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 initiative 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 households.
- RUDI strengthen the rural economy by rotating its fund within the village.
- RUDI Rural Distribution Network owned and managed by the rural women and 15000 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

District Farmer’s Association

PC

RUDI CO

Distributor

FG

RUDI BEN

FG

RUDI BEN

FG

RUDI BEN

Distributor

Distributor

Distributor
Value Chain Structure

Producers Groups

- Bank for WC
- Purchase RM in Bulk
- District Federation
- Training
- Infrastructure
- Tools & Equipment
- Sales & Marketing
- Distribution hubs
- Company
- Business partners
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.
Sales turnover in 9 years Rs. 28 crores and 90% returns to farmers and rural communities as income.

Established ownership of assets, children’s education and reduce poverty.

Education and awareness on important of taking business leadership collectively.
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