



Case study business partner

Name of the organization

Swornajyoti Women Poultry Cooperative Society Ltd, Orissa

Association

Since February 2015

About the organization

Swornajyoti Women Poultry Cooperative Society Ltd was formed in 2010. The cooperative provide services to Farmer Producers' Groups on capacity building, business development, market linkages and fund mobilization. Today more than 5000 women are involved in broiler farming with chickens, ducks and quail. Meat and eggs are sold at the local market. The yearly income for landless tribal female farmers is 12,000-15,000 INR/year for max 2 hours work per day.

Situation Challenges business partner	Solution Advice Women on Wings	Result Impact created
<ul style="list-style-type: none"> • No clear market strategy - high reliance on bulk buyers leading to a vulnerable market situation and losses • High fluctuation in supply due to low engagement with farmers leading to direct sales • Lack of business mindset amongst the team • Weak budgeting and accounts management 	<ul style="list-style-type: none"> • Accounting timelines and SoPs advised to increase efficiencies and integration between the branch and central offices • Key financial metrics established to enable Branch heads to understand budget and monitor costs • A Communication plan developed to strengthen communication among staff and farmers. • A marketing strategy and a short -medium term sales and distribution plan developed 	<ul style="list-style-type: none"> • Improvement of Farmers performance • Increase in Sales • Efficient record keeping • Increase in turn-over • Increase in number of women engaged by 1400

Next steps

- Product development
- Strengthening the Institutional segment
- Assessment of opportunities for replication/expansion of supplier network in other areas of Orissa