



Annual Report 2016-17



Krushidhan Producer Co. Ltd.

Reg. No. U01110GJ2005PTC046316

Field Unit of KrushiDhan Producer Co. Ltd.

C/o, Development Support Centre, Nr. Government Tube well, Bopal, Ahmedabad- 58

Contact : (02717) 235994, 235995

Email: dkvpcl@gmail.com; Website: dsc@dscindia.org

- Vadnagar** : KrushiDhan Agro Centre, Span Complex-18, Behind S.T. Bus Stand, Kamalpur Road, Vadnagar, Dist. Mehsana.
Contact: Ranjit Thakor (Mo.9601281159)
- Himmatnagar** : KrushiDhan Agro Centre, G/B-28, New Durga Market, Opp. Pavan Transport, Himmatnagar, Dist. Sabarkantha.
Contact: Manoj Patel (Mo. 9601281126)
- Sikka** : KrushiDhan Agro Centre, Sikka Chowkadi, Taluka-Dhansura, Dist. Aravali.
Contact: Haresh Koshiyaniya (Mo. 9601281425)
- Meghraj** : KrushiDhan Agro Centre, Behind APMC, Shop No.8, Panchal Road, Taluka-Meghraj, Dist. Aravali.
Contact: Kiran Patel (Mo. 9601281145)
- Khodamali** : KrushiDhan Agro Centre, Khodamali, Taluka-Satlasana, Dist. Mehsana.
Contact: Ranjit Thakor (Mo.9601281159)
- Chada** : KrushiDhan Agro Centre, Chada, Taluka-Kheralu, Dist. Mehsana.
Contact: Ranjit Thakor (Mo.9601281159)
- Shobhasan** : KrushiDhan Agro Centre, Shobhasan, Taluka-Vadnagar, Dist. Mehsana.
Contact: Ranjit Thakor (Mo.9601281159)
- Ahmedabad** : Retail Outlet, DSC, Govt. Tube well, Bopal, Ahmedabad-58
Phone: (02717) 235994 / 95

Own Products of KrushiDhan Producer Co. Ltd.



Wheat Seed



Groundnut Seed



Fodder Seed



Maize Cattle Feed



Wheat Grain



Vermi Compost



Biopesticide



Krushidhan Producer Company Ltd.



Annual Report

2016-17

**1. General Information: Krushidhan Producer Company
(Up to 31st March 2017)**

Name of Company :	Krushidhan Producer Company Ltd.
Registration :	23 June, 2005
Share Corpus (Share Capital) :	Rs.45 Lakhs (9000 Share holders)
Registered Office :	Ahmedabad
Cluster :	Five
Number of Villages :	190
Number of Districts :	Five (Amreli, Sabarkantha, Mehsana, Arvalli and Ahmedabad)
Number of Blocks :	Eleven (Visnagar, Sabarkantha, Kheralu, Vijapur, Unja, Modasa, Himmatnagar, Meghraj, Dhari, Dhansura, Kujad (Dehgam)
Number of Share holders (Members):	3126
Share Capital (2016-17) :	Rs.25,63,000/-

1.2 General Information:

Auditors :	1. Shree Amaldutt and Associates, Statutory Auditor, Ahmedabad 2. Shree Kunesh Jesvas and Company, Internal Auditor, Ahmedabad
Main Office :	Near Government Tube well, Maruti nadan Villa, Bopal, Ahmedabad - 380058
Branches :	Vadnagar, Himmatnagar, Sikka Chokadi, Meghraj, Khoda Ambali, Chada, Dhari, Shobhshan, Vangala (Detail information of the address is given on the page no.16)
Share Capital :	Rs. 25,63,000/- (Total Rupees Twenty Five Lakhs Sixty Three Thousand Only) Share holders : 3126, Number of Shares : 5126
Bankers :	State Bank of India, Dhuma, Ahmedabad, Himmatnagar, Modasa, Meghraj, Vadnagar.
Email :	dkvpcl@gmail.com
Contact Number :	02717 – 235994 / 235995

2. Introduction of Krushidhan Producer Company Ltd.

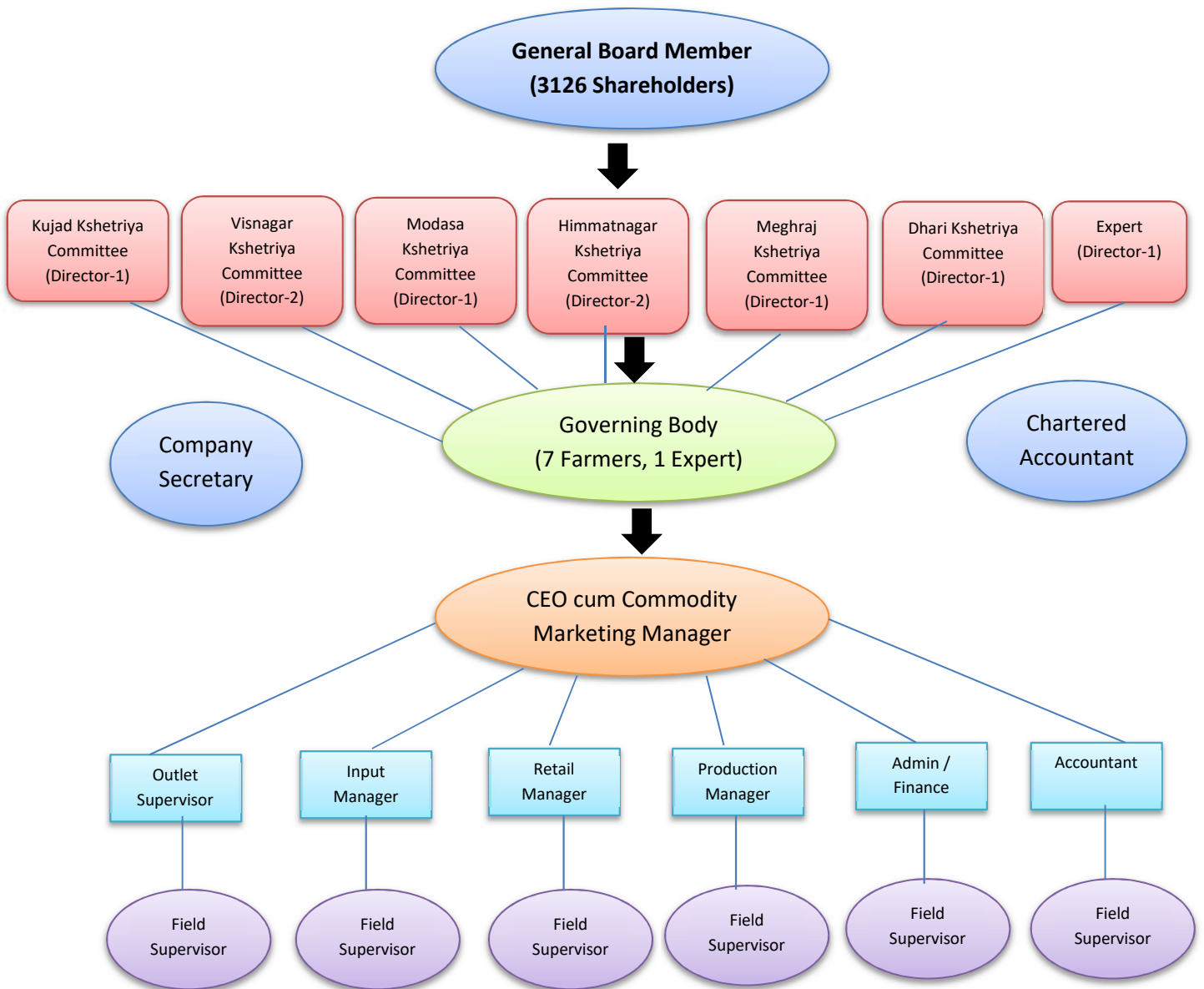
Krushidhan Producer Company Ltd. (KPCL) was established by farmers of Gujarat for their own growth and development. The company had started its works in the year of 2013 with 1075 shareholders and corpus of Rs.5.37 Lakhs. At present there are 3126 shareholders. The head office of the company is at Bopal, Ahmedabad with branch offices at Visnagar, Modasa, Himmatnagar, Meghraj and Dhari districts of Gujarat.

In a recent assessment it came out that there are 14,000 farmers of 190 villages of 11 blocks of 5 Districts are benefited under the company. The major credit for the same goes to the Development Support Centre, Ahmedabad and RBS Foundation, Mumbai who could develop the vision and had established Krushidhan Producers Company with necessary guidance for gradual growth and development support in administrative expenses, training, and exposure visit.

Purpose of Company:

1. The efforts have been made for the socio-economic upliftment of especially small and marginal farmers and make them self-reliant.
2. The arrangement has been made to get good quality of seeds, fertilizers and chemical pesticides at fair rate and timely.
3. Value addition of farmers' products and to make sustainable management for proper rate of selling.
4. Provide motivation to maintenance of soil fertility for nurturing sustainable, scientific and natural agriculture.
5. Provide trainings to understand market demands and management by farmers and go ahead with their business.
6. Peruse any activity which will be in overall growth and development of agriculture and also for the farmers.

3. Administrative Structure of Krushidhan Company:



3.1 Members of Governing Body (2016-17) (Total Annual Meeting – 4)

Sr. No.	Name	Designation	Place	Date on Duty
1	Shri. Vasantkumar R. Patel	Vice Chairman	Vadnagar	30.06.2013
2	Shri. Mohan D. Sharma	Expert Director	Ahmedabad	30.08.2013
3	Shri. Chandrakantbhai P. Sedali	Director	Dhari	23.08.2015
4	Shri. Babubhai J. Patel	Director	Visnagar	08.07.2015
5	Shri. Kavjibhai T. Dama	Director	Meghraj	30.08.2013
6	Shri. Lalitbhai V. Patel	Director	Himmatnagar	30.08.2013
7	Shri. Amrutbhai B. Patel	Director	Himmatnagar	30.08.2013
8	Shri. Rameshbhai V. Patel	Director	Modasa	30.08.2013

3.2 Information of Shareholders based of working area:

Sr. No.	Name of Unit	Total number of Share holders	Share holders	
			Male	Female
1	Visnagar	1477	1202	275
2	Himmatnagar	518	385	133
3	Modasa	652	458	194
4	Meghraj	264	143	121
5	Dhari	215	215	-
Total		3126	2403	723

4. Business activity and availed benefits:

Krushidhan shareholders have collected the share capital of Rs.25.63 lakhs. The total business corpus is approximately Rs.57.65 lakhs including share capital and business income. The selling of agriculture inputs such as chemical pesticides, seeds, organic inputs and agriculture equipment are made for the shareholders and farmers from the corpus. During this time period of four years i.e. 2013-14, 2014-15, 2015-16 and 2016-17, around 14000 farmers have purchased agriculture input worth of Rs.3.5 Crore. The major reason why these farmers are relying on KPCL is that, they are getting their demands of the inputs and seeds on time and in affordable prices as compared to market. As per an estimate of the company, the farmers got profit of Rs.6 Crore from selling these inputs as compare to other local agriculture inputs selling joints. This is the message KPCL carries at its heart that, with every transaction the farmers shall be benefitted more than the company. In

addition to this with an aim of promotion of organic farming, the company has been selling the organic fertilizer and organic pesticides with company's own branding name since last two years.

Krushidhan Producer Company has started purchase and sale of wheat, sorghum, Alfalfa and groundnut seeds just to promote these crop varieties in the region so that farmers would grow them in their fields which has resulted in, farmers have shown increased production from 60 to 80 kg per Bigha and got the profit of Rs.75 lakhs from these two varieties only.

KPCL has also initiated retailing the producers of member farmers in the urban setting like that of Ahmedabad by opening a retail outlet at Bopal, Ahmedabad with the support of DSC, Ahmedabad. Here at this outlet the products of shareholders, women's group, and farmers club are being displayed. These products are of crop seeds, spices and at times seasonal fruits like that of Mangoes which has undergone cleaning, grading and packaging at their places only. They get 5 % additional profit from it and customers directly availed the products produced by farmers. For the current reporting year there were 303 customers who could purchase products worth of Rs.5.10 lakhs from the outlet. Similarly farmers of Dhari unit sold 1604 boxes of Kesar mangoes (10 kg) worth of Rs.7 lakhs at Ahmedabad, Visnagar, Modasa and Himmatnagar.

5. Availability of the Resources for business activity

The Development Support Centre, Ahmedabad and RBS Foundation, Mumbai has made efforts for making the company self-reliant and gradually developing it to achieve its maximum potentials in doing so. The necessary guidance and support from these two expert agencies is being given to the company for administrative and salary expenses, training, exposure visit, promotion of products. In the finalization of doing so KPCL could acquire the Rs.10 lakhs equity grant proposed by 2000 shareholders for the support of business planning of Krushidhan with the help of Laghu Krushak Sangh.

6. Future strategy

The stage where it can be called as self-sustained, for KPCL is a challenge with its day to day work. However, the planning has been done for the near future with business dealings of Rs.8 Crore with approximately 3000 members and non-members of 199 villages. The major focus of the planning is to do trading of agricultural chemical pesticides and seeds. Production of 770 Ton seeds of wheat, groundnuts and grass, production and selling of 308 Ton animal food (maize shreds), 326 Ton purchase and selling of retail outlet, 38.06 Ton Fennel and trading of other crops etc. Participation of

women farmers is equally important for the KPCL's objective of achieving optimum growth for the member farmers. Thus with constant efforts women have also been made shareholders of the company since last three years. The company is very happy to take such initiatives for women and hope that more women can join as shareholders in future.

The company has been supported tremendously by Mr. Vijay Mahajan, Chairperson, Development Support Centre (DSC), RBS foundation, Mumbai, Shri. Amaldutt Dhruv and Shri. Krunesh Jaishwal, Chartered Accountant, Shri. I.R.Patel, Secretary. These experts and the chain of Distributors and associated institutions/Companies of chemical pesticides, seeds, agriculture input as well as finance institutions like that of State Bank of India and others banks, Department of Food and Drugs, Gujarat Seed Certificate Agency, Officers of Quality Control office, Agriculture Producers Market Committee, GUJPRO – Agriculture Department, Gandhinagar and others who could support the companies activities throughout the year.

7. Physical and Financial Achievement: 2016-17

Sr. No.	Particular	Unit	Physical Target	Financial Target (Rs. in Lakhs)	Physical Achievement	Financial Achievement (Rs. in Lakhs)	Physical Difference	Financial Difference (Rs. in Lakhs)	Achievement (%)
1	Input Selling (Cotton, Castor, Maize, Grass, Groundnut, Vegetable)	Pkt / bag/kg	9830	48.10	16278	51.44	6448	3.34	107
2	Seeds (Wheat, Grass, Groundnut)	kg.	47164	26.12	69720	41.10	22556	14.98	157
3	Organic Fertilizer (Vermi compost)	kg.	48400	2.29	95850	9.20	47450	6.91	402
4	Pesticides	Ltr	3076	2.09	2054	5.13	1022	3.04	245
5	Bio Pesticides	Ltr	6200	9.12	3747	5.3	2453	3.82	58
6	Equipment	Unit	8156	25.00	8500	7.89	344	17.44	31
7	Retail Outlet (Cereals, Pulses, Spices)	Ton	97	34.15	17	4.32	80	29.83	13
8	Selling of wholesale groundnuts	Ton	16	13.00	102	437	86	423.67	3310
9	Maize crush	Bag	2628	15.77	232	1.62	2396	14.15	10
				176.17		562.87		517.18	320

8. Quarterly Financial Business (in Rs.):

Sr. No.	Particular	Turnover (Amount in Lakh)
1	April – June	43.77
2	July – September	36.41
3	October – December	226.30
4	January – March	226.30
Total		256.39

9. Activities undertaken in the company and benefits

1. The company is purchased seeds and wholesale goods and selling chemical pesticides, seeds, organic inputs and agriculture equipment among approximately 9000 farmers in 180 villages through branch offices during a year. These farmers have purchased agriculture inputs worth of Rs.2 Crore. Therefore they are getting chemical pesticides and seeds on time, with full of guarantee and as per their desired quantity as compare to market. **As per an estimate of the company, the farmers got profit of Rs.4.5 Crore as compare to local agriculture inputs.** This shows that the farmers got more profit and company got negligible profit.
2. Krushidhan is working with the shareholders, farmers club and women's group under its working area and they are cleaning, grading and packaging of the spices, pulses, telibiya and cereals produced by them. They are selling them at local villages, block and at retail outlet of Ahmedabad. They have sold mainly 16400 kg wheat, 1000 kg pulses, 1000 kg spices and 1604 boxes of kesar mangoes. They got 5 to 20 % more margin than market and customers get an opportunity to purchase products from the farmers.
3. With the support of DSC, Krushidhan has sold approximately 90 Ton of organic fertilizer and 2000 litre organic pesticides produced by shareholders, farmers club and women's group under its working area. Therefore the customer arrangement established for producers and they are inspired towards more production. They are also inspired towards organic farming in around 1800 hector land. Approximately 20 farmers are also involved in organic farming certificate process.
4. The farmers were aware about agricultural equipment, seeds and technology etc through different communication media (advertisement) such as loud speaker, leaflet, wall painting, whatapp, LCD in 190 villages for a period of 25 days during a year. Resulting the business of Krushidhan is increased.
5. Rupees One Lakh and Seventy Thousand agriculture seeds provided to more than 2600 shareholders. The information about insects, diseases, government schemes, climate changes are given by voice sms, text sms in Gujarati language. Resulting the farmers are getting proper

and necessary information on time and they are able to take decisions about their own profit and loss.

6. The trainings were given on seeds, wheat, castor oil, cotton, organic farming, and market management to 1000 shareholders, 150 members of cluster committee and 7 board members in association with university, local businessmen and agencies.
7. The block committee meeting was organised at every three months for the shareholders at each block level – Visnagar, Vadnagar, Dharoi, Himmatnagar, Modasa, Meghraj. The progress review of the work, future planning and challenges faced by the farmers etc were discussed during the meeting and find out its solution.
8. Four meetings of general body of Krushidhan Producer Company were organised during the year. The main points such as policy related, area based planning and implementation, solutions for the issues / problems, financial and business planning were discussed during the meeting.
9. The farmers of Modasa, Vadnagar and Himmatnagar of Krushidhan Producer Company had done wheat seed plotting of different types such as lokvan, 496 and 173 numbers. Out of them 41 Ton seed production made. The produced seeds were sold to shareholders and farmers. Resulting, the production is increased about 60 to 80 kg per vigha by the farmers.
10. DSC has provided more than nine cereals / spices cleaning, grading and mobile based technology to the Krushidhan shareholder block committee. Resulting, more than 1000 farmers get the services in the last year. They get 11 to 20 % profit than market and other farmers by using machines.
11. Krushidhan Producer Company has submitted a proposal of Rs.10 lakhs for equity grant of 2000 shareholders at Shri. Laghu Krushak Sangh, Delhi. In this regards, they have visited the producer company, verified the things and sanctioned equity grant of Rs.10 lakhs.
12. The farmers of Himmatnagar produced 30 Ton seeds of G-20 and G-24 number variety of groundnut in the working area of Krushidhan during this year. The produced seed were sold to the shareholders and farmers. Resulting, farmers increased about 30 to 60 kg production per vigha.
13. The grass rajka seed production was made about 400 kg during this year by Krushidhan Company. On the basis of experience, it is planned to produce 2000 kg seeds in the coming year.
14. The farmers of Dhari area sold kesar mangoes total amount of Rs.7.5 lakhs at Ahmedabad Retail Outlet, Visnagar, Modasa, Himmatnagar and Vadnagar. Resulting farmers got 17-20 % profit than market and customers got carbide less mangoes.
15. Krushidhan has started bardan selling arrangement for the farmers associated with tobacco crop during this year. There are about 15,500 / 500 farmers of 20 villages purchased from it. Resulting, farmers got profit of Rs.2 to Rs.3 per bardan.

16. Krushidhan Producer Company purchased 1002 Ton agriculture produce worth of Rs. 433 lakhs on subsidize rate of 714 farmers of Dhari, Himmatnagar and Satlana area on behalf of Gujarat Government, Gujpro and NAFED. Resulting, farmers got profit of Rs.125 lakhs and Krushidhan Producer Company got profit of Rs.3.88 lakhs.
17. Krushidhan Producer Company received Small Agripreneur Award at national level during the year 2016-17. This award is sponsored by H.R Club, CSR, Mumbai.
18. Krushidhan Producer Company, Modasa has started maize bharda unit for the khandan of animals during this year. There are 200 farmers purchased from it. Resulting, farmers get more quantity and more fat of milk and increased the profit.

10. Partner Institutions of Krushidhan

Sr. No.	Type of work	Function of Institutions
1	To establish Krushidhan Producers Company and there is a need of office administrative expenses, training, exposure visit, promotion of products and marketing management for its gradually growth.	Development Support Centre, Ahmedabad To organize community people associated with income generation activities at village level and to provide motivation and support for income generation activities in group.
2	Distributors of agriculture, chemical pesticides, seeds, agriculture equipment, organic inputs etc	Distributors : Jaybharat – Himmatnagar, J.K Agro Seed, Royal Seed – Mehsana, Gujarat Agro – Vijapur, ABC Centre - Ladol
3	Producers of organic input products	Nico Orgo
4	Support in selling each produce of agriculture product	NCX Spot and Future – Mumbai
5	Support in purchase and selling of telibiya / pulses	Laghu Krushak Sangh, Delhi
6	Producer company for lift irrigation	Parikshit company / NETAFIM, Ahmedabad
7	Producers company for grass seeds and chemical pesticides	UPL – Ahmedabad, Western - Gandhinagar
8	Training and capacity building	Agriculture university – Ananad, Junagadh, Dantiwada, Vijapur, Jagudan
9	License of agriculture produce purchase and selling committee	APMC – Himmatnagar, Modasa, Meghraj, Dhari, Visnagar
10	Olam International Pvt. Ltd., Rajkot	Purchase of groundnuts
11	Seed production and seed certification	Gujarat State Seed Certification Agency, Ahmedabad
12	Awaz de Info system Pvt. Ltd., Ahmedabad	SMS / Voice SMS service
13	Coordination in purchase and selling of telibiya / pulses	Gujpro Producer Company
14	Ananya Finance	Ahmedabad

11. Visitors during the year:

The information of various institutions visited Krushidhan Producer Company during the year 2016-17 mentioned as below:

No.	Name of Institution	Purpose of visit	Number
1	Participants of NABARD, Gujarat and Sajjata Sangh	1. Function, procedure and method of Krushidhan Producer Company 2. Institutional structure 3. Accounting methods	107
2	Participants of NAREGA and DSC, Gujarat and Madhya Pradesh	1. Function, procedure and method of Krushidhan Producer Company 2. Institutional structure 3. Accounting methods	203
3	MAHITI - Gujarat, VRTI, AKRSP(I), Ananya Producer Company, Gujarat	1. Formation, function and accounting method of Krushidhan Producer Company 2. Visit of shareholders	70
4	FWWB / SBI / Ananya / IDBI / Msmuni	Business procedure and planning of Krushidhan Producer Company	15
5	Jayant Agro Industries / Gokul	Market linkages with castor oil	8
6	Laghu Krushak Sangh – Delhi	Share, equity grant, inspection and for approval	3
7	V.N.K.C – Ahmedabad	Market for groundnuts	2

12. Balance Sheet of the Financial Year 31st March 2017 of Krushidhan Producers' Company Ltd.

Krushidhan Producer Company Limited,
Balance Sheet as at 31-Mar-2017

		Amount (Rs.)	
Particulars	Note No.	As at 31st March 2017	As at 31st March 2016
I. EQUITY AND LIABILITIES			
1 Shareholders' Funds			
(a) Share Capital	2	2,563,000	1,017,500
(b) Reserves and Surplus	3	162,220	(12,625)
2 Non-Current Liabilities			
(a) Long-Term Borrowings		-	-
(b) Deferred Tax Liabilities (Net)		-	761
(c) Revolving Fund		1,000,000	1,000,000
3 Current Liabilities			
(a) Short-Term Borrowings	4	1,522,137	1,181,137
(b) Trade Payables	5	617,841	(312,459)
(c) Short-Term Provisions	6	671,759	564,820
Total		6,536,957	3,439,134
II. ASSETS			
1 Non-Current Assets			
(a) Fixed Assets			
(i) Tangible Assets	7	69,055	30,876
(ii) Non Current Investments	8	83,600	83,600
(c) Long-Term Loans and Advances	9	234,075	173,838
(d) Interest accrual	10	-	-
2 Current Assets			
(b) Inventories	11	940,156	626,736
(c) Trade receivables	12	3,298,318	1,518,972
(d) Cash and Cash Equivalents	13	1,911,753	1,003,816
(e) Short-Term Loans and Advances		-	-
(f) Other Current Assets		-	1,296
Total		6,536,957	3,439,134
Significant Accounting Policies	1		

As per our report of even date
For Amal Datt & Associates

Chartered Accountants


CA Amal Dhru
Proprietor

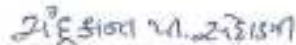
Membership No. : 030257

Firm Reg. No : 100294W

Place: Ahmedabad

Date:

For and On behalf of the Board





Directors

KRUSHIDHAN PRODUCER COMPANY LIMITED

13. Profit and Loss Account at the end of Financial Year 31st March 2017

Krushidhan Producer Company Limited.
STATEMENT OF PROFIT AND LOSS

		Amount (Rs.)		
	Particulars	Note No.	Year ended 31st March 2017	Year ended 31st March 2016
I	Revenue from Operations	14	55,298,426	10,619,886
II	Other Income	15	1,277,857	791,957
III	TOTAL REVENUE (I + II)		56,576,283	11,411,843
IV	EXPENSES			
	Cost of Materials sold	16	54,538,457	9,878,460
	Depreciation and Amortization Expenses	7	11,395	6,618
	Other Expenses	17	1,807,157	1,328,984
	TOTAL EXPENSES		56,357,009	11,214,062
V	Profit Before Tax		219,274	197,781
X	Tax Expense			
	Current Tax		42,884	33,070
	Deferred Tax		1,545	761
XI	Profit(Loss) for the Period(XI+XIV)		174,845	163,950
XVI	Earnings per Equity Share			
	-Basic		34.11	80.57
	-Diluted		-	-
	<i>Additional Information</i>		-	-

The Notes referred to above form an integral part of the Balance Sheet.

As per our report of even date

For Amal Datt & Associates

Chartered Accountants

CA Amal Dhru
Proprietor

Membership No. : 030257

Firm Reg. No : 100294W

Place: Ahmedabad

Date:



For and On behalf of the Board

21/03/2017

Patel

Directors

KRUSHIDHAN PRODUCER COMPANY LIMITED

14. Last three years financial information of Krushidhan Producers' Company Ltd.

Krushidhan Producer Company Limited.
(Previously known as Dhari Krushak Vikas Producers Co. Ltd.)
Notes to and forming part of Balance Sheet as at 31st March 2017

NOTE : 2 . Share Capital

Particulars	As at 31-Mar-2017		As at 31-Mar-2016	
	Number of Shares	Amount (Rs.)	Number of Shares	Amount (Rs.)
Authorised Capital	9000	4500000.00	5000	2500000
Subscribed and fully paid				
Equity Shares of Rs. 10.00 each	5,126	2,563,000	2,035	1,017,500
Equity Shares of Rs. 500.00 each	5,126	2,563,000	2,035	1,017,500
Total				

Particulars	As at 31-Mar-2017		As at 31-Mar-2016	
	Amount (Rs.)	Amount (Rs.)	Amount (Rs.)	Amount (Rs.)
Revolving Fund		1,000,000		1,000,000
Total		1,000,000		1,000,000



15. Last three years Business information of Krushidhan Producers' Company

No	Name of Product	Unit	2014-15			2015-16			2016-17		
			Qty.	Cost (in Lakhs)	No. of Beneficiaries	Qty.	Cost (in Lakhs)	No. of Beneficiaries	Qty.	Cost (in Lakhs)	No. of Beneficiaries
A	Input Selling (Cotton, Custard Oil, Grass, Groundnut, Vegetables)	Pkt / Bag / Kg.	9343	28.69	2300	22245	53.4	3450	16278	51.44	4300
B	Seed Production (Wheat, Grass, Groundnut)	Kg.	20000	11.1	623	32000	23.17	809	69720	41.10	1300
C	Organic Fertilizer (Vermi Compost)	Kg.	34000	1.46	500	71000	8.29	750	95850	9.20	900
D	Chemical Pesticides	Ltr.	1196	3.46	637	908	7.51	750	2054	5.13	900
E	Bio pesticides	Ltr.	264	0.66	255	852	2.13	553	3747	5.30	600
F	Equipment	Unit	200	0.13	123	3799	12.78	900	8500	7.89	1157
G	Retail Outlet (Cereals, Pulses, Spices)	Kg.	1250	0.32	75	15600	7.08	237	16400	4.32	350
H	Nursery	No.	1000	0.38	25						
I	Wholesale selling of groundnut	Ton							102	436.87	780
J	Maize Bharado	Bag							232	1.6	148
	Total			46.2	4538		114.36	7499		562.87	9835

16. Challenges:

- Input purchase and sale of local dealers and company with shareholders.
- Changes in environment e.g. the problem in business and production planning due to irregular rain and prevalence of insects and diseases.
- Competition between local agricultural seller of agriculture, pesticides and seeds.
- Control of distributors on the rate of agriculture and input related selling.
- Lack of interest of the companies to purchase agriculture produce.
- There is possibility of purchase and sale on supporting rate (Concession rate), but it is dependable on State and Central Government.
- Habit of members and non-members to purchase agriculture inputs on credit.
- Farmer Company gets 2 to 4 % margin in the business of agriculture, chemical pesticides, seeds and agriculture equipment. The administrative cost is more for few margins. Therefore, there is a need to get support in administrative arrangement for the business.
- The company had identified trust worthy purchaser and made contract with them for collective purchase and sale of wheat, castor oil, cotton and groundnut but the selling and purchasing is not happened due to favorable condition in production and availability of local market.
- Lack of financial viability / sustainability.
- Lack of ownership of members.
- Lack of fund for larger / bigger work.
- Higher expectations.

Krushidhan Brand MAIZE CATTLE FEED

PURE

FILLED WITH PROTEIN

INCREASE MILK PRODUCTION

HEALTHY

PROFITABLE

Available in
20-40-50 kg.



Krushidhan
Contact

Vadnagar : 9601281159
Modasa : 9601281425
Meghraj : 7043215430

Himmatnagar : 9601281126
Dhari : 9601281139

Contact for
Traders

Products sold by KPCL

Seeds: Leading brands of the market for Castor, Cotton, Fodder, vegetable etc .

Pesticides (Chemical): Leading brands of the market

Vermi-compost: Produced by the women groups from the company villages.

Bio-pesticides: Produced by farmer clubs from the company villages.

Farm Equipment's: Labour intensive modern equipment's



Companies own Products

Spices: Mustard seeds, Methi, Chilli powder, Cummin, Fennel, Turmeric

Wheat: Tukdi / Bhaliya

Seeds: Wheat , Groundnut, Fodder

Vermi Compost

Bio-pesticides

Maiz Cattle Feed

