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Viransh the Fine-tune Solution

Executive Summary

The credit of long life and well-toned health of ancient ancestors goes to inhalation of naturally grown food. With the passage of time the situation of agriculture has gone worse, the continuous use of chemicals and fertilisers in agriculture has prompts the introduction of extremely destructive illness like leukaemia, lymphoma, cancers of the brain, breasts, prostate, testis and ovaries in human bodies. Moreover, owing to the growing incidences of consuming widely abused chemicals in agricultural food has made individuals inclined to diseases like blood pressure, diabetes, mental health issues, infertility in women etc. which is seen as exceptionally normal in the present time.

Organic food makes its roots firm after people has realised the importance of being healthy and adoption to chemical-free food. But in today's time the problem is non availability of entire range of chemical free food and whatever is available even in bits and pieces are priced beyond affordability of common man. Moreover, cost of production of farm produce is increasing due to rising needs of chemical every year to get same quantity of farm produce as the soil natural fertility is deteriorating and hence farmer's income and quality of produce. COVID-19 has given a boost to immunity and therefore leads to the consumption of chemical-free food.

Considering the above scenario, "**SHREE VAIDIKVIDHA PRIVATE LIMITED**" has come forward to serve the farmers in the best possible manner. It is an innovative self-sustainable business model that offers a comprehensive integrated basket solution to farmers and food consumers at affordable prices by directly linking consumer health with agriculture. An innovative way of redefining the "**FARM TO FORK**" business by filling all the gaps and minimizing the number of brokers in production and supply chain and making safe food affordable, wealth gain to all stakeholders Especially farmers.

Vision and Mission

VISION

To bring about a paradigm change in Indian agriculture, and to compete with the global farming system in terms of pricing, enabling/equipping farmers with nutritional value and health security.

MISSION

Many diseases are coming due to food, so our mission is to make a disease-free India caused by food. Also, our aim is to make the farmer prosperous, increase the income of the farmer, raise the standard of living of the farmers.

Location & Spread of the Project

Starting from Gurgaon to serve the food consumers and sourcing and integrating farmers in Jhajhar, Pataudi and nearby, and then expanding throughout India.

Problems

Farmers and consumers both are facing problems. Here we are coming up with some research, where we identified the problems faced by farmers and consumers.

Problem facing by FARMERS-

- Lack of availability of quality Agri-input at the right price and time.
- The fragmented land prompted the farmers not to use advanced techniques and mechanization.
- The Illiteracy of forecasting future market supply and demand.
- Lack of modern agronomical practices and support including, weather forecast, pest and disease forecasting, proper counselling, laboratory and other necessary infrastructure including training.
- Non-availability of marketplace without intermediaries, where farmers can directly sell their agricultural produce at genuine prices.
- Lack of fair market option to farmers to sale their farm produce.

Problem facing by URBAN FOOD CONSUMERS

- Limited availability of physical stores where one can buy organic food products at reasonable rates.
- The constant increase in health diseases and food-related problems.
- Changing consumer behaviour and lifestyle for purchasing organic produce.
- Food Consumers' are not getting safe food easily even after willingness to pay extra money.
- Lack of availability of entire range of safe/chemical free food to the consumer.

Solutions

We are coming up with some solutions to make agriculture industry better.

SOLUTIONS FOR FARMERS

- We are coming up with ensuring timely availability of high quality agri-inputs with the best possible cost.
- Vaidik Vidha is coming up with a farmer education system, where we will educate the farmers to take the right decision about the crop/variety and agricultural technology to grow the crop as per the market demand.
- With the education we will organize a regular training to the farmers for upcoming technics and information.
- We will promote integrating farming.
- We are coming up with easily available agronomic consultants via video call in just one click.
- We are bringing 24*7 a registered community facility for farmers where they can interact with each other and share their resources at affordable rental prices.
- We will facilitate farmers with warehouse, deposit schemes where they can store their agricultural produce by paying reasonable cost.
- We will facilitate farmers to export their non-perishable agricultural produce like wheat, paddy etc. to mills, traders, food processors etc.
- Training on making different Agri-input by using cow dung, cow Urine, earthworm and other ingredient approved for organic farming.
- Encouraging farmers for 'Allied Farming' as Milk/Honey/Mushroom/Poultry, to generate regular extra income.

SOLUTIONS FOR URBAN FOOD CONSUMERS

- Availability of physical stores where consumers can buy organic farm produce at reasonable rates.
- We will educate consumers about chemical-free food products through various marketing channels.
- We will help consumers in buying chemical-free products by guiding them at offline stores.
- We will provide various chemical free products like Fruits, Vegetables, Grocery, Dairy etc. to our consumers at one place.

Our product/ services

FOR FARMERS

It offers an android application named "SAAJHEDARI" which offers farmers an end to end farming solutions.

It will provide farmers with quality Agri-inputs for farming at reasonable prices at their doorstep and free agronomic consultancy on a real-time basis through a video call.

It will also leverage farmers with multi-options to sell their Non-Perishable farm produce directly to:

- Food Processor/Exporter/Trader/Consumers.
- E-NAM Market.
- Warehouse deposit scheme.

FOR FOOD CONSUMERS

The company "SHREE VAIDIKVIDHA PRIVATE LIMITED" offers a marketplace where both the parties i.e. farmers who grow farm produce and the buyers who will purchase the farm produce can make the best deal for themselves at a reasonable price. The company will act as an intermediary between the farmers and the food consumers.

It offers to produce safe, fresh, organic /chemical-free/ naturally grown wide range of food such as dairy, poultry, Range of fruits & vegetables, cereals, Millets, Pulses, Rice, flours, spices, dry fruits, jaggery, edible oil and many more healthy foods to food consumer under one roof.

Non-Processed, Non-Pasteurized, non-added additive fresh indigenous cow A2 milk will be made available to the customer within 4 hrs of milking.

Through the mobile application, the customer will be aided to interact directly with farmers where the vegetables are grown for him, the farmer's name and address can be traced, and the customer can also visit the field.

Key features of the product

ANDROID APP “SAAJHEDARI”

- Farmers can order their input requirements (Including Agri, dairy and allied farming) on the App and they will receive their order product at their doorsteps.
- All farm activity information will be recorded with date and time in app e.g. sowing, weeding, irrigation, applying any input etc. and will be used for different analysis including sending personalized advisory.
- In case farmer needs any urgent consultancy, he can just click on live consultation and get connected with our Agronomist on video call. Farmers need to keep his phone camera on the crop problem area and the agronomist will be able to see the live video and can suggest the solution on real time at free of cost.
- While farmers want to sell farm produce he can click on icon sell and choose the crop they want to sell for all perishable commodity including milk, F&V etc. our GPRS enabled collection vehicle will reach farmer's farm to collect the produce without any delay.
- Farmers will get regular update on nearby Mandi prices, Government Crop advisory, Weather Forecast, Government promotional scheme, Agricultural news etc. on the app.
- Farmers can place their requirement or can offer any service on rent (like any machinery, tractor, harvester, spray machine, labour etc.) to other fellow members on App.
- The community centre on app will facilitate 'Farmers' to Chat' with all members including our agronomist.

Market overview

- The Indian organic food market reached a value of US\$ 815 Million in 2020 and expected to grow at a CAGR of around 24% during 2021-2026¹.
- In a summit held in Gujrat through video conferencing PM Shree Narendra Modi acknowledges farmers to shift from “chemistry lab experiments” to “natural farming” methods².
- Globally the organic farming market size is estimated to be USD 96.1 billion in 2020. The market is anticipated to reach USD 183.8 billion by 2027 and is projected to grow at a CAGR of 9.8% during 2021-2027³.

Drivers of growth

- Increase in health awareness: Indian purchasers have begun offering significance to the nourishment they consume subsequently bringing about an expansion in the utilization of natural content. During past decade there was a sharp increase in diseases caused by excess use of chemicals in agriculture produce which has caused consumers to shift towards chemical free food.
- Working population and urbanisation: Increment in urban populace infers increase in per capita buying power just as an adjustment in way of life and sustenance propensities. The urban buyers are now paying more attention to paying for expanded costs for different organic items. The increment in buying power will make the people more affordable to buy safer/ chemical free food as the populace has become more health centric.
- Support of Indian government: The Government of India and the state governments are taken huge steps to encourage chemical free farming. GOI is extending its support to farmers to help them grow the farm produce naturally i.e. without the use of chemicals. This step will provide the dual benefits to farmers i.e. it will enhance natural soil fertility & productivity and will increase their household income.
- Harmful effects of pesticides: To increase crop production several harmful pesticides and chemicals are being used which are polluting air, soil, water and

our food. Chemical free farming is eco-friendly and more sustainable since there is no soil and water contamination from use of synthetic chemicals.

Marketing Plan

Below are some of the marketing strategies that this company will adopt to expand its outreach:

1. **Website marketing:** The website is a very basic and easy source to attract and retain potential customers. The company will direct the traffic to its website by making it user friendly. The company will make sure to display contact form, blog icon, social media icons, featured products and services on its website so that customers find it easy to find any information and post any inquiry.

2. **Social Media Marketing:** Company will use social media platforms to promote its products. This will allow the company to increase its brand visibility in just one click. The company will create short videos and post testimonials of its products, share the company's development, etc. This will surely help the company in increasing its customer base and therefore revenue.

3. **Promotional Activities and Events:** The Company will consider the following activities and events to promote its business:

a) **Advertisement:** Company will advertise its product in newspapers, a business magazine, television, radio, outdoor signage and online.

b) **Telemarketing/Personal selling:** Company's staff will showcase its good communication and interpersonal skills to potential customers to crack the business deals.

c) **Publicity:** The company will do its publicity by giving interviews to the media, tie-up with broadcasters etc.

d) **Short-term sales promotion:** To increase its customer base the company will give discounts, host contests and competitions, etc to attract customers.

e) **Direct marketing:** The company will send letters, emails, pamphlets and brochures to individual target clients.

f) Referrals: The company will allow every customer to refer two customers and a flat 5% discount will be credited on the first purchase made by both two referred customers to the main customer's account.

g) Loyalty program: On every purchase that consumer will make, 1% cash back will be credited in terms of redeemable points.

h) Lucky draw: To involve the customer in purchase of organic food the company will run lucky draw offers time to time.

5. Go to market strategy

1. The company will first purchase the entire range of farm produce like fruits, vegetables etc. from farmers and will sell the purchases to food consumers. Through this route the company will set-up a B2B market channel.
2. The company will start supplying the Agri inputs to farmers at reasonable rates at their doorsteps.
3. The company will also make efforts to convince farmers to do chemical free farming and replace traditional chemical farming.
4. The company will open its chemical free food outlets and will offer an entire range of chemical free food products like dairy, poultry, fruits, vegetables, grocery etc.
5. The company will also facilitate farmers to selling their non-perishable farm produce to food processors, big firms, mills, exports etc. to earn their livelihood.
6. To enable business to grow in future, the company will start scaling up i.e. it will consolidate/ outsource its Agri input (selling to farmers) business.

Social Impact

1. To bring a drastic positive change in Indian agriculture.
2. Encouraging farmers for 'integrated Farming' like Milk/Honey/Mushroom etc to generate regular extra income.
3. To generate employment opportunities for local youth, motivate farmers to form FPO/SHG.
4. To improve farmer's income and their status in society through production of quality farm produce.
5. Offering doorstep solutions to farmers by providing Quality Agri-Input, facilitating Soil & water testing, free consultation for scientific farming and Post-harvest support.

6. Creating social platform for farmers to interact with each other, share their farm resources, improve efficiency by becoming one close knitted farm family through application use.
7. To cheer society to fight against diseases caused by chemical and adulterated food.

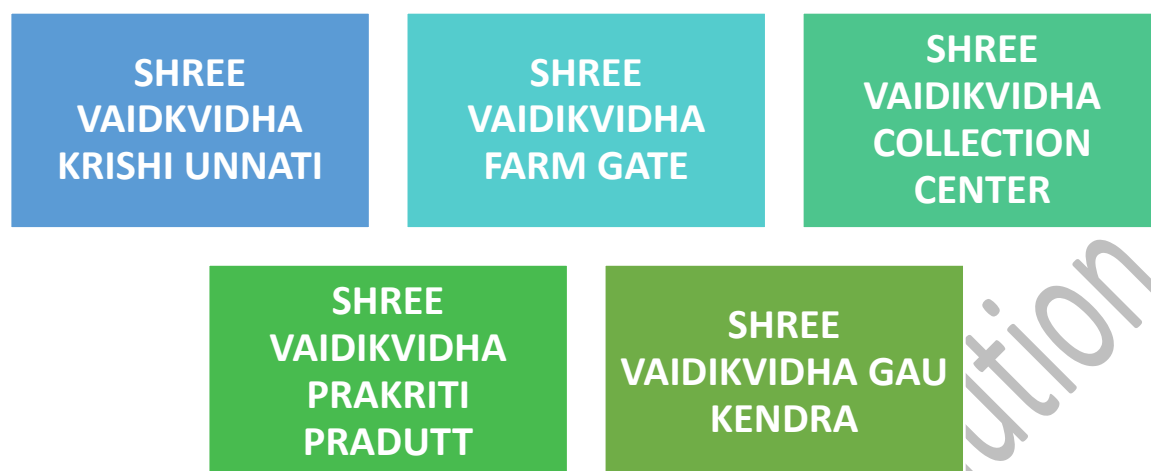
Target Customer

- A progressive farmer looking for ways to increase their household income through integrated, chemical-free farming that improves soil health, crop quality and quantity.
- Health conscious urban family preferably with a female in their 30 to 55s with a monthly income over INR 80000.

Novelty and innovation

- Unique method to seamlessly integrate multifunctional operations so that the differences compliments each other.
- A comprehensive blend of modern and ancient technologies, as well as good agricultural practices to reduce cultivation costs and increase farmers' income and quality of production.
- Under one roof we are providing the entire range of Dairy , poultry, fruits & vegetable, cereals, Millets, pulses, Rice, flours, spices, dry fruits & Nuts, jaggery, edible oil and many more health food to consumers with organic and chemical-free foods at an affordable price for the first time.
- Providing opportunity to food consumer to visit farmers field with family

Pillars of Business



The Team

Arvind Verma: Founder of "SHREE VAIDKVIDHA PRIVATE LIMITED"

Introduction:

He has more than 21 years of experience in wide range of agricultural trading & linking farm produce to consumer, food processor and retailer. His experience also includes blend of agricultural contact farming, sourcing, retail merchandising (including end to end Food Business) with retail, food/beverages and trading industry.



Incubated at:

1. AFBIC, IIT Kharagpur under RKVY Raftaar Program under Ministry of Agriculture and farmers welfare.
2. ABIC, CCS HAU Hisar Supported By NABARD.

Work experience:

Efficiently skilled with more than 20 years of experience in coordination of Agri-Input, Pre & Post Harvest, contact farming, sourcing, Agricultural Commodity trading, Retail food Merchandising:

1. SABMiller India Ltd.
2. Spencer's Retail
3. Metro Cash & Carry India Pvt. Ltd.
4. Future Value Retail Limited (Big Bazar)
5. Cargill India Pvt. Ltd.

SWOT ANALYSIS

Strength

1. Qualified team with 20+ years' experience in agricultural field.
2. One stop solution provided to farmers from pre to post harvesting needs.
3. Consumers are offered varied organic products in one shop at accommodating prices.
4. Offered user friendly application "SAAJHEDARI".

Weakness

1. Lack of established markets
2. Gigantic application of funds.
3. Less incentives from government.
4. Difficulty in obtaining audience's attention.

Opportunity

1. Growing market potential.
2. Increasing online purchasing power of consumers.
3. Promoting healthy lifestyle.
4. Employment opportunities.

Threat

1. Resistance by farmers to adopt chemical free cultivation.
2. High cost of organic food.
3. Variability in climate pattern.
4. High certification costs.

Exit Strategy

Option 1: The company may seek to sell the business to a third party for significant earnings multiple. It will hire a qualified business broker to sell the business on behalf of the company. It also expects that after 4-5 years it will have a market share of its own so the company can fetch the goodwill amount.

Option 2: Opportunity to float on the Alternative Market. The company could also consider IPO as an exit strategy. IPO stands for 'initial public offering' and it means that a company starts floating on a stock market, selling a significant number of their shares in the process to institutional and non-institutional investors. Such options provide large sums of capital to all parties involved (founders, early employees, and investors).

The company believes that in 7-8 years, it will execute one of these two options.

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