



15<sup>th</sup> March, 2012.

To  
The Honorable Minister for Agriculture,  
Andhra Pradesh,  
HYDERABAD

Honorable Sir,

It is my great privilege and ecstasy to write this letter to your honor for appraising our endeavor taken up for the cause of helping the farmers by supplying quality Seed for reasonably less rates comparing to the market prices.

After having found that the farmers of Andhra Pradesh are being exploited by many of the Seed Companies by supplying poor and sub-standard qualities of the seed and are mainly responsible for number of farmers suicide deaths in the State, I have made some strides in evolving certain strategies to subvert the reasons. Further I submit to bring to your kind notice that, I have rendered several years of service in Andhra Pradesh State Seed Certification Agency in different capacities and finally reached the position of Director. But when attempted to streamline the Agency and Seed Corporation by preventing the corruption and plug the loop holes with a sole motto of benefitting the farmers, I myself was made a scapegoat in the midst of unlawful and dishonest officers and administrators with dictatorial attitude and finally succumbed in the conspiracy hatched out around me.

Sir, after my coming out of the Agency, as a dedicated worker, wanted to show practically to the people, by voluntarily rendering my services purely on Honorary basis, that how best quality seed of different crops can be made available to the farmers by producing and marketing the seeds through an N.G.O. organization which can run on no-loss and no-profit basis. When my intention and ideas are shared with our like minded officers. I fully got the support and encouragement. With the involvement of Scientists and well experienced departmental officers and intellectuals in the field of agriculture a small NGO was started in the name of SUVIDHA (*Society with Unique Vision for Integrated Development of Hi-tech Agriculture*) three years back and the task before me is being carried out with the help of one and all who have extended their selfless service for the cause of the farmers without seeking any remuneration.

At present a small Board has been constituted with limited members. We have planned to expand it with the production of high value hybrid seeds including Bt. Cotton seed and distribute to the farmers well before the season at an affordable price. Keeping in view with success, we would like to increase the size and activities of our NGO we are hoping to form and constitute a bigger Governing Board consisting of eminent administrators, Political leaders,



experienced persons in agriculture field, intellectuals, Scientists of University, renowned persons from Government of India's institutions and well knowledgeable retired departmental officers etc. numbering approx. around 23 persons as detailed in the list enclosed, which is proposed to be headed by the Honorable Retired Chief Secretary to Government – Sri Mohan Kanda garu, I.A.S. as the Chairman of the proposed Governing Board, whose consent is awaited. The following are SUVIDHA's aims and objectives:

- a) To provide the farmers with quality seed well within the season for comparatively lesser price.
- b) To educate the farmers by practically showing the difference between the genuinely Certified seed with those of fake seed and labeled seed.
- c) To run the institution with no-loss and no-profit basis making every transaction transparent.

Since the proposed aims and objectives are noble and to pass on the benefit to the poor farmers who are suffering from all fronts and get good name to the Government, I request your honour to kindly examine the enclosed brief note with details furnished in annexure and extend your helping hand for betterment of the organization for serving the farming community. In this connection I submit to furnish the following proposals for your kind perusal and consideration to extend to our NGO - SUVIDHA:

- i) As on today the Department of Agriculture is obtaining the seed from APSSDC, MARKFED, HACA, some of the private companies and NGOs at the rates fixed by the Government. But there are several complaints pouring in about the quality of seed supplied and its untimely supplies.

In this connection, I request you to kindly order for inclusion of our NGO also for making supplies of various seeds direct to the Department with certain modalities worked out even for lesser rates.

- ii) In view of our organization being run on no-loss and no-profit basis and administered by eminent persons in the field of agriculture and whose association with NGO is purely voluntary and on honorary basis with a service motive, maintaining total transparency, giving no scope for any mismanagement, our NGO may be notified as a **Nodal Agency** for the supply of any kind of seed to the Department of Agriculture. The NGO will maintain and supply quality seed to the farming community through the Department of Agriculture.



Since there is every possibility of other individuals forming an NGO and make similar claim for notifying their NGO as Nodal Agency for selfish motive, which may lead to chaos and defeat the very purpose of a Nodal Agency. Therefore, in this regard, taking into consideration the aims and objectives and the fact that

our NGO SUVIDHA being administered by eminent persons in the field of agriculture ever willing to render service on honorary basis with an ulterior motive of serving the farming community, it is proposed that the Government may consider to register SUVIDHA as the only Nodal Agency, through which any other NGO intending to render similar service of supplying quality seed to the farmers of the State may do so through the registered Nodal Agency i.e. SUVIDHA duly specifying specific period i.e. for two or three years, so that its performance can be reviewed for its future continuance.

- iii) The seed farm and seed testing laboratory which are not effectively functioning in Amaravathi of Guntur District may be allotted to our NGO for taking up seed production and seed testing more efficiently by our Scientists for distributing to the local farmers for further multiplication under the supervision and guidance of our Scientists.

Considering the present seed scenario crisis in agriculture sector, there is urgent need to encourage the NGO organization so that it will go a long way in mitigating and ease the problem of supplying quality seed to the farmers in the State which will boost up the morale and image of the Government and ultimately our main aim is to serve the farming community to uplift the farmers' income status and agriculture should become profit oriented.

Thanking you, Sir

Yours faithfully,  
**For S U V I D H A,**

**PRESIDENT (Hon.)**

- Encl: 1. List of proposed number of members to be Inducted as Board Members in SUVIDHA.  
2. Seed Scenario in A.P.  
3. Brief Note on SUVIDHA  
4. Copy of Letter addressed to Sri Mohan Kanda garu, I.A.S. Retd. Chief Secretary to Government dt.27.02.2012.



**List of persons proposed to be inducted as Board Members in SUVIDHA  
Proposed to be headed by Sri Mohan Kanda, I.A.S. (Retd. Chief Secretary to Government, A.P)  
as Chairman.**

Sl.No.	Category	Name of the proposed Individual Member Sarvasri:	Approx. Total No.
I).	POLITICAL : (One from each Party i.e. one from each Region) CONGRESS, TELUGU DESAM, TRS, CPI, CPM, BJP, LOKSATTA	..	7
II)	I.A.S.	..	2
III)	SCIENTISTS	..	2
IV)	DEPARTMENTAL OFFICERS	..	2
V)	SEEDSMEN ASSOCIATION	..	1
VI)	<b>Ex-Officio</b> Commissioner & Director of Agriculture and Director, APSSCA.	..	2
VII)	ICAR Institutions & Central Seed Committee	..	1
VIII)	Media (preferably Papers which are publishing monthly journals on agriculture (to get the nomination from the Association President, Press Council of India (P.T.I. etc.)	..	1
IX)	Others (Seed Growers/Seed User/Rythu Sangam)	..	2
TOTAL			20



## S U V I D H A

*(Society with Unique Vision with Integrated Development of Hi-tech Agriculture)*

### **Preamble of the Seed Scenario in Andhra Pradesh**

SEED is a basic and vital input in agricultural production supply of quality seed to the farming community became order of the day. God bestowed congenial weather to the State of Andhra Pradesh, thus it became a seed capital. Number of seed companies established their Research & Development in Andhra Pradesh. The growth rate of seed sector is about 15% and the annual turnover of the country is about 15000 crores. Even after the good efforts of public and private sector organizations, the present seed replacement rate of the country is 15% only; there is a need to accelerate the efforts in the seed sector to fulfill the balance gap of 85% to reach to 100% seed replacement. Nevertheless, number of seed companies (large, medium and small) including multinational companies plunged into the seed business to reach the above target. Since the seed production is not an one time affair, it is contiguous, untiring effort to achieve the targeted seed production every year. Few seed companies are doing their best to maintain the seed quality standards. However, most of the companies are below average. Therefore quite often farmer is getting spurious seed and ultimately incurring losses. Irrespective of status of the farmers i.e. rich or poor, every farmer needs quality seed, there is no compromise on the quality. When we look at any other commodity or goods, we tend to purchase (them) choicest good according to our financial position.

But seed has become always a scarce commodity, thereby most of the companies will not maintain the seed quality standards due to various reasons. To maintain seed quality standards there is a need of sound scientific personnel/advisors in the industry, several seed production sites, maintenance, breeding, seed testing laboratory etc. Since between the demand and supply there is no agreement, thus grain/commercial grain is converted into seed and pumped into the market



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as seed. As per the Seed Act, grain cannot be converted into seed, only under exigencies the grain can be converted into seed i.e. in the event of complete devastation of crops, natural calamities, if no seed is available to sow in the field, under specific situation with the permission of the Government, grain can be converted into seed. But it was observed under normal situations quite often this clause has been used without any prior permission from the Government and huge quantities of Groundnut, Bengalgram and other seed is pumped into the market and at times farmers incur heavy loss.

The Government should encourage NGO organizations who are ready to serve the farming community like a service oriented organization. There is an urgent need that the likeminded persons viz. Agriculture Scientists, Administrative officers of Agriculture Department and other officers who are eager to serve by involving themselves in the NGO organization. These NGO organizations can form a Society/group and can address the Government to serve the farming community by producing the quality seed in certain drought prone areas like Nalgonda, Mahbubnagar, Medak, Adilabad etc. by involving the farmers under self seed production programme with which farmers can get the benefit and if seed production of varieties/hybrids and they can improve the social status. The NGO organization's main aim is to take up seed production in the favourable climatic conditions prevailing areas in the said districts and supply the seed to the neighbouring villages. Thus we can create confidence among the farmers for self seed production and there will be an accountability for the production and supply of quality seed to farming community. Government should give more emphasis and encouragement to the NGO organization to work under seed sector. Our main motto is to serve the farming community to improve their living standards.

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## **SUVIDHA – A Brief Note**

SUVIDHA – (*Society with Unique Vision for Integrated Development of Hi-tech Agriculture*) an NGO, is registered in the year 2008 under the A.P. Societies Registration Act 2001 with Registration No.713 of 2008).

SUVIDHA is an organization started with a noble objective of serving the farmers of Andhra Pradesh by making available of the Quality Seed - a vital input in agriculture, at comparatively less prices in the market on No loss No profit basis in the initial stages and later with a minimum profit for its sustenance and future growth. The organization is ably supported by expert Scientists in the field of Agriculture, people with vast experience and knowledge in the specialized field of seed breeding, seed production, certification and marketing and highly qualified and technically competent persons.

A serious thought given by all these expert members on a sole motive of serving the farming community of the Andhra Pradesh in mitigating their problems particularly in the field of Seed sector, as they have been plundered by a section of seed industry all these years. The result of which is the formation of this organization with a noble cause.

The organization is initially funded by some of the executive committee members as investors and they will be playing an active role in day to day activities for fulfilling its aims and objectives and for its growth. SUVIDHA has the following three important objectives:

- (1) Providing the quality seed for competitively lesser rates to the farmers. In the beginning it will identify very reputed seed production companies or agencies and procure it after satisfying about its quality and arrange for distribution through a net work of the dealers to be identified or directly to the farmers or farmer groups for the rates fixed and announced in advance. The fixation of the sale price to the farmers and to the dealers will be purely on the basis of No Loss – No Profit.
- (2) Striving hard to build up confidence among the farmers through other social and developmental activities besides extending technical support to them which is mainly lacking at present, which process will be commenced once the organization reaches self sufficiency.
- (3) Developing voluntary Farmers interest groups and provide them technical support and them stake holders in the organization and carryout community and commodity development activities with the help of the funding provided by other voluntary organizations and Government.



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The day-to-day administration of SUVIDHA, at present, is looked after by the Executive Members and the technical expertise is rendered by a team of qualified and experienced Scientists on honorary basis.

SUVIDHA, since its inception is dedicated its time to develop good number of Hybrids in both field crops and vegetables to name a few crops viz: Sorghum, Bajra, Maize, Sunflower, Paddy, Tomato, Chilli, Okra and many Cucurbits which are of national importance as vegetables.

SUVIDHA arranged to get two dedicated Farms for Research in the area of Shamshabad and Moinabad Mandal wherein Germplasm, multiplication, Trials, New Hybrid Developments and Grow out Tests are conducted. SUVIDHA in a short span of time is able to collect good number of lines from Universities and from farmers fields. All these lines are subjected for homogeneity and homo zygoty.

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27<sup>th</sup> February, 2012.

To  
Sri Mohan Kanda garu, I.A.S.,  
Retd. Chief Secretary to Government,  
Andhra Pradesh,  
HYDERABAD.

Respected Sir,

I submit that we have started an NGO organization viz. SUVIDHA (Society with Unique Vision for Integrated Development of Hi-tech Agriculture), which is functioning for the past 3 years with the sole motive to serve the farming community as a social organization. Though the beginning is in a modest way as the farmers and most of the technocrats (mostly comprising of Senior Retired Scientists from the State Agriculture University, Senior Scientists presently working for ICRISAT, ICAR and retired officials from Department of Agriculture, APSSDC and APSSCA) are showing much interest to join in this organization and to take up the seed production and supply of quality seed at an affordable price to the farming community. Keeping in view of the growing interest, it is felt necessary to have a bigger Board with good technocrats, administrators who want to serve the farming community with that intention, we would like to broaden our NGO organization's Board.

The Board members and the well wishers of our NGO, considering your commendable service rendered to the Government more specially to the Agriculture Department in different capacities, have unanimously advised the undersigned to request you Sir to kindly consider to bless and support our endeavours by heading the Board of SUVIDHA as Chairman, keeping in view of the fact that SUVIDHA's aims and objective is to supply the quality seed to improve the production and productivity of the farmers of the State.

We are herewith enclosing a preamble of the Seed scenario of Andhra Pradesh together with a brief note containing the aims and objectives and the functioning of SUVIDHA, appended as Annexure-I and Annexure-II respectively, for your kind perusal.

With great regards,

For S U V I D H A,

(C. VIDYA SAGAR)

Encl: Annexure-I & II