



# Blossom Trust

## Quarterly Newsletter

Nr. 2 - January 2021



**We like to kick off our second newsletter wishing everyone a wonderful 2021! Last year has proved to be a very challenging year for everyone, and we are excited to be moving forward in 2021! We have amazing things planned for this year, to which we are introducing you to this newsletter!**

### **Blossom Trust Agricultural Project**

**Last year we started with the development of a new agricultural project. Within this project, we are prioritising local female farmers and intend to create an inclusive space in which they are recognised for the role in the local agricultural sector.**

In Tamil Nadu, female farmers play a substantial role in the agricultural sector. Despite their prominent involvement, they are lacking recognition and upward social mobility, especially in comparison to their male counterpart. Moreover, ongoing adversities such as climate change and the economic repercussions of COVID-19 have far-fetching effects on food systems and the livelihoods of these female farmers.

We aim to bring systematic change into the local agricultural sector by creating a female inclusive space. We aim to achieve this by establishing a community, female-led Producers Company to form a collective of the female farmers. Hereby, we would integrate these marginalised and smallholder farmers into a modern supply network, minimising transaction and coordination cost while benefiting from economies at scale, strong connections to local markets and the reassurance of liveable wages for their input.



Furthermore, we will be providing training at the local levels to the female farmers. We will train the women on sustainable and well-adapted farming techniques covering topics such as water conservation, prevention of soil degradation and the impact of climate change.

Lastly, to consolidate the involvement of the female farmers and increase their the financial capacity, we are setting up a Self-Help Group Network with a micro-credit scheme. Over the past weeks, we have already mobilised 75 farmers into SHGs in neighbouring villages.

**Donate to the Agricultural project, mobilising 750 marginalised and smallholder farmers.**

With your support, we will be mobilising female farmers into SHGs, providing agricultural training with a sustainability focus and providing high-quality seeds to the female farmers.

**Do you already follow us on Social Media? We have recently started a new campaign! Go check it out!**

In our new social media campaign, we will be introducing Blossom Trust, the recent rebranding, our past and ongoing project and what we have planned for the future!