



Abhinav farmers club: organic farmers stirring & mesmerizing journey

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Abstract: This is the motivational and icebreaking live case study of Abhinav Farmers Club and its leader Mr. Dnyaneshwar Bodke. Abhinav Farmers Club is a farmers group having more than 1.5 lacs farmers conducting certified organic farming. This group is the brainchild of Mr. Dnyaneshwar Bodke, an organic farmer based in Pune, Maharashtra. Established on 15 August 2024, the working model of this group is really inspiring and user friendly. It resulted in huge demand among farmers to join this group and among consumers to get organic vegetables and fruits and all other products all over the country. Currently more than 150,000 farmers are members of this. One farmer serves around 20 families. One family has around 5 people, meaning around 100 consumers are served by a single farmer. Accordingly, on an average 150000 farmers are serving more than 150, 000, 00 consumers who are getting organic produce. This is a unique system working in India, where all farmers are earning very good returns ranging from 6 lakhs to 1 crore per annum. Also household consumers are getting organic foods at less cost due to direct farm to home sell mode with fresh produce. Around 115 Self Help Groups (SHG) are working and earning with this farmer's club. Abhinav Farmers Club is located in Pune which is identified as "Oxford of East", Educational Hub and 9th Populated city of India and as the second largest city in Maharashtra, India, making it a big market for vegetables. The club studies the market demands and requirements before sowing and cultivation. They are now producing 80 to 100 organic vegetables as per the market demand. The club also makes contract agreements with consumers, who collect their pre-book vegetables from their playhouse directly. The film on Mr. Dnyaneshwar Bodke, namely Kali Mati (Black Soil) received 301 International and National Winning Awards in 196 days, which is a world record in the film industry. Having more than 500 crores turnover, this club has created a mesmerizing journey, set an example and received strong attention in the Indian society. Abhinav Farmers Club received various International, National, State level awards for the contribution and development of organic farming, consumers and ultimately society. Club bagged a National Award from NABARD for repaying agriculture loans before time. It has also received many district and state level awards. Today many corporate houses, societies, malls are approaching the club and are their clients. The club maintains many vegetable vans which make a regular delivery of fresh vegetables directly to the consumers.

Key Words: Organic Farming, Farmers Club, Organic fruits and vegetables, Consumers, Working Model, Contract Farming, etc.

1.INTRODUCTION OF FOUNDER PRESIDENT, MR. DNYANESHWAR BODKE & ABHINAV FARMERS CLUB :

Mr.Dnyaneshwar Bodke used to work as an office assistant in the 1990s earning a minimum salary, after working as an office assistant for a long time, he decided to move back to his village and start cultivating his plot of 1 acre. He attended a short seminar on Polyhouse farming at Horticulture Training Center (HTC), he realized that he was not able to learn much from the training and requested the management of HTC to allow for him to work there for experience, the center agreed and let him work there for a year. Through this he developed expertise in doing all the activities in polyhouse cultivation. With this experience he decided to start polyhouse cultivation on his own plot.

Mr. Bodke started approaching banks with Detailed Project Report (DPR) for finances and to invest in his business, but many banks rejected his proposals. Finally, after a lot of effort, Canara Bank approved his loan. He set up a 0.25 acres (10 Guntha) of polyhouse with the help of a loan and his own contribution. When he started this project with bank financing, the first



thing he did was to search for a trader to sell the Carnecian flowers he produced. He found a trader in the Delhi market and sold the flowers to him. The trader was impressed with the quality of the produce. Hence, the trader gave an advance money to Mr. Bodke for his next deal. With this, he was able to repay the bank loan within a year.

Here, we can understand that Mr. Bodke's proactiveness and hard work played an important role in getting proper direction in the future progress. In 2001 many farmers started showing interest in polyhouse cultivation, he helped them establish by sharing knowledge on the cultivation and helped them get their loan sanctioned. He helped several of them in the marketing. Within two years, his accountabilities had amplified. He was visiting to different smallholdings all day and couldn't give his own farm the devotion it required. An official from NABARD then advised Mr. Bodke to start a Farmer's club and so on Abhinav Farmers Club was successfully established in 2004. Seeing the success of the club, many media houses started approaching Mr. Dnyaneshwar Bodke for interviews and promoted his work.

TEDx Gateway
x = independently organized TED event

Dnyaneshwar Bodke

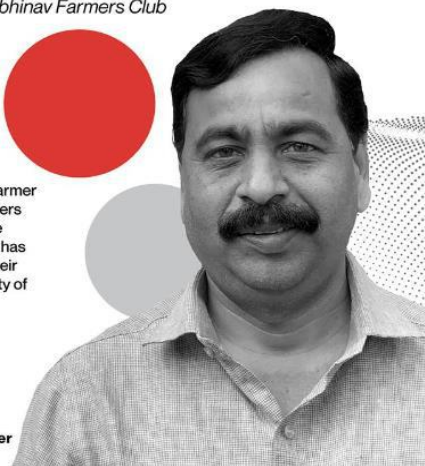
/Farmer, Founder of Abhinav Farmers Club

02 SUNDAY
DEC 2018

Dome @ NSCI
SVP Stadium, Worli, Mumbai

Dnyaneshwar Bodke is a farmer who started Abhinav Farmers Club, which introduced the concept of Polyhouse and has helped farmers stabilize their income by growing a variety of crops.

tedxgateway.com/register



Source: [Tedxgateway. Com](http://tedxgateway.com)

Now let's talk about the challenges. In 2005, the flower market was sluggish and flower prices fell below production costs. This sparked controversy among farmers, who blamed Mr. Bodke for the loss. They called for his replacement, so he had to resign as chairman. The same farmers urged him to accept the presidency again. Bodke had to do something, so he decided to form a small group of 20 farmers each. Floriculture became his money-making business in 2006. Abhinav Farmers Club awarded him NABARD's national award for early repayment of agricultural loans. After the club's success was publicized by the media, many farmers began asking the club to start a training program at Polyhouse. The club applied for his NABARD approval, but the application was initially rejected by NABARD. The club then asked interested parties to, about 3,300 letters were received, and NABARD finally approved the application to establish a training center as a special case.

In the late 2000s, farmers began to face competition from plastic flowers and decided to set up an association of flower growers, with Mr. Bodke as secretary, without much success. Federal representatives began to meet with several organizations, but failed to gain support. Many farmers suggested starting to grow vegetables. Vegetables are indispensable and a source of income for farmers all year round. So the union switched from flower farming to vegetable farming. In the beginning, farmers struggled back and forth between estimating the profit margins in growing vegetables and linking them to turning it into a successful business. They were also concerned about market commission practices, rules and regulations that were not beneficial to farmers. The club examined market demand and requirements before sowing and growing. Currently, he produces 22-23 kinds of vegetables according to market demand. The club also contracted with consumers who collect pre-ordered vegetables directly from the greenhouse. The club partnered with shopping malls and decided to grow exotic vegetables such as broccoli, parsley, cherries, tomatoes, celery and zucchini. The Abhinav Farmers Club has also won many awards at the district and state level. Today, many corporate housing, clubs and shopping centers approach clubs and become their customers.

Organized farming has helped farmers in clearing debts and also earning handsomely. According to Mr. Bodke every farmer within the group earns around Rs. 1,000 to Rs. 2,000 per day. There are farmers who earn up to Rs 3,000 to 5,000 daily. Of course, they work by the sweat of their brows. It is a tough day from 7 am to 10 pm and still they have no complaints. They are able to work harder. All they seek may be a fair deal. They are implementing such projects spread across India with the farmer's groups. So, the lifetime of the farmers is elevated (both financially and health wise) as a result of this project all these farmers are leading happy and satisfied lives.

Bodke also shared some key actions that can be easily implemented to combat climate change. All farmers should plant fruit trees along the boundaries of their fields. Planting more trees is the only way to keep the air clean and fresh. Bodke



emphasized that the activity has two benefits, as the farmer's family can eat the fruit and the leftovers can be sold at the market. He also encourages farmers to raise cattle, mainly because of the abundance of manure. He also recommends 100% water extraction to create a high groundwater table. He emphasizes the idea that it is important for farmers to focus equally on marketing and production. Proper packaging ensures that your product stays fresh and reaches its destination undamaged. Farmers are trained in proper methods of sowing, planting and handling produce. To understand the market and logistics, the club decided to deliver the produce directly to the customer rather than relying on middlemen and followed the practice of door-to-door delivery throughout Maharashtra. Abhinav Farmers Club used an online platform and developed a mobile app "ABHINAV CART" for the ordering process to better serve their customers so that three households in Maharashtra could buy organic vegetables, fruits, grains, we offer delivery of legumes, A2 milk and dairy products.

1.1. Profile of Abhinav Farmers Club:

Founder President	Mr. Dnyaneshwar Bodke
Established on	15th August, 2004
Headquarters	Pune, Maharashtra
Purpose	Organic Farming
SHG Promoted	There are 115 SHG working with Abhinav Farmers Club. They receive and deliver orders to consumers.
Training activities conducted	Friday, Saturday and Sunday
Participants in training	Farmers, Consumers, Students, Sellers, SHG Workers, etc.

Abhinav Farmers Club has promoted Self Help Groups (SHGs). Women members of SHGs are harvesting, collecting vegetables, cleaning, grading, and packing and like activities. The club also has given employment to agriculture and management graduate students. Members of the club are also helping and assisting the NAAM foundation (established by Nana Patekar and Makrand Anaspure for donating money to drought affected farmers) and its resourcefulness especially in areas prone to farmer suicides in Maharashtra. Mr. Dnyaneshwar Bodke suggested the foundation to donate cows instead of money and the foundation agreed to do so and arranged 2300 Deshi Gir cows. Many of the farmers from the club have participated in ATMA programs such as training, exposure visits, demonstrations, women training programmes etc. Mr. Dnyaneshwar Bodke is also a member of the Farmers Advisory Committee set up by ATMA at the block, district and state level.

1.2 Abhinav Farmers Club Logo



Source: <https://www.abhinavfarmers.club/>

1.3 Application:

“ABHINAV CART”



Source: <https://www.abhinavfarmers.club>



1.4 Abhinav Farmers Club Organizations:

1. Abhinav Farmers Club.
2. Abhinav Farmers Training Center.
3. Abhinav Farmers Foundation (NGO).
4. Abhinav Farmers Club - Dairy Product.
5. Abhinav Farmers Club - Women's Self Help Group (SHG's).
6. Abhinav Agro Tourism.
7. Abhinav Farm Fresh (Direct Marketing).
8. Abhinav Producer Group.
9. Abhinav Farmers Agro Producer Company.

1.5 Abhinav Farmers Club Products:

ABHINAV

FARMERS CLUB

100% ORGANIC FARMS

We Produce :

Cancer Free
Poison Free
Pesticide Free
Urea Free
Pollutant Free
Infectious Diseases Free

A2 Milk
Vegetables
Fruits
Dry Fruits
Grains
Grocery

To Ensure Health Security of your Family
Order Organic Food Now - Whatsapp - 84110 78551

Organic Produce - Vegetables, A-2 Milk, Fruits,
Dry Fruits, Grains, Grocery Plays Vital Role
to Develop immunity in the Body of Human Beings.
Organic Food is Very Good for Health.

EAT POISON FREE FOOD
ORDER NOW
TEXT YOUR NAME AND ADDRESS

Source: <https://www.abhinavfarmers.club/>



1.6 Abhinav Farmers Clubs Inputs on Traditional Vs High Tech Farming:

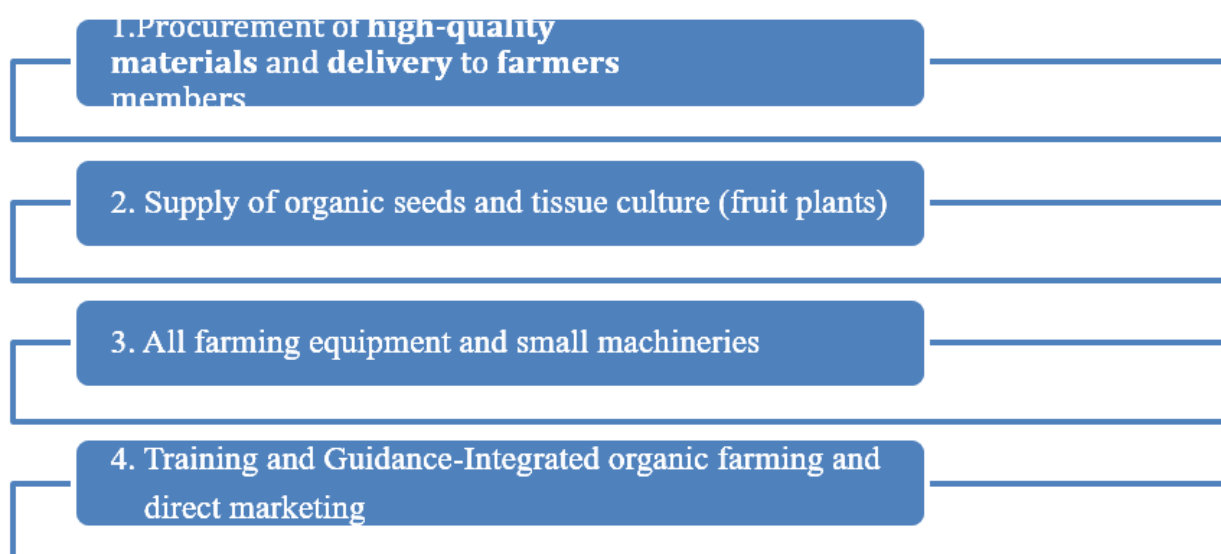
Abhinav Farmers Clubs defined traditional and high tech farming. Following high tech practices are needed from farmers. Then only it's easier to get profit from farming. Also, farmers can attend tanning programme designed by Mr. Dnyaneshwar Bodke at his own farm.

Traditional Farming	High Tech Farming
1. Depends on nature	1. Protected environment
2. Uncertainty of crop	2. Assured production
3. Low quality produce	3. High quality products
4. Unremunerated prices	4. Higher rates
5. Lack of markets	5. Assured markets

1.7 Abhinav Farmers Club Working Model:

- A) Training to Farmer
- B) Training to Household customers

- A) Training to Farmer
- B) Training to Household customers



Source of content: <https://www.abhinavfarmers.club/>

Farmer Training is related to the following important areas:

- 1. Organic Farming
- 2. Poly House and Poly Tunnel Operation
- 3. Open Field Cultivation
- 4. Gil Cattle Dairy Farm Operation
- 5. Direct Marketing
- 6. Guide to Organic Seeds and Fertilizers



Topics covered in training:

1. Hi-Tech Farming
2. Dairy and Direct Marketing
3. Organic Farming
4. Bank Loans
5. Government Subsidies
6. Exotic and Indian Vegetables
7. Group Farming
8. Direct Marketing by Self Help Groups

B) Training to Household Customers:

1. Organic Home Delivery - Vegetables, Fruits, Grains, Legumes, Lakadi Ghana Oil, A2 Deci Milk, Dairy Products - Pune, Mumbai, Maharashtra
2. Kitchen Garden Facilities
3. Abhinav Bhojnalay Tiffin - Services (All organic products) – for households of customers and professionals in Pune and Mumbai.

1.8 Photo Gallery of Mr. Dnyaneshwar Bodke



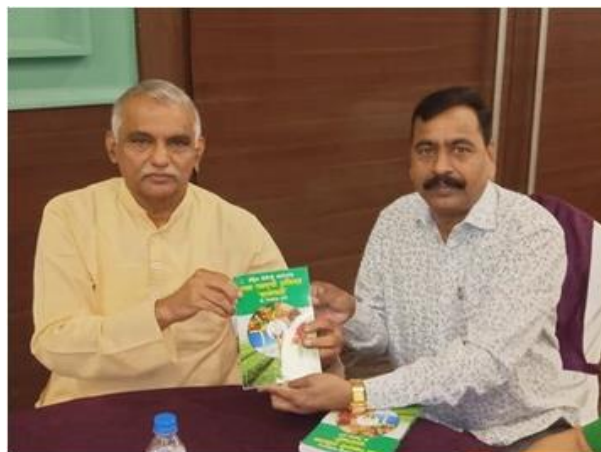
With Shri Nitin Gadakari, Minister of Road, Transport and Highways of India.



With Shri Nana Patekar, An Indian actor, Screenwriter, Film maker.



With Shri P. Chidambaram Former Union Minister of Finance.



With Shri Prakash Baba Amte Social worker and Magsaysay Awardee.



With Shri Ramdev Baba Indian yoga guru,
Businessman and Brand ambassador of
Patanjali Ayurved.



With Bhagatsingh Koshiyari,
Governor Maharashtra.



With Shri Anil Deshmukh, former.
Home Minister of Maharashtra



With Shri Krishna Prakash, Police
Commissioner of Pimpri-Chinchwad, Pune

2. LITERATURE REVIEW :

2.1 Hebbbar: Examined the case of farmer suicides in India and reported that organic farmers did not receive adequate support from the state and civil society. The study further revealed that instances of farmer's suicide increase during the fag end of 20th century due to the acute indebtedness, exploitation of commission agents and crop failures. The scholar suggested that a tested and tried organic farming policy should be formulated in consultation with the advocates, activists and progressive farmers in India.

2.2. Kuepper: Examined the history and philosophy of organic agriculture in the world and reported that the pioneers of organic agriculture believed that in a nation, which depends on the health of the community, state and the country at large, agricultural growth should focus on soil fertility. The scholar further observed that various national governments promoted the scientific approach of soil management through use of biological and organic components of the soil. The scholar suggested that suitable legislations, policies and initiatives would standardize organic farming in the world and protect the interest of organic farmers against the politics of marginalization of farmers.

2.3 Shah: Examined the economic and environmental sustainability of intensive and organic agricultural systems in Karnataka state since agriculture 85 continued to be the major occupation of a majority of the people. The study revealed that irregular rainfall patterns, pest attacks and poor nutrient management were primarily responsible for the agrarian distress in the state. The scholar suggested that adoption of organic farming techniques would boost agricultural productivity and profitability in the region.

2.4 Government of Kerala: Examined the status of organic farming and identified certain constraints and opportunities in modern times. The state government formulated the organic farming policy to initiate various promotional activities in the state for the benefit of organic farmers. The policy also intended to encourage farmers to adopt organic farming and enhance their social and economic status.



2.5 Mundy: Examined the issue of sustainable agriculture in India and observed that the philosophy of organic farming had incorporated ecological, human and developmental dimensions in India. The scholar also noted that the suicide by farmers highlighted the high social and ecological costs of the globalization of non-sustainable agriculture. The scholar suggested that organic farming policy and initiatives should be institutionalized in India to prevent the exploitation of farmers by the seed companies and corporations which own chemical manufacturing units.

2.6 Khosla: Examined the participatory approaches to organic farming in India and reported that towards the end of the 20th century, modern organic farming shifted its perspectives, ideology and movement with the stages of growth in organic standards, certification or regulatory mechanisms, technology package, and market network. The scholar suggested that certified organic farming and subsidized organic farming would improve the status of organic farming in the country.

2.7 Yadav: Examined the organic agriculture, policy and system in India and submitted a report which stated that organic agriculture represented a deliberate attempt to make the best use of local natural resources. The aim of organic agriculture, also known as ecological or biological agriculture, is to create integrated, humane, environment-friendly and economically viable cultivation systems in which maximum reliance is placed on locally or farm-derived renewable resources, and the management of ecological and biological processes, according to the study. The scholar suggested that the use of external inputs, whether inorganic or organic, should be reduced as far as possible in modern times to achieve the goal of sustainable development.

3. Research Methodology:

A description of the research methodology used to achieve the objectives is covered in the study. Key topics included sample area, sample design, sample size, sources of data collection, and analytical tools used. The survey design is primarily concerned with organic consumers purchasing organic products from his Abhinav Farmers Club. With these points in mind, a research procedure is introduced to investigate the above aspects discussed below.

3.1 Sample Area:

Pune city is the second largest city and country seat in Maharashtra. Therefore, Pune City and surrounding areas of Pune City were deliberately selected for study as this area has the largest population and consumers of Abhinav Farmers Club (AFC) products. A list of consumers who regularly purchase organic products is shared by the Abhinav Farmers Club.

3.2 Sampling Design:

The methodology used was simple random sampling. Certain randomly selected organic consumers of AFC associated with the Pune region will be targeted for data collection.

Map of Pune District



3.3 Sample Size:

Because it is not possible to survey the entire target group of AFC organic consumers. A total of 1000 organic consumers were approached by AFC, but 584 consumers responded. These consumers regularly purchase organic vegetables and fruits from Abhinav Farmers Club. Consumers were randomly selected.

3.4 Source of Data Collection:

a) Primary Data:



Primary data for 2022 refers to original information collected for a specific purpose, provides up-to-date, accurate and relevant information, and is collected in accordance with the requirements of the study. Primary data were collected using questionnaires and interviews. Direct advice and interviews with farmers and consumers.

b) Secondary Data:

Secondary data collected from websites, internet, books, magazines, magazines, office records, articles, company records, newspapers, magazines, magazines, YouTube interviews, etc.

3.5 Analysis tools used: The collected data were analyzed to the study objectives using percentage, average, table and graph methods.

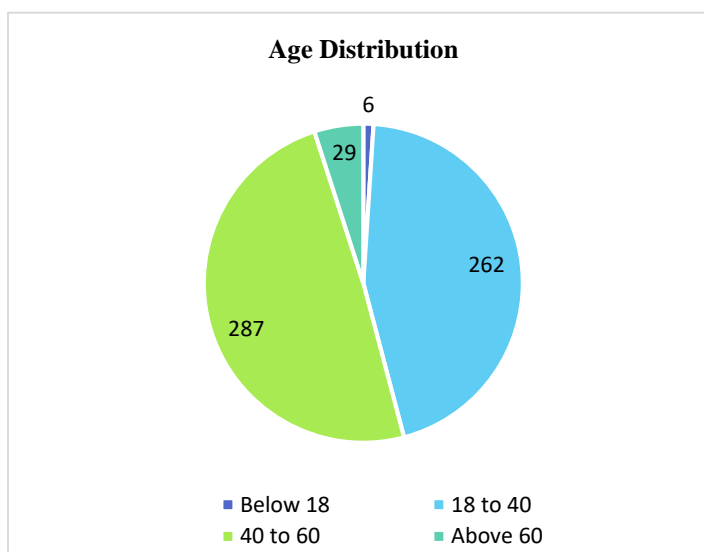
An alpha test of Cronbach was run to confirm the reliability of the questionnaire Cronbach alpha test result: 0.82.

4. DATA ANALYSIS AND RESULTS :

Total 584 Organic Consumers responses analysed here.

Q. Age of Consumers / Respondents

Sr No	Age	Respondents
1	Below 18	6
2	18 to 40	262
3	40 to 60	287
4	Above 60	29
	Total	584

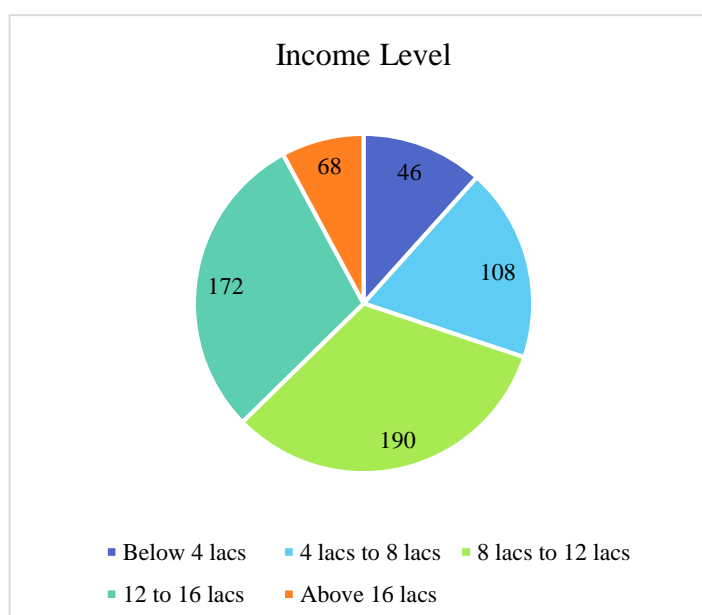


Interpretation:

It is indicated that most of the consumers of AFG (Abhinav Farmers Club) are from active earners group (Age 18 to 60) of population. Most of the young population is aware about organic farming and its usefulness.

Q. Income level of Consumers

Sr No	Income Level (In lacs per annum)	Respondents
1	Below 4 lacs	46
2	4 lacs to 8 lacs	108
3	8 lacs to 12 lacs	190
4	12 to 16 lacs	172
5	Above 16 lacs	68
	Total	584





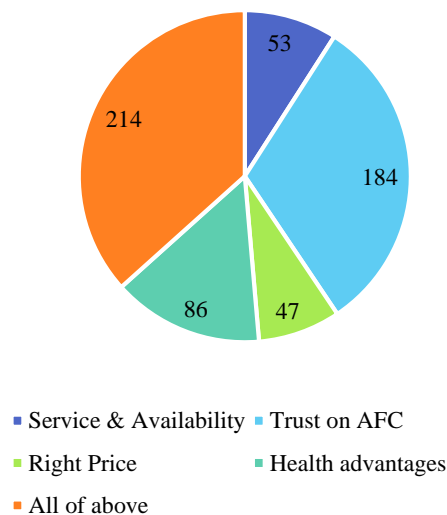
Interpretation:

It is indicated that most of the consumers of AFG (Abhinav Farmers Club) are from income level of 8 lacs to 12 lacs of population. But it also indicates that all income level populations are preferring organic produces.

Q. Why you preferring to purchase Organic Produces from AFC (Abhinav Farmers Club)?

Sr No	Preference Factors	Respondents
1	Service & Availability	53
2	Trust on AFC	184
3	Right Price	47
4	Health advantages	86
5	All of above	214
	Total	584

Preferring Factors



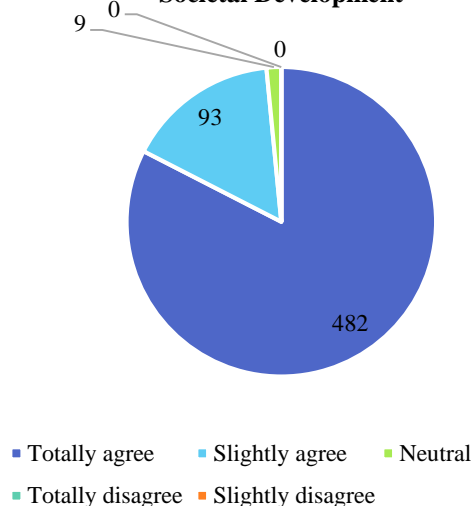
Interpretation

It is indicated that most of the consumers of AFG (Abhinav Farmers Club) are purchasing organic produces on the basis of health advantages and trust factor. Trust here indicates that original organic farming is conducted at AFC and consumers are very well aware about it. At the same time, other factors like service and availability, right pricing, etc. also contribute in consumer's decision making.

Q. Do you think Abhinav Farmers Club is contributing in societal development? As its farming practices are environmental friendly and healthy to consumers.

Sr No	Scale	Respondents
1	Totally agree	482
2	Slightly agree	93
3	Neutral	9
4	Slightly disagree	0
5	Totally disagree	0
	Total	584

Societal Development



Interpretation

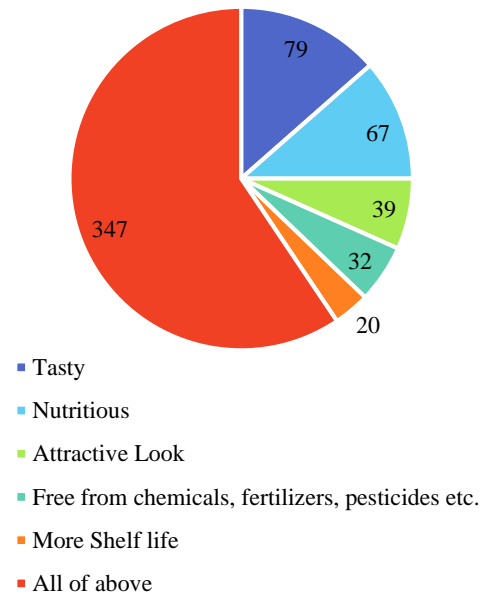
It is indicated that most of the consumers are agree with the fact that Abhinav Farmers Club is contributing in societal development. As its farming practices are environmental friendly and healthy to consumers. It indicates the success of ABF. But still there is a scope of improvement as some consumers are slightly agree. It may happen that these consumers are using products but they are not aware about all other activities of AFC.



Q. Being as a regular consumers of AFC Produces (Vegetables, Fruits, Grains, Milk etc.) which differences you noticed than other conventional market produces?

Sr No	Observations	Respondents
1	Tasty	79
2	Nutritious	67
3	Attractive Look	39
4	Free from chemicals, fertilizers, pesticides etc.	32
5	More Shelf life	20
6	All of above	347
	Total	584

Observations on Organic Purchase



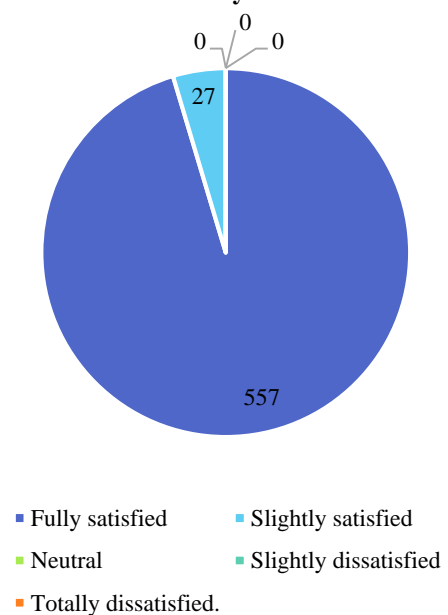
Interpretation

It indicates that, organic vegetables, fruits, grains, milk have good taste, nutrition value, even though attractive look wise and shelf life wise less responses. Most of the consumers find difference between conventional and organic produces. This is great thing.

Q. Are you satisfied with direct farm to home delivery pattern of AFC? Is there any suggestions for same?

Sr No	Scale	Respondents
1	Fully satisfied	557
2	Slightly satisfied	27
3	Neutral	0
4	Slightly dissatisfied	0
5	Fully dissatisfied.	0
	Total	584

Direct Home Delivery Satisfaction Level





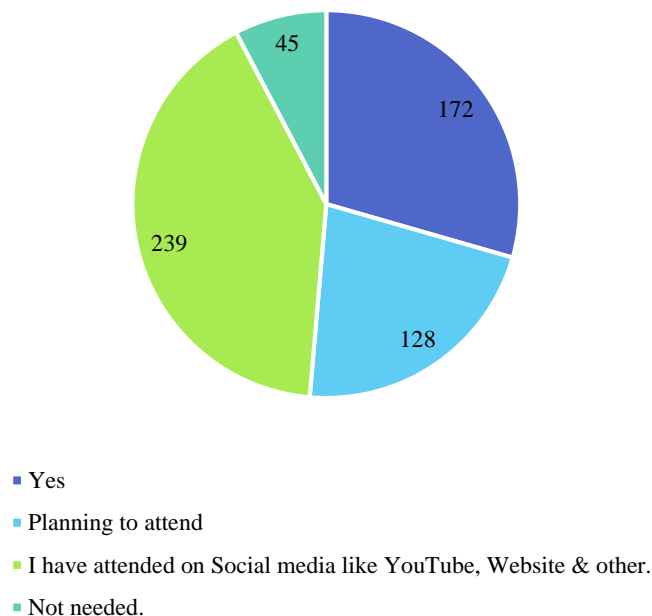
Interpretation

It indicates that almost all consumers are satisfied with the farm to home delivery pattern of AFC. Middlemen's are removed, causing reasonable prices for organic produces. Also consumers are getting fresh produces regularly. This is Unique Selling Proposition of AFC. Direct consumers supply is also helpful to take feedback and work on it.

Q. Have you visited farm or attended training programme of Mr. Dnyaneshwar Bodke?

Sr No	Scale	Respondents
1	Yes	172
2	Planning to attend	128
3	I have attended on Social media like YouTube, Website & other.	239
4	Not needed.	45
	Total	584

Farm visit/Training Attended



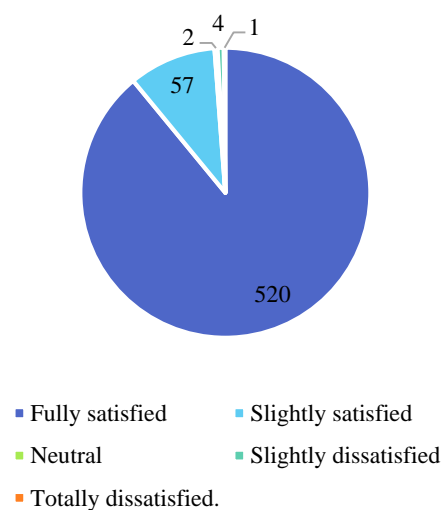
Interpretation:

Most of the consumers verified or took information on social media platforms. Some have visited farm personally. Some wanted to visit farm. But overall, it indicates that consumers are very well aware about AFC. They are trusting this brand and its leader.

Q.AFC claims to follow proper product packaging that ensures the product stays fresh and reaches its destination undamaged. How satisfied are you with this?

Sr No	Scale	Respondents
1	Fully Satisfied	520
2	Slightly Satisfied	57
3	Neutral	2
4	Slightly Dissatisfied	4
5	Fully Dissatisfied.	1
	Total	584

Product Packaging Satisfaction Level.



Interpretation:

Most of the consumers are fully satisfied with packaging part. It indicates that AFC is fully taking care of service deliveries and produces. Proper packaging requires time and skills. Self Help Group members are working with AFC are involved in same. They are justifying allocated task successfully.



Q. Do you find journey of AFC & Mr. Dnyaneshwar Bodke is memorizing. He received many awards at national and international levels. He is strong inspiration to farmers and supporter of women empowerment. His and AFC profile is very strong. Are you aware about it?

Sr No	Scale	Respondents
1	Yes.	581
2	No.	1
3	I will check.	2
4	Not interested.	0
	Total	584

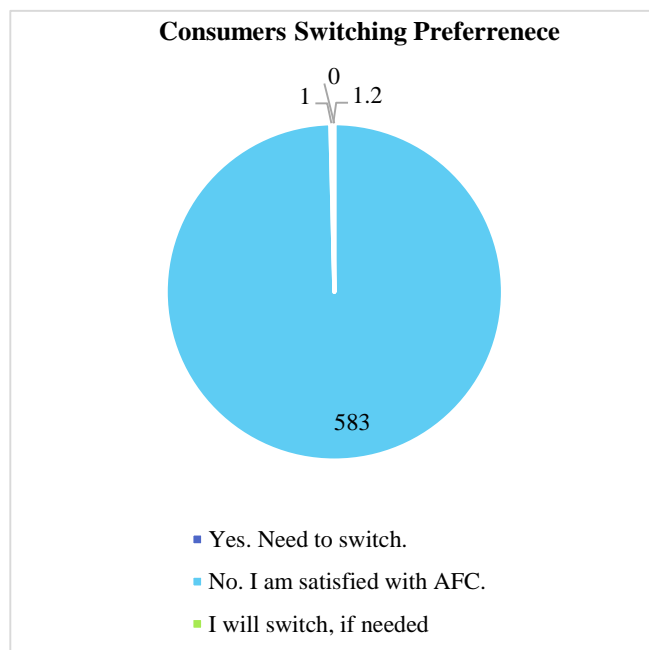


Interpretation:

The continuous efforts in right direction and sustainable earning methodology helped AFC to create national presence. It is catering demand of customers satisfactorily. Hence only, around 18000 consumers are in waiting line to get organic produces from AFC.

Q. Would you like to switch to any alternative Company/ farmers club for organic produces in future?

Sr No	Scale	Respondents
1	Yes. Need to switch.	0
2	No. I am satisfied with AFC.	583
3	I will switch, if needed	1
	Total	584



Interpretation: It indicates that consumers are satisfied with service level and product quality. Consumers are loyal to brand that is Abhinav Farmers Club. (AFC).

5.CONCLUSION:

“Agriculture is the most healthful, most useful and most noble employment of man”

George Washington.

Agriculture is actually most pure and ideal practice on this earth to get feeds for human being. But this profession is diluted by human being due to his greediness. We are using chemicals, pesticides, fertilizers to get ample food in less time. But all these are causing harmful effects humans and environment. We need to protect this field with special care. Need to conduct suitable practices without harming the environment and health of humans. Needs to follow ethics and duties to justify this god gift to humans. Then only upcoming generations will get space to live healthy and in sustainable way.

Abhinav Farmers Club (AFC) is just one example, which the solution of this hard times. AFC has captured right way by lot of struggle and innovative practices where all stakeholders like farmers, SHGs, Consumers are happy and satisfied with daily activities. To get right earning in farming is the actual right of farmer. AFC has developed a farming model where farmers are getting ideal inputs and certain set of rules to be followed while farming. This model helps to reduce farming cost and to increase productivity. Farmers are earning on daily basis. They are cultivating exotic vegetables, short duration crops, turmeric, cucumber,



potatoes, teas, flowers, tomatoes, brinjals, and many more. The farmer members of this club are earning in the range of 5 Lacs to 1 crore per year religiously. This is memorizing and stirring, in the country where on the other side famers suicides are there for loss in agriculture. This success is possible because middlemen are removed and here farmers are deciding prices of their produces by calculating overall cost of production. This was needed actually. Today almost 1,56,000 famer members are leading this club. Nonetheless, every day new farmers are joining training programme at Mr. Dnyaneshwar Bodke's farm.

"Family Farmer" is the innovation of this Abhinav Farmers Club. Every farmer member of this club is "family farmer" of around 20 families / households may be doctors, teachers, service, and business people and like ones. Where this family are getting all daily requirements of vegetables, fruits, milk, grains, etc. from these family farmers.

All consumers put daily requirements on app of AFC namely "Abhinav Cart". That orders are capture and delivered by around 115 Self Help Groups who are getting employment from AFC. This SHGs are harvesting, grading, packaging, transporting and delivering fresh produces to member consumers in the surrounding locations. Necessity is the mother of invention. It's true.

Now a day under the term "organic" everyone is misled in the market. Consumers don't know how to identify organic. But here, with AFC, consumers can visit farm and they can experience farming practices of AFC. Every farmer of AFC is 100% organic certified farmer. Consumers can verify each crop and its cultivation methods. Location of AFC is in the city of Mulashi, Hinjewadi, Pune. It received location advantage also. Consumers are happy to receive daily fresh vegetables and fruits within reasonable price from delivery people of AFC. Complete societies, buildings are receiving orders at a same time. Thanks to the technology. "Abhinav Cart" app is an asset to AFC farmers where they receive daily orders and their money.

Mr. Dnyaneshwar Bodke, rightly says that,

"You can discontinue other things in this world like bollywood film making, but cannot discontinue agriculture. If all farmers will stop cultivating agriculture, then world will no more. Farmer is the real hero of this society. Farmers should get returns from farming. Then only he will cultivate the crops. Agriculture is the only thing in this world which will be sustained till the end of the world. Give respect to farmers, the real heroes of this society and world".



Mr. Dnyaneshwar Bodke, Founder of Abhinav Farmers Club.

Source: <https://www.abhinavfarmers.club>

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