

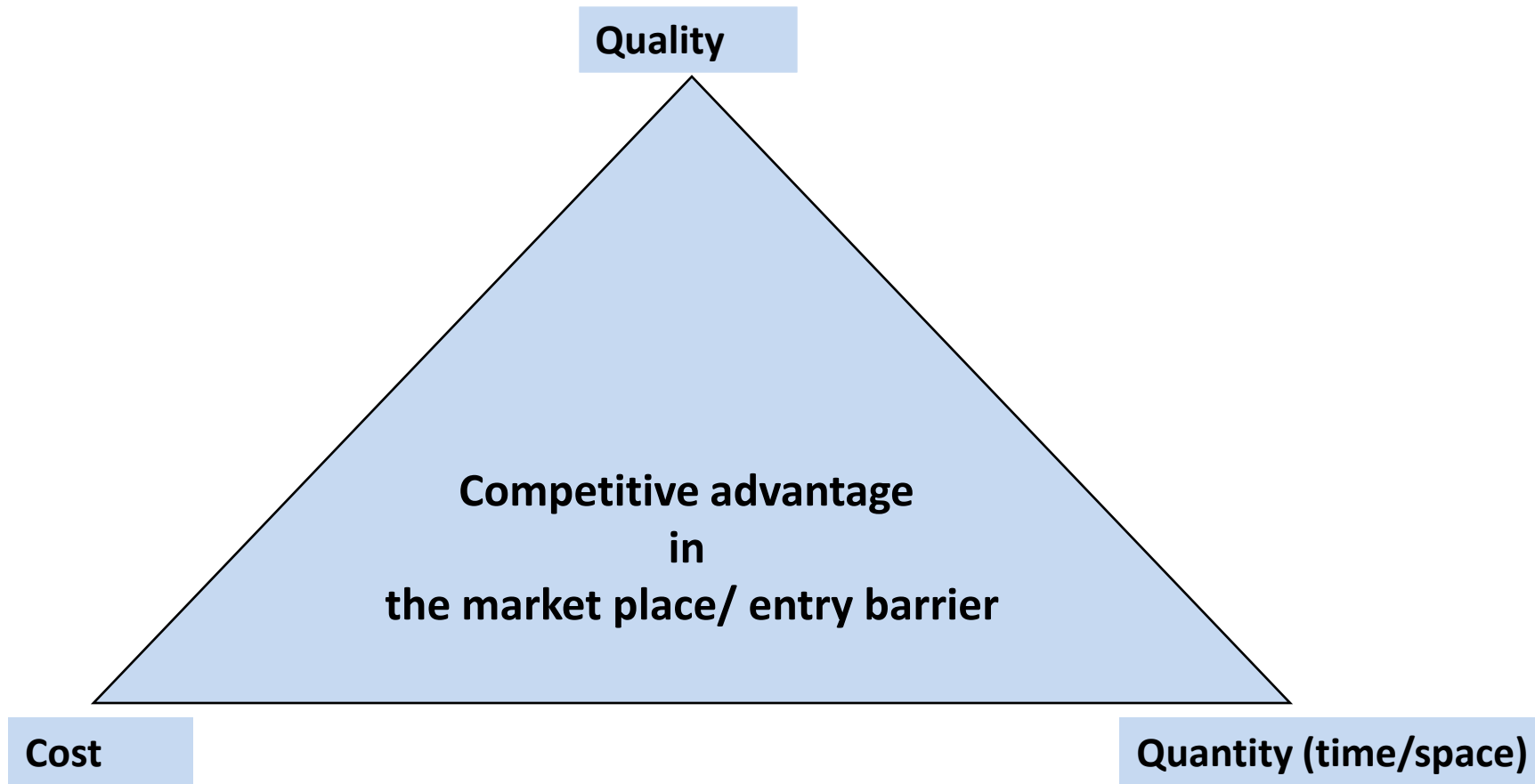


Designing farm level intervention for building sustainable supply chain

S. V. Agri – Creating value across the agriculture supply chain

Any farm level intervention must have well defined quantifiable objective

SV



Well defined objective will cover all the three aspects of agri supply chain

SOCIAL

TECHNICAL

COMMERCIAL

PRE HARVEST CHALLENGES

Lack of knowledge at farmer level

Interlocking of markets

Small landholdings

Small quantum of output

Right information regarding inputs/prices including variety & price of raw material

Availability of choice/hedging of risk

Uniformity of farm management practices including inputs

Handling and transportation to preserve value

Availability of right inputs/information on prices at right price and time & extension service

Availability of credit at farm level/insurance products

Acceptance of uniform farming concept at farmer level & development of Micro enterprise to optimize aggregation cost

Infrastructure development for storage and handling

POST HARVEST CHALLENGE

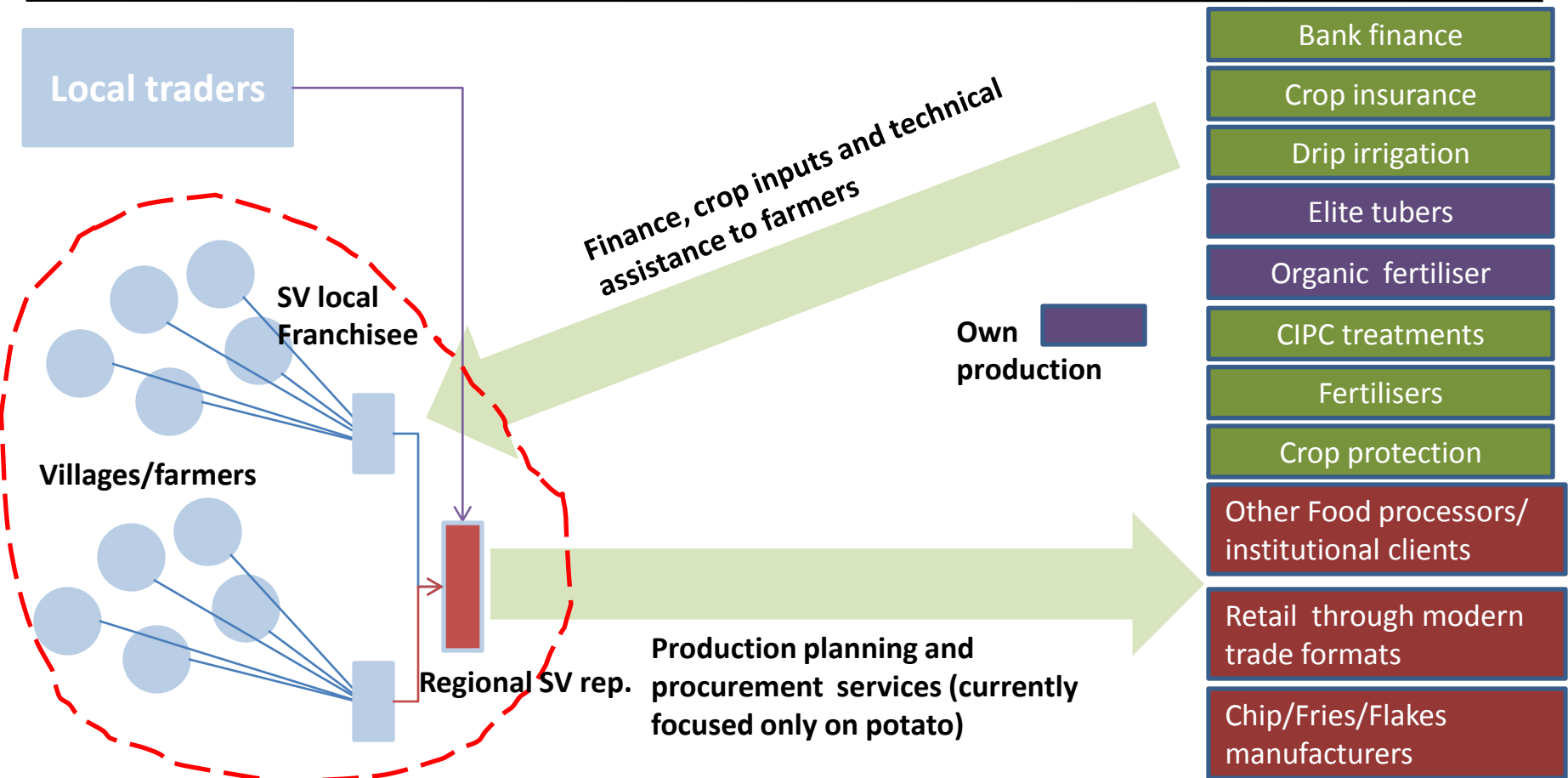


The solution lies in architecture of intervention & establishing partnerships

MISSION

Be an end-to-end supply chain management services in the agricultural food crops with a pre-eminent position in the supply chain through active engagement of the farming community

BUSINESS MODEL



Four pillars for designing great farm level intervention



MICRO
ENTERPRISE
DEVELOPMENT

FOR
VALUE CHAIN
OPTIMISATION

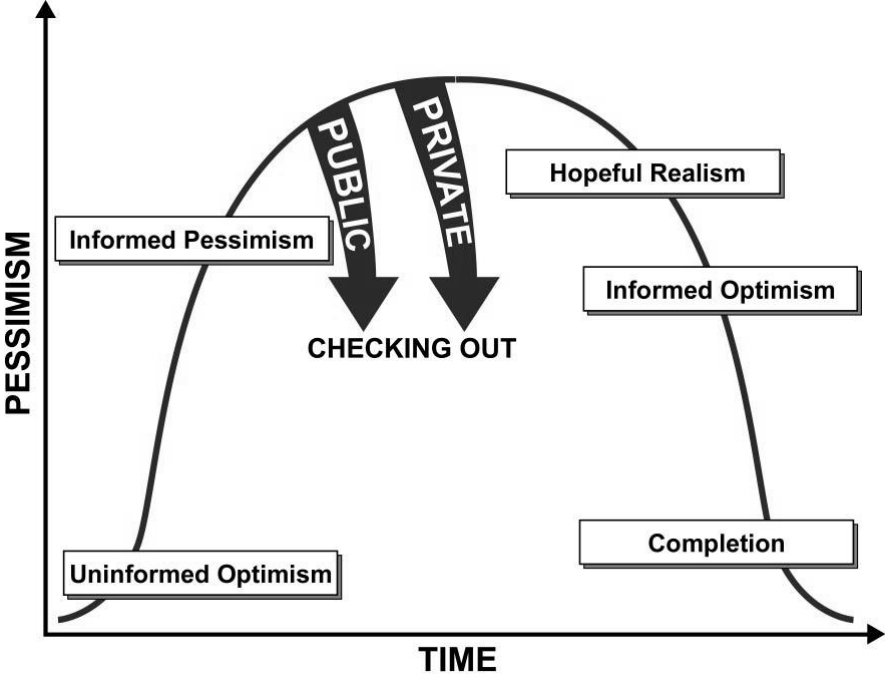
PAY
FOR
PERFORMANCE

“PARTNERS
IN
PROGRESS”

GOVT.
SUPPORT

- Producer companies/village level entrepreneurs etc
 - business model development
 - training/capacity building at enterprise level
 - village level infrastructure
 - cheapest source of finance – 7% per annum

Response to change - Provide for public and private checking out



Conner, D. (1992). *Managing at the Speed of Change* (p. 137). New York: Villard Books.

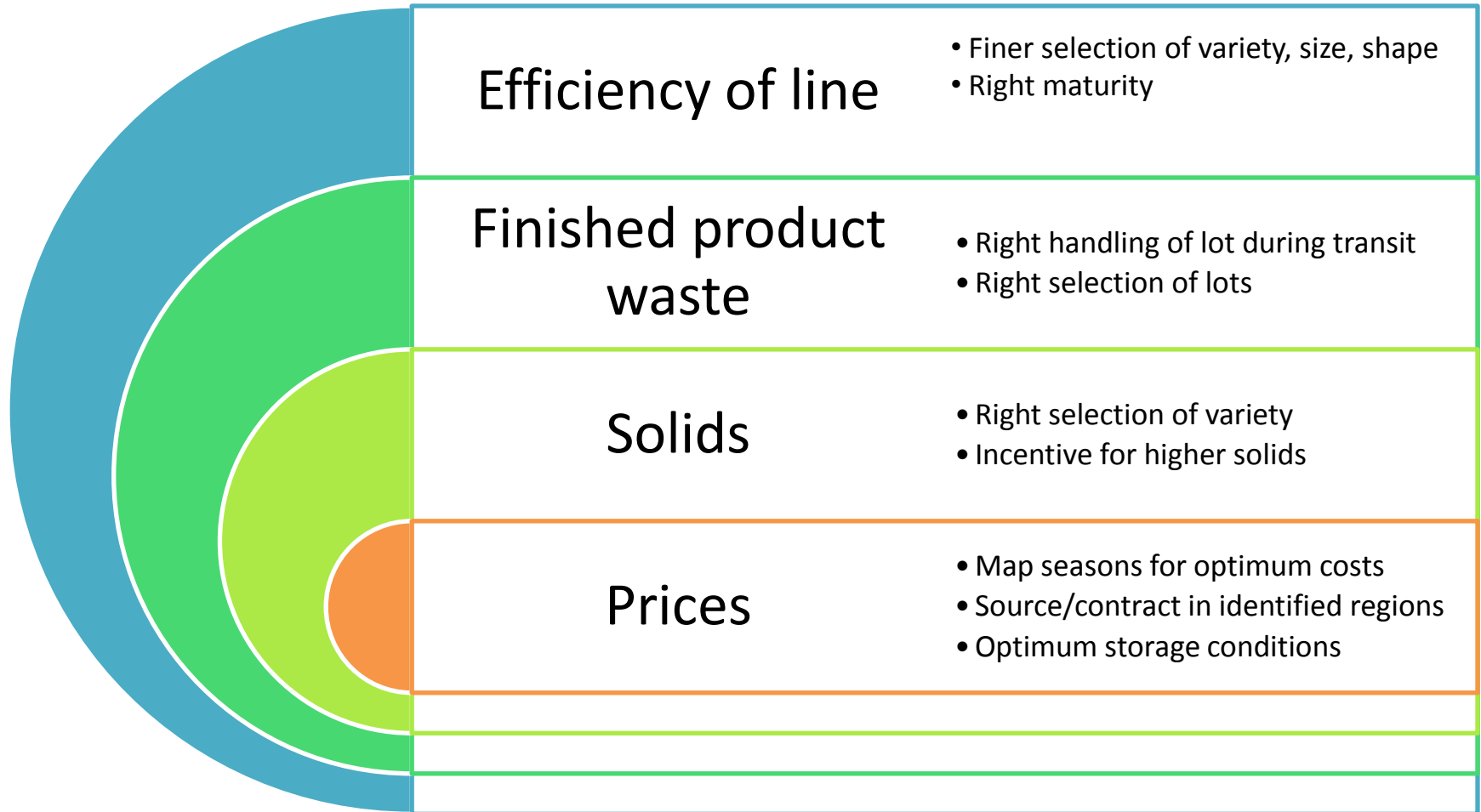


SV

Franchisee
125 and
growing

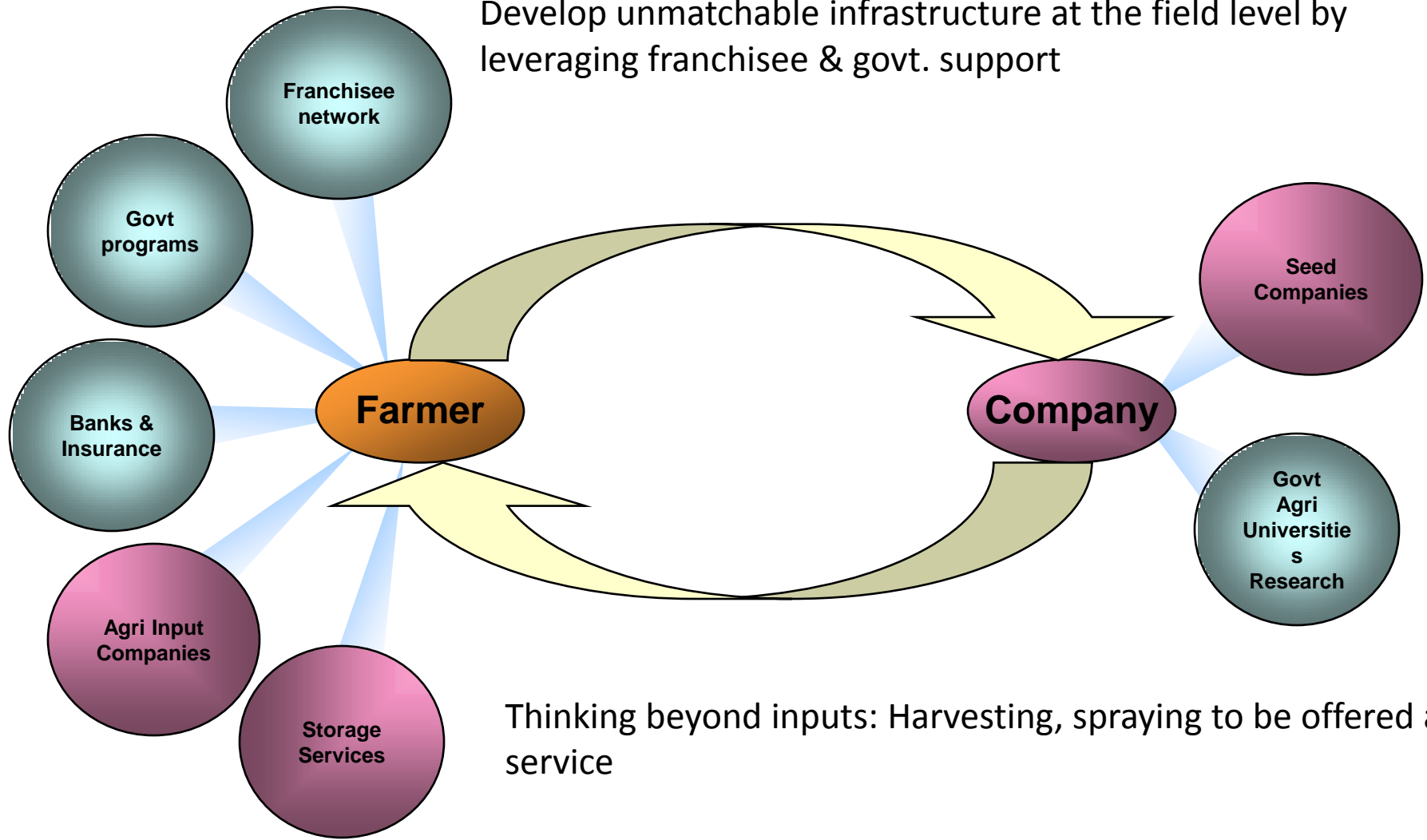


Pay for performance - an insight





Develop unmatched infrastructure at the field level by leveraging franchisee & govt. support



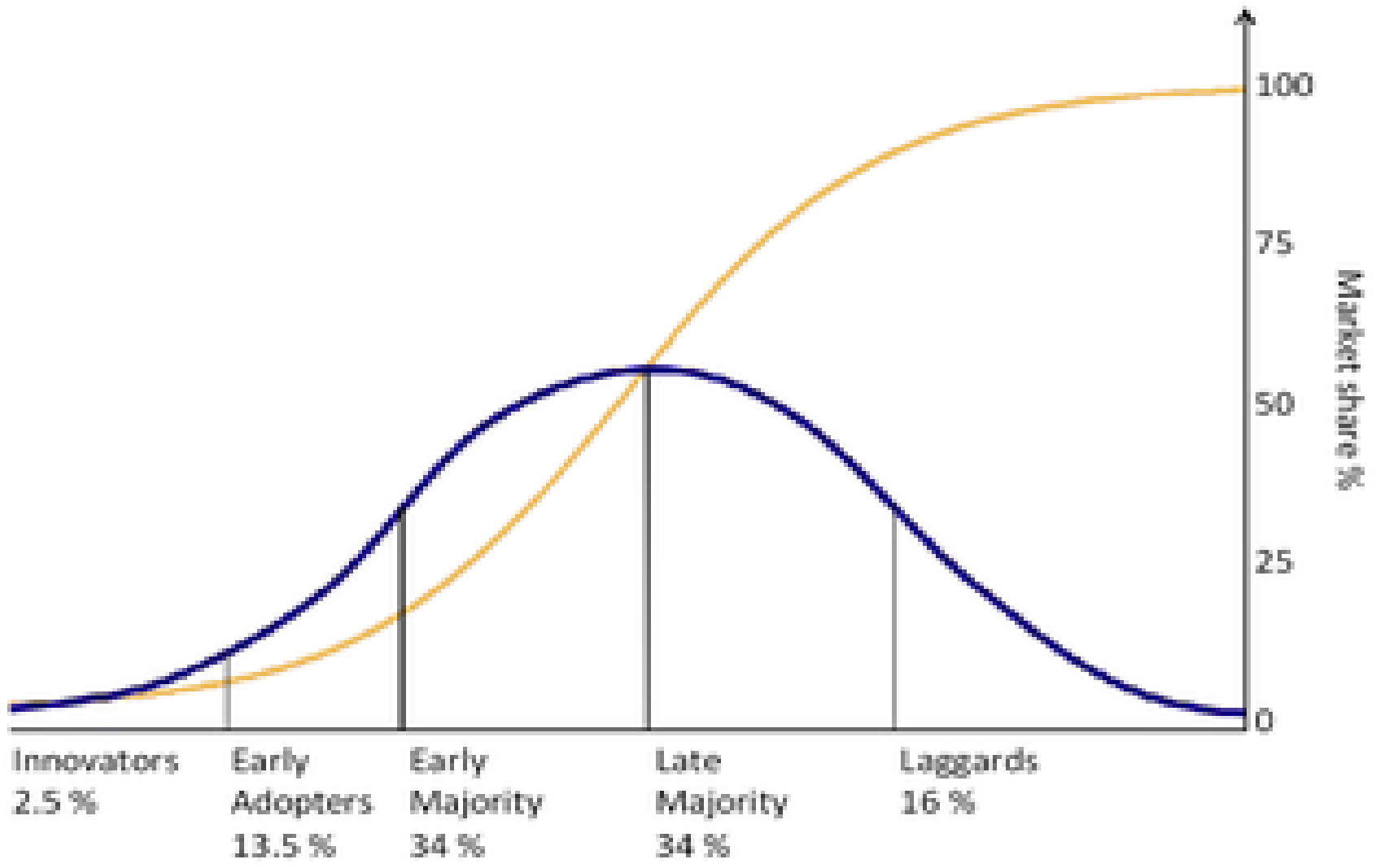
Thinking beyond inputs: Harvesting, spraying to be offered as service

How do we improve farmers' livelihood ?



Over 2,000 potato farmers have seen their realisations improve by 25-100%

You will loose lot of farmers who had started with you....



Bridging the technology gap for SME chip processors

- Handholding over 70 SME in upgrading technology , improving efficiency
- Management technical /automation projects
- New product/Value added services for processors & retailers
- Representing Krueger & Salecker Germany in India



Key clients



Corporate profile

- Revenue Rs 52 Cr
- 36 member strong team & over 125 franchisee
- Handling over 35000 MT of produce
- Distributor for over 22 input companies
- Technical collaboration with two Dutch companies

Strong team with diverse background



Core Team

Hemant Gaur (CEO)

- Over 16 years of experience in agri sector holding various senior assignments in Bharti Walmart, ITC & PepsiCo India
- MBA from IRMA

Ganesh Pawar (Director - Operations)

- Over 10 years of experience in agri sector at Pepsi and ITC

Kaushik Malpani (Director – Technical)

- Over five years of experience in projects and manufacturing of snacks
- B.Tech. & M.Tech. (Food Eng.) from IIT Kharagpur

Investor



India SME focused fund backed by Soros Economic Development Fund, Omidyar Network and Google

Advisors

Prof. Sukhpal Singh

- Faculty at IIM (A) and noted expert on agriculture value chains

Strategic Partners



SV Agri is an exclusive partner in Gates Foundation funded program for improving market linkages for potato farmer in UP

UNIVERSITY OF PUNE



SCITECH PARK

Partnership in SV Agri under the agri business incubation program facilitating access to national agri research institutions and companies

Thanks

SV

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