



Abhumka Farmers Club (AFC)
An initiative of Abhumka Herbal Pvt. Ltd.

Concept Note
on
F2F

Farm to Firm

Organic Cultivation of Medicinal Plants by Tribal Farmers of Dangs Gujarat for Healthcare Companies



By



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Introduction

Unavailability of quality raw material in large quantum at a single point source is the major problem at the moment faced by the big companies manufacturing herbal healthcare and cosmetic products across the globe. Procurement of the right quality material at the right price is the major challenge and constraint in the growth of this sector.

Current pattern of raw herb procurement in India

1. It is highly unorganized, volatile and consist of at least 3 to 4 layers of brokers before it reaches to Companies for manufacturing of products.
2. Broker A: He gets it collected through small group of people and each person supply him in small quantity of 10 to 20 Kg. His total inventory is not more than 1000 Kg.
3. Broker B: He buys from many brokers like Broker A and clean it. His total inventory capacity is around 10MT
4. Broker C: He buys from many brokers like Broker B. He cleans and dries it under the sun. Sometimes he gets drying done in the Tray Drier by outsourcing this activity. His total inventory capacity is around 50MT depending upon the availability of herb at a particular time.
5. In each of the above three phases, there is a repeated incurred cost towards material cleaning, material loss in repacking, local & intercity transportation and broker's margin. Eventually all these costs are loaded on the selling price. Over and above, there is a constant threat of adulteration as well.
6. In absence of an alternative single point source for big quantity, all companies buy from Broker C.
7. In the current scenario, on one hand, the primary producer farmer is getting less price and on the other hand, companies are paying more because brokers are making huge money in between.

The above issues can be addressed and resolved by the symbiotic effect of social enterprise company like us, tribal farmers and companies manufacturing herbal healthcare products and cosmetics.



Abhumka Herbal Pvt. Ltd

(www.abhumka.com, www.abhumkaherbal.com)

Abhumka Herbal is an ISO 9001:2008 social enterprise company deeply engrossed in discovering & translating tribal traditional herbal knowledge into healthcare products. It is perhaps the only company in both the hemisphere that financially acknowledges tribal healer's community to raise their socio-economic status and creating livelihood opportunities. In last 11 years, Abhumka has prepared a digital library of 30000 herbal practices and launched 17 products as well. All the products are manufactured under GMP facility and herbs used are wildy collected from the forest directly through our SHG-Self Help Groups and Bhagat Mandli (Tribal traditional healer's cooperative society). Abhumka has also launched a mission '**Swadeshi Gyan Abhiyan**' for conservation & propagation of indigenous knowledge across India.



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What Oil is to Gulf, indigenous herbs and it's knowledge can be for Indian economy subjected to various parameters and conditions which need to be addressed immediately through an integrated effort from Government, science fraternity and farmers. Abhumka is perpetually working to make the tribal self reliable and self sustaining, economically independent, politically integrated, eventually to raise their socio-economic status. More than 500 farmers are joining the club and their cumulative land available for organic cultivation in the first year is more than 1,500 Acres. We have shortlisted 4 crops with high medicinal value. They are Turmeric (*Curcuma longa*), Nagli / Ragi (*Eleusine coracana*), Ginger (*Zingiber officinalis*) and Air potato or Air yum (*Dioscorea bulbifera*).

DANGS (Gujarat)

The Kambhumi of Abhumka Herbal since last 11 Years



Since last eleven years we have been scouting and documenting the traditional herbal knowledge of tribesmen of Dangs. **In 2016 Govt. of Gujarat has declared Dangs as the first 100% Organic Farming District.**

(<https://timesofindia.indiatimes.com/city/ahmedabad/Dangs-declared-Gujarats-100-organic-farming-district/articleshow/53468879.cms>)

History

Dangs was known as “Dandkaranya or Dandak” during the period of Ramayana, and this is why its folksongs are filled with stories of Lord Ram and Sita. It is the place of Dandaka forest which is situated to the south of the Narmada River and to the north of the Godavari River as per the Ramayana age. In the 14th century, the kings of Dangs got separated from the Mughals and established their independent rule and this was the place where Shivaji established its military base when he attacked Surat in 1664 AD. The Dangs district along with the other districts formed part of the bigger bilingual State. Lastly, the Bombay State was bifurcated on 1st May, 1960 and separate state of Gujarat and Maharashtra were formed. The Dangs district became a part of the Gujarat State and placed under the administrative control of the Collector of Surat immediately. Shortly, thereafter, it was constituted as a separate district.

Location & Geographical Area

Dang district situated in the South-eastern fringe of Gujarat with headquarter at Ahwa. It is between the parallels of Latitude i.e. 20.39” to 21.05” North Latitude and 73.29” to 73.51” East Longitude. The length from north to south of this territory is about 59 K.M. and from East to West is about 50 K.M. The total area of dang district is 1,72,356 Hectares.

Topography

The Dang district has been covered under Integrated Tribal Development Project in Gujarat. It is one of 114 tribal districts in India. Dang is a tribal district with 94% of Scheduled Tribes. There are three talukas named Ahwa, Subir and Waghai. Other major towns of the district are Girmal, Saputara and Mahal. Dang district is gradually emerging into an agro processing and tourism hub. Saputara is an important tourist destination in the district. It is also known as “Abode of serpents”, is a hill resort on a plateau of the Sahyadri range of mountains that offers rich wildlife for tourists.

Climate and Rain fall

The district enjoys dry climate throughout the year except during the monsoon season. The temperature varies between 9.2° C and 36.4° C. The South West monsoon brings rains to the district and rainy season extends from middle June to the end of October. Average rainfall for the district is 1760 mm having spread over 90 rainy days.

Soil

The terrain is mostly Deccan trap and the underlying stratum is rockery. The range from red to black. Red soil is found in the Upper parts of the valley and Black soil is found in the plains of western Dang. In some parts, medium loam to sandy loam soil is also found. So, the entire district is suitable for cultivation of rain fed crops like Ragi and other millets. Soil fertility is poor and is subject to heavy erosion on slopes and terraces.

Rivers

Although four rivers viz. Ambica, Purna, Khapri and Gira flow through the district and it receives average rainfall of 2500 mm. Ambica and Purna Rivers are originating from Dang district and flow through Valsad District to meet to Arabian sea in the west. Besides these two, there is one more river Kuda. All these rivers flow through hill and dales.

Protected Forest & Agriculture

Dang district has the richest forest in the whole of Gujarat. **More than 410 species of medicinal plants are found here.** The total geographical area of the district is 1,72,356 hectare of which 1,01,690 hectare is covered by forest areas. The forest of Dang is classified under North Western Ghats moist deciduous forest which lie within the belt of heavy rainfall and can be classified as South Indian Moist deciduous forest (38 %) and Southern Dry Deciduous Forest (58 %). The reserved forests in the Dang are amongst the richest forest in the whole of Gujarat. An aggregate of 1524 hectares of land has been categorized as “wasteland”. The economy of the district is largely forest based. The annual revenue from the forest account for over half of the total revenue from the forest of Gujarat. The total forest area is divided into two parts viz- reserved forest and Protected forest.

Sr. No.	Particulars	Area in Hectare
1	Total area Reported	172356
2	Forest	101690
3	Land not available for cultivation	12600
4	Current Fallow	1524

5	Net Area sown	57910
6	Gross Cropped Area	89625
7	Area sown more than once	31782
8	Net Irrigated Area	10680
9	Cropping Intensity	112 %

Though agriculture is considered as the most important occupation of the tribal they still follow traditional cultivation practices. The district has 11197 operational land holders covering a total farm area of 57843 hectares. Farmers have now started following the improved package of practices for cultivation. As regards size of operational holding 62.50 % of land holding fall in the marginal and small farmers. The district mainly depends on agriculture with about 52 % of the population depending on agriculture though, there is shift in the land use of agriculture sector towards non-agriculture. Sowing area of different crops, Production & Yield of major crop during the year 2014-15 is given as under.

Crops	Botanical Name	Area (Ha.)	Production (MT)	Ave. yield(Kg./Ha.)
Paddy	<i>Oryza sativa</i>	16862	54607	2992
Nagli /Ragi	<i>Eleusine coracana</i>	14757	10994	898
Jowar	<i>Sorghum vulgare</i>	1388	1194	1902
Groundnut	<i>Arachis hypogaea</i>	2724	3228	1434
Tuar	<i>Cajanus cajan</i>	2842	3425	1402

Our Proposal a win-win situation for Farmer & Companies

Tribal Farmers from all the 311 villages have joined AFC – Abhumka Farmers Club. Available land for the organic cultivation in the first year will be approximately 1,500 Acre. Primary objective of AFC will be to do **contractual organic farming for buyers**. Abhumka Herbal Pvt Ltd will educate farmers about good agricultural practices of organic farming, round the year crop monitoring to ensure the quality and quantity of the produce. We will provide **organically cultivate crop in first two years and then organically certified produce from third year**. For the entire arrangement, Abhumka Herbal would charge a professional fee of 7% of transaction value from the buyer.

Shortlisted Crops for organic cultivation

1. Turmeric (*Curcuma longa*)
2. Nagli / Ragi (*Eleusine coracana*)
3. Ginger (*Zingiber officinalis*)
4. Air potato or Air yum (*Dioscorea bulbifera*)

Fulfilling Objectives

1. Creating a single point source for organically certified herbs.
2. Creating a single point source for high quantum procurement of herbs.
3. Elimination of the brokers.
4. Tribal farmers will get the right price for their produce.
5. Companies will get the purest herbs at right price.
6. Socio-economic status of the tribal farmers will enhance.
7. Employment generation for Tribal's through agriculture.
8. Sustainable development.
9. Making of a strong economy.