Parimar nunca soñó que su campo se convertiría en una de las más impresionantes en toda la India. Es un testamento a lo que las mujeres pueden lograr cuando trabajan juntas.

**The Sahaja Aharam Story**

The Sahaja Aharam story is one of resilience and innovation in the face of adversity. Started by a group of women farmers, the collective has transformed agricultural practices and marketing strategies to empower small farmers.

**In Focus**

HOW TO

**Ending Struggle.**

October—is in full swing. It’s monsoon time, and India’s main agricultural season—June through September—has arrived. It’s the time when the land is replenished with life, and the rain nourishes crops.

Like Gangadevi, who owns 3 acres, on which she grows cotton and millets; she also has a small apiary. This year, the rains have been abundant, and she is optimistic about the harvest. But Gangadevi is not alone; many small farmers across the country are also hoping for a good yield.

In her home-cum-cooperative society in Musalireddygaripalli village of Kadapa district in Andhra Pradesh, the Gayathri Mahila Co-op, a group of women farmers have successfully created a market for their organic produce, thereby improving their livelihoods.

“Aharam (literally: easy/productive soils, on the other is the grower herself. The seasonal migration to cities and the manifest ecological distress caused by climate aberrations are some other markers of the crisis. This is the beginning of a reportage in *National Herald* to chronicle what’s broken in Indian agriculture and how we may be able to fix it.

**Quality** and **Sustainability.**

Not only are their crops certified organic, but they also hold high standards of quality and sustainability. Their produce is not only organic but also chemical-free, thanks to its modern laboratory汪.

**Sahaja** aggregates the organic produce of all its members, processes it and sells it to various buyers—farmers, small and large, as well as local and international buyers. The cooperative has been successful in expanding its reach and establishing a strong reputation for its high-quality products.

**Conclusion.**

The Sahaja Aharam story is a testament to the power of collective action. It shows how small farmers can come together to create a market for their produce, thereby improving their livelihoods and improving the quality of the food we eat. This story is a call to action for all of us to support and champion small farmers and their right to produce and sell their produce in a way that is sustainable and fair.