Twitter Thread by Just a common man



Just a common man
@EmpoweringGoa



Remember India, YOU CHOSE THIS!!
An interesting snippet shared by a protesting farmer at Singhu border. It gives us an insight into the sharp brain of Gujarati businessman Gautam Adani
In Himachal Pradesh there are beautiful apple orchards everywhere, especially in Shimla.

There is a place called Lalru where small merchants and traders would deal in apples buying it off the farmers.
One day Adani's eyes fell on this lucrative market. He quickly got a survey done of the warehouses in the region.

He found out that these warehouses could store small quantities of around 100 to 200 tons of apples which were brought in by traders and soon sold off.
Now what Adani did was construct a warehouse which was thousand times bigger than the warehouse in the area.

In fact, said the farmer, it was so huge that it was beyond what one's eyes could see. At that point apples were sold at Rs. 20 per kilo to traders by the apple growing farmers.

Adani in a tempting gesture gave the farmers @ Rs. 22 a kilo, something the farmers just could not resist and accepted. Unfortunately the new dealings hit the small traders there adversely. Within one year the small traders could barely sustain themselves yet prodded on.

Next year, Adani smartly hiked the rates of apples per kilo to Rs.23. The small traders by now could not deal with this steep competition. Hence shut shop and one by one left the region.

Meanwhile, the local farmers who had 10 or 15 quintals of apples could not possibly transport it to other cities like Chandigarh etc without incurring heavy expenses. They were left at the mercy of the sly Adani who by then had monopoly in the region.

The same Adani who in the first year had given Rs.22 per kilo for the apples, second year Rs.23 per kilo, in the third year ... crashed the price of apples to a dismal Rs. 6 per kilo. The poor farmers had no choice but to sell at the same rate to Adani group.

This is how Adani captured the apple market in the Himachal region, depriving the poor farmers of their rightful share for their hard work; said the by now very angry protesting farmer.

There is a lesson in this entire narrative for us ordinary citizens. It gives a clear glimpse into the mindset of Adani as a very shrewd businessman, who plans well in advance to take over a market or land he takes a fancy to.

And once he gets it goes about minting huge profits out of the same.