

GIRIJAN COOPERATIVE CORPORATION LTD. VISAKHAPATNAM

DNA

- Guardian of 3.63 lakh tribal households with the sole purpose of protecting them from exploitative middlemen, traders and money lenders and strives to establish a mutually beneficial relationship between them and the rest of the world. Its main aim is to market the surplus grains and Minor Forest Produce (MFP) collected by the Tribals and provide them some of their Essential goods like food grains, dhals, oils, salt, kerosene, cloth etc. It also acts as Credit-cum-marketing institution.

GENESIS

- Till early 1950s, the tribal areas of Andhra Pradesh witnessed serious exploitation of STs by the unscrupulous money lenders, middlemen and traders and tribal economy remained non-monetized.
- After obtaining recommendations of Malayappan Committee (1952) and consultations with the Agents to Governments (District Collectors) of Srikakulam, Visakhapatnam, East Godavari and West Godavari districts, the Government of Andhra Pradesh in the year 1955 established "Andhra Scheduled Tribes Finance & Development Corporation Ltd." as a Company to cater to the basic needs of tribals by providing them credit and marketing facilities.
- Subsequently, after liquidating the Company, a Cooperative Society with the name "Andhra Scheduled Tribes Cooperative Finance & Development Corporation Ltd" was started on 26th October, 1956.
- In 1970, its name was changed to "Girijan Cooperative Corporation Ltd., Visakhapatnam (GCC) No. B- 1168 registered under Andhra Pradesh Cooperative Societies Act 7 of 1964.
- Started in 1957 with two Primary Societies (Downuru in Visakhapatnam district) and G.L. Puram (in erstwhile Srikakulam district) this organization gradually extended its activities to other districts to serve larger segments of STs. Presently, the network extends to 25 Primary Societies in 10 districts of Andhra Pradesh serving 19.35 lakh ST population.

TRANSFORMATION

- GCC gradually diversified its activities and transformed into a business-cum-service organization for its sustenance and to provide better service to the tribals.
- Value addition & processing, retail sale of finished products and developing and selling new products, branding & marketing to increase its business volumes are identified as thrust areas for self sustenance.
- Work culture with personal and professional skills with internal strengths (Employees) and external strength (customer satisfaction) is developed
- Innovative thinking, enthusiasm, moral standards and motivation among the workforce encouraged.

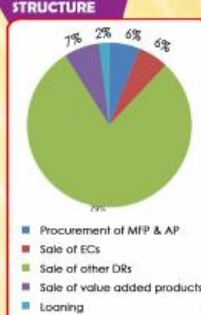
EVOLUTION & GROWTH

1955	Started as a Joint Stock Company
1956	Started as a Cooperative Society with 2 Primaries (Downuru in Visakhapatnam district and G.L.Puram in erstwhile Srikakulam district)
1970	Name changed to "Girijan Coop. Corporation Ltd.,
1970-2005	Network Expanded to 25 GPCM Societies in 10 districts
2018	Transforming into a mammoth organization undertaking multifaceted tasks targeting Rs.500 crore Annual Turnover

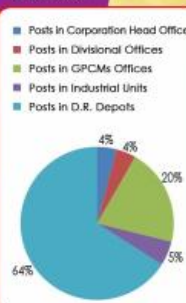
CORE FUNCTIONAL STRUCTURE



FUNCTIONAL STRUCTURE



STAFFING



VISION

To empower and engage the tribals of Andhra Pradesh for their Socio-economic uplift through marketing of their Minor Forest Produces (MFP) and Surplus Agricultural Produce (SAP) and to reach out the best quality natural, pure and organic products to the urban consumers at reasonable prices



CORE VALUES

- We strive to show deep respect and regard to tribal clientele and committed to their overall economic development
- We adapt quickly to changing circumstances, challenges and Government priorities
- Our Employees are committed, honest and sincere in rendering service to the tribals who are the poorest of the poor of the society
- We focus on Teamwork, innovative thinking, integrity, honesty, hard work, proactive service
- Service through Social Business is the sole aim
- We strive to reach out pure, natural and organic products of tribals to various consumer segments and thereby establishing special identity for the A.P. Tribes.
- We have utmost respect and regard to tribal culture, heritage and ethical standards
- We strive for community awareness, capacity building and skill development, quality, purity and professional expertise
- A SMART ORGANIZATION- "SIMPLE - MORAL - ACCOUNTABLE - RESPONSIBLE - TRANSPARENT"

STRATEGIC AREAS OF FOCUS

Procurement

- Procurement of Minor Forest Produce (MFP) and Agricultural Produce from the tribal farmers paying them remunerative prices
- Collecting MFPs and other produce at the doorsteps of the tribals to help them avoid the burden of trekking long distances to weekly markets (shandies) with their produce.
- Guarding against quality deterioration and degradation of the produce of tribals and research for better storage techniques and grading
- Continuous resources survey to identify new MFPs and its procurement
- Procurement, Processing, grading and marketing of new items such as Coffee, Raw Cashew Nut, Millets, Pulses and condiments

Supply of ECs and other Food Products

- Supply of Essential Commodities and other D.Rs at fair prices through a network of 906 D.R.Depots (FP Shops) and opening of 330 new D.R.Depots.

Value Addition & Processing

- Focus on processing / value addition and retail marketing of finished products in attractive consumer packs

Capacity Building & Skill Development

- Imparting Training to tribal farmers on scientific harvesting, processing and storage of MFPs and Agricultural Produce.

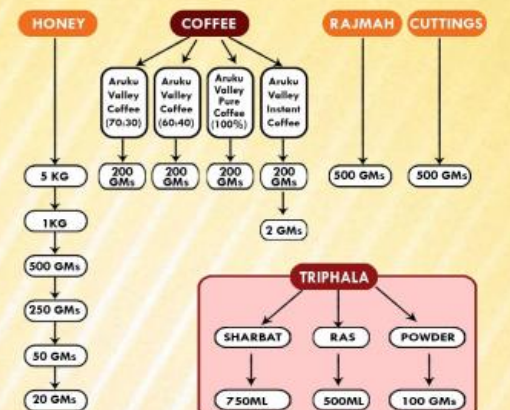
Focus on Retail Marketing

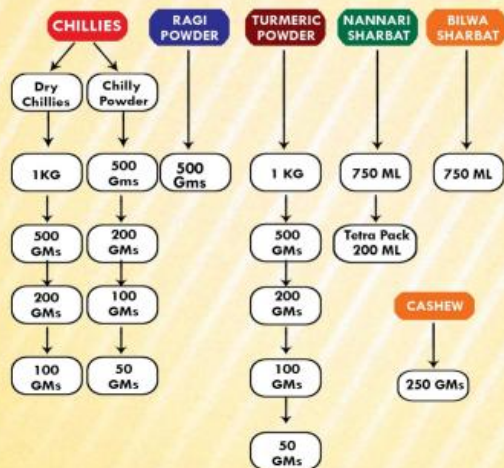
- Special attention on Retail Marketing and stepping up retail business

Crop Loaning

- Meeting credit requirements of the tribal farmers by providing them adequate and timely credit for their seasonal agricultural operations.

PRODUCT MIX





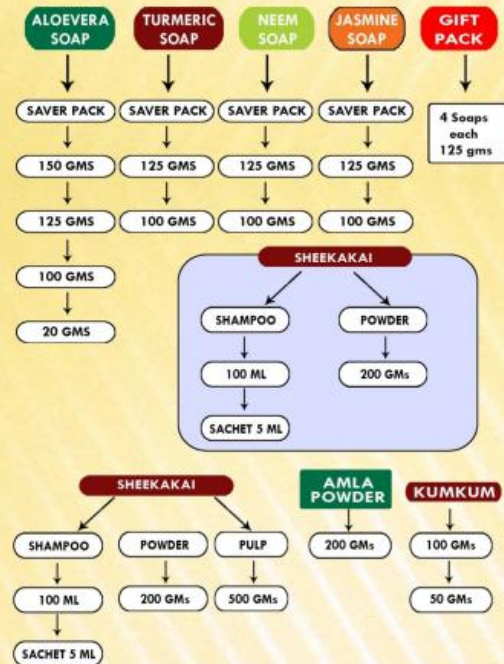
GCC PRODUCT MIX					
Sl.No	Product Line	Product Type	Product Length	Product Depth	Product Width
1	Honey	1	1	6	NA
2	Coffee	4	4	5	NA
3	Cashew	1	1	1	NA
4	Rajmah	1	1	1	NA
5	Cuttings	1	1	1	NA
6	Chillies	2	2	8	NA
7	Ragi	1	1	1	NA
8	Turmeric Powder	1	1	5	NA
9	Nannari Sharbat	1	1	2	NA
10	Bilwa Sharbat	1	1	1	NA
11	Triphala	3	3	3	NA
12	Alovera Soap	1	1	5	NA
13	Turmeric Soap	1	1	3	NA
14	Neem Soap	1	1	3	NA
15	Jasmine Soap	1	1	3	NA
16	Gift Pack	1	1	1	NA
17	Sheekakai	2	2	3	NA
18	Soap Nut	3	3	4	NA
19	Amla Powder	1	1	1	NA
20	Kumkum	1	1	2	NA
TOTAL		29	29	59	

Convergence with Line Departments



STRATEGIC GOALS AND OBJECTIVES SETTING

- Accelerated procurement of MFPs, Agricultural Produce and Horticultural Produce of the tribal farmers and market the same to their best advantage.
- Making bulk purchases of daily requirements from open market and supply the same to the tribals at reasonable rates
- Providing timely and adequate credit to the tribal farmers for their agricultural needs
- Stepping up values addition, processing and grading to the best advantage of the tribals
- To focus on profitability, growth, customer service, reputation, efficiency and effectiveness
- GCC to be No.1 supplier of Forest based Pure, Natural and organic Products and organically grown Horticultural produce such as Arabica Coffee, Cashew, Pepper and Minor Millets



ANNUAL BUSINESS PLAN

- Business turned out during 2017-18 was Rs.307 crores.
- During 2018-19 an overall business of Rs.500 crores is targeted

Procurement Plan for 2018-19		
S.No.	Procurement Plan	Value Rs. in crores
1	Regular MFPs	15.00
2	Surplus Agricultural Items	10.00
3	New Horticultural cash crops (Cashew, Pepper, Coffee etc)	75.00
Total		100.00
Marketing Plan		
1	Essential Commodities	30.00
2	Other food grains etc	170.00
3	LPG Distribution	20.00
4	Petrol & HSD sale	130.00
Total		350.00
Learning		
Disbursement & recovery of Crop Loans		50.00
Total targeted Business Turnover		500.00

Processing Plan for 2018-19

S.No.	Name of the Product	Production	Value (Rs. in Crores)
1.	Honey bottles (all sizes)	-	10.00
2.	Tamarind (1 kg packs)	1 lakh	1.00
3.	Toilet Soaps	20 lakhs	3.00
4.	Detergent soaps	20 lakhs	3.00
5.	Nannari Sharbat (bottles)	1 lakh	1.00
6.	Bilwa Sharbat (bottles)	50,000	0.50
7.	Coffee Powders (packs)	3 lakhs	2.00
8.	Soaps/et / Shika kai powders & Shampoos (Nos)	10 lakhs	2.00
9.	Turmeric & Chilli powders	50,000	0.50
10.	Triphala Ras/Powders	3 lakhs	10.00
10.	Others		

Other Internal Plans during 2018-19

Sl.No.	EXPANSION	No. of Units
1.	No. of New Retail Outlets for product sale to be opened in Urban areas	100
2.	No. of Mega Depots / Super Bazaars to be opened in cluster villages	25
3.	No. of New Petrol & HSD Retail Bunks to be opened in interior Villages	5
4.	No. of New D.R.Depots to be opened	330
5.	Arabica Coffee Huts	2
6.	Arabica Coffee Shops in urban areas	25

Infrastructure Development (Value Rs. in Crores)

1	Construction of new depot buildings	100	30.00
2	Repairs to existing depot buildings	222	10.00
3	Renovation of Storage godowns	10	3.00
4	Completion of Cold Storage	1	2.00
Total			45.00

New Products development & sale

1	Jackfruit ready to use products	25.00	
2	Pepper Packs	222	10.00
3	Multi-grain Products	10	25.00
4	Ginger (Dried ginger, Paste & Powder)		3.00
5	Bamboo Shoots Products		2.00
Total			65.00

GCC-ORG. DNA PROFILER



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