



2004-2014

...caring for those who feed the nation

Telangana

Andhra Pradesh

Maharashtra

Punjab

Organic way forward

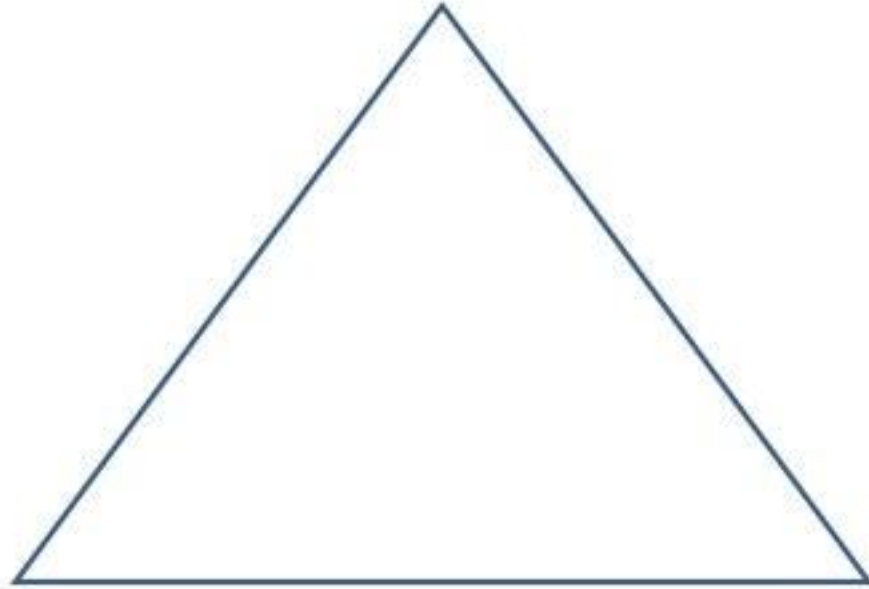
Centre for sustainable agriculture

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Farmer

- Shifting to better and sustainable practices
- Getting organised to deal with the markets and policies



Policy Support

- Supporting sustainable models
- Regulating unsustainable practices
- Invest more in agriculture
- Income security to farmers

Market Support

- Farmers moving up the value chain
- Direct marketing
- Forward and backward linkages
- Better prices

End to End solution across agri-value chain



Centre for Sustainable Agriculture

eKrishi

Sahaja Aharam

Resource
Conservation

Production &
Productivity

Financial
Linkages

Quality and
Value Added

Agri-
marketing

Local Sales &
Retailing

Soil
Fertility

Water harvesting
and Moisture
conservation

Seeds and
Biodiversity

Best Practices

Community
extension

Farmer field
Schools

Business
Planning

Credit

Insurance

Quality
management

Bio inputs

Small Scale
Infrastructure

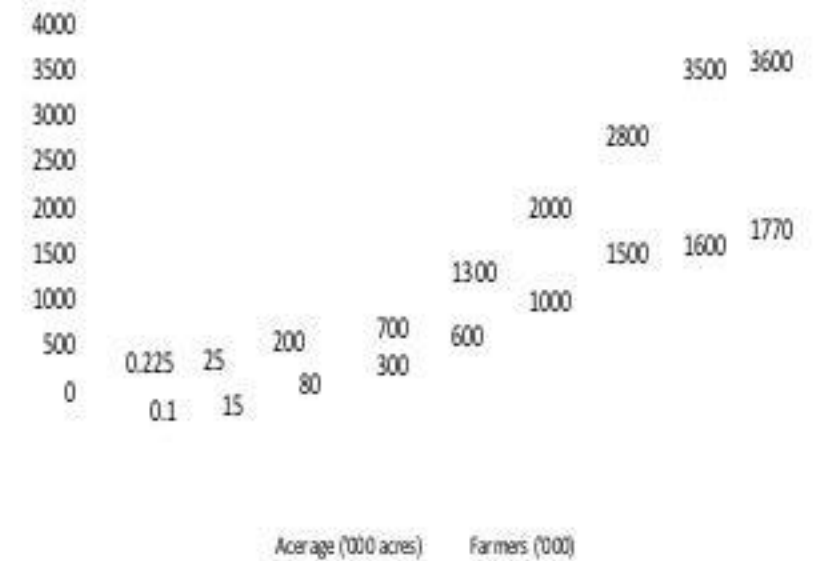
Community
marketing
professionals
Community
procurement
centers

Tie-up with bulk
consumers

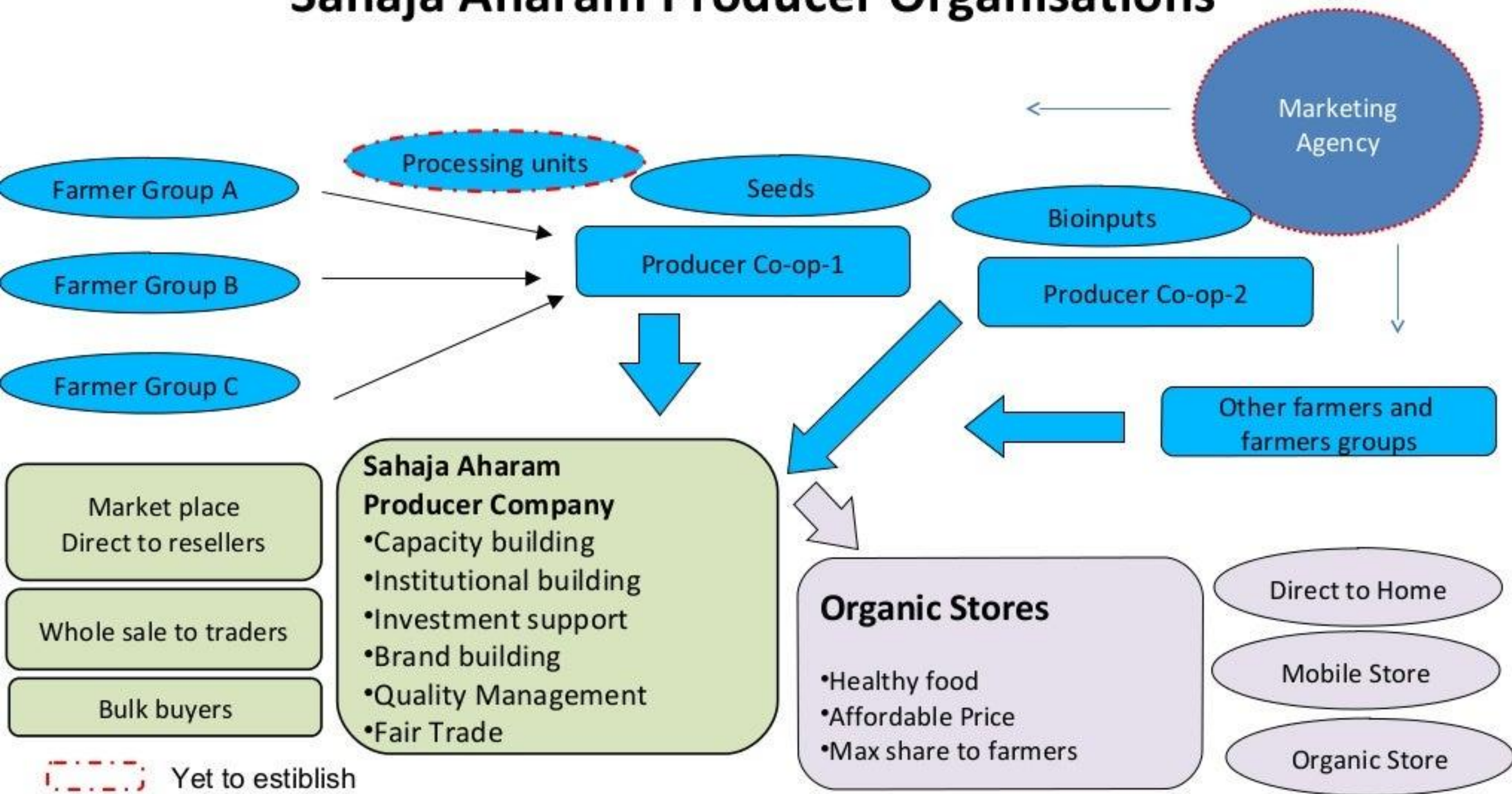
Food security
line
Tie up with
wholesalers

Achievements 2004-14

- Worked with Society for Elimination of Rural Poverty (SERP) Govt. of Andhra Pradesh in designing and establishing Community Managed Sustainable Agriculture (CMSA) in 1500 villages covering 200 thousand ha across 18 districts during 2004 to 2008 which is now practiced in more than 35 lakh acres in all the districts of AP and Telangana
- Worked with Govt. of Chhattisgarh in designing and establishing Community Managed Sustainable Agriculture in 2 clusters, 10 villages in Raipur dist.
- CSA has established 14 Cooperatives including an aggregator FPO 'Sahaja Aharam Producers Company' in Andhra Pradesh and Telangana with combined membership of 1500
- In Maharashtra, CSA is working with farmer groups organised into Naisargik Sethi Beej Producer Company producing and marketing organic food and seeds



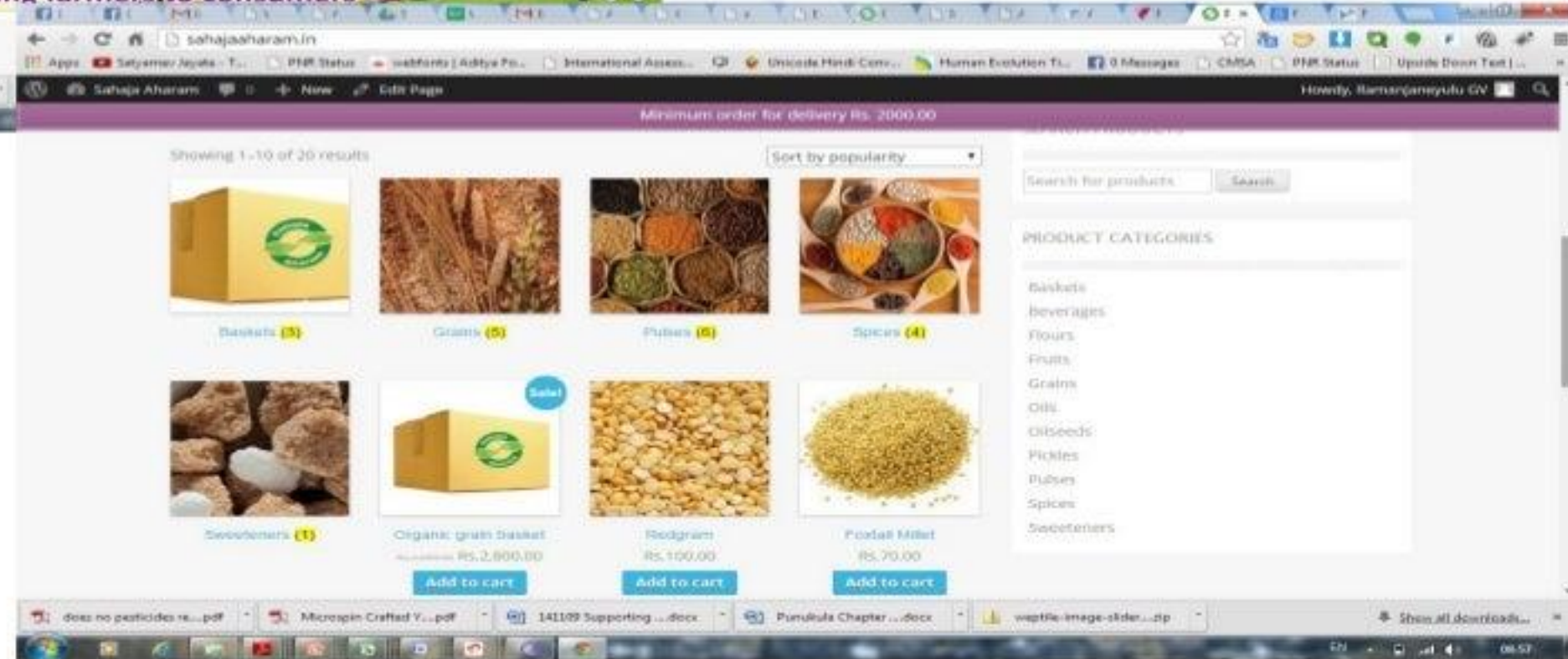
Sahaja Aharam Producer Organisations



What is Sahaja Aharam?

- An F2C initiative to create a meeting ground for nature-friendly consumers and farmers
 - blend the values of traditional bazaars with ecological concerns
 - to build a new supply chain on Farmer to Consumer (F2C) model which helps
 - Increasing farmers' income
 - by realising better prices for their produce (50% over cost of production and 50% of consumer price, locally grown by adopting ecological farming practices
 - More employment opportunities by value addition and selling processed produce .
 - consumers in getting access to healthy and diverse food
- By establishing a Participatory Food Quality Assurance System and a Fair Trade Model
- By direct retailing to consumers (bulk/individual consumers)
- partnerships

www.sahajaaharam.in



Awards and Recognitions

- **2014:** Best Rural Innovation Award for Non Pesticidal Management in Bihar Rural Innovation Forum
- **2014:** Best Rural Innovation Award for 'Community Managed Sustainable Agriculture' in Maharashtra Rural Innovation Forum
- **2012:** Best Green Enterprises award by Hivos for NPM scalingup in AP
- **2010:** Krishi Gourav Award for Enebavi
- **2008:** TV9 'Navya' Award for effective campaign
- **2005:** World Bank Development Market Place Award



Public Policy

- Increase right investments in agriculture
 - Budgetary allocations to 10-15%
 - increase more informed choices to farmers than driven by captive institutions
 - Support to farmers own labor, resources and knowledge
 - Infrastructure support
- Regulations over unsustainable practices
 - GM crops
 - Chemical pesticides

We are what we eat



SAFE FOOD - OUR RIGHT! NO CHEMICALS, NO GM!

What makes food unsafe?

- bad practices (poor hygiene, reliance on antibiotics and pesticides)
- unproven or risky technologies (genetic modification, nanotechnology, irradiation, cloning)
- deliberate contamination (such as tampering)
- just poor supervision,
- Genetic predisposition causing allergies, and
- Food habits including the combinations

Food is as safe as it is grown



- What is sprayed comes to your plate
- What is left comes into your bottle of water, tea, coffee, softdrink, packed or breast milk

Food processing, storage

- Highly polished rice-diabetes
- Calcium carbide used in ripening
- Wax coated apples
- Transfats in edible oils



Food Adulteration

- Synthetic milk
- Metallic colors on greens
- Growth hormones to fruits and animals
- Animal oils
- Turmeric, chillipowder, tea adulteration



Changing Food Habits

- Loosing diversity in food
- Millets, minor fruits, vegetables disappearing
- Unseasonal vegetable
- Pizzas, softdrinks, icecreams
- Unnatural combinations: cooldrinks/ice creams after fatty food

Junk food

- Junk food is bad for health
- It lacks nutrition and is loaded with empty calories (refined carbohydrates)
- High on Salt, Sugar and Fats, including Trans fat
- Unhealthy diet is one key cause of the growing global burden of disease- WHO
- Changing diet -- low on nutrients and high on salt, sugar and fat, are directly indicted to disease.
- Junk food is responsible for rising cases of obesity and non communicable diseases (NCDs) like cardiovascular diseases and diabetes

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