



GURU NANAK COLLEGE (AUTONOMOUS)

Re-accredited at 'A' Grade by NAAC & Affiliated to University of Madras
Guru Nanak Salai, Velachery, Chennai – 600 042

GURU NANAK CENTRE FOR INNOVATION INCUBATION ENTREPRENEURSHIP & STARTUPS

REPORT OF THE EVENT

- Event Title:** Exposure and Field Visit for Problem Identification in Organic Farming and TULA- Desi Cotton
- Event Date:** 17th November, 2021
- Event Mode:** Offline
- Place of Visit:** **ORGANIC FARMERS MARKET, Thiruvanmiyur, ECR, Chennai**
- Resource Person:** **Mr. Ananthoo the Founder of TULA and RESTORE**
- Number of Participant: 40 Students, 4 Faculty**

The GNCIIES arranged an observational field visit for 40 students of Social Work department of GURU NANAK COLLEGE, to ORGANIC FARMERS MARKET (OFM) & TULA a not-for-profit social enterprise located in Thiruvanmiyur, ECR Chennai, on 17th November 2021. The visit was headed by Dr Shanti coordinator of Internship and field visit under GNC IIC, the department coordinators Mr. Horst Kharis (Assistant Prof. MSW department) Mr. Yesu Suresh Raj and Mr. Susai Raj (Assistant Prof. MSW department) were in charge of the visit.

OFM is a collective initiative by a group of organic farming and has series of Shops across Chennai. This Co-operative is predominantly run by volunteers. Recently they have added another experiment where they just take organic groceries in bulk directly from the farmers and sell it to consumers from friend's or Volunteers garage. The main aim of the organization is to support and protect the traditional organic farming and farmers from various States in India.

TULA is a not-for-profit social enterprise that brings the garments from Indian(des) cottons originally grown by smallholder, rain fed farmers, with the Yarn hand spun by skilled khadhi workers and colored with natural

dyes where required with expert guidance, with the fabric woven on handlooms by master weavers, with the garments stitched by women and men from economically and socially Marginalised groups.

About the Visit:

The resource person for the day was Mr. Ananthoo the founder of TULA and RESTORE, started with the brief introduction of OFM & TULA. RESTORE is the parent organization of OFM. Mr. Ananthoo is the Founder of OFM. He was a Telecom Consultant in Europe, in 2006 he came back to India in a motive of social cause, he travelled across India to know the major crises and he found that many farmers are getting affected due to lack organic farming. He decided to start an organization to support the organic farmers to cultivate more products. He is also a Mentor for the organization. The Students were taken to visit the products and the environment of the organization

Objectives of the Organization:

- To Guarantee consistent, continuous availability of safe food.
- To Ensure fair pricing of organic products for both, the farmers and the consumers.
- To Protect the livelihoods of organic farmers.
- To Spread awareness on safe food and current agricultural practices/malpractices.
- To ensure Transparency and traceability.

The group has opened multiple organic outlets across Chennai; which is being used to bridge the urban-rural, demand-supply gap. The outlets currently stock and sell millets, traditional rice, pulses, spices, whole grain flours, dry fruits, nuts, sweeteners, greens, vegetables and fruits.

About the Organisation:

OFM

Organic Farmers Market (OFM) is an Organization which sells crops like Rice and Millets; they also sell Organic fruits and vegetables. The uniqueness of this organization is that they get all the goods from the farmers and they sell it directly to the people. The Crops, Fruits and vegetables are completely organic, no pesticides or chemical fertilizers are used in their products. They follow the ideologies of “NAMMAZHVAR” AN Indian Green Crusader, Agriculture Scientist, Environment Activist and Organic farmer. With a concern for farmers the consumers buy products from farmers in a price fixed by farmers and sell them with marginal profit.

TULA

Tula sells cotton cloths. The Specialty of this organization is they sell dresses made with pure Indian Cotton. Chemicals are not used while dyeing the cloths and the buttons are made of coconut Shells. The aim of this organization is to protect the environment from pollution, created by synthetic dresses and Chemical dyes and also provides some help to the cotton weavers and cotton farmers who cultivate cotton traditionally.

Tula purchases cotton mainly from Tamil Nadu and also from other states like Andhra Pradesh, Karnataka and so on. Sewing is done by many self-employed women and are hand spun.

Challenges faced by the Organisation:

- Production goes on and on but sales is less because they don't want to hinder the labour of many people, because their primary criteria is to give the weavers a life which is a major disadvantage in a monetary aspect.
- There is lack of awareness about cotton so, people hesitate to buy it.
- Cost is higher than the normal dresses.
- There are less number of colours and designs which mostly attract people, because it is completely handmade and not by machine.
- The colours fade in a few couple of washes