

HIMALAYAN VILLAGE PURE- ORGANICS

PROJECT NAME:- Himalayan Lady Farmers Organic Produce Marketing .

PROJECT LOCATION: - Gyarah Goan , Ghansali area ,Tehri Garhwal ,UTTRAKHAND ,INDIA.

PROJECT IMPLEMENTATION AGENCY:- SERVE AND SHARE ASSOCIATION

PURPOSE OF PROJECT :-

To strengthen and encourage lady farmers in the remote villages of Himalayas to market their organic produce in cities in order to support their livelihood and specially education of their children in better schools.

About area and People :-

Approximately 9 hrs journey from the state capital Dehradun in Uttarakhand ,North India lies in the remote of Himalayan mountain belt a cluster of more than 75 villages which have been suffering due to the remoteness and bad communication methods from several years . Initially farmers and illiterate, they always have a desire to help their children study in better school which is however hindered by their inability to pay.

Despite of growing organic products which are high in demand in cities, their poor marketing skills and limited means could not get them the price which could help them support their children education and help them to live a better life in this cold Himalayan mountain belt.

People of this place are poor with average family of 5 (five people). Male family member looks for job outside village for helping the family with cash needed things which do not grow there(However after COVID , most of them lost jobs or started fresh which is not yielding them enough money). The female family member is the one looking after the small ancestral farm and works hard to grow for living. With unavailability to sell, they have limited putting themselves for work in less farm area.

About Implementing Organization:-

Serve And Share Association,a registered charity in India has been working in this area from past 22 years in the field of Education, Income generation, training , Child Sponsorship , Volunteer project and Relief & Rehabilitation at the time of natural disasters.

SASA has a Development center in the center of these villages where a permanent school exists and also offices for other development activities to help these neglected poor villagers come up in life.

Need of the project:-

After COVID , most of the males lost their jobs in cities and came back home. Some of them COVID affected find weakness to go back and some still haven't got call to come back to the job. If some of them have, they are not been paid as before as hotels and businesses are struggling. However in COVID people everywhere got aware to eat healthy and demand for Organic produce became high.

It was here the idea to market the Himalayan Pure Organics from these villages came up and Serve And Share Association (SASA) decided to help these lady farmers by marketing their produce till they learnt this and took over everything by making their own cooperative .

Serve And Share Association (SASA) would help them in collection, cleaning, packaging and marketing of their produce with a standard so that they get best produce out of it.

SASA management to encourage the local farmers has decided to take Organic products in place of fees in their Rural Association of schools(if farmer parent finds difficulty in getting cash). However at initial stage 123 families will be directly benefitted and rest will follow.

However SASA as charity is looking for funds to help these poor needy farmers to set up this Units where they could bring their products and place and methods where it could be marketed.

BUDGET FOR THE PROJECT

1. Collection center room rent /Electricity for 2 years -	2000x12x2 =	48,000.00
2. Containers for storage for 8 major products in demand -	5000x8 =	40,000.00
3. Designing and packaging material cost	=	15,000.00
4. Weighing scales and measurements	=	10,000.00
5. Two person salary (Part time) for two years @3000/- per month	=	1,44,000.00
6. Bike with side boxes for market delivery of products at initial stage	=	1,50,000.00
7. Administration cost per month @1000/- per month for 2 years	=	24,000.00

Grand Total = 4,31,000.00

Local contribution = 50,000.00

Funding Request = 3,81,000.00(4590 USD)

****** If paying in parts:-**

Main expenses	=	2,73,000.00(1st Installment)
Next year salary /Administration etc.	=	1,08, 000.00 (2 nd Installment)

(We need everything to start well and to deliver goods here as people's orders are coming and we are finding ourselves handicapped with necessary things in the collection center at mountain project and here in the marketing office.)