

CREATING NEW POSSIBILITIES

Create | Enhance | Sustain farming families

The real hero's

The farmers produce the food for hungry world communities by working 365 days 24X7, unfortunately world not helping to a real small farmers to the extent, which will lead to less food production in future. A real story and challenges of 949 indian mango small producers depicted below, they are located in backward and drought prone area along the Sheshachalam forest in Andhra Pradesh, India.

Small farmers challenges

Independent smallholder farmers face a number of great obstacles, many of them interrelated, which hold back their potential. Small plots, a lack of proper knowledge, absence of technology, and a lack of inputs, such as fertilizers, restrain productivity. A lack of market access, market power, and information depresses prices and sales. farmers thus receive a very low share of the final price. For many farmers, often the only option is to sell to middlemen or "coyotes", who offer cash for their fruit at low prices. Fruits are also prone to the price volatility of commodity markets, and its price often falls temporarily below what farmers need for the recuperation of production costs. and also Farmers have no assurance that the middlemen who buy their fruits this year will ever come back and purchase it again. " these factors combined result in a mix of low productivity, quality, sales and prices.



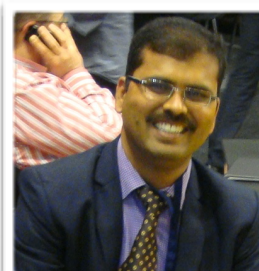
Creating new possibilities

A Civil Engineer Mr Shaik Abdul Ali, quit his highly paid job in Middle East, came to his village with solutions for challenges of small producers as a social responsibility to create, enhance and sustain the farming families. Mr Shaik adopted villages and drafted master plan with four pillars vision statements, accordingly completed drinking water and sanitation projects for 550 families from his own fund of INR 6 million, as part of Economic vitality vision and part of his commitment, the innovative business model drafted, which resulted to form Small producers organisation as KISAN SUVIDHA FARMERS PRODUCER COMPANY LIMITED (KSF) to ensure fair trade, social and welfare of workers and climate responsible farmers for sustainable world.

2016 year mango season produced FAIR-TRADE, RAIN FOREST and ORGANIC standards products, the farmers are very satisfied as they got more premium prices with long-term sustainable environmental commitments.

Name: Shaik Abdul Ali

Profession: Civil Engineer, Social activist





A Lasting Impact.

Small Producer organisation is focused on achieving measurable and sustainable results. Our commitment to the core principles of social & Environmental, Fairtrade, water and soil conservation, bio diversity and Health & safety, Integrated waste and crop management.

The below farming standards implemented for production of mango puree..



A lasting impact through producer organisation expected to achieve social and economical improvements, education to farmers children for creating new possibilities and improving lives.

We help enterprises/farmers operate more freely, produce products of higher quality and deliver them to markets quickly and efficiently.

Mr Shaik's Helping Hand snap shots

- Mr Shaik modelled self-sustainable villages master plan with four visions: 1) Community wellbeing 2) Economic Vitality 3) Environmental leadership and 4) Rural High quality.

- Helped to construct 550 toilets to ensure open defecation free. award received from state government for 100% achievement.



- 100% pure drinking water provided..



- NAVA Quality Foods Pvt Ltd legal firm established to help small producers company in marketing and technology

- Conducted farmers and community trainings for best practices and

implemented sustainable farming standards as Fairtrade, Rainforest, Global GAP and Organic..

- Helped to famers children education and many.....

Berkely and Stanford Universities from USA appreciated Mr Shaik's smart village innovative concept model , same teaching for their students as prototype.



Helping Hand looking from Buyer/Trader/Customer

The small producers expecting the help from buyers/Traders and customers to join hands together with Mr Shaik efforts to result the value of his sacrificing the luxury life and high paid salary for the farming community to safeguard future food demand of world, the following helping hand required for farmers.

- Promote the sustainable Mango puree product under NAVA brand

- Buy and sell and expand sustainable products

- Financial help to famers community as premium and Latest technology and knowledge transfer

