



DHAN Foundation; *An enabler for poor*

'Man becomes great exactly in the degree in which he works for the welfare of his fellow-men' says Mahatma Gandhi. DHAN (Development of Humane Action) Foundation, a national level NGO based at Madurai, Tamil Nadu works for welfare of the poor families since 1997. 'Building people institutions for generation' is the core philosophy of DHAN Foundation and more than 300 people federations are promoted at grassroots witnessing sustainability. Around 16 lakhs poor families belongs to various parts of the country have joined together to fight against poverty collectively.

Jeevidam; *The lifeline for Livelihoods*

Jeevidam is the livelihoods initiative of DHAN Foundation which aims to sustain the production as well as marketing requirements of the primary producers at grassroots. Jeevidam operates with the principle of building the economy at different levels like family economy, sectoral economy and also the village economy in a comprehensive way. It is a process centric model where people are enabled to own, control and manage their institutions towards sustainability.

Farmer's Producer Institutions; *The guiding star for the farmers*

One of the prominent contributions of Jeevidam is the Farmer's Producer Institutions promoted at grassroots. The producer Institutions are promoted as collective Institutions like *Kalanjia/ Vayalaga/ Uzhavar/ Neithal* Jeevidam to cater the livelihoods needs of women, tank farmers, rainfed farmers and fishermen of various thematic federations respectively. The basic unit is the Primary Producer Groups (PPG's) promoted at village level covering 15-20 producers. Commodity clusters are promoted at next level to create platform for co-learning and also to get converged on production and marketing. Ultimately the Farmers Producer Institutions operates as a guiding star for the farmers to build expertise on production and marketing.

Jeevidam; *The reach so far*

The first Farmer's Producer Company in India was promoted on organic chillies by DHAN Foundation in Ramanathapuram district, Tamil Nadu. Presently 64 Farmers Producer Institutions are promoted across 28 districts covering 6 states viz., Tamil Nadu, Karnataka, Telangana, Andhra Pradesh, Maharashtra and Uttar Pradesh with the support of NABARD and SFAC. More than 50,000 farmers are enrolled as members in Jeevidam and they have done business to the tune of Rs. 44 crores within last three years.

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