

tharunam | Food for Social Change



First Quarterly Newsletter-2025



Learning Visit to Amreli co-operative Dairy Unit | Amul | Gujarat



AMR dairy is one of the member DPUs amongst the 18 member DPUs of GCMMF, under the three tier 'Amul structure'. GCMMF is the apex marketing federation in the structure and the dairy sells 100% of its products to GCMMF, which in turn, sells it to the end-users. GCMMF has established brands 'Amul' and 'Sagar' as the leading dairy brands in India and facilitates decision making of its member DPUs.

GCMMF, through its DPUs built on a cooperative structure, has a strong milk collection base of 36 lakh farmers spread across around 18,600 villages and the daily milk collection of all member DPUs aggregates around 259 lakh litres per day (LLPD) for FY23. Furthermore, with a collective milk processing capacity of 410 LLPD as on March 31, 2023.

The United Nations (UN) has designated 2025 as the International Year of Cooperatives (IYC2025). The theme for the year is "Cooperatives Build a Better World".

At tharunam, we want to observe International year of cooperatives and learn best practices happening around world.

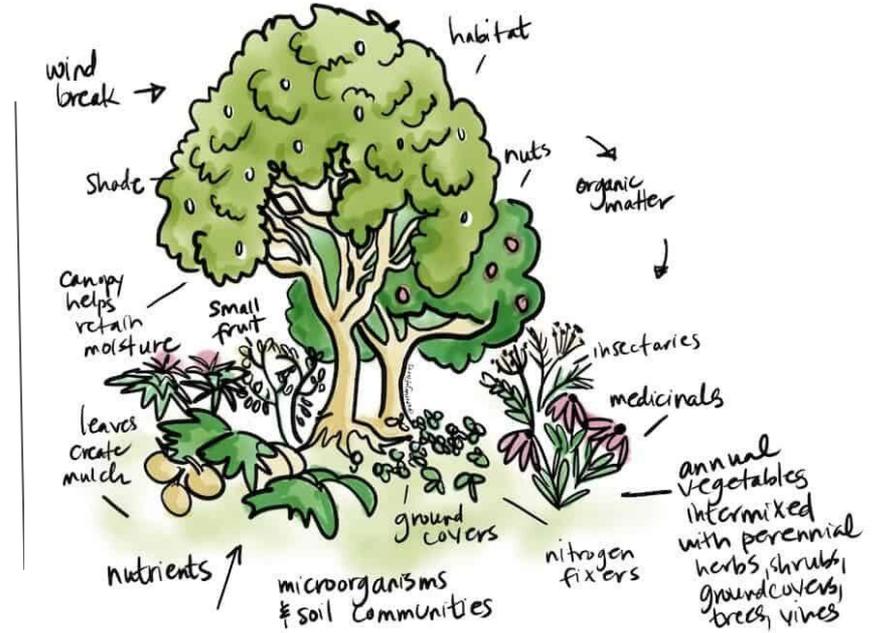
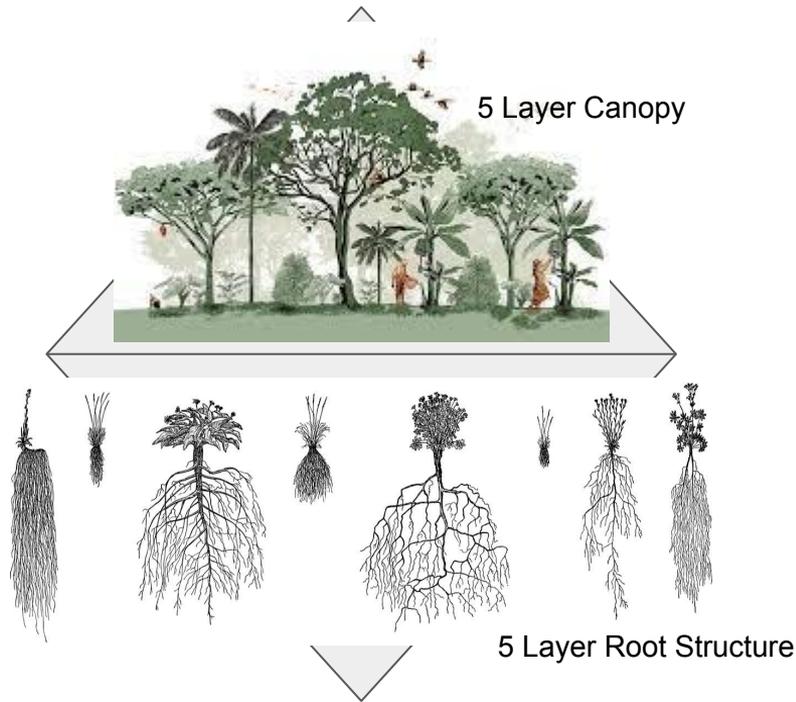
Interaction and Filed visits with Dilip Sanghani ji | IFFCO Chairman | Tech Adoption in Agriculture



IFFCO produces nitrogen fixing biofertilizers at low cost, effective, environmental friendly and renewable source of plant nutrients to supplement. IFFCO offers a range of bio-natural farming products, including bio-fertilizers like Rhizobium, Azotobacter, and phosphate-solubilizing bacteria (PSB), along with plant growth promoters like Sagarika Granular, all aimed at promoting sustainable and environmentally friendly farming practices.

We got an opportunity to meet Dilipbhai Sanghani ji, who is currently serving as IFFCO Chairman, He was a former minister of Agriculture, Co-operation Animal Husbandry, Fisheries, Cow-Breeding, Prison, Excise Law & Justice, Legislative & Parliamentary Affairs and digital adoption in Agriculture and Animal husbandry.

Agroforestry Plantation Methodology



Artwork by Heather Jo Flores

Agroforestry Development | Vanajeevi Cohort | Godavari Valley

One farmland at a time!

Tharunam's mission of ecological feasible and economically viable agroforestry models at small scale land holding farmers. Practical adoption at field level has several challenges, however, our continuous efforts are bringing results and impacting behavioral patterns of farmers.

Currently, our agroforestry development in two and half acres underway. Hence, intense monitoring and hand holding support extended to farmers to safeguard crop from plant mortality. It has been giving good results and plants sustained. The next big in front of our team is saving agroforestry farms from summer bush fires.

No of acres of agroforestry plantation: 2.5 Acres
Awareness about Agroforestry : 500 Farmers



Red chilli Market price Crisis | Economic Burden on Farmers



The rich black soils were encouraged massive number of farmers towards red chilli farming from last one decade. However, the commercial crop patterns, unpredictable weather changes increased the pest attacks and low crop yield. Particularly in 2023-2024 crop cycle farmers around godavari valley faced major challenge while supportive price is falling down. It directly resulted directly impact on the farmers with financial burden and causing forceful migration to metro cities. The need for alternative cropping patterns and sustainable farming practices while keeping long term goals in mind
Photo: Clicked in 2024.

Ecopreneurship Awareness Program for Differently Abled People | Composite Regional Center for Skill Development, Rehabilitation and Empowerment of Persons with Disabilities, Nellore

Our founder, Lingala Naresh got an opportunity to conduct online session in collaboration with CRC Nellore (under the Administrative Control of NIEPID, DEPwD, MSJ&E, Govt Of India) is organizing Online Webinar on Nurturing Ecopreneurship Ecosystem to tap climate ecopreneurship opportunities in association with Ecopreneur [Start Up] on 29.01.2025 at 03.00 to 04.00PM for differently abled people.

		COMPOSITE REGIONAL CENTER FOR SKILL DEVELOPMENT, REHABILITATION & EMPOWERMENT OF PERSONS WITH DISABILITIES, NELLORE Dept of Empowerment of Persons with disabilities [DivyaangJan]		
Organizing Online Webinar in association with ECOPRENEUR INDIA on Nurturing Ecopreneurship Ecosystem to tap climate Ecopreneurship opportunities				
PATRON Major. Dr. B.V. Ram Kumar Director [Offg], NIEPID		Date & Time 29.01.2025 03:00 to 04:00 PM		
CONVENOR Mr. Manoj Kumar S P Director CRC-Nellore		Coordinator Shri. K. Praveen Kumar Rehabilitation Officer		
Kanupur Bit-II, Chavatapalem Venkatachalam, Nellore-524320, Andhra Pradesh Ph: 9490958687; Email: crn.niepidindia@gmail.com Website: crn.nic.in				

Center for Animal Husbandry and Dairying | Operations

In the first quarter of 2025, we are facing deep operating struggles to operate milk processing facility where milk collection from farmers becomes uncertain. The deepened chilli farming crisis in Godavari valley has put pressure on animal husbandry sector. Farmers sold out most of the animals and milk availability becoming challenging. Earlier, our milk collection was 700 liters and it has fallen to 5 liters per day. So, tharunam team has been hold milk collection for summer time and resume work in few months time. Meanwhile, we are utilizing facility for training rural youth on Animal husbandry and Dairying



Support us

Dear Friends, well-wishers and supporters, the tharunam activities would not be possible without your support and contributions. Thank you also by sharing this newsletter in your circle.

Donations from within India can be made to:

Bank:FEDERAL BANK

Branch: Uppal Kalan Main road, Uppal, Hyderabad, Telangana-500039

Account Holder: THARUNAM

Account Number: 15830200004219

MICR CODE: 500049008

IFSC CODE: FDRL0001583

12A, 80G and CSR certificate allocated for tharunam from Government of India



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Thank You