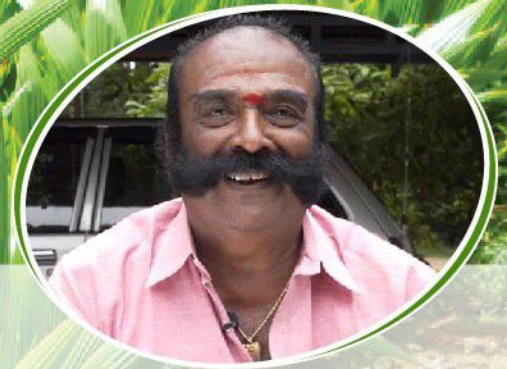


**Deejay
Agri
Support
Foundation**



Empowering Farmers



T. V. Ashokan, Coimbatore, Tamil Nadu

T.V. Ashokan was earning Rs.10000 per month by renting out his farm tractor to other farmers in his village. Later he planted 350 DeeJay hybrid coconut palms in five acres and they changed his life. He planted few more DeeJay hybrid coconut palms and today T.V. Ashokan earns around Rs.80000 per month and he is able to fulfil his financial needs and also he is a well-respected individual in his village and leads a comfortable life.

Similarly many such small farmers have found themselves with good fortune by planting DeeJay Hybrid Coconut trees.

In India,

- Nearly 70% of farmers are small.
- About 67% of farmers hold less than one acre of land.
- CSDS report says about 76% of farmers want to give up farming (CSDS*) - Centre for the Study of Developing Societies

So many of our farmers fall into this category. Many of them - who feed the rest of us – they themselves go hungry. Debt enforced by circumstances outside their control, failure of the rains, and collapse of their crops, makes suffering and hunger their constant companion. Sadly many are forced to take the fatal way out! For generation after generation, this situation continues. Is there no solution? Yes, there is!



At Deejay Group [www.deejayfarm.com], we have discovered that Deejay Hybrid Coconut seedlings have helped move over a few thousand [about 5000 to 6000] small farmers from poverty to middle class with a much better quality of life. The productivity and profit from the Deejay Sampoorna coconut palm changed their lives. Deejay Group also discovered that:

10 Hybrids gives the poor farmer financial security!
50 Hybrids gives the poor farmer financial comfort!
100 Hybrids gives the poor farmer financial freedom!

But these few thousand farmers whose lives have changed could afford to buy these hybrids. What about the tens of thousands who cannot afford them?

So the Deejay Agri Support Foundation [www.dasf.org.in] has been set up.

Deejay Agri Support Foundation (DASF) a not-for-profit organization, aims to help small and marginal farmers to get their stable monthly income by providing them High Quality Hybrid Coconut seedlings.

DASF works towards the eradication of poverty of the small farmer and gives him a financial stability and freedom.

Why High Quality Hybrid Coconut Seedling?



Particulars	High Quality Hybrid Coconut	Traditional Tall
Flowering begins in	24 Months	72 Months
Annual Nuts yield per tree	250 Nos.	80 Nos.
Copra Content per nut	210 Grams	140 Grams
Tender Coconut Water min.	500 ml	250 ml
Annual Coconuts per acre	17500 Nos.	5600 Nos.
Annual Copra per acre	3675 Kg's	784 Kg's
Annual Coconut Oil per acre	2499 Kg's	494 Kg's
Profit per acre per annum	Rs.3,00,000	Rs.40,000

We look for:

DASF wishes to bridge the gap between NGOs, Individuals & CSR programs with the goal of providing a sustainable Income for small and marginal farmers.

We have a vision of moving one million poor farmers from poverty to the middle class income group. We look for partners to bridge the opportunity and the need of the small farmers.

Will you partner with us?



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