

SABRAS

Impacting Lives of 10,000 marginalized small salt producers of Little Rann of Kutch, Gujarat, India.





































Salt Industry & Gujarat

Gujarat produces 70% of the salt of the country. Salt produced in coastal and inland regions has domestic and industrial uses. About 70,000 salt producers-**Agariyas** (having less than 10 acres of salt pan) are engaged in salt production activity in Little Rann of Kutch (LRK).



Plight of Agariyas (Salt Producers)

Agariyas spend eight months period (October - May) in the desert and face hostile environmental conditions - high temperatures, dusty winds, glare and suffer health hazards - high blood pressure, eye & skin diseases. This is further aggravated by lack of access to water, health, education and community life.

Their health problems are aptly depicted by the fact that - **when agariyas are cremated their feet do not burn along with the body as they contain lots of salt.**

After suffering the hostile natural conditions and taking all the risk associated with salt production, the producers in the end get only 1% of the final price paid by the domestic users and 8% by the industrial users. **Generally, the value of the salt is less than the bag in which it is packed.**

In essence agariyas suffer inhuman work environment and unfair value & supply chain. This must change.

Why SABRAS ?

To improve the quality of life of *agariyas* and achieve greater productivity & profitability of salt production activity, their access must be increased to institutional credit, markets and technology, replacing the present system of credit linked market services provided by the traders.

Inception of SABRAS

SABRAS Processing and Marketing Pvt. Ltd. (SPML) was incorporated on 5th February 2007 under companies act 1956. The company is promoted by SAVE Ltd., a technical service organisation providing technical and marketing services to marginalized communities and development organisations engaged in coastal regions of Gujarat.

Sabras Processing and Marketing (Pvt.) Ltd. established - as a producers owned, producers controlled, professionally managed enterprise hopes to alter the situation.

About Promoters

SAVE – Saline Area Vitalisation enterprise Ltd. is techno-marketing service organisation (TSO) set up in 1995, under Company Act 1956. The company is designed to provide enterprise development services particularly to primary producers with limited assets and located along the coast of Gujarat.

SAVE promotes its core values of - ***Ethical growth, just distribution and judicious use of surplus*** through forging ***Partnerships with primary producers*** such that it ensures inclusive growth.

For SAVE, incorporation of SABRAS Processing and Marketing (Pvt.) Ltd. is a way to pursue its core vision of “**mainstreaming the marginalized**” in a changing economic environment.

In this model each partner (salt producers and SAVE Ltd.) would share the risk/profits proportionately to their stakes in the venture. *Agariyas* with their skills and hard work would provide backward linkages while SAVE with its experience would provide access to market, credit and technology.

Ownership of SABRAS

SABRAS incorporated on 5th February 2007, has an equity of ` 100,000/- of which 74% is held by 28 small salt producers and 26% by SAVE Ltd.

Governance

The Board of Directors include representatives of Agariya Hitrakshak Samuh (A union of Agariyas with 4,500 members) and one representative of SAVE Ltd.

Management

The company is managed by the experienced and qualified professionals of SAVE Ltd.

Operations of the Company

- Procurement of salt from salt pans in LRK
- Transporting and heaping
- Processing and packaging as per order
- Delivery to the consumer companies
- Technical inputs and credit linkages for salt production

Solar Pumps - An Initiative

SABRAS is introducing the community to Solar Pumps so as to save potential cost of diesel and simultaneously boost their income. Solar pumps are expected to raise the income of Agariyas from

Rs. 12,000 to around Rs. 90,000 per year because of the reduced cost. Solar pumps also save four tons of carbon dioxide emissions per annum. Agariyas spend about Rs.90,000 on diesel every year to pump the water out of the salt fields, solar pumps would free them from the clutches of the traders from whom they borrow money for salt production at a very high interest rates.



SABRAS is a different company in several ways

- Majority equity holders produce salt in harsh sub-human conditions in Little Rann of Kutch.
- The raw material producers and suppliers for the company are the marginalized agariyas who also hold majority equity in the company.
- Through the company the agariyas have moved one step forward in the value chain i.e. in addition to producing salt they have been exposed to aspects like market, its demands, quality control, pricing of the product, sales & distribution etc.
- Two marginalized agariyas are members of board of Directors of the company.



Second Salt March for Freedom from Poverty

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