

## Custom Hiring services @ Pindwara through Samruddhi Agriculture Producer Company

Samruddhi Women's Agriculture Producer Company has been working in Pindwara to support the agriculture interventions through timely supply of seeds and inputs to farmers as well as extend farm machinery services on rental basis. In baseline studies, it was found that less than 15% farmers were following the best practices in agriculture such as line sowing, summer deep ploughing, seed treatment etc., furthermore around 2-3% farmers were using farm machines.



A key constraint in the adoption of Package of Practices by farmers was found to be the limited availability of farm machinery in the area, exorbitant per hour rates and long queuing time for farm machinery during peak farming season especially in case of sowing as there is a small

window for timely sowing, especially in kharif season. To address these all challenges and to connect farmers with on time farm machinery services, idea of custom hiring center came, which would also encourage farmers to follow the best practices at ease.

One year back, company started operations with only a seed cum fertilizer drill and in period of one-year, company increased the range of machines including thresher, reaper, roatavator, weeders, seed treatment drums, sprayers, mini tractor and mini equipment's. Company took another initiative to involve and train women members in direct operations to sustain the CHC in villages. At present, company is providing on time services to farmers at 20% lower rates with profit.

Currently company is extending services to around 400 members and reaching to more members. Along with rendering services, company is regularly putting efforts to train farmers to adopt best POPs as well. In last Kharif and Rabi season, more than 600 hrs. services have been provided to farmers with MB Plough, Rotavator, seed drill and thresher.

This year, Company's plan is to increase services up to 1100 hrs. As an outcome, team is hopeful that agriculture practices will be improved by CHC services.

A unique aspect about the CHC operations of Samruddhi PC is that it is largely being managed by the women members of the PC. The women members of the PC are also responsible for deciding on the sequencing of farm machinery operations in the fields of the members of the PC. Not only are the women taking decision to hire tractor and thresher operators, a group of 5 women are also training to operate the mini tractor (25 hp). The CHC operations have helped many SHG women with small land holdings to save Rs. 150-200 per hour on tractor and other machinery rentals. Apart from providing the service of farm machinery, the CHC has also been a moderating factor for balancing out the excessive charging by private tractor operators in peak season. The CHC operations are currently focussed on 8 Villages. Samruddhi PC plans to set up more CHCs in adjoining village clusters in the coming future.

*SAPCL was registered in Sep-2016, Presently company has 466 shareholders; those have invested in company. Current Paid up share Capital of company is Rs. 86000/- and presence in 13 villages.*