RUDI MULTI TRADING CO.LTD

SECOND FREEDOM FOR FARMERS

Why farmers remain hungry?

Sharing RUDI experience on food security & livelihood security of Small farmers.

SEWA (The Self Employed Women's Association)- Introduction

- SEWA-A member based organization registered as Trade Union for poor self employed Women in 1972 by Mrs. Ela Bhatt.
- Following Gandhian principles of simplicity, women's leadership, Strengthen village economy and Self reliance.
- 1.75 M members from 12 states of India. 2/3 members are from rural and 60% are small and marginal farmers and laborers

Why farmer's remain hungry?

- Small land holders and low production capacity.
- Exploited by middleman due to lack of organizing & market access.
- High rate of debt/land hypothecated to money lenders.
- Lack of working capital and technology, tools & equipment.
- Non availability of fund/loan/working capital
- Lack of awareness of production and access to market

Therefore RUDI an innovative Agri business initative for livelihood security of farmers and rural producers.

- RUDI ensure work & income security its own supply chain model.
- RUDI ensure Food security to rural women and house holds.
- RUDI strengthen the rural economy by rotating its fund within the village.
- RUDI Rural Distribution Network owned and managed by the rural women and15000 farmers.

RUDI-An agri business initiative by SEWA leading to economic empowerment

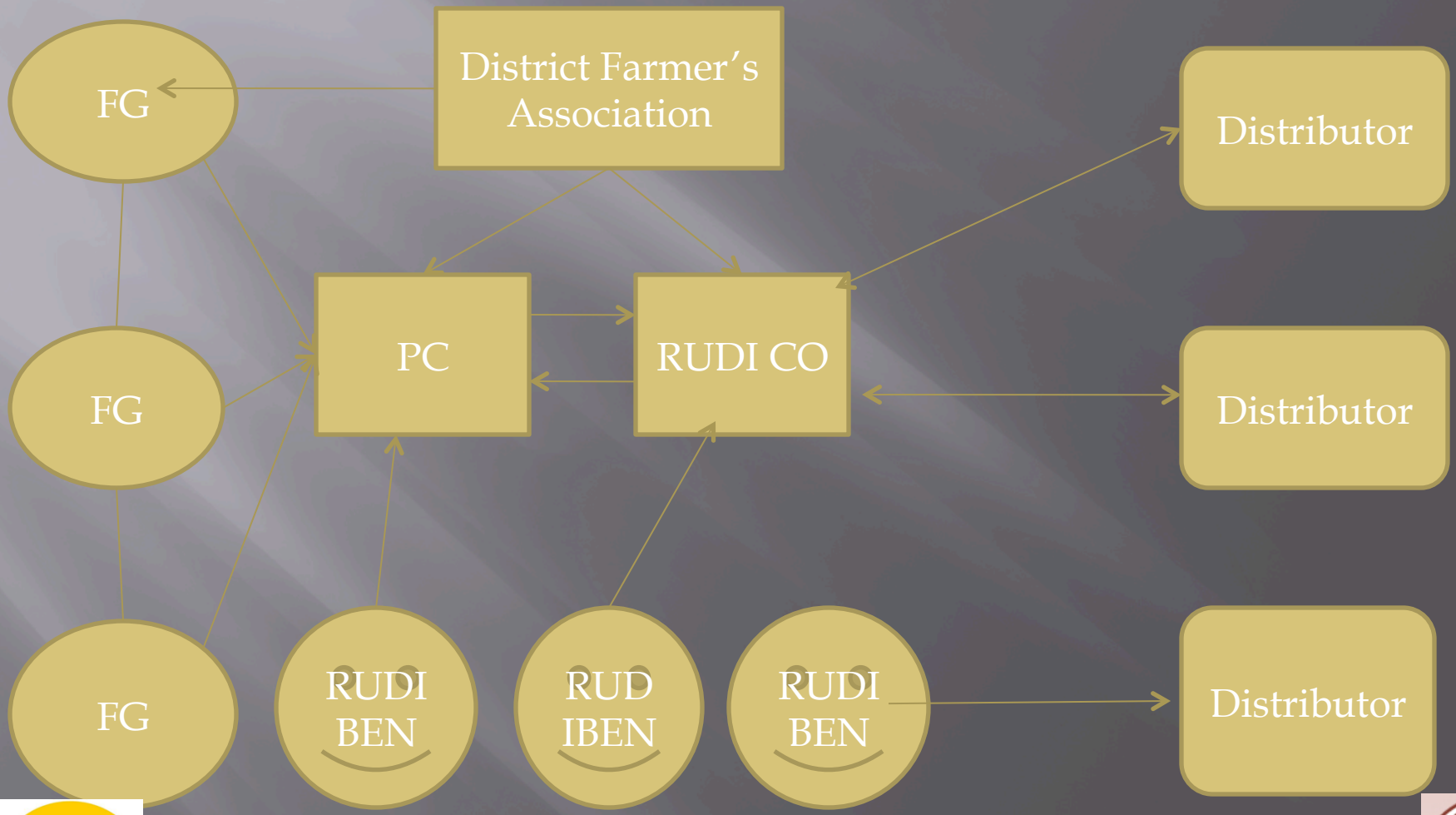
- Direct procurement from farmers.
- Processed by rural women producers groups.
- Distributed the products by members touching million HHs.
- Marketing & sales by women.
- Objective:

  -provide multiple employment

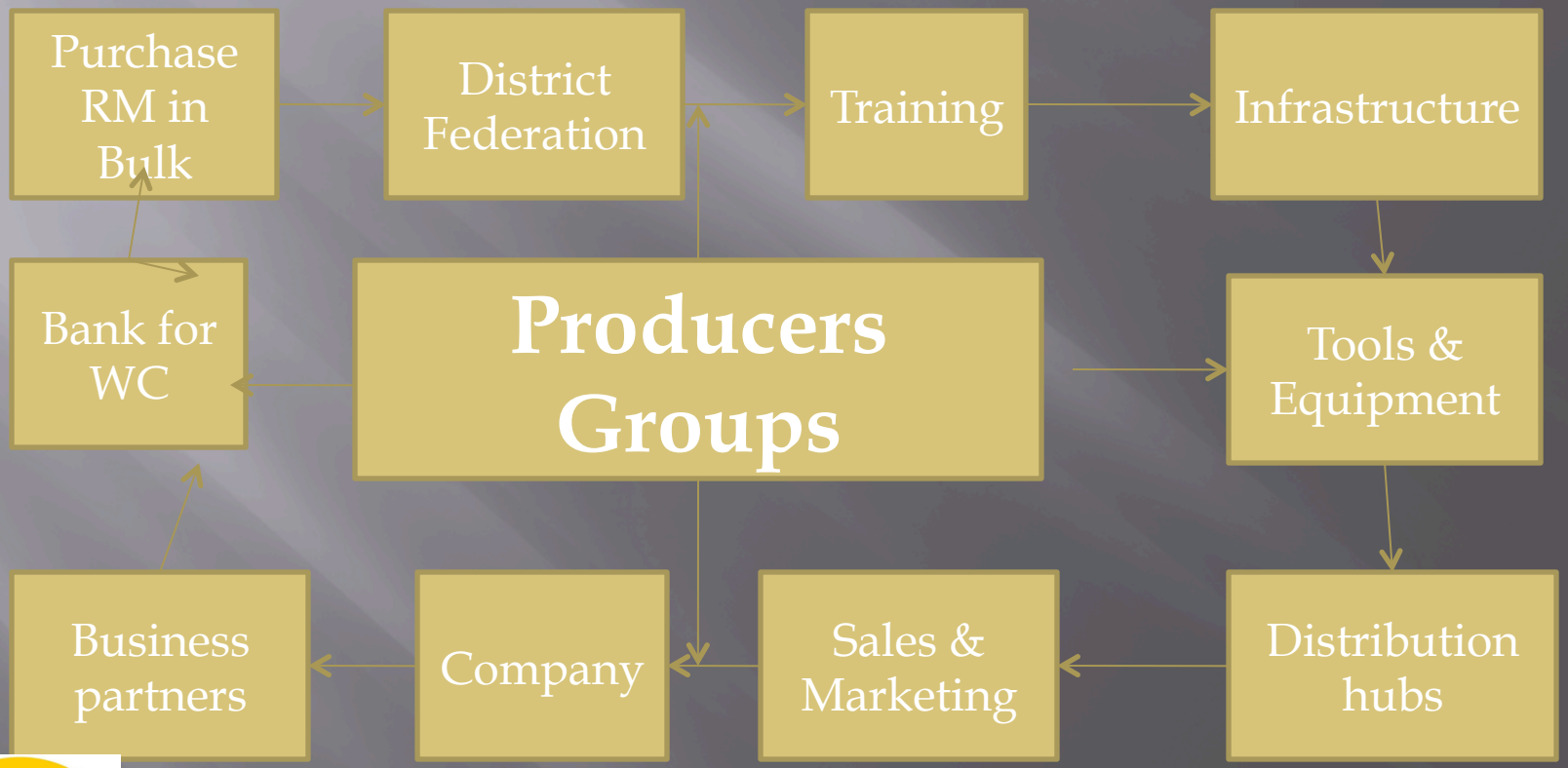
  -provide quality products at affordable price

  -Strengthen rural economy by rotating fund within the villages.

RUDI-Supply chain structure



Value Chain Structure



What we achieved so far?

- 15000 farmers able to access direct market linkages by getting 20-30% more price than locally offered price by traders.
- 400 processors are getting regular employment and earning Rs.5000/- to Rs.10000/- per month.
- 3000 RUDIben(Distributors and dealers) are earning Rs.5000/- Rs.25000/- per month through sales and marketing.

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- Sales turnover in 9 years Rs. 28 crores and 90% returns to farmers and rural communities as income.
- Established ownership of assests,children's education and reduce poverty.
- Education and awareness on important of taking business leadership collectively.

Improve RUDI agri business through Mobile Technology

- Develop RUDI MIS system through mobile technology using mobile application .
- RUDIben reduces expenses and time to travel to give purchase order and collect the material which support the RUDIben to spend time on sales.
- Reach 2500 RUDIben by end of this December 2013.
- Trained master trainers district wise on RSV.
- Impact improve on sales and business fast.

THANKYOU