



**VIRUTHAI MILLETS FARMER
PRODUCER COMPANY LIMITED**

**ANNUAL REPORT
2020 – 2021**

Chairman's Message

I am proud of blood as a farmer, and I am much satisfied that the peasants are the Governing members of this company and holistically integrated themselves to improve the rural form of economy for their better livelihood.



It's my immense pleasure to inform that 2020-21 is the golden year in the voyage of Viruthai, Since our company has been empaneled as CBBO (Cluster Based Business Organization) for improving the livelihood of farmers, by NAFED, New Delhi and TNSFAC, Tamil Nadu, under Central Sector scheme of 10000 FPO Formation and Promotion.

Further, I am pleased to say, our company has been awarded as a Best Business Performing FPO in Tamil Nadu by the Honorable Chief Minister of Tamil Nadu on the Republic day celebration.

Further, this year, our company entered traditional and MoU with reputed with national and international level marketing tie-up for the value added products at a cost effective price to the consumers directly. The effective supply-chain of our company model paved way towards the benefit of farmers as well as consumers in a profitable economic way.

Capacity Building training to the farmers in technical directly entered to the fields thereby with reducing cost of inputs and increasing the prices of the Agri produces of the farmers.

Regards

A handwritten signature in black ink, appearing to read 'R. Srinivasan'.

R. Srinivasan

Chairman of the Board

Key note from Chief Executive Officer

To all my beloved comrades employees,

The creativeness, involvement and industries work of my staff In the company paved way to go ahead once step forward as CBBO (Cluster Based Business Organization) from the existing producer company ltd. Recognized our company by NAFED, New Delhi and TNSFAC, Tamil Nadu.



This year, besides the above recognition, My Company entered into a new marketing network system from Field to Plate and we are pleased to enter into the Covid relief activity in Virudhunagar District.

Transparency, Accountability and Geniuses right from our company shareholders, to the directors, to the employees and consumers generated a good credibility and had an impact receiving best business award from the honorable Chief Minister on the Republic Day. As a crown to the activities of our company this company was empanelled as CBBO to promote 4 FPOs by NAFED, New Delhi and 5 FPOs by TNSFAC, Chennai to increase the livelihood of farmers, nearly 4500 members, during this year.

We had an achievement of Rs.250 lakhs of business turnover this year and expected proposed turnover of Rs.1000 lakhs during next year (2021-2022). Hence, my heartiest pray to almighty for having given an opportunity to serve about 4500 farmers in addition to our existing 1500 farmers during this year.

Regards

A handwritten signature in black ink, appearing to be 'K. Rajendran', written on a light-colored background.

K.Rajendran

Chief Executive Officer

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VISION

To build a prosperous and sustainable agriculture sector by promoting and supporting member/shareholders to enhance productivity through **Good Agriculture Practice** (GAP) and realize their returns for their produces through **Aggregate Marketing** network supported by Government of India/State Government, Research Agencies, civil society, financial institutions and other private sector industries. Strategies are built on the principles of social enterprise model in order to achieve very high social, economic and environmental impacts.

MISSION

- To promote economically viable, democratic and self-governing **Viruthai Millets Farmer Producer Company Ltd.**
- To provide support for the promotion and resources-policy action, inputs, technical knowledge, financial resources and infrastructure to FIGs and strengthen the FPCL.
- To remove hurdles in enabling FIGs members access the markets both as buyers and sellers.
- To provide technology on value addition process for FIGs members produce.
- To create infrastructures for value addition of focused crops and subsidiary industries for their livelihood sustainability.

To create an enabling policy environment or investments in FPCL to leverage their collective Production and marketing power.

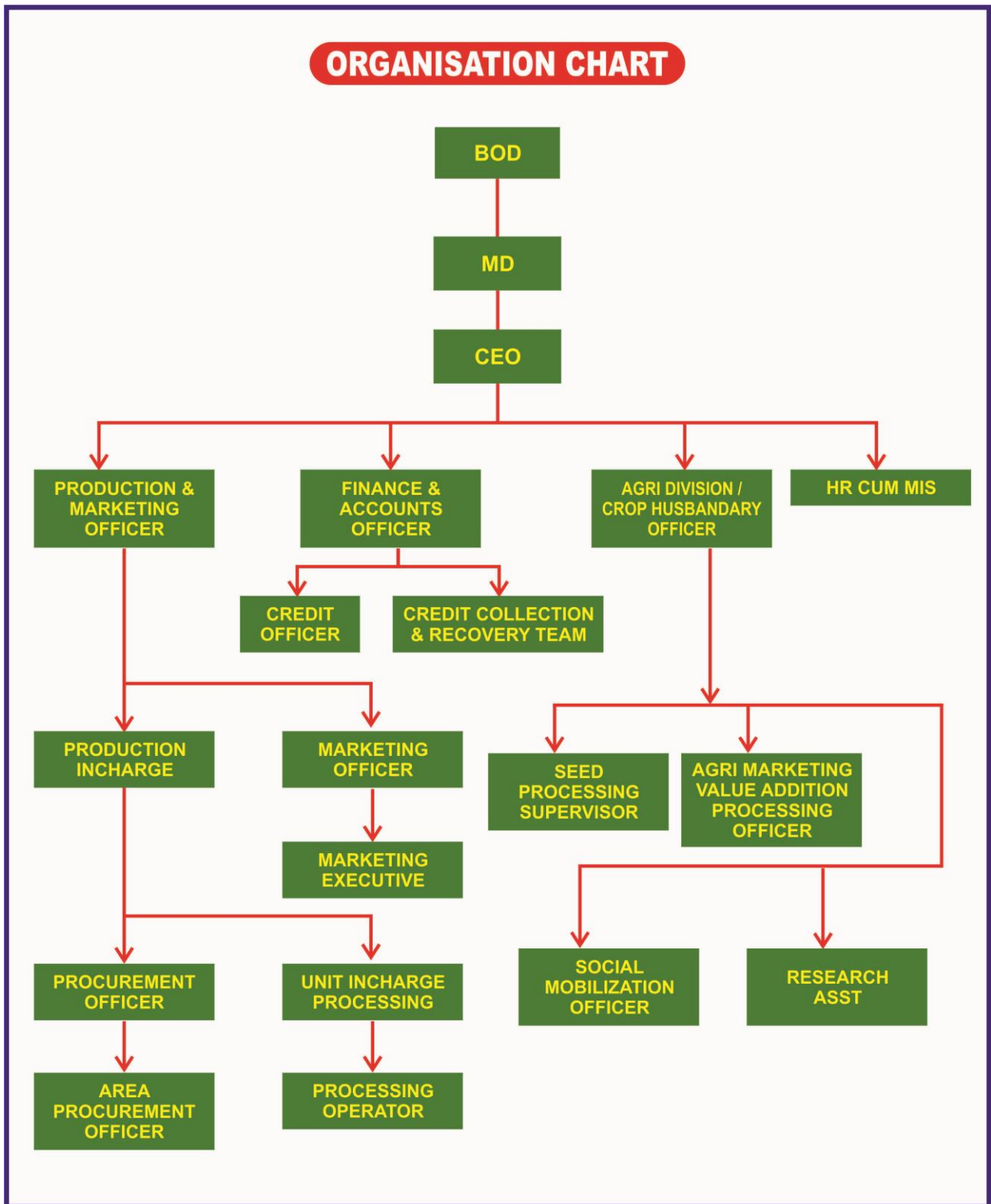


GOAL

To promote Farmer's producers organization for organizing, orienting, sensitizing the farming community for improved their agriculture production, Value addition and marketing for their sustainable livelihood and socio economic development.

OBJECTIVES:

- To organise small hold producers into FPOs.
- To build their capacity and skills to undertake scientific agriculture production.
- To involve the small holder producers in value added agriculture activities.
- To facilitate the small holder producers for reaching viable local, state level, national level and export markets to get fair prices for their products.
- To reduce the interference of middlemen and commission agents in pricing, marketing and value addition.
- To tap or channelize the convergence schemes and subsidies provided by various government line department, banks and financial institutions.
- To empower the small holder producers for more control over the production resources and managing the support systems.
- To motivate the small holder producers to mitigate and overcome the disaster risks.





STRATEGIES :

Promoting and strengthening farmers' community organizations:

Organizing rainfed millet farmers in the identified blocks and villages, setting up institutional systems in the farmers' organizations, strategic plan development, building capacity of leaders of the community organizations etc. would be focused.

Value chain analysis and business planning : Value chain and market assessments, enterprise identification, screening and selection, business plan development, orientation and implementation, review and update of business plans.

Quality and timely supply of farm inputs : Gaps in access, availability and affordability of farm inputs such as seed, manure and fertilizers would be identified and appropriate strategies would be worked out to address the gap. It will be ensured that the farmers receive quality inputs in appropriate timings of the farming cycle.

Enhancing technical capacity of the farmers : Agriculture related (seed to post-harvest), finance management, human resource management, statutory compliances, product and market development.

Promoting linkages with mainstream institutions : Facilitating linkages with key stakeholders such as formal financial institutions, govt. line departments, markets, corporate etc.



VMFPCL at a glance

Viruthai Millets Farmer Producer Company Ltd. (VMFPCL) is a farmer community organization focused in providing specialist agricultural Services, value addition and marketing of millets. The company has leading market positions in Tamil Nadu, Bangalore and Hyderabad and its corporate office headquartered at Virudhunagar, Tamil Nadu. VMFPCL is registered concern as per Indian Company Act 2013 and its Reg. No: U01409TN2016PTC110856. This is being Resource Institution by SEEDS (Social Education Economic Development Society) and funded by TNSFAC (Tamil Nadu Small Farmers Agri. consortium).



INTERVENTION AREA OF CLUSTER BASED BUSINESS ORGANISATION (CBBO)





Viruthai's intervention Areas as CBBO -2020-2021
FPO promotion under Empanelment of NAFED, New Delhi.

State	Districts	Blocks	No.of FPOs	Focused Crops
Tamil Nadu	Dindigul	Palani	1	Maize
		Kodaikanal – Vilpatti	1	Hill Vegetables
		Thandikudi Firka in Kodaikanal	1	Spices with Black Turmeric (as a New Crop)
	Theni	Andipatti	1	Moringa (Drumstick)
		Total	4	

FPO promotion under Empanelment of TNSFAC, Tamil Nadu.

State	Districts	Blocks	No.of FPOs	Focused Crops
Tamil Nadu	Virudhunagar	Vembakkottai	1	Millets & Pulses
	Tirunelveli	Kalakkad	1	Banana
	Tenkasi	Vasudevanallur	1	Paddy & Pulses
	Ramnad	Nainarkoil	1	Paddy & Chillies
	Ramnad	Thiruvadana	1	Paddy
		Total	5	
Total FPOs Allotted in 2021			9	

We feel very proud to share that a candle lights 1000 of candles, like that our organization has reached the significant status of CBBO to promote other FPOs for the welfare of farmers' community.



OUR PROGRESSION

<p>After successfully completion of FIG formation, we have issued Share Certificates to all the shareholders.</p> <p>Established well equipped Processing Units for Millets & Pulses</p> <p>Launching the Branding of our Value Added products like Viruthai Agro Foods & Tamil Nadu Organic Product (TOP)</p>	<p>Promoting our products by participating various Trade and Food fair Exhibition throughout the Nation.</p> <p>Promotional activities have been carried out in Director of Agriculture in Chennai and other Government office premises through Department of Agricultural Marketing and Agri Marketing.</p> <p>To recognize our involvement and achievement, Tamil Nadu Government honored us with “Best Performing FPO Award” in Tamil Nadu state.</p>	<p>To strengthen our marketing, we have traveled in Traditional Marketing Channel (Placing Stockiest, Distributors and retailers)</p> <p>To fulfill the traditional Marketing demand, we created modern infrastructure with advanced machineries in all processing unit.</p> <p>In continuation with the award in 2019, we have been awarded with “Best Performing FPO Award for Business category” in 2020</p>	<p>Viruthai has been empanelled as CBBO (Cluster Based Business Organization) for improving the livelihood of farmers, by NAFED, New Delhi and TNSFAC, Tamil Nadu, under the Central Sector scheme of 10000 FPO formation and Promotion.</p> <p>Strengthening of Marketing Activities by making MoU with mega Buyers and prominent exporters throughout the country.</p> <p>We have renovated all the existing machineries and infrastructure to meet the standard and market demand.</p> <p>Viruthai is grooming young Agriculture, horticulture and B.Tech students by providing and sharing its vast knowledge and experience in Food processing and technology.</p>
<p>1000 Share Holders</p>	<p>1040 share holders</p>	<p>1300 share holders</p>	<p>1500 share holders</p>



STRATEGY IN ACTION

Sustainable Marketing:

To create sustainable marketing and to achieve remarkable growth, Viruthai moves ahead with the activities such as Product Development with Branding, promotion and establishing traditional market linkages with export.



Strengthening our Sustainability

As a farmer community organization value addition and utilization of available local resources

Transferring our Knowledge to achieve marketing and export our value Added Products.





Our Resource Institution

Social Education Economic Development Society (SEEDS) is a non-profit organization voluntarily involved in rural development activities with the help of like-minded individuals since the year 1995 under the Tamil Nadu Societies Registration Act 27 of 1975.



The mandate of the organization is to enable marginalized and disadvantaged rural women and farmers to achieve their socio-economic development through a process of organization and participation. In pursuant to this

end, SEEDS has been reached out to more than 60,000 families in hundreds of villages in Karur, Theni, Madurai, Virudhunagar, Ramanathapuram, Thoothukudi, Kanyakumari and Thirupur districts of Tamil Nadu. They are implementing many numbers of socio-economic programmes, with the Funding supports.

- Agencies of the state and central Governments and Foreign Funding Agencies including other Nationalized and commercial banks.
- Credit linkage and working capital support from bank and financial institutions.
- Supporting to receive subsidy scheme under Business expansion of existing FPO.
- Fund raising guidance and support.



Sustainable Activities

- Sustainable Agriculture and Livelihood Promotion
- Watershed Development Program
- Promotion of Farmers Producer Organisation (FPO)

Working area

- Tirupur
- Karur
- Theni
- Madurai
- Virudhunagar
- Ramanathapuram
- Thoothukudi
- Kanyakumari



Role played in FPO development

Mobilization – Extended supports to mobilize farmers for promoting them as a FPO. Based on their vast native community intrusion, members' Identification and selection for the FPO given best impact on mobilization.

Capacity building– to establish best organization practices in the FPO capacity programs rewarding administration, management, basic accounting, financial handling, etc. has been addressed to BO (Board of Directors), CEO (Chief Executive Officer), LRP (Local Resource Person) and



also for members of the FPO.

Fund raising – addressed fund raising in terms of identification of funding agencies, collaboration with them, document preparation, proposal submission, security & guarantee signing, etc.

Marketing linkages – established hands on support for marketing tie ups with local as well as export firms. Arranging exposure visits and trade fair participation etc.

Virudhunagar District at a Glance

In the year 1985 as a result of trifurcating Ramanathapuram district of Tamilnadu state, a new district Virudhunagar was established with eight taluks viz. Rajapalayam, Srivilliputtur, Virudhunagar, Tiruchuli, Kariapatti, Aruppukkottai, Sattur, Sivakasi and eleven Community Development Blocks.

Virudhunagar District is located in the southern part of Tamil Nadu with total geographic area of 4432.55 Sq. km. It is subject to the boundaries of Madurai and Sivagangai district in the north, Sivagangai district on the east, Ramanathapuram, Thoothukudi and Tirunelveli districts on the south and on the west by a portion of Kerala State and some parts by the district of Madurai. The administrative headquarters is located at Virudhunagartown.

Physiographically it consists of two distinct regions. The eastern slopes of the Western Ghats in Srivilliputtur and Rajapalayamtaluks and the black soil plains of Sivakasi, Virudhunagar, Sattur, Aruppukkottai, Tiruchuli and Kariapatti. The average height of the hills of the eastern slopes of the



Western Ghats is 1500m, though a few peaks rise to the extent of 1700m. The highest peaks are Peyimalai Mottai and Kottamalai. The foothills have rich loamy soil with good vegetation cover. The plains with black cotton soil (locally known as karisal) have underlying calcareous formations.

Agriculture is the main sustenance to 52% of the working population in Virudhunagar district. When considering agriculture, soil is one of the most important non-renewable resources on the earth surface. The major soils of Tamil Nadu are Red soil (62%), Black Soil (12%), Laterite soil (3%) and coastal soil (7%). According to the soil classification, Virudhunagar comprised of mostly red loam and black soils and most predominant soil types found in the district are Loamy, Clayey, alluvial, sandy loam and sandy clay.

When looking at the agricultural climate zone, Virudhunagar district is situated in the Southern Agro climatic zone where minimum temperature prevailing is 23°C and maximum temperature is 43°C.

While considering Rain Fall pattern of Virudhunagar district most of the farming system are rain fed agriculture only and moreover some parts of the farmers are also using open as well as bore wells in minor.

Winter	: 20.00
Summer	: 190.70
South West monsoon	: 120.24
North East Monsoon	: 481.00
Grand Total	: 811.94



Major Crops:

Agriculture and horticulture crops cultivation accounts for 37% of the total geographic area. Agricultural crops like Cotton, pulses, oilseeds and millets, which do not require much irrigation, are the main crops grown. Paddy and sugarcane are grown where tank or well irrigation is available.

Horticulture crops cultivated in this district are fruits crops like Mango, Banana, Guava and Jack, Aonla and Sapota, Vegetables like Tomato, Brinjal, Chillies, and Onion and Spices like Coriander.



MAJOR CROPS, SEASON AND IRRIGATION SOURCE OF VIRUDHUNAGAR DISTRICT DEMOGRAPHY

According to 2011 census, Virudhunagar district had a population of 1,942,288, up from 1,751,301 in 2001, or about an 11% increase. The sex-ratio was 1,007 females for every 1,000 males, much above the national average of 929, but down from 1,012 in 2001. A total of 197,134 were under the age of six, constituting 100,827 males and 96,307 females. Scheduled Castes and Scheduled Tribes accounted for 20.59% and 12% of the population respectively. The average literacy of the district was 72.02%, compared to the national average of 72.99%. The district had a total of 537,748 households. There were a total of 950,158 workers, comprising 52,361 cultivators, 168,174 main agricultural labourers, 30,292 in household industries, 603,239 other workers, 96,092 marginal workers, 4,792 marginal cultivators, 40,528 marginal agricultural labourers, 5,006 marginal workers in household industries and 45,766 other marginal workers.

Out of the total Virudhunagar population for 2011 census, 50.47 percent lives in urban regions of district. In total 980,226 people lives in urban areas of which males are 487,349 and females are 492,877. Sex Ratio in urban region of Virudhunagar district is 1011 as per 2011 census data. Similarly child sex ratio in Virudhunagar district was 960 in 2011 census. Child population (0-6) in urban region was 95,884 of which males and females were 48,920 and 46,964. This child population figure of Virudhunagar district is 10.04 % of total urban population. Average literacy rate in Virudhunagar district as per census 2011 is 84.31% of which males and females are 90.47% and 78.25% literates respectively. In actual number 745,569 people are literate in urban region of which males and females are 396,639 and 348,930 respectively.



Crops which we are dealing Indian barnyard millet (Kuthiraivali) – Echinochloa frumentacea

Is a species of Echinochloa. This millet is widely grown as a cereal in Virudhungan. It can withstand in harsh and fragile environments, with minimal use of agricultural inputs. Due to its remarkable ability to withstand erratic rainfall and varying weather conditions it is a regular crop and form a main stay of agricultural diet and cultural system of people in this region.



Food value of Barnyard millet, an appropriate food for patients intolerant to gluten causing celiac disease or other forms of allergies/intolerance of wheat, they are appropriate foods for such patients. Grains of the crop are very nutritious. Its grain contains 11.2g/100g Proteins, 10.1g/100g crude fibre, 4.4g/100g minerals and 15.2mg/100g iron.

Foxtail millet (Thinai) - Setaria italica (L.) is a member of the subfamily Panicoideae. It is an important ancient crop of dry land agriculture, a crop having history of more than 10,500 years ago in human culture. Foxtail millet is an erect annual grass, fast-growing, leafy and tufted, 90-220 cm high. It has a dense root system of thin adventitious roots.



The kernels are enclosed in thin outer glumes, which are removed during threshing. The color of the caryopses can be white, red, yellow, brown, or even black. It is also cultivated as a fodder plant. Foxtail millet provide



valuable hay and silage. The Stover and straw is an important fodder in China, and can also be used for thatching and bedding. Foxtail millet is a fast-growing summer annual and crop duration varies from 60 to 120 days. It is very adaptive and can be cultivated where annual rainfall ranges from 300-400 mm annual rainfall. Foxtail millet has a high level of tolerance to salt water.

Food value of foxtail millet – gives essential amount of vitamins and minerals. contains Calories 351, Protein 11.2g, Carbohydrate 63.2g, Fiber 6.7g, And also Isoleucine, Leucine, Tryptophan, Threonine, Lysine, Iron, Thiamin, Niacin, Lipid Fat, Riboflavin, Calcium,etc.

Foxtail millets can help to build up a strong resistance against heart diseases and cancers. The unique **benefit of foxtail millets** helps you in eliminating viruses and germs in our body. A gluten-free diet is naturally good for health, since it improves digestion, increases energy levels and helps in alter the cholesterol levels. Gluten free undoubtedly eliminate unhealthy food that is loaded with fat, glucose and fatty acids.

Proso millet (panivaragu) - Panicummiliaceum L. a warm season grass with a growing period of 60–100 days. A highly nutritious cereal grain used for human consumption, bird seed, and even also for ethanol production. Characteristics, such as drought and heat tolerance, make proso millet a promising alternative cash crop for the Virudhunagar district rain fed farmers.





Proso millet is compatible with low-input agriculture, cultivation on marginal soils for production. The demand for more diverse and healthier cereal-based foods is increasing, particularly in wealthy countries. This could create new markets for proso millet products in human nutrition. Protein content in proso millet grains is comparable with that of wheat, but the share of essential amino acids (leucine, isoleucine and methionine) is substantially higher in prosomillet. In addition, health-promoting phenolic compounds contained in the grains are readily bioaccessible and their high calcium content favour bone strengthening and dental health.

Kodomillet(Varagu)-Paspalumscrobiculatum-

is loosely tufted, shallow rooting grass which can reach a height of 30 - 90cm depending upon variety. It is cultivated as a minor cereal crop in the tropics such as Virudhunagar. It tolerates a wide range of soils, from fertile clay loams to sandy loams, but prefers a light,



moderately fertile, porous soil in full sun. As a grain crop, the seed can be harvested after 120-180 days. It can be used like rice, boiled or parched and ground into flour. Protein, fiber, and mineral content are much higher than the major cereals like rice. Having health benefits of anti-diabetic, antioxidant and anti-microbial activity, anti-obesity, anti-cholesterol and anti-hypertension, helps in weight management and cholesterol control.



Little millet (Samai) - Panicumsumatrense,

is native to India and is called Indian millet. Little millet is adapted to both temperate and tropical climates. It can withstand both drought and water logging. At present the crop is almost restricted to some hilly areas it is an important catch crop in tribal farms of Kholli hills in Tamil Nadu. Samai is



an annual grass with erect or geniculate culms, growing 30 - 200cm it has a denser and more profuse panicle, which droops at maturity under the weight of the spikelets, are grown as a cereal crop. It prefers a mean annual rainfall in the range 350 - 500mm, but tolerates 150 - 1,200mm, requires a sunny position and succeeds in most soils, preferring one that is well-drained.

The grains had a protein content of 7 per cent, fat 4.26 per cent, carbohydrates around 78 per cent, energy 370 Kcal and ash around 5 per cent. Little millet grains took 13-16 minutes to cook and the volume of the grains increased by two and half folds. Little millet grains had different hull colours, however, the other physical, cooking and nutritional characters did not vary among the grains when classified based on hull colour.

Pearl millet (Cumbu) - Pennisetumglaucum

(L.) is an important grain and forage crop in India. It is mostly grown under hot, dry conditions on infertile soils of low water-holding capacity, where other crops generally fail. Pearl millet grows up to 5 m tall. Pearl millet can grow in a wide range of





ecological conditions. Low precipitation and relative humidity during seed ripening and maturation are desirable. The optimum annual rainfall is 350–500 mm. It can also be grown as an irrigated crop.

Pearl Millet commonly rich in essential compounds like protein, fibre, phosphorous, magnesium and iron. Due to its rich composition of minerals and proteins, Pearl Millet has many health benefits also contains essential amino acids and vitamins also which contribute to its therapeutic properties. Powerful for controlling diabetes, Weight loss, Reduces cholesterol, Helps in digestion, Helps prevent cancer.

Sorghum (Cholam) - Scientific name:

Sorghum bicolor (L.) is traditional staple food of the dry land regions of the world, a warm season crop intolerant to low temperatures, resistant to pests and diseases highly nutritious and a climate-compliant crop. It ranks fifth in cereals



produced world-wide and fourth in India. Generally, sorghum grains act as a principal source of protein, vitamins, energy and minerals for millions of people especially in the semi-arid regions playing a crucial role in the world's food economy. It has a nutritional profile better than rice which is the staple food of majority of the human population for its rich protein, fibre thiamine, riboflavin, folic acid, calcium, phosphorous, iron and β -carotene. Sorghum is rich in potassium, phosphorus and calcium with sufficient amounts of iron, zinc and sodium. Due to this, it is being targeted as a means to reduce malnutrition globally. It helps to control heart problems, obesity and arthritis.



Pulses – Black gram, Green gram, Red gram

Due to its higher protein content pulses are one of the important food crops globally. Of all categories of people pulses form an integral part of the Indian diet, providing much needed protein to the carbohydrate rich diet. India is the largest producer of pulses

in the world. Pulses are 20 to 25 per cent protein by weight which is double the protein content of wheat and three times that of rice. They are also high in fibre, and various vitamins, provide amino acids, and are hearty crops an important cash crops in India, which is also accountable for yielding large financial gains. Pulse crops are one of the most sustainable crops that a farmer can grow. By using pulses for intercropping and cover crops, farmers can also promote farm biodiversity and soil biodiversity, while keeping harmful pests and diseases at bay.





DRIVING FORCES :

BOARD OF DIRECTORS

Chairman and Director Mr.R.Seenivasan is from Melathulukangulam village in Virudhunagar district. He is a leading farmer in his village. He studied up to Pre University Course in Virudhunagar. He has experience in growing natural herbal plants and used for medicinal treatments in various health issues. He has knowledge in Herbal Treatment for Health pains relief. He was a prominent leader in various farmer groups for more than 10 years. He has attended various meetings, seminars held for farmer welfare groups.

Board of Director Mr.C.Kannan is an MBA Graduate from an agricultural family from Valayankulam village in Virudhunagar District. He owns three acres of irrigation land and harvests red chillies and cotton. He also maintains livestock and increases his income. As he is an MBA graduate, he is looking after the Business Activities of our company and taking in-charge of Production and marketing in a very effective manner.

Board of Director Mr.M.Dhanasekaran is an MA Graduate from an agricultural family from Valayankulam village in Virudhunagar District. He owns four acres of irrigation land and harvests red chillies and cotton. He is working fulltime in Viruthai as an Administrative Officer and doing all the administration work and co-ordinating all the CBBO and processing works.

Board of Director Mrs.R.Vidhya is a commercial graduate from an agricultural family. Her family is not belonged to the agriculture. She worked for more than 13 years in SHG field and has conducted studies of member's income pattern from Agriculture and livelihood activities. She has participated in various seminars and forums and played an active part in



discussing the farmers issues related to the agriculture. She works towards the welfare of the farmers and their family. She is working in Viruthai as an Accounting Manager and helpful to maintain the accounts of Viruthai.

Board of Director Mr.A.Arumugam is educated up to the primary school and he is from Varalotti village, Virudhunagar. He is a small farmer with one acre of non-irrigated land and relies upon monsoon rain for cultivation of millets. He sells fertilizers to small farmers in his village and supplements his income. As a lead farmer, he is very helpful to collect the data of cultivation and harvesting time of various Agricultural Produce and helping to the procurement system of Viruthai.

Board of Director Mrs. B Subbulakshmi from agricultural family. She belongs to Kattangudi village, Aruppukottai Block. She has totally seven acres of Agriculture land and cultivating Chilli and cotton. She involves herself in FPO activities very involving and meticulously for 5 years. She worked for more than 13 years in SHG field and has conducted studies of member"s income pattern from Agriculture and livelihood activities. She has participated in various seminars and forums and played an active part in discussing the farmers issues related to the agriculture. She works towards the welfare of the farmers and their family.

Board of Director Mr.K.Muniasamy is BE Graduate from an agricultural family. He cultivates maze and cotton in his farm land. He organizes and coordinates monthly awareness meetings in his village and focuses on marketing field and latest technologies used for increased productivity. He attends various meetings and seminars and contributes and guides farmers in his village.



Roles and responsibilities of the directors and board Chairman - The chairman's role includes managing the board's business and acting as its facilitator and guide. Including

- Determining board composition and organization;
- Clarifying board and management responsibilities;
- Planning and managing board and board committee meetings;
- Developing the effectiveness of the board.

Management responsibilities

- Defining the objects of the company in **Memorandum of Association** and regulations in the **Articles of Association**.
- Ensuring the company's prosperity by collectively directing the company's affairs.
- Meeting out the appropriate interests of the shareholders and stakeholders.
- Concerning with business and financial issues.
- Dealing with challenges and issues relating to corporate governance, corporate social responsibility and corporate ethics.
- Conducting board meetings periodically to discuss about directors responsibility to control the company's overall situation, strategy and policy,
- Appointing an executive authority
- Monitoring the chief executive officer a delegated authority of FPO
- Enabling adequate reporting systems to maintain overall control.
- Determine the company's vision and mission to guide and set the pace for its current operations and future development.
- Determine the values to be promoted throughout the company.
- Determine and review company goals.



- Determine company policies
- Set strategy and structure
- Review and evaluate present and future opportunities, strengths, weaknesses and risks relating to the company.
- Determine the business strategies and plans
- Ensure that the company's organizational structure and capability are appropriate for implementing the chosen strategies.

Support from BoDs:

- Land support provide from Board of Directors by Millets Processing Unit under NADP Scheme 16-17.
- And land support for Seeds Processing Unit by BODs.
- Mobilization farmer and Procurement support from BoDs.
- For direct farm gate procurement of produces, lead farmers are playing major roles.
- To increase capitalization of FPO.
- To organize member mobilization.
- Participation with main stream government activities like setting up of primary processing centre under NADP, MSDA, SMSP and TNIAMP schemes.



COMMITTEES & AUDITORS BOARD COMMITTEES:

Financial committee: Effective finance committees fully engage in an annualized budgeting process in cooperation with the administrative leader, board of directors and staff. Including non-board members with financial expertise from agricultural departments on the committee.

Roles of financial committee:

- Reviewing and providing a recommendation to the Board for the annual budget and the business plan proposed by the CEO;
- Authorizing investment policy; and
- Authorizing acceptable accounting and disbursement procedures for all funds under jurisdiction of the Institute
- In addition to developing an annual budget, the committee is setting long-term financial goals like, the creation of a working capital or cash reserve fund and the creation of a fund for maintaining or replacing equipment and financially support the implementation of the strategies.

Marketing committee: Advertising conducting market study, making arrangement for supply of Agri. commodities and identifying mega buyers

1. Enforcing the Rules and the Bye-laws, conditions of licences of different market for the purchase and sale of agricultural produce regulated by it.
2. Managing the income, incurring the expenditure and investing the surplus funds.
3. Preparing budget estimates of marketing.
4. Maintaining a register of farmers, licensed traders, general commission agents, etc.
5. Taking all possible steps to prevent adulteration of agricultural produce in the process of grading and standardization.



6. Collecting and maintaining daily lists of prices of different types and grades of agricultural produce in different areas.

Technical committee: The Technical Committee comprised of three directors, and a majority of technical expertise from government departments.

Roles of the technical committee - The primary purpose of the Committee is to assist the Board in fulfilling its oversight responsibilities on specific technical matters which are beyond the scope or expertise of non-technical Board members. The Committee shall oversee and advise the Board and the company's management team ("Management") in relation to the development and advancement of the production, value addition process information on crop cultivation, rain fall, weather report, pre & post-harvest management, pest control, etc.

Responsibilities : conducting investigations, analysis and diligence to validate and test the technical aspects of the company's operations, projects, etc. The Committee may also consider project economic analysis, appraisal of technical risk factors, appropriate longer-range (as well as early stage) preparations for project development and construction, as well as such other matters as may be requested by the Board.

Company auditor

Mr.R.Hanumandhan, H M P S& Associates Chartered Accountants, Madurai. He is well known expert in Accounting and Auditing and he is so supportive and acts as consultant and well-wishers of our farmer producer company to lead us in the right direction. He is successfully completing our company's 5th year auditing in a very efficacious manner.



OUR LENDERS



They supported on Lending to farmers and working capital

They supported us for working capital and Capex loan.

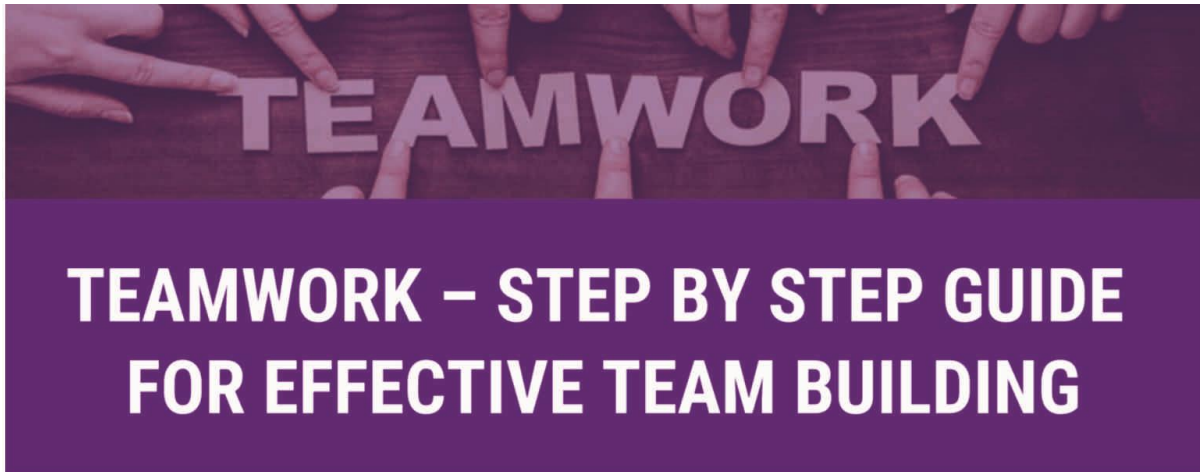


Fund provided to Machinery and Equipment's.



They Supported us for Working capital





1	Mr.C.P.Chandraban Singh Managing Director		
2	Mr.K. Rajendran Chief Executive officer	Mr.M.Dhanasekaran Administrative Officer	3
4	Mr. G.Manisekaran Technical Consultant	Mr. S P Vijay Anand Social Mobilization	5
6	Ms.M.Jeyashree Accountant Manager	Mr. R Alagu Kumar Procurement Manager	7
8	Mrs. S Sathya Credit Officer	Mr. Kaliraj Credit collection Officer	9
10	Mr. A Mareeswaran CBBO-Project Co-ordinator	Mr.Muthiah Processing Manager	11
12	Mr.R.NagendranMoorthy Asst. Processing Manager	Mr. R Alagu Kumar Production Incharge	13
14	Mr.Kalimuthu Programme Assistant	Mr. Dinakaran Programme Assistant	15



CHALLENGES FACED BY VIRUTHAI & HOW TO ADDRESS THEM....

At current time around 1000 FPOs are facing problems for even survival. FPOs are facing so many problems related to skills of CEOs and BODs, related with farmers, financial crisis, marketing sustainability. It's a long list some of the key issue faced by FPOs are mentioned here:-

I. Mobilization of farmers: Every FPO is having their respective Resource Institution and one promoting agency. Both of them are facing issue with manpower attrition, so they are facing problem in formation of FPOs that leads to less no. of farmer mobilization into FPOs. The lack of awareness about the FPO among the farmers is another disadvantage in making success of mobilization. Due to less farmers are being mobilized share capital of FPOs are less than as expected and that leads to several other financial problems.

Our Approach : The problems in mobilization mainly occur only because of the lack of knowledge among the farmers about FPO function. To overcome this issue, we have gone close to the farmers through the identified lead farmers in the same village and given lot of orientations to the farmers at regular intervals along with our LRPs. After that, we teach them the benefit of being members in FPO and help them financially by providing livestock loans, technical knowledge sharing. The primary thing is to stop the farmers to migrate because of drought and some other reason. We mainly focusing in maintaining social capital by providing farm finance, Milch animals and Goat rearing, and supporting Agri allied activities with advanced technical support by which we have happened to keep on touch with the farmers closely with much care. This is the main achievement of mobilization. The main thing is, we keep on touch with them periodically and help them in irrigation, cultivation, input supply, procurement and marketing their produce by value addition and double the income of the farmers.



II. Knowledge and Skills of Board of Director & Chief Executive Officer:

As Farmer Producer Organization are formed and run by farmers only. So they democratically decide their Board of Directors & CEO is appointed by BODs. They are having very less managerial skills and limited exposure to entrepreneurship and business development. So various training programmes should be organized time to time to enhance these skills.

Our Approach : Besides many trainings provided to the BoDs and CEO, we work together and maintain the transparency and integrity in all the FPO activities. For that, we have given additional responsibility to all the BoD members such as one director is looking after Accounting, another one is taking care of Administrative work as full time job, and another director helps in marketing and procurement. By making the directors involve in the FPO main stream activities, we make it everything genuine and accountable. Apart from that, most of the Directors have pursued higher degrees and Engineering graduation also which helps a lot in understanding and sharing knowledge to run the organization smoothly. In our organization, Authorized signing authority and complete freedom has been given to CEO in all the activities, which plays vital role in the remarkable growth of our organization.

III. Mobilization of External Fund Rising- The main crisis to FPO comes from fund rising. Without sufficient external fund rising, an FPO is not able to do procurement, value addition and marketing effectively. If an FPO fails in marketing, obviously there is no sustainability in the journey of an FPO.



Our Approach to this Issue: The Resource Institution plays a main role in overcoming this issue. For us, our Resource Institution has taken tireless effort for the financial linkages and support us for financially, which is fruitful to us to scale up our business in procurement, value addition and marketing. As an FPO is in developing stage, the RI has to take that responsibility to uplift its FPO to the significant height in financially.

IV. Marketing: Marketing is the backbone of any organization to keep us alive. But many FPOs find difficult to make it success because of not having proper business plan to execute. Without the achievement in Marketing and cash flow, the organization will not be a sustainable one.

Our Approach : Viruthai has succeeded in marketing by adopting different strategies and implemented in a full swing as follows. Initially, our organization has developed Branding, on which all the products are sold. And we have developed in producing more Value Added products in Millets and Pulses which gave additional strength to ease the marketing. Moreover we have applied and got trade mark certificate also for our branding. Next we established the traditional marketing channel like placing Super stockiest, Distributors and Marketing Executive in all over Tamil Nadu so that at present, Viruthai's products have got the place in around 400 super markets. Then we initially have developed paid Website for our organization through which we attract more buyers nationally and internationally. Now we are keep on exporting our farmers' products through eminent exporters to USA, Canada, Kuwait, Omen, Dubai etc...



MILESTONES OF THIS COMPANY DURING 2020-21

Dear well wishers,

It's always a feeling of proud and excitement when an organization achieves something. Through this Annual Report, it's giving me immense pleasure to share to all of you that Our Viruthai MFPCL has been empanelled with NAFED, New Delhi and TNSFAC, Chennai and achieved CBBO status in the year 2021 under the Central Sector Scheme for formation & promotion of 10,000 FPOs. NAFED has sanctioned 4 FPOs and TNSFAC has approved for 5 FPOs. Viruthai has moving forward one step ahead in its mission with the formation and promotion of 9 FPOs in the year 2021.





NAFED
विपणन संघ

Ref.No: HO/FOF/CBBO/2020-21 Dated: 26.03.2021

M/s. Viruthai Millets Farmer Producers Company Limited
D.No. 6/576/30-2, Bharathidasan Street, Lakshmi Nagar,
Madurai Main Road, Virudhunagar-626001

Subject: Work Allotment by NAFED as Cluster based Business Organization (CBBO) for Formation and Promotion of FPOs-reg.

Dear Sir/Madam,

This is with reference to our letter dated 11.03.2021 regarding the empanelment of your organization as Cluster based Business Organization (CBBO) with NAFED for formation and promotion of FPOs. In this regard, we are pleased to inform you that your organization has been awarded work allotment for formation and promotion of Farmer Producer Organizations (FPOs) in the following states with the number and type of FPOs.

S.No.	State	Districts	Number of FPOs	Commodities
1.	Tamil nadu	Special crops To be decided by CBBO	4	Special Crops - 4

This work allotment letter is an extension of the Agreement signed with your organization dated 24.03.2021. The terms and conditions will be applicable as per the signed Agreement with your organization. You are requested to start the work immediately after receiving this allotment letter with intimation to NAFED-HO.

Thanking you and looking forward to working with you.

(Unnikrishna Kurup R)
General Manager, FOF

भारतीय राष्ट्रीय कृषि सहकारी विपणन संघ मर्यादित
National Agricultural Cooperative Marketing Federation of India Ltd (NAFED)
NAFED House, Sidhartha Enclave, Ashram Chowk, Ring Road, New Delhi-110014 (INDIA)
TEL :011-26340019, FAX : 011-26340261,
E - mail: ukurup@nafed-india.com, Web : www.nafed-india.com, Twitter : @nafedindia



NAFED
60 Years in Service



SFAC
लघु कृषक
कृषि व्यापार संघ



SFAC
विपणन संघ

TAMIL NADU SMALL FARMERS' AGRI BUSINESS CONSORTIUM

(Sponsored by Govt. of Tamil Nadu)

Department of Agricultural Marketing and Agri Business

From
Thiru. K.V.Muralidharan, IAS,
Managing Director, TNSFAC/Director of
Agricultural Marketing and Agri Business
Guindy, Chennai-32.

To
Viruthai Millets Farmer Producer
Company,
No.6/576/30-2,Bharathidasan Street,
Lakshminagar,
Madurai Main Road,
Virudhunagar-626001

Letter No. TNSFAC/101/2020-7, dated: 26.02.2021

Sir,

Sub: Agricultural Marketing and Agri Business –TNSFAC-Central sector
Scheme of formation and promotion of 10000 FPOs – Empanelment of
Cluster Based Business Organisations- Letter of Award for formation &
promotion of FPOs during 2020-21-reg.
Ref: This office Letter No TNSFAC /101/2020 dated 25.02.2021

With reference to the letter cited above, you , we wish to convey to you that Viruthai Millets Farmer Producer Company have been selected by Tamil Nadu Small Farmers Agri Business Consortium subject to the terms and conditions of the EoI and the terms hereof, to be engaged as a CBBO for the promotion of FPOs as per the following

S.No	Number of FPOs to be formed	District	Block
1	1	Ramnad	Thiruvadanai
2	1	Ramnad	Naiyanarkoil
3	1	Tenkasi	Vasudevanallur
4	1	Virudhunagar	Vembakottai
5	1	Tirunelveli	Kaiakkad
Total	5		

2. The FPO formation and promotion activities will be undertaken as per operational guidelines for formation and promotion of 10000 FPOs issued by Ministry of Agriculture and Farmers Welfare during 2020.

3. The formation and Incubation Cost of CBBO is limited to maximum of Rs 25.00 lakh (Rupees Twenty five lakh only) per Farmer Producer Organization of support or actual which is lesser, is to be provided for five years from the year of

II Floor, Tamil Nadu State Agricultural Marketing Board Complex,
CIPET Road, Thiru.Vi.Ka. Industrial Estate, Guindy, Chennai - 600 032.
Tel : 044 - 2225 3498 | Email : tnsfac@gmail.com



COVID-19 PANDEMIC: VIRUTHAI STRETCHES ITS HELPING HANDS TO NEEDY IN VIRUDHUNAGAR DISTRICT.

Viruthai has shown great enterprise and tried to ease the distress of marginalized individuals during the lockdown.

Since 2016, Viruthai Millets Farmer Producer Company has worked towards Small and Marginal farmers' development in the villages in and around Virudhunagar District of Tamil Nadu.



In the meanwhile, because of the rabid spread of Corona, the Tamil Nadu government announced a statewide lockdown for a period of 21-days to curb the spread of coronavirus. The decision, although necessary, wasn't inclusive of many marginalized sections of the society like daily wage labourers, the homeless population, beggars, slum-dwellers, several low-income groups as well as the elder who live alone. Also, as we enter the lockdown phase it is becoming increasingly evident that the true challenge for such people won't be to evade the corona virus but just to get enough food to stay alive.



In that critical situation, Viruthai has come forward to provide vegetables and grocery with the help and support of Agriculture Marketing department of Virudhunagar District, to daily



wagers, homeless and other people affected by the curfew in Virudhunagar District.

Currently, our organization has been distributing basic grocery packs to 50 women and their families daily throughout the lockdown period and masks that are being distributed along with the grocery packs. Viruthai is also providing basic income support to those in utmost need.

It would be a great pride for us to share that Viruthai supported to all the needy people by providing grocery, vegetables and income support during the last year lockdown in 2020 in the first wave of Corona pandemic. Viruthai always stands on the farmers' side whenever they are in trouble and in need. Viruthai is thankful to all its shareholders, Board of Directors and Government officials to make the expedition a successful one.



OUR MARKETING PROMOTION THIS YEAR - 2021



In today's business world Marketing Management plays a vital role. Most aspects of the business are highly depending on how successfully that business is practicing the Marketing. Viruthai is mainly focusing on identifying marketing principles and how those marketing principles practically use for the success of the business. Marketing is not the selling products but the art of selling products to the customers who is willing to buy to satisfy their needs and wants. Since marketing covers all the requirements to satisfy customers, marketing management must be a part of every employee's work in the organisation.

This year, Viruthai has worked hard and taking more steps to promote marketing to sustain the organization and developed new business and signed MoU between them which will increase the revenue growth of our organization.

- 1) At first, Viruthai has become a certified member of NABARD supported Madurai Agri Business Incubation Forum (MABIF) at Agricultural College,





Madurai. And our products are displayed there, from which, the strong platform has been created to achieve the significant height in marketing. Really it is more useful to identify the buyers and make strong market linkages.

2) Viruthai is keep on working towards Retail business

Consumers benefit from retailing as retailers perform marketing functions that make it possible for customers to have access to a broad variety of products and services. Retailing also helps to create a place, time, and possession utilities. A retailer's service also helps to enhance a product's image. Retailing has a tremendous impact on the



economy. It involves high annual sales and employment. Keep the importance of the retail in mind, Viruthai has make an agreement with Reliance Retails Society to sell all our products in future. It paves the way to reach the all sorts of customers.

3. MoU has been signed with Veerapandiya Kalanjia Farmers Producer Company, Salem. This contract is mainly focus the supply of Groundnut Kernel and Pulses in large volume which definitely take our business to the remarkable growth.

4. It's our immense pleasure to share that in this year, Viruthai has done another MoU with ARTIC Overseas to export our products. In future we have more plan to export millets, pulses and Value Added products in huge quantity.



New Innovative Activities of VMFPCL-CBBO

Besides our existing value added products from Pulses, Millets and Small millets, we proposed to have new innovative value added products mentioned below during 2021-2022.

1. Drumstick (Moringa) Based value added products like, Beauty drops, Hair oil, Drumstick Shampoo, Seed oil, Gum paste and receipies like Drumstick rice mix powder, Idly Mix powder, Tablets, Capsules, High rich nutritive value food supplementary and Drumsticks herbal Tea.
2. Black Turmeric: Paste, Bindhi, Beauty drops, Tablets and capsules.
3. Banana Based Value Added products like Dehydrated Powder, Banana fig, Banana peel pickles, Banana pseudo stems, crushes etc...
4. Rice Bran Oil and local rice like Mapillaisamba, Gownirices, Poongar etc...
5. Chilli olio Resin oil, Masala powder with other spices ingredients.
6. Hill vegetables.
7. Maize starch and corn oil.



OUR BRAND

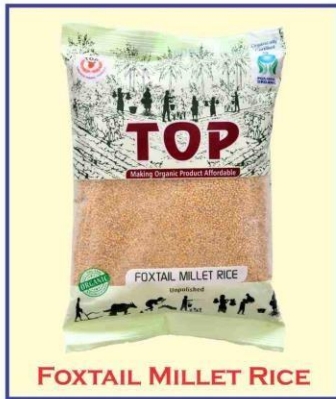
Tamil Nadu Organic Products & Viruthai Agro Foods



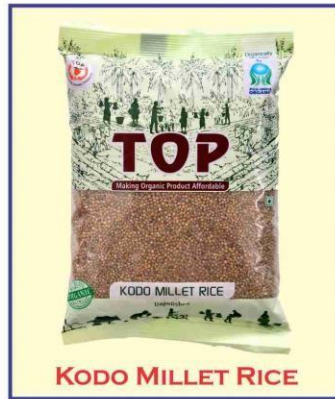
Viruthai millets farmer producer company is operating two brands out of this “Viruthai Agro Foods” is its exclusive brand promoted by VMFPCL and recently evolved “TOP (Tamil Nadu Organic Products)” it’s actually a brand of the government of Tamil Nadu. We VMFPCL are promoting pulses and millets product under this TOP brand to establish our state image in the national as well as international level.



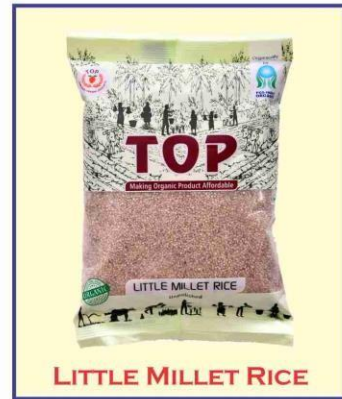
OUR PRODUCTS



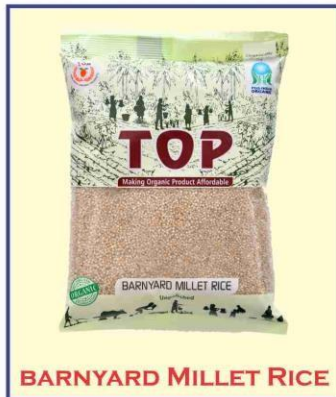
FOXTAIL MILLET RICE



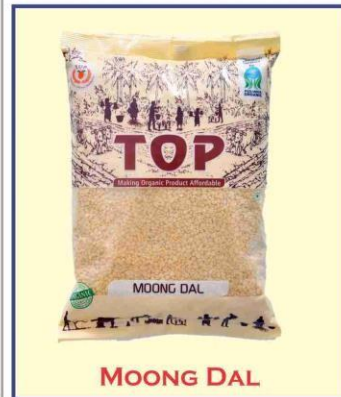
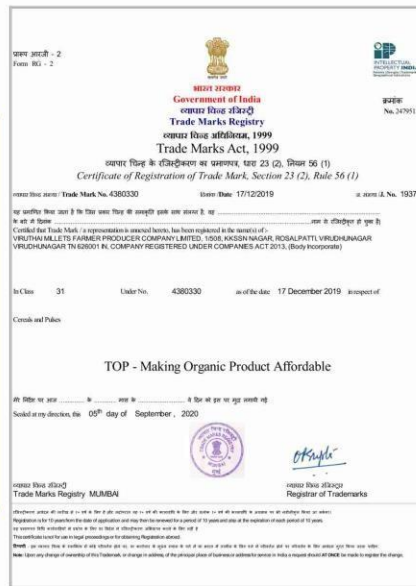
KODO MILLET RICE



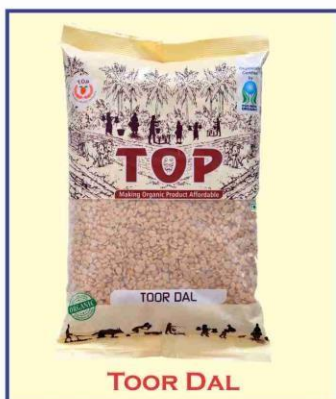
LITTLE MILLET RICE



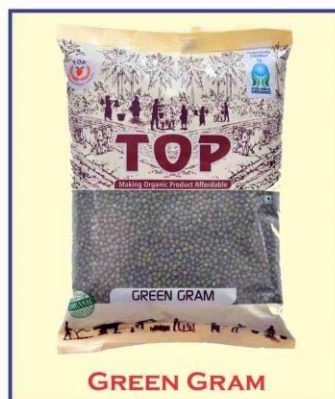
BARNYARD MILLET RICE



MOONG DAL



TOOR DAL



GREEN GRAM



ORID DAL



CUMBU POHA



SORGHUM POHA



ULUNTHANKALI MIX



FOXTAIL MILLET COOKIES



KODO MILLET COOKIES



ADAI DOSA FLOUR



KADAI KANNI DOSA FLOUR



MILLETS CHAPATHI MIX

Totally we are manufacturing 102 Millets, Pulses, Ready to Cook and Ready to Eat Products



CERTIFICATIONS :

Certifications Our aim is to give quality products to the end users. There is no compromise in that one. So we follow the standardised and accepted Indian systems for all category of business, which support quality and safety food items to the consumers.

Separate license for Millets and pulses.



Got AGMARK certificate for our products categories are Pulses and Spices

ISO 22000:2005 FSMS systems (Food Safety and Management System) For Manufacturing, Processing and Value Addition of Rices, Millets, Pulses, Spices and Oilseeds

ISO 22000:2005

Food safety management systems -- Requirements for any organization in the food chain



It is a quality assurance initiative. The principle of collective responsibility for ensuring the organic integrity of the PGS. Understanding of how the system works and direct procurement from farm gate between producers and consumers and other stakeholders.



LINKAGES WITH MAIN STREAM :

1	TNSFAC - Chennai	Virudhunagar	2017-18	NADP	13.65
2	TNSFAC - Chennai	Virudhunagar	2018-19	SMSP	60.00
3	Department of Agriculture Engineering - Chennai	Virudhunagar	2018-19	MSDA	10.00
4	Department of Agriculture Marketing and Agricultural Business - Chennai	Virudhunagar	2018-19	TNIAMP	30.00
5	TN-RTP	Virudhunagar	2020-2021	TNRTP COVID - 19 ASSISTANCE	10.00

Viruthai has utilized all the main stream benefits to move ahead and make sure the sustainability of the company. In the year 2018-19, We got the TNIAMP scheme for business expansion for the existing FPO cost of Rs.30 Lakhs to expand the business and created well equipped infrastructure to reduce the production cost and earn more profit.

During this Covid-19 Pandemic situation, TNRTP has called for the TNRTP COVID-19 Grant Assistance. We submitted our proposal for the financial assistance of Rs.10 lakhs stating that 50% is used for





Procurements and 50% is used for

purchasing of Machineries to TNRTP COVID-19 Assistance. District level Panel members from TNRTP and Related officials have scrutinized and selected our FPC for the TNRTP COVID-19 Assistance. We wish to use this occasion, we would like to express our gratitude to Tamilnadu Government, District Collector, TNRTP Officials for this kind motivation. Not only this financial assistance to FPO, Viruthai has taken steps to get help to its FIGs (Valayangulam Millets FIG & Varalotti FIG) also to get the Covid-19 Financial Assistance of Rs.1.5 lakhs. This financial assistance was very much helpful to keep the FIG lively during the Covid-19 collapse.

Memberships

MEMBERSHIPS

APEDA

- **Agricultural and Processed Food Products Export Development Authority** works to organise export promotions

CII

- **Confederation of Indian Industry (CII)** works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes.

The infographic also features the logos of APEDA (Agricultural and Processed Food Products Export Development Authority) and CII (Confederation of Indian Industry) in the center, with a small Viruthai Millets logo in the bottom left corner and a page number '44' in the bottom right corner.



Viruthai has become a certified member of NABARD supported Madurai Agri Business Incubation Forum (MABIF) at Agricultural College, Madurai. And our products are displayed there, from which, the strong platform has been created to achieve the significant height in marketing. Really it is more useful to identify the buyers and make strong market linkages.

PRODUCT STANDARDS



Trade Mark

- 1. Viruthai millets logo is registered trademark
2. Our Own Bran "TOP" has been registered in Trade Mark.



TOP
Making Organic Product Affordable



Viruthai millets logo rationale-Relationship

A green colour round at outer- represents the earth/world/consumers of food. Three panicles of millet with leafs in a shape of recyclable template – represents the sustainable activity of organic farming and the yield of a crop totally agricultural productivity.

VMFPCL alphabets between the outer circle and the inner three millet panicles represents that the “Viruthai Milles Farmer Producer Company” connects the world consumer and the millets farmers by marketing the organic produce to consumers. Here outer circle considered as world consumers and inner millet panicles considered as farmers. Green colour represents the sustainable agricultural activity Brown colour represents the agricultural produce ready to harvest.

Supply chain





INFRASTRUCTURE CREATED

Resources and Facilities : UNIT - I

Through the scheme called NADP-2016-17 to strengthen the existing FPOs,



Rs.13.65 lakhs as subsidy was provided to establish Millet Processing unit at Valayankulam Village, Virudhunagr dt in 2016-17. After that, We have developed our existing unit with Pulses Processing unit also. Now our Millet and Pulses

processing units are fully equipped with latest machineries such as imported machines for millet processing, elevator with sortex and meet the requirements of day to day needs of the global market. Our total value of our Millet and Pulses Processing unit costs around **Rs.1.60crores.**



- a) **Type of building** - RCC floors side walled with brick and cement and roofed with blue metal sheets.
- b) **Power and other utilities** – 3 phase with 50 HP power supply installed



OUR PRODUCTION EFFICIENCY

<ul style="list-style-type: none"> • Production upto 10 tons per day is our capability. • All our millet processing is met the export quality. • Having 25 Metric Ton capacity Drying Yard in our unit is an additional strength. • Availability of Separate Color Sortex for Millets. 	<ul style="list-style-type: none"> • Production up to 5 tons per day. • Unit has separate color sortex exclusively for pulses. • Processing by following traditional methods. • Drying yard with the capacity of 25 MT. • Expert professionals for handling advanced machineries.
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The agriculture and agro based processing industries are a key solution area of our problems relating to wastage of agro produce and value addition of food products enhance farmers income. Agro



processing sector is one of the largest sectors in India in terms of reduction, growth, consumption, and export of value added agro products. It is envisaged that we should be one of the largest millet food factory of India. So as to generate income, employment and foreign exchange in a big way, through significant increase in level of processing and achieve higher growth through value addition.



Equipment Resources

Equipment and machineries Installed at Processing Centre for Millets and Paddy at Valayankulam, Kariapatti Taluk of Virudhunagar District.

Make No		Description	Model	capacity (Per. Hr)	Electric Motor	
1	Perfura	Tach	Destoner cum Grader cum aspirator	DGAB31T	1MT	3 Phase
2	Perfura	Tach	Destoner cum Grader cum aspirator	DGAB31T	1MT	3 Phase
3	Perfura	Tach	Roaster	UR325	25 Kg/Batch	3 Phase
4	Perfura	Tach	Dhall Oil Mixer	(DOM -3)	500kg	3 phase
5	Perfura	Tach	Dhall Dehusker	(DDH -3)	400kg	3 phase
6	Perfura	Tach	Pulveriser	PD316DS	1MT	3Phase
7	Perfura	Tach	Flour Shifter	FS3500M	500kg	3Phase
8	Perfura	Tach	Flour Blender	FB3100S	100kg	3Phase
9	Perfura	Tach	Grain Polisher	GP3350	500kg	3Phase
10	Perfura	Tach	Poly bag Packing Machine	PBPCS	-	3Phase
11	Perfura	Tach	Gunny Bag Packing Machine	GBPR	-	3Phase
12	VISHRA		JAPANESE Rice Dehuller for Multi Grain Paddy and Small Millets	SY - 35 M	5 MT	Single Phase
13	VISHRA		JAPANESE Rice Dehuller for Multi Grain Paddy and Small Millets	SY - 35 M	2 MT	Single Phase
14	VISHRA		Rice Milling , Polisher with adjustable Knob, Spiral roller type and rice brawn	SY - 25 M	250kg	Single Phase
15	FASO		Color Sorter - Pulses	94 channel RGB	500kg	3 Phase
16		Mark	Color sorter - Millets	216 Channel RGB	600kg	3 Phase
17		IPK	Multi Head – Packing Machine		15000 Nos	3 Phase

Relative strengths of Processing Centre for Millets and Paddy at



Valayankulam business unit.

Core competencies of the unit

- knowledge and work – well skilled operator for dal and rice production
- financial position – well established
- Productivity – good for batch production to meet out whole sale activity and brand promotion.
- Location –Valayankulam.
- Human Resources – easy availability of both type labours.

Resources and Facilities : UNIT – II

Dry land agriculture is the system of cultivation dependent solely on receipt of rainfall. A flagship scheme of the state government, MSDA was introduced in 2017-2018 with the subsidy of Rs.10 Lakhs and our own contribution of Rs.5 lakhs.

Totally the unit-II was established at the cost of Rs.15 lakhs.



To achieve sustainable production in dry land agriculture through development of dry land clusters established **Dry Land Agriculture (MSDA)**.



District inaugurated by our district collector, JDA, AE and government officials.

Through this system the farming groups have been able to increase the value of their agricultural produce and increase their earnings. The system also provides services for the local rural population, such as grinding flour, processing of pulses etc. the revenue generated by this system is to make the system’s cost effective and functional.

This organisation has created employment for at least 10 people in the rural environment itself as per the present situation. This enables to avoid the migration of rural peoples to urban due to unemployment.

- a) **Type of building** - RCC floors side walled with brick and cement and roofed with blue metal sheets.
- b) **Power and other utilities** – 3 phase with 50 HP power supply installed.

<ul style="list-style-type: none"> • Production up to 5 tons per day is our capability. • All our millet processing is met the export quality. • Having 10 Metric Ton capacity Drying Yard in our unit is an added advantage. 	<ul style="list-style-type: none"> • Production up to 5 tons per day. • Processing by following traditional methods. • Drying yard with the capacity of 10MT. • Expert professionals for handling advanced machineries.
--	---

Equipment and machineries Installed at **Integrated Processing Centre For Millets, Pulses & Oil Seeds** at **Moolipatti of Virudhunagar District.**



Sl. No	Make	Description	Model	Capacity	Phase
1	PerfuraTach	Destoner Cum aspirator cum grader for smaller grains	(DGA-S 3500)	500kg	3 phase
2	PerfuraTach	Destoner Cum aspirator cum grader for bigger grains	(DGA-B 3500)	500kg	3 phase
3	PerfuraTach	Dehuller - Double Stage	(MD -3300 CD)	500kg	3 phase
4	PerfuraTach	Dehuller - Double Stage	(MD -3300 CD)	500kg	3 phase
5	PerfuraTach	Pulveriser	(PD -312SS)	100kg	3 phase
6	PerfuraTach	Grain Polisher	(G P -340)	350kg	single
7	PerfuraTach	Dhall Oil Mixer	(DOM -3)	500kg	3 phase
8	PerfuraTach	DhallDehusker	(DDH -3)	400kg	3 phase
9	PerfuraTach	Groundnut Decorticator cum Grader	(GDG - 3200)	300kg	3 phase
10	PerfuraTach	Groundnut Deskiner cum Grader	(GDS -3200)	300kg	3 phase
11	Perfura Tach	Wooden Oil Expeller Machine	(OEW -312)	20kg per bag tch	3 phase

Core competencies of the unit

- knowledge and work – well skilled operator for dal and oil production
- financial position – well established
- Productivity – good for local persons need based production to meet out their day to day needs.



- Location –Moolipatti.
- Human Resources – easy availability of both type labours.

RESOURCES AND FACILITIES : UNIT – III

Seed processing unit is supported by the scheme “**Sub-Mission for Seed and Planting Material (SMSM)**” under **National Mission on Agricultural Extension and Technology (NMAET)**.



This unit will cover the entire gamut of seed production chain, from production of nucleus seed to supply of certified seeds to the farmers, to provide support for creation of infrastructure conducive for development of the seed sector in rural demography itself, and also for improving their capacity and quality of seed production, create dedicated seed bank to meet unforeseen circumstances of natural calamities, etc.

*“Development and Strengthening of Infrastructure
Facilities for Production and Distribution of Quality*



The company is Developing 100 MT of Seed processing and storage unit at Melathulukkangulam for the Virudhnagar district farmers at a cost of 60 lakhs with full state subsidy from Government and total costs of this unit is Rs.90 lakhs with our own contribution of Rs.30 lakhs construction work has just been completed and ready for functioning.



And we got license for Seed production and sales of Seed also from the concerned authority.





WORKS TO BE PERFORMED AT UNIT-III

1. Specially established for the intension of producing Seeds of Millets, Pulses and Paddy.
2. Uniting the above said Seed farmers collectively and trains them.
3. Involving themselves to establish their own seed forms.
4. Processing of seeds and supply to the farmers themselves and increasing the capacity to supply of seeds to Government also.

Efficiency of this unit as follows,

1. Ability to produce 20 MT seed per hour.
2. Having quality machinery from Fowler Westrup.
3. Our Unit has the capacity of 50 MT drying Yard facility.


Market and Industry Outlook

Introduction

- Rural consumption has increased, led by a combination of increasing income and higher aspiration levels . There is an increased demand for branded products in rural India .The rural FMCG market in India is expected to grow to US\$ 220 billion by 2025 from US\$ 23.6 billion inFY18.





- On the other hand, with the share of unorganised market in the FMCG sector falling, the organised sector growth is expected to rise with increased level of brand consciousness, augmented by the growth in modern retail.
- Another major factor propelling the demand for food services in India is the growing youth population, primarily in urban regions. India has a large base of young consumers who form majority of the work force, and due to time constraints, barely get time for cooking.
- Online portals are expected to play a key role for companies trying to enter the hinterlands. Internet has contributed in a big way, facilitating a cheaper and more convenient mode to increase a company's reach. It is estimated that 40 per cent of all FMCG consumption in India will be made online by 2020. The online FMCG market is forecast to reach US\$ 45 billion in 2020 from US\$ 20 billion in 2017.
- It is estimated that India will gain US\$ 15 billion a year by implementing GST. GST and demonetisation are expected to drive demand, both in the rural and urban areas, and economic growth in a structured manner in the long term and improved performance of companies within the sector.



ORGANIC MARKET :

- Nutricereals, health foods and organic foods are the new focus are as of consumer.
- Nutricereals is a segment to watch out for, the government has declared 2023 as the “Year of Nutricereals” and is trying to promote this segment heavily, Whereas earlier, only crops were accorded, organic certification, this certification is now available for even livestock, seaweed etc,
- Whereas earlier, the organic industry in India was export-led, it is now domestic sales that are in the lead and domestic consumption is rising at a rapid rate-faster than the export market
- Previously the government’s focus was on organic production and conversion, but now there is greater focus on providing market access to farmers through formation of FPO’s and market linkages.



DISTRIBUTION CHANNEL



We have appointed super stockiest to distribute the products under the “**TOP**” brand in Tamil Nadu. Under super stockiest we have placed Stockiest for **Chennai region** and **Coimbatore region**.

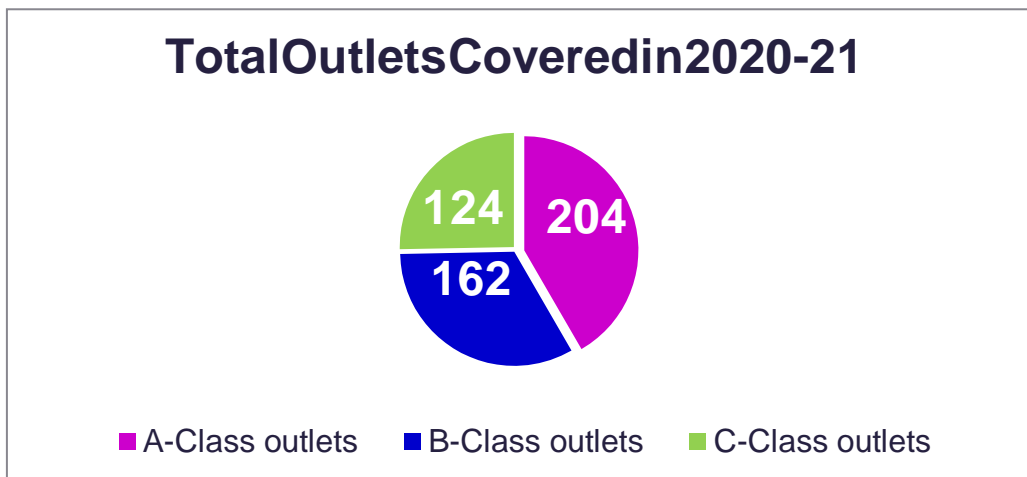
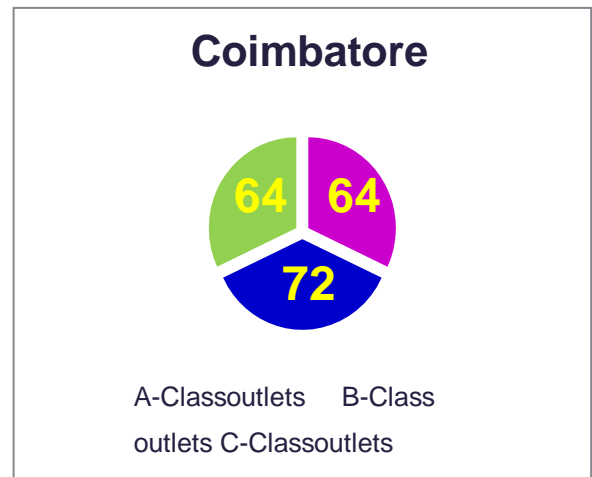
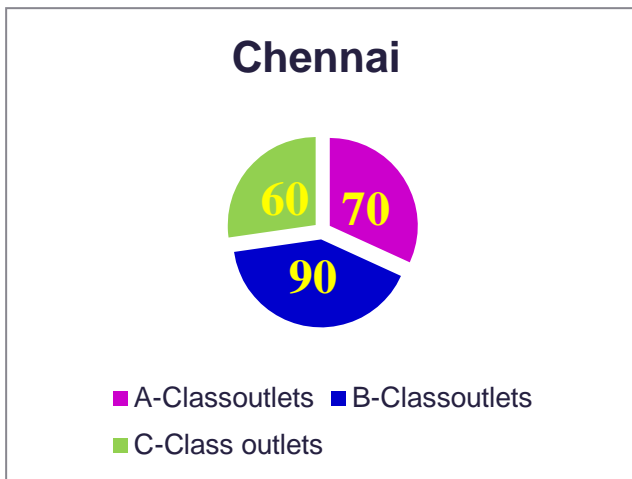
Under the stockiest we have placed **7 distributors**.



Our products have been placed around 500 retail outlets in Chennai, Coimbatore and other parts of TamilNadu.

The below pictorial diagram shows the segment-wise break up of retail outlets placed.

Chennai	70	90	60	220
Coimbatore	64	72	64	200
Others	70	-	-	70
Total	204	162	124	490





DIRECT MARKETING

Also, products procured from the FPC members will be sold under “Viruthai Millets FPC ”brand and they have got the approval and opened retail outlet in Department of Agriculture –Chennai office and Semozhi Poonga, Chennai.

In the FY 2019-2020 with this distribution channel we have achieved the sales turnover of Rs.60.00 lakhs. We are the tough competitor for the existing inorganic brand Uthayam, Sree Gold etc, and we are the competitor for top organic brand in the market.

In brief, the aforesaid positive market & industry outlook is more favourable to “TOP” (Tamilnadu Organic Product) to grow further as per its projections.

Our exports

We are renowned Former Producer Company in Tamilnadu dealing with Millets Rice (All Millets Like Banyard, Kodo, Foxtial and Little Millets) Millets value added products like (Ready to Eat and Cooking Items), all kind pulses (Orid Dal, Moong dal, Toor dal, Greengram and Blackgram), spices (Chillies – Samba / Mundu (Round Chillies), Pepper) various Traditional Rice, and Edible oil and spreading our wings now to the international opportunities.





We proudly share that our Viruthai Millets Farmer Producer Company is the **only FPC in Tamil Nadu to sell our quality millet based products in the alien shore.** These export activities add another gem in the crown of Viruthai Millets Farmer Producer Company.

At present our products are being sold in **USA, Canada, and various Gulf countries like Qatar, Omen etc...** The Unique taste and Quality of our products give confidence to export to more than 10 countries within the short span of time.

For the past 3 years, it has been learned that quality is the essential component that decides the survival of Farmer Producer Company. We have a veteranteam of direct procurement from farmers, Hi-tech Production & Processing, quality professionals to warrant top-quality service to all of our clients at all times.



The food products offered by us are known for our **purity, longer shelf life and rich taste.** The products offered by us are processed and manufactured using **high-grade ingredients and other raw material, which are produced by our farmer themselves without having money minded.** These products are offered in various quantities and specifications to meet the various requirements of our clients. We are persistently working hard to improve our products by implementing the healthier and safe processing technologies, keeping future quality standards in mind and export the food products.



CASE STUDIES

Case study on Sustainable income from dairy - Empowering rural women Introduction:

In a male dominated society, where women empowerment seems to be highly a question mark. The concept of women empowerment shows that the society has given a raw deal to women-Who comprise nearly fifty per cent of the population and women themselves have to come forward to fight for their rightful place in all walks of life and prevent their exploitation in every field. In this case study you can find a woman who seems to be come forward to face the challenges in all her walks of life through dairy farming.

Objectives of the case study:

- Study is to identify the effective woman dairy farmers as a model.
- To empower women economically and socially.
- To understand the interest of woman in dairy farming.

Participant Selection:

In this case study one participant has been identified based on the interaction, interest shown in the training programme and observation done by the staff.

Methodology of the case study:

Observation, interviews, references and direct interaction are the methodology followed in this case study.



Case study :

Name : M.Mariyammal

Village : Chinnapparediyappatty

Mrs.M.Mariyammal, aged about 45 born in Tamilnadu, a middle-class family and studied up to only elementary education.



Since her childhood she is interested in agriculture and its allied activities as well as she is self-motivated and also taught about self-respect and self-sustainability by her parents. She brought indigenous cow which used to give 5-6litres of milk per day.

That made her to look after her animal properly and she used to pour nearly 5 litres of milk per day in the nearby houses which is two kilometres surrounding from her home. Per litre 40rupees is the amount fixed by her which seems to be a handful of income for her. With the availability of fodder in her land she used to feed those animals properly. She said that comparing her production cost income in dairying seems to be quite sustainable, regular and profitable. She is also quite happy with the support extended by the Viruthai Millets Farmer Producer Company limited for providing Rs.1,00,000/- as start-up loan for her activity.

Income:

Per day 5 litres x 40 = 200.00

Per month 200 x 30 = 6000.00

Additional benefit female calf one number

**Conclusion:**

Out of her expenses and repayment of loan she is saving 10000 for one year through dairy farming. She explains proudly that I am not dependent on my husband or with my children. I earn with my own effort and no one in my family opposes me. I have been given enough support by my family members because of the sustainable income from dairying.

A CASE STUDY ON MILLETS VALUE ADDITION**Summary :**

Increasingly corporate trend has created a concern that many midsize family- owned business has disappeared. Many rural areas faced with declining numbers of farm jobs. Considering an alternative as a source of potential income and employment growth the food processing sector at rural level has significant importance. By adding value to farm products, this food processing sector is seen by some analysts as a key element for rural growth, as well as a way to enhance farm income and provide rural jobs.

Farmers of local communities are looking for solutions to their local economic problems. If rural areas cannot find ways to attract or create jobs requiring the skills of highly educated people, they may lose the group most likely to be the catalyst for improving local conditions. However, any gains by rural areas probably will have to come about through intense competition with older, more-established industries in many metropolitan areas.

Background information

Name of the farmer	: M.Rajasekaran
Village	:Valayankulam
Accommodation	: Own house
Social and economic factors	: Middle Class educated
Family and supports	: family women & interested farmers supported activity Assessment



Declining Rural Economy

Thiru.M.Rajasekaran, who is a member of Valayankulam Millets Farmer Interested Group-I promoted by Viruthai Millets FPCL. Initially Viruthai purchased Millets Cookies from outsourcing and marketing. Then, to develop the economic growth of this FIG members,



Viruthai stretches its helping hands to Mr.Rajasekaran and his farmers team to establish the cookies unit along with proper training at the cost of around Rs.3 lakhs. Moreover, Viruthai provides enormous support for marketing and export the cookies to Oman, Canada, Qatar, USA and Kuwait also. Now the status of the FIG members have been improved and they are in the position to stand in their own hard work and viruthai Millets FPCL" s support.

Plan

We plan to develop different types of cookies using a combination of minor millet flour and natural sugar. The activity has been delegated to an interested farm group headed by Mr. M Rajasekaran who is having prior experience in biscuit industry. Raw materials are being arranged from the VMFPCL processing centre and natural sugar organized from another FIG in the district.

Capital Investment loan from Viruthai Millets FPCL: 300000/-



Intervention

From the farmer side: with the help of VMFPCL support regarding financial, technical, raw material mobilization and capacity building I have developed a micro food processing industry for millets cookies production and through this venture I have been able to provide job opportunity for 5 to 6 members directly in the village and can be able to support indirect job opportunity for more than 15 members those who are not directly connected to the production process. I used the loan amount for machinery purchase regarding the production of millet cookies.

The information below describes why I feel satisfied about product value addition is important for us.

Per day production capacity : 100Kg

Price : 180 perKg

Total value of production per day : $100 \times 180 = 18000.00$
Total value of production per month : $18000 \times 30 = 540000.00$

Other important benefits:

- Technology for Value addition methods training to the farmers group
- Increased income level of the farmers
- More job opportunity at rural level for higher educated peoples
- Employment to rural uneducated women.
- Improved social status of the family and rural society.



A Case Study on farm finance A brief summary of the case

Referral/presenting issues S.Rajendran, aged around 53, has done only his elementary education. He belongs to farming community, is married and has two children. He owns 10 acres of land and manages it with the help of hired labour. Mr.S.Rajendran has been growing red gram, millets and vegetables for quite some years.

For the recent years due to heavy increase in agro input material costs farming is very difficult among the farmers and areas like Virudhunagar it more difficult due to its rain fed farming nature. Hence switching to a sustainable way of farming is more important. The following story tells about a successive farmer who involved in rain fed sustainable farming with the help of community supports.

Background information

Name of the farmer : S.Rajendran

Village name :Mannarnayakkanpatti

I am cultivating red gram which involved a number of routine activities like sowing the seeds directly brought from the seed dealer, applying FYM as a standard practice. As a member of the group, I am an active participant in the FIG. The cultivation practices followed were as per the decisions in the FIG group we formulated and the cultivation was according to my normal farming practices, and for the control measures for pest and diseases.

I learnt a lot about alternative farming practices in VMFPCL trainings. The seeds were treated with biologicals prior to sowing. Such as phosphobacteria and azospirillum before sowing. Pest management: Trap



crops like marigold and bhendi were grown to manage pests like heliothis and spotted bollworm. I learnt about the role of useful insects like Trichograma, an egg parasite on heliothis. Prior to my FIG enrolment I had no idea like, that there could be some insects, which could benefit our crop example Reduvid bug, a bio agent to control spodopetera. The earlier practice was to spray pesticide whenever a larva or an insect was noticed in the field. These new measures helped in reducing the pesticide sprays and reduced a major expenditure in the farming. Nutrient management: FYM 2 tons/ac to 3 tons/ac and with vermi compost (2 q/ac).At present, I have also started composting in my own farm. These knowledge and traditional farming practices with improved modern techniques and utilities save me from severe financial crisis.

Plan

For developing community oriented farming activity among the farmers of Virudhunagar district which is highly rain fed dependent farming system hence improving farmers income and livelihood through sustainable approach will be a better option to start.

Intervention

Introducing community oriented farming system Training to adopt organic farming in a sustainable manner Empowering rain fed farmers

Involving women SHG in activities like bio pesticide production, etc.

Income

Redgram yield : 408 Kg Rate per Kg :43.00

Totalincome : 43 x 408 =17544.00

Loan amount from VMFPCL30000.



A case study on woman farmer

A brief summary of the case

During the past ten years, the field of organic agriculture by information exchange, awareness raising, standards development and in increasing the role of women in agriculture is gaining access. The main purpose of this study is to



analyse the importance of a rural women in agriculture and recording her role in empowering the rural livelihoods. To find alternatives to present-day chemical, non-viable and environmentally destructive modes of conventional agriculture, as well as to bring about environmental, socio-economic and cultural stability and sustainability through agriculture.

Background information

Name of the farmer : Mrs.T.Shenbagavalli

Village Name : Chinnapparediyapatti

A 50 years age old married female Mrs.T.Shenbagavalli with a family members of 4 people, I have actively involved in agriculture for more than two decade from my child hood I learned farming from my father and after my marriage I involved farming in my husband's farm and supporting him in various activities like weeding, man power coordination, etc. but due to economic insufficiency my husband went for some other work in the urban and leaving the responsibility of farming to me. I planned to take support from



community and approached VMFPCL about financing, training, capacity building, etc. and to get succeed in cost effective farming to earn enough profit in agriculture.

Plan

- Encouraging alternatives of present chemical, non-viable and environmentally destructive modes of conventional agriculture;
- Environmental sustainability: Bring about environmental, socio economic and cultural stability and sustainability through agriculture.
- Poverty alleviation, food security, women's liberation, Capacity building of communities.

Intervention

- increase in awareness among the different stakeholders of organic agriculture in the region;
- Increase in demand and widening of markets for organic produce.

Income

Black gram yield	502
Rate per Kg	52
Total Income	: 502 x 52 =26104/-

The lessons learned

- Proper networking was possible with in a community.
- Information exchange was made possible to every farmers.
- social and cultural importance was emphasized;
- Women have to be involved as prime mobilizers in the process of shifting from conventional agriculture to organic agricultural systems.



Conclusion

The land use, which was perceived only from economic context, is now seen as methodology to transform social behaviour to bring about environmental sustainability. With this change in thought process, all the components of nature were effectively managed sustainably. To supporting their decision VMFPCL organised and supported to opening a market outlet for marketing of organic produce; increase the role of women in decision making in organic agriculture.



AWA



Best Business Performing FPO in Tamilnadu Award – 2021 from the honourable Chief Minister of Tamilnadu at Chennai during Republic Day Celebration.



Best Performing FPO Award – 2019 from the honourable Chief Minister of Tamilnadu at Thalaivasal, Salem District.



Viruthai Millets FIG Member Mrs. L Marieswari Participated in “National Level Food Processing Conclave 2018” Road Map for Indian Food Processing Industry at New Delhi and received “Best Women Entrepreneurship award 2018” from our Honourable Central Minister of Agriculture.



“Agri. Business Award 2018 for Best Performing FPO” by the



Commissioner of Cooperative society, Chennai Tamil Nadu.



**Best Value Chain & Supply Chain Management Award from TNAU,
Madurai , Tamil Nadu**