

**the new revolution in India:  
Sundarban pattern of organic women cooperative**

**Sundarini**  
*naturals*

**Sabyasachi Roy  
Kolkata, India  
20 September 2018**

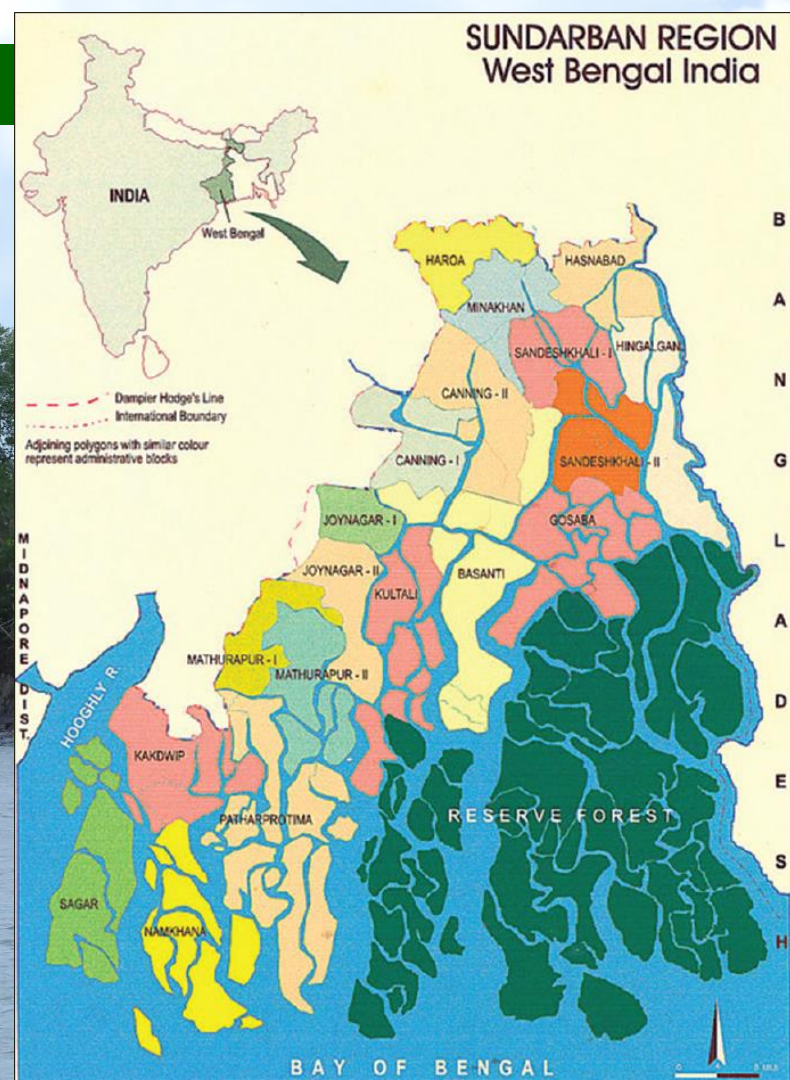


# Sundarban Region, India



**Challenging geographical conditions:**

- Riverine islands, and
- Generally low lying land masses



# Sundarban Region, India



- ❖ **Livelihood: agriculture, fishing, dairying, poultry, forest honey collection**
- ❖ **34% below poverty line & 33% backward classes**
- ❖ **Limited opportunities: men generally migrate to urban areas for work**

# Sundarban Dairy Cooperative

- ❖ Cooperative was registered in 1997
- ❖ Functioned seasonally for 4-6 months
- ❖ There was no proper system in place
- ❖ Cooperative got fully closed in 2014



# Sundarban Dairy Cooperative

*Organic is the way forward*

**Cooperative Reborn in November 2015:  
*By a Group of Young Professionals...***



# Sundarban Women Coop: the New Revolution

Sundarini  
naturals



*Organic is the way forward*



## New Approach

**100% quality testing of milk & other produce**  
**100% payment into Bank Accounts of Women members**

*Organic is the way forward*

**Sundarini**  
naturals

## Young Professionals energized the Community

- ❖ **Empowerment of small and marginal women farmers**
- ❖ **Arrest exploitation by middle-men & stop distress selling by farmers**
- ❖ **Provide better price & doubling farmers income by 2020**
- ❖ **Quality life for the women farmers and their children**



*Organic is the way forward*

**Sundarini**  
naturals

## 2018: Double Celebration – Two National Awards



**National Dairy Development Board,  
India**



**Federation of Indian Chambers of  
Commerce and Industry, India**

*Organic is the way forward*

# Sundarban Coop: A journey of about 3 years...

**Sundarini**  
*naturals*

- ❖ 65 Village level women dairy coop societies
- ❖ More than 3500 members
- ❖ Promotion of indigenous cows
- ❖ Automatic milk collection systems
- ❖ No plastic use in the value chain
- ❖ Ethno-veterinary medicines for livestock



WE ARE GOING ORGANIC



**Sundarini**  
*naturals*

SUNDARBAN CO-OPERATIVE MILK & LIVESTOCK PRODUCERS' UNION LTD.  
South 24 Parganas (A Government of West Bengal Project)  
New Administrative Building (8th Floor), Alipore, Kolkata - 700 027. Contact / Customer Care No. : +91 76999 26510.  
website : [www.sundarini.com](http://www.sundarini.com) [f / suban.coop](https://www.facebook.com/suban.coop)

The image is a promotional banner for Sundarini naturals. It features a young girl with glasses on the left, holding two bottles of juice. In the center is the Sundarini naturals logo. On the right, there is a display of various organic products including boxes of Paneer, bags of Sundarini rice, and packets of Dal. The background is a textured, earthy brown color with green leaf patterns.

*Organic is the way forward*

"It is by this co-operative system that our country can be rescued from its age-long poverty and stagnation."

*Rabindranath Tagore*

কৃষি সফলতার উচ্চতম স্তরে, গ্রাম থেকে গ্রামে একটি পথ, শান্তি লভ্যে।

Sundarini

Solar Powered by

IGNI

**Link to [Sundarini video...](#)**



**Organic is the way forward**

**Thank You**

**Sundarini**  
*naturals*

