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.

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

- Quality
- Competitive advantage in the market place/ entry barrier
- Cost
- Quantity (time/space)
Manifestation of social, technical & commercial aspects in business

PRE HARVEST CHALLENGES

SOCIAL
- Lack of knowledge at farmer level
- Interlocking of markets
- Small landholdings
- Small quantum of output

TECHNICAL
- Right information regarding inputs/prices including variety & package of practice
- Uniformity of farm management practices including inputs
- Handling and transportation to preserve value

COMMERCIAL
- Availability of right inputs/information on prices at right price and time
- 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

Local traders

SV local Franchisee

Villages/farmers

Regional SV rep.

Finance, crop inputs and technical assistance to farmers

Own production

Production planning and procurement services (currently focused only on potato)

Bank finance
Crop insurance
Drip irrigation
Elite tubers
Organic fertiliser
CIPC treatments
Fertilisers
Crop protection
Other Food processors/institutional clients
Retail through modern trade formats
Chip/Fries/Flakes manufacturers
Four pillars for designing great farm level intervention

- MICRO ENTERPRISE DEVELOPMENT FOR VALUE CHAIN OPTIMISATION
- PAY FOR PERFORMANCE
- “PARTNERS IN PROGRESS”
- GOVT. SUPPORT
Micro enterprise development

- 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

Welcome To The Siddhivinayak Family

Franchisee 125 and growing
## Pay for performance - an insight

### Efficiency of line
- Finer selection of variety, size, shape
- Right maturity

### Finished product waste
- Right handling of lot during transit
- Right selection of lots

### Solids
- Right selection of variety
- Incentive for higher solids

### Prices
- Map seasons for optimum costs
- Source/contract in identified regions
- Optimum storage conditions
Leverage partners in progress model for bringing superior value to the farmers

Develop unmatchable 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 lose 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**

- PARLE
- BALAJI
- bharti Walmart
- ADITYA BIRLA RETAIL
- Garden
- Haldiram’s
- BIKANO
- PEPSI

**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

Strategic Partners

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

Advisors

Prof. Sukhpal Singh
- Faculty at IIM (A) and noted expert on agriculture value chains

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

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