



ADHUNIK AGRICULTURAL COOPERATIVE LTD. (AACL)



The cooperative is providing technical support, input supply, marketing and financial services to its members.



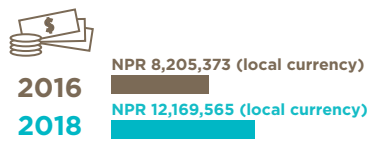
Outcome

2016-2018

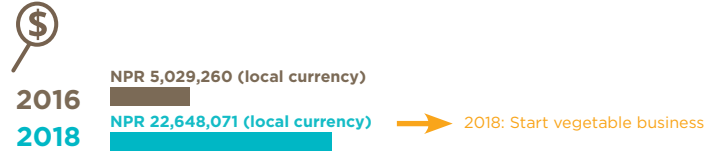
BENEFITTING FARMERS



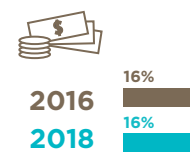
EQUITY INCREASE



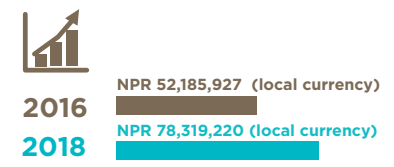
TOTAL REVENUE



RATIO EQUITY / TOTAL ASSETS (%)



TOTAL ASSETS COOPERATIVE



Name: Adhunik Agricultural Cooperative Ltd. (AACL)
Year of establishment: 2010
Commodities: vegetables
Processing factory: no processing factories
Start Agriterra: 2017

Core business:
 The cooperative is focusing on sustainable and safe agricultural practices, being conscious of health of farmers and consumer.



“AACL would like to further position itself in the vegetable marketing by professionalizing its marketing services and adding value to the products.”

Trijan Singh, business advisor Agriterra



The overall objective of AAFL is to increase member income through establishing cooperative vegetable marketing.



RESULTS

1 ✓

AAFL has made sales turnover of NPR 20 million in 2018 with main outlets and sales channels.

2 ✓

AAFL changed layout of main outlets to attract more customers.

3 ✓

AAFL delivered vegetables to 3 hotels and started home delivery regularly to 150 members.

“AAFL will be a professional and reliable organisation in the supply of vegetables with high quality products, an inspiring value proposition and a higher farmer price than the average market price.”

Dayaram Machamasi, chairperson AAFL

Input Agriterra

2017

Mapping of commercial farmer members
Conduct research on marketing modalities and product diversification
Capacity development on cooperative management & financial management

2018

Develop cooperative marketing policy & guidelines
Develop business plan
Capacity development on governance and financial management

2019

Develop strategy of market position
Develop plan of supply chain management
Develop capacity on marketing
Develop linkages with buyers



Advice



Training



Exchange



GOAL AAFL

The proposed activities are made to achieve sales turnover goal of cooperative vegetables marketing of NPR 66 million in 2019 through following sales channels:

- Existing outlet: NPR 30 million
- New outlet: NPR 9 million
- Home delivery and online shopping: NPR 12 million
- Hotels/restaurants: NPR 15 million

**AGRI
TERRA**