

# FAIRTRADE PREMIUM IMPACT



**PRODUCER NAME:** - RAPAR & DHRANGADHRA FARMERS PRODUCERS COMPANY LTD

**FLO ID:** 33573

**COUNTRY:** INDIA

**PRODUCT:** COTTON

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## SALES AND PRODUCTION

**PRODUCT VARIETY:** Cotton, Peanut, Sesame

**ANNUAL PRODUCTION CAPACITY:** 6000 to 7000 Cotton Bale

**VOLUME AVAILABLE FOR EXPORT:** Peanut-1500 MT, Sesame-500 MT, Cotton-1000 to 2000 MT Fibre

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## PROMOTING SUSTAINABLE DEVELOPMENTS OF FARMERS AND COMMUNITIES IN NORTHERN GUJARAT THROUGH FAIRTRADE PREMIUM PROJECTS

The state of Gujarat is one of the leading producers of cotton in the country. Despite abundant production, farmers are forced to face the wrath of fluctuating market prices, use of pesticides, and lack of irrigation facilities. Rapar & Dhrangadhra Farmers Producers Company Ltd was founded in the year 2015 for the economic, social, and environmental welfare of the cotton-growing farmers from the Rapar and Dhrangadhra region of Northern Gujarat. It has a membership of about 800 farmers from the twelve villages around Rapar.



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**“I HAVE BEEN WORKING IN THE COTTON MARKETS OF GUJARAT FOR THE PAST TEN YEARS. FARMERS PUT THEIR BODY AND SOUL INTO PRODUCING THE YIELD AND IT OFTEN FEELS UNFAIR ON WHAT THEY GET IN RETURN. FAIRTRADE HAS LENT THE FARMERS A HELPING HAND IN SUCH TOUGH TIMES. RAPAR IS A REGION THAT RECEIVES SPARSE RAINFALL AND THIS YEAR (2019) THERE HAS BEEN NO RAIN YET. SO, THERE IS AN EXIGENT DEMAND FOR THE REVIVAL OF WATER BODIES IN THE REGION.”, says Shailesh Patel CEO of Rapar & Dhrangadhra Farmers Producers Company.**

Rapar & Dhrangadhra Farmers Producers Company provides farmers with cotton seeds and vegetable seeds for food security and takes farmers to Agro expos to inform them of the latest developments in the field. Regular meetings are conducted where premium projects are discussed. Every farmer group presents their idea or opinion on how the premium amount should be spent. The project which would make a significant impact on the community is executed.

The Projects largely revolve around environmental and social sustainability such as training of farmers to construct farm ponds, workshops on water management, construction of bunds, and mud roads.

The Premium amount is being used for several Community Development Projects. A generous amount was spent on building a classroom and digitizing the classrooms by installing projectors including the purchase of sports equipment for the school children.







*Pics: Classroom constructed with Fairtrade premium amount along with a projector*

For effective usage of water and to ensure that the water is properly harvested for future use, irrigation facilities were built in the community. A lot of hard work and commitment was put into the construction of a mud road which connects the two villages to the mainland.

Cutting across the Little Rann of Kutch, a unique landscape was found to be suitable for salt production hundreds of years ago. The National Highway 27 takes you to Rapar, a thriving town in this landscape at Kutch district of Gujarat. Cotton is the predominantly cultivated crop here and sowing takes place in the months of June and July. It takes about six months for the crop to mature, which is then harvested around the month of February.

Dhileep Bai, a Fairtrade farmer for the past three and half years, grows cotton and castor in his twenty acres. He says,-

**“FAIRTRADE PROVIDED US WITH TRAINING PROGRAMS FOR BETTER YIELDS AND BETTER PRICE. FURTHER, PREMIUM PROJECTS HELP OUR COMMUNITY TO GET TOGETHER AND WORK ON ITS DEVELOPMENT.”**



Dhileep shows us the Bund that they have erected in the low-lying area, which gets flooded during the monsoon, cutting off the villages of Kidyanagar and Tindelva from the road to Rapar. He further narrates,-

**“ALL THESE YEARS WE HAD TO TRAVEL TWENTY-NINE KILOMETRES DURING THE MONSOON AND POST-MONSOON MONTHS TO REACH THE NEAREST TOWN. THIS USED TO BE A NIGHTMARE ESPECIALLY IN EMERGENCIES, BUT NOW THIS BUND ACTS AS A ROAD. TODAY, THIS BUND CONNECTS THE TWO VILLAGES AND THE TOWN, MAKING QUICK ACCESS TO RAPAR, A REALITY FOR THE THREE HUNDRED FAMILIES LIVING IN THESE VILLAGES. THE MONETARY HELP WAS SOUGHT FROM THE FAIRTRADE PREMIUM AMOUNT AND PEOPLE FROM THE COMMUNITY HAD COME TOGETHER TO CONSTRUCT THE ROAD.”**



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Fifty-five-year-old Chawda Pirabai (in the pic below), also the village headman, grows cotton and mustard in his five-acre farm. He recalls those days when transporting the produce from the farm to the market used to be a tedious task.



Today, the Bund has enabled Rapar & Dhrangadhra Farmers Producers Company to collect the produce at their doorsteps and facilitate transportation to the markets which are far away from the villages, thus ensuring better prices. They also promote the usage of bio-fertilizers for the sustainability of agriculture in the region.

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*Pic: Villagers on the road constructed with the Premium amount*

Though the concept of Fairtrade and the way it works was quite challenging for the farmers to understand, however, it was resolved by organizing regular meetings and training.

**“FAIRTRADE IS VERY IMPORTANT FOR OUR FARMERS. IT SUPPORTS THE FARMERS TO MAKE THEIR LIVES BETTER THROUGH SOCIAL, ENVIRONMENTAL, AND ECONOMIC BENEFITS.”** *Shailesh Patel CEO of Rapar & Dhrangadhra Farmers Producers Company*

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