the business of members, dairymen, milk contractors, dairy farmers, millers, surveyors, and vendors of milk products, condensed milk and powdered milk, cream, cheese, butter, poultry, fruits, vegetables, condensed milk and powdered milk, cream, cheese, butter, poultry, fruits, vegetables, cash crops and provision of all kinds, growers of and dealers, in corn, hay and straw, seeds men and nurserymen and to buy, sell, manufacture and trade in any goods usually traded in any of the above business or any other business inclusive of staple foods and medicinal preparations from milk, vegetable and animal products or any substitute for any, them associated with the members.
4. To carry on the business of processing including preserving, drying, distilling, brewing, venting, canning, packaging, branding and marketing of produce of its Members.
5. To manufacture, sell or supply machinery, equipment or consumables of its members.
6. To produce, sell or supply breeds of animal live-stock, animal feed, bio fertilisers, bio pesticides, seeds and seedlings of its members.
7. To render technical services, consultancy services, training, research and development, financing and all other activities for the promotion of the interests of its members.
8. To Generate, transmit and distribute power, revitalize land and water resources, their use, conservation and communications relatable to primary produce.
9. To provide Insurance of producers or their primary produce.
10. To promote techniques of mutuality and mutual assistance.
11. To provide for welfare measures or facilities for the benefit of Members as may be decided by the Board.
12. To Provide education on the mutual assistance principles to its Members and others

Main activities of the FPO is Dairy and allied activities. FPO sanction in Nov 2016 but registered in May 2016 while its office and out let inaugurated in Jan 2017 by the Chief General Manager of Dehradun Region of NABARD office Sh D N Nagr.

A Outlet named Himalayan Rural Mart opened at Gullar Ghati chowk by support of NABARD under rural mart scheme. Rural mart purchase the milk supplied by the members as well as all agriculture product like rice, pulse, spices, and other food product and sold on the outlet.

**Survey work and sensitization meeting with Farmers:** Balajee Sewa Sansthan team visited the village and meet with members of Farmers club and Self Help Groups in the village of

Nakraunda, Balawala, Miyawala, Kuawala, Natthuwala etc. DDM, NABARD of Dehradun district also attended some meeting at the time of survey and sensitization work.



Survey work was done through animators and volunteers of Balajee Sewa Sansthan as well as we have got support from some interns from the college like SPJMIR Mumbai and MNIMS Mumbai. In survey they are fill all questionnaires as suggested by NABARD including name of farmers, land holding, irrigation system, production, types of crops etc.



After survey work entered in computer in MIS and prepare the business plan and operational plan by the interns.

**Registration of the FPO:** Documentation process started for the registration. Our volunteers organize meeting among potential share holder and elected 6 directors for the registration with the consent of all available members. Huge documents required by our Chartered accountant which has been take more time to collect documents like copy of Aadhar card, PAN card photographs etc. Finally we have got registration in company Act 2013.

**Inauguration of The office of FPO and Outlet:** FPO was inaugurated by Sh. D.N.Magar , Chief General Manager, NBARAD on 21<sup>st</sup> February around 12 noon. Mr. Panwar, village Pradhan, Nakraunda and people of the village gathered on the occasion in great numbers. All Directors, members of the PO, Balajee team, representative of DCB and Sh. Dharmender Misra. District Development Manager, NABARD were also present.



Developed mainly for dairy producers of the area the outlet also sells fresh vegetables mainly organic, handicraft items, pulses, rajma, rice and other commodities grown locally and made by the women SHGs.

Speaking on the occasion Mr. Magar congratulated Management team and members of the PO. He emphasized that the organization belongs to its members. Role of the NGO is mainly guidance and handholding in initial years. All the decision as to how the organization run and take shape shall have to be taken by management of the PO. He appreciated enthusiasm of the women members in mobilizing the members and resources for the PO and hoped that the efforts of the members shall bring good results making the PO as one of the role model in the state.

Ms. Gauri Tomar, Director of the PO Thanked Mr. Magar for finding time to inaugurate the office of the PO and saying words of encouragement to the management team and members. The FPO shall always look to the NABARD and the promoting agency- Balajee for guidance and do its best.

**Board Meeting and PMIC:** In starting First year every month organized board meeting for planning, and operation related issues after one year board meeting called in every quarter in which one representative from Bank and NGO also attended for suggestions to the board. PMIC meeting generally organized in a quarter in the leadership of DDM NBARD.

DDM NABARD Dhradun, LDM Dehradun, Executive Director of Balajee Sewa Sansthan as well as CEO and Chairman of Doon farmers is the part of project monitoring and implementing committee.



### Himalay Rural Mart of Doon Farmers- Nakraunda.

Mart located on busy Gularghati- Dehradun road displays products made by women Self Help Groups of the area. Handicraft items, mandua and maize flour, spices, pulses and locally grown rice. Fresh organically grown vegetables are available for sale in the mart. It shall deal mainly in local produce thus acting as an outlet to sell produce of the SHGs and local farmers. More and more items shall be added keeping preference of the clients.

The Mart name of Himalayan Rural Mart has come up in village Nakraunda with the guidance and blessings of Regional Office, NABARD, Dehradun. The inauguration was done by Sh. D N Magar, Chief General Manager and Sh. Dharmender Misra of NABARD on 21<sup>st</sup> February 17 in the morning.



Huge number of women SHG members, Directors of the FPO, Sh. Panwar, village Pradhan Nakraunda, Ms. Mamta Yadaav, Village Pradhan, Kuanwala and general public gathered at the occasion.

Mr. Magar expressed pleasure that a mart has come up at the village to display and market of produce of the SHGs and local villagers. Marketing is the main problem of items produced by



the SHGs. The mart shall be an outlet to sell the produce of the villagers and handicrafts , pickles and spices etc made by the SHGs.

Mr. Awadhesh Kumar, Exeutive Director, Balajee thanked Sh. Magar for coming to the village to inaugurate the mart. There is great demand of organic vegetables, local pulses and millets in the area. Mart shall popularize the concept of organic food among the people and also sell help SHGs to sell their produce at Dehradun through another rural mart developed and run by Satyam SHG at Subhash Nagar.

**Branding of the Product & FPO:** Main activities of the FPO is diary product but FPO also purchase and sell the other farm product under the banner name of Doon farmers product.



Food Product of FPO after packaging also send for fare and other seminar in Dehradun as well as other state which helps in branding of the products.

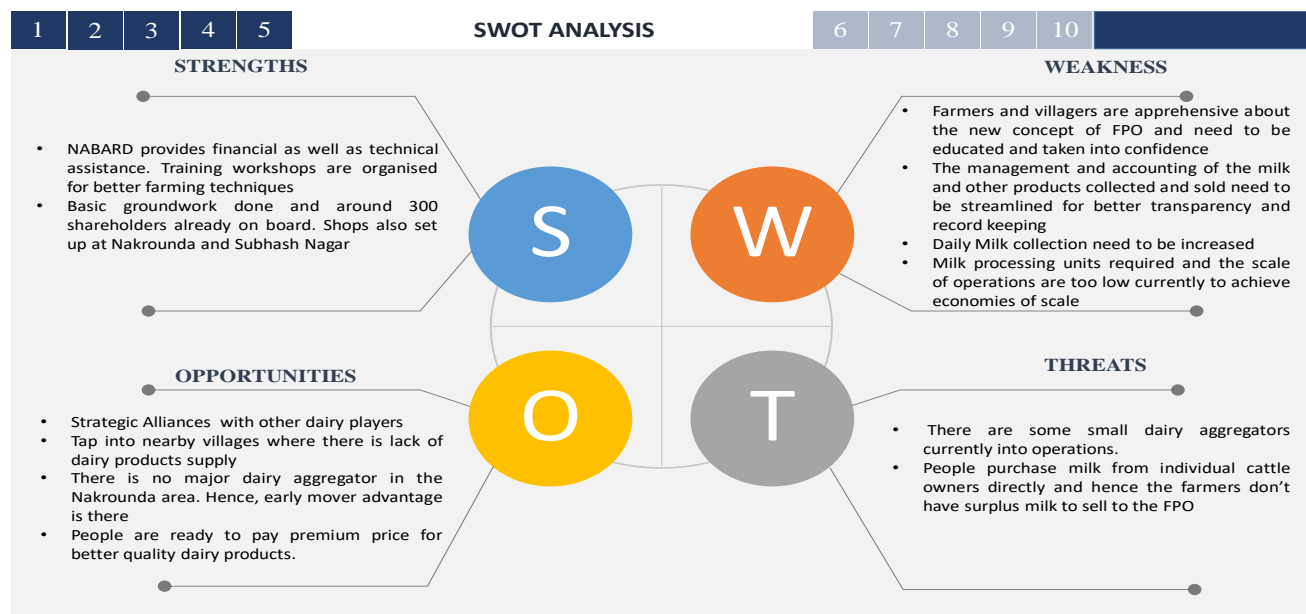


**Our Interns.....A step of innovation:-** Many interns from India and different countries visit BSS every year. Approx more than 60 Interns visited and work with FPO in last 4 Years who was come from following universities/colleges:

1. S.PJain Institute of Management and Research, Mumbai
2. NMIMS, Mumbai.

3. Lady Irvin College, New Delhi
4. BOSCO Institute Jorhat, Asam
5. Grafic era, Dehradun
6. Shree Guru Ram Rai PG College, Dehradun
7. IGNOU, Dehradun
8. Delhi University

They are analyzing and preparing business plan and SWOT analysis time to time and review the progress of the FPO. A sample of SWOT analysis is given below of Doon farmers in March 2018 prepared by the students/Interns of SPJIMR, Mumbai.



**Buyer Seller Meeting:** Board member of Doon farmers organise Buyer Seller meet in every quarter. In the first meeting 30 people had been participated in which Sh D K Mishra, DDM Nabard, Awadhesh Kumar, Executive Director of Balajee Sewa Sansthan, Gauri Tomar, President of Doon Farmers producer company and CEO of doon farmers available for the feedback.

Generally Following issues are discussing in the meeting:

1. Rate of milk need to be fixed as per market rate.
2. Quality to be need to maintain. If any supplier's milk found not pure then FPO will no be collect the milk.
3. Buyer demanded other dairy product as well as other daily needs in the outlet of Doon farmers.
4. Other food products of farmers other than dairy product may be need to display on the outlet.

Other than above issue of first meeting following issues discussed:

1. Gujjar supplying low cost milk, its affect the sell of outlet. All people decide to arrange some awareness camp among clients that milk of Doon farmers is 100% pure
2. How to maintain cost effective rate as per market rate because other players also available in market.

3. Requested all participants to purchase milk and food items from the outlet of the FPO and also pass the message to other people.

**Training and Exposure Visit of CEO, Board Members of Doon Farmers Company:** Balajee Sewa Sansthan time to time organized internal training among the members and board of Directors. CEO and business development manager attend many training and exposure visit organized by BIRD and NABARD regional office Dehradun.

**Exposure Visit of FPO of Himmothan Society Jadipani, Tehri Grhwal :** A co-operative society sponsored by Tata Trust in Jadipani village near by Chamba whose main activities in Dairy and allied which is similar to the Doon farmers produce company.



A team of 20 people started for Jadi Pani, Chamba from Balajee Sewa Sansthan office, Dehradun by sharp morning 5.30 am and collected farmers from nearby of Nakraunda and Balawala branch and reached the destination by 10.30 pm on 3<sup>rd</sup> March 17. The team was welcomed by Anil Ramola and the other members and CEO of Himmothan Society. All the members present there introduced themselves to each other for efficient interaction. The discussion was precluded by a prayer. Mr. Ramola began with the explanation of mission of the organization which is aimed at transparency of business, abolishment of

the middlemen and improving the standards of living of the people in the village. The organization was established on 1<sup>st</sup> July 2013 with 120 shareholders. It was established after conducting detailed surveys in the surrounding areas in order to access the total supply of milk, the willingness of the suppliers to get associated with the organization and the demand for milk in the Chamba region. Today the organization has around 700 shareholders and manages sales of 300 – 400 litres of milk and other dairy products on a daily basis. It encompasses a monthly revenue of about 3 to 4 lakhs. The organization has distributed overall profit of 1.2 lakhs to its shareholders in its 3 years of operation.



Mr. Ramola explained how the organization came up with the plan for the first year which helped them forecast the volumes that they would need and the processes they need to follow in order to make sure that the organization makes profit even in its first year of operations. The organization has all its capital expenditures supported by the Tata Trust. The operations are facilitated through lactometer reading based payments, collection centres in each village, one BMC/Processing unit and 2 outlets in Chamba region. The team learnt how the demand and supply of milk are managed differently in the different times of the year.

The team was explained the importance of quick decision making and product portfolio to minimize wastage and losses as the business involves perishable materials.



Through various questions raised by the Doon FPO team, the team could gather more information around how the organization was able to build a market of its own which is driven by door to door publicity, word of mouth and value driven pricing through better quality of products. The team also learnt about the importance of economies of scale in this business and the account keeping practices followed by the organization.



All Board members, CEO and business development manager and two interns from SPJIMR Mumbai visited to the above co-operative society and learned about management and good governance.

It was overall a very enriching visit for the team as they learnt the importance of record keeping, cost control practices, role of BoDs in the success of the initiative, the significance of marketing, goodwill and value creation and most importantly making sure that the initiative is a profitable endeavour and is aimed at the greater good of the society. It was an over 3-hour long meeting/visit to the processing unit and outlet which got over by 4pm after which the team returned back to Dehradun by 8pm.

### Visitors of Doon Farmers

Many seniors level of officer visited the Doon farmers and review the progress and appreciated to the team. Doon farmers also host the guest of participants of training organized by BIRD in Dehradun as well as some NGO also had send to his/her board members as exposure visit to learn governance and management of the FPO. Team of Doon farmers also learned and get feedback from many visitors and always trying for the best. Some important visitors are following:

**Sh T S Rawat, Chief Minister of Uttarakhand and Sunil Uniyal Gama (Mayor of Dehradun):** Honorable Chief minister of Uttarakhand with the current Mayor of Dehradun Mr Uniyal as well

as some local leader and Gram Pradhan of Nakronda visited the outlet of Doon Farmers producer company and talk with the chairman of FPO smt Gauri Tomar



**Deputy Director and Chief General Manager of NABARD:** During the Initial phase of formation of the FPO Sh Dave Dy Director of NABARD with CGM Sh D N Nagar visited the our working area and meet with FPO members and discussed about the effect of demonization in the grass root level. They also discussed about E-shakti project and motivated to women farmers and address about the importance of the Farmer Producer Organization.



**Chief Vigilance Officer Mr Upadhyay of NABARD:** FPO members got appreciation from the chief vigilance officer of NABARD. He was very impressed to see the good governance and more involvement of women members and directors of the FPO.



Visit of Participants of BIRD training: Many Board members of the NGO and FPO, CEO of FPO visited the Doon Farmers It was a great learning for us because at the time of briefing the model work and activities we have got many suggestions which was very helpful for the members of Board of Directors of Doon farmers in decision making and they put up the questions in board meeting:



**RBI Officers, DDM NABARD, Lead District Manager Dhradun:** RBI team organized a financial literacy workshop for the FPO and SHGs members where almost attendance was the members of FPO. Sh Pradeep Anand FLC consellor of LDM office taking lead to organized the events whils all arrangement done by Doon Farmers FPO and expenses was paid by RBI.



**Visit of NABARD DDM and officers from Different state:** In The leadership of Sh Vinod Visth DGM, NABARD more than 32 officers of NABARD of other state visited the FPO at the time of study field visit of e-shakti program. It was a great learning for us to get many suggestions and input for betterment of the FPO members. They will meet and discussed the members of FPO as well members of SHG.



**Exposure visit by Instutute of Co-operative Management (ICM) Uttarakhand:** 20 Branch manager of district cooperative bank visited in Feb 22 know about the FPO and governance of the FPO as well as day to day activities of the FPO.



**Visit of Additional Secretary Govt of India, Ministry of Agriculture Sh P K Swain from Krishi Bhawan New Delhi**, visited our old FPO Doon Farmers Producer Company Ltd of Nakronda, Dehradun in very short notice (1.5 Hrs) with Chief agriculture officer Dehradun, DDM NABARD, Dy Director of Agriculture Deptt Uttarakhand. Thanks for appreciation of the word on work of Balajee Sewa Sansthan & FPO Doon Farmers. Thank to DDM Nabard Sh Krishna Kumar Singh for the support and presence at the time of the visit. Sh P K Swain have discussed about our efforts and current challenges of the farmers and also given many Tips to the share holders of the farmers.



**Visit of Sh Tai Tagak, Chief Advisor of the Chief Minister of Arunachal Pradesh** visited in our FPO in Nakronda, Dehradun with the DDM NABARD Sh Krishna singh and Sh Vikas Jain ji. He discuss with director & CEO of the our all 3 FPO, He also visited to Vikas Kisan club who is 5 years old and working on organic vegetables as well as visited the farm of a progressive farmer who is doing integrated Farming. Main idea behind this visit to replicate the FPO concept among the farmers of Arunachal Pradesh. Thanks to NABARD and agriculture Department to chose the our work for the visit.





**Training program for the FPO members:** Other than Dairy activities implementing agency organized many other training program for the betterment of the society and for the benefit of the FPO members some are given following:

**Livelihood Enterprise Development Program:** By the support of NABARD Balajee Sewa Sansthan organized LEDP training program on Dairy and Animal husbandry in Nakraunda and near by area. More Than 150 members trained who is the marginal farmers and converted into share holders of Doon farmers FPO.



**Micro Enterprises Development Program:** More than 120 members trained on Vermi compost, candle making, Dhupbatti making etc and they supply her products on outlets of Himalayan Rural Mart (Doon Farmers company).

**Training on Digital financial literacy and e-shakti program:** A big events organized by BSS with support of NABARD on e-shakti program where more than 22 Branch Manager, 150 FPO and SHGs members, 6 Regional head of Banks, DGM Sh Vivek Sinha, LDM attended and visited FPO outlet.



A workshop on digital financial literacy organized in behalf of District cooperative bank among FPO members near by the office of FPO and some training certificate distributed by CGM NABARD.

**Other Social activities and Achievements:** Balajee Sewa Sansthan organizing many events time to time among the FPO members awareness camp on preventive health for the healthy life of share holder as well as on other social issues as details are given below;

- 1. COVID Relief Services:** Doon Farmers received packaging order of dry ration to help the lockdown affected people. Major clients is Fisher Zordan, Habitat for Humanity India, Balajee Sewa Sansthan, Giveindia Foundation etc. With support of Balajee Sewa Sansthan poor most needy and covid affected shareholders of the FPO get dry ration and hygiene support. Members also aware about the vaccination and other free medical support from the state government.
- 2. Maternal Health Program:** Balajee Sewa Sansthan conducted at Block level camp on maternal health among our FPO, Farmers club and SHGs members in Doiwala. In this program organization aware the womens group about the health of women during pregnancy, childbirth, and the postpartum period. It encompasses the health care dimensions of family planning, preconception, prenatal, and postnatal care in order to reduce maternal morbidity and mortality.
- 3. AWARENESS ON HIV-AIDS CONTROL PROGRAMME:** BSS is making earnest efforts for making the state HIV/AIDS free through institutional efforts of its divisions. Though AIDS is preventable, people still don't exercise due precaution in this direction. Youth is particularly a vulnerable segment, but no one can remain unaffected if proper awareness and education is not provided, especially to the rural people. One more area in HIV/AIDS spread is stopping its transmission to newborns. Greatest challenge is to mobilize people's support, educating youth and students and scaling up efforts to fight HIV/AIDS. We organized community walk, seminar, workshops & awareness programmes to control AIDS and eradicate it totally. People participated in the community walk with great enthusiasm and listened to various measures to be taken to prevent the spread of the deadly disease.
- 4. Tobacco Control Program :-** Use of Tobacco is the main cause for the cancer and lung disease. More than 13 Lac people die every year due to the disease caused by tobacco use. BSS volunteers working for smokefree and tobacco free environment and aware the SHGs, Farmers club and FPO members about the harmful effect of tobacco use. They can save the money to quit the tobacco and use for productive work. They also need to aware and care her children to save from tobacco use.
- 5. EDUCATION & LITERACY PROGRAMME-** BSS aware the people about the importance of education and motivate the FPO members to send her children to school and how they can monitor. Many women members not literate and use thumb impression at the time of signing. The office bearers of BSS visited their localities to check that the children went to school daily and there were no drop outs. BSS volunteers and FPO team work with those illiterate members and organize special class to learn signing on documents. BSS also organized many digital financial literacy workshop among FPO members with support of local bank branch FLC counselor of LDM office.
- 6. CHILD LABOUR WELFARE PROGRAMME:** BSS has organized child labour welfare programmes and aware about the ill effect of child labour. Our FPO members pleaded with parents to take care of their children and send them to school for education.
- 7. AGRICULTURE & HORTICULTURE. DEVELOPMENT PROGRAMME:-** To raise the economic conditions of people living below the poverty line, people were taught about horticulture and its significance. In this context BSS organized free distribution of nursery plants. Also, the society provided training and taught about new technology related to agriculture and horticulture. FPO has taken a lead in meeting all the objective mandated to it. Various Programmes ranging from production, post- harvest handling, marketing,

exports have been initiated for the beneficiaries. To achieve high quality commercial production, creation post harvest infrastructure, cool-chain facilities, were emphasized.

8. **CONSUMER AWARENESS PROGRAMME-** Taking our campaign on consumer awareness forward, we included a session on our financial awareness workshops on misleading advertisements selling substandard and fake goods. People should always ask for a bill for every purchase and also the Warranty card and to check quality mark on the goods. People have the right for redressal of complaints and can approach the District Consumer Forum for justice. Another area of awareness was purchasing goods with quality marking.
9. **RURAL DEVELOPMENT PROGRAMME:** Land in the rural areas has been the primary means of production to generate wealth. Although at the time of attaining, our independence, the productivity of land was very low, subsequently we have been able to raise the productivity per hectare of land considerably with the application of latest technology. So BSS organized a programme to teach people about the use of latest technology for agriculture. Attention has now been drawn to tap the rural market for industrial production too, to utilize the disposable income generated from agriculture and horticulture produce and also from the dairy industry. FPO also teaches about the quality and variety of seeds, and the uses of improved technology. Timely credit facility schemes provided by the government or semi-government sectors have considerably helped the people. our NGO teaches the community and helps in completing all the due procedures.
10. **VOCATIONAL TRAINING & SKILLS DEVELOPMENT PROGRAMME-** Credit itself may not be a sufficient tool for poverty eradication in rural areas. They need a variety of services in which training on skill development is the most relevant. A lot of young population are migrating towards cities in the search of jobs, leaving their villages & natural resources behind. Starting small enterprises at village level, will provide them an additional source of Income. To train unemployed men & women in our area of operation, R-Seti of Dehradun district, supported by Oriental Bank of Commerce has come forward & agreed to provide training on livelihood generation activities. The courses covered under training range from Poultry farming, Tailoring, Handicraft Development, A Sewing cum fashion designing centre is being run at Nakraunda.
11. **Water & Sanitation campaign-** FPO organized workshops in villages to make the people aware of the health hazards involved in open defecation and the importance of making toilets in the home. They were also educated in personal health and hygiene and diseases, related to unsafe water consumption. Women participants were told to keep their surroundings clean and avoid contaminating sources of water with filth and garbage. In short, preventive health education, stressing on the importance of personal and environmental cleanliness.
12. **ENVIRONMENTAL AWARENESS:-** Environmental education refers to the awareness of physical and cultural environment and perceives its "relevance-" for real life situations. The problems and issues are to be identified. The imbalances in the environment have to be improved for sustainable development. It is practically impossible to list all the factors that pollute and degrade our environment and nature.

**Impact of The FPO:** More than 370 farmers benefitted by formation of the FPO. Before Farmers was depends only on Milk man (Dudhiya) and they are purchasing @Rs 30 per liter and after formation of FPO they increase rate 20% as immediate effect now they are supply at Outlet @Rs 45 per liter. Now Approx Rs 4000-6000 is earning per month compare to previous status.

## Award & Recognition

Balajee Sewa Sansthan delighted due to award and recognition of the Doon Farmers FPO work. Some are given with details following:

1. Bharat Vikas Parishad, Dehradun awarded and honored to the Chairman of Doon Farmers FPO Smt Gori Devi on the occasion of International women days 8 March 2022 for the performance and successfully running the FPO from last 5 years.



2. Award from Honable Chief Minister of Uttarakhand Sh Pushakar Singh Dhama and Health Minister & Co-operative minister Dr Dhan Singh Rawat on our recomendable work on Farmers Development in Uttarakhand. On 31<sup>st</sup> Dec 2021.



3. Samunnati-Economics Time Award 2021: Doon Farmers FPO get National Level award organized by Samunnati Economic times Award:

