

## Summers Project Details:

### About ChomSha

Established in 2012, ChomSha is an ambitious startup in agriculture. We are spread across Uttar Pradesh, Madhya Pradesh, West Bengal, Manipur, Meghalaya and Rajasthan we aim to provide our customer with high quality products and service at reasonable rates.

A visionary project spread across India, ChomSha is an honest attempt providing 'high quality' diverse agri products at competitive price, delivered at national and global level.

Our aim is to percolate the profits towards the grassroots level with a dream to make each farmer of India an 'agripreneur'.

### About Stevia

Considered by many as the 'money plant' or 'green diamond', Stevia is considered as the crop of future. It has all the requirements to be the best alternate for sugarcane. Zero Calorie and 100% Natural with no adverse effects stevia is termed as the holy-grail for sweeteners. Its proven positive effects for diabetic and hypertension patients, is an added impulse for its fast growth in the recent years. While the whole world has been catching up with this crop including our neighbor China which has become the leading supplier of Stevia, India is lagging behind even though it has the apt conditions for cultivating stevia. With US and E.U. opening their markets recently the market potential of stevia has grown fourfold. Giant Companies like Coca Cola and Pepsi have recently introduced stevia as a replacement for sugar in some of its drinks. More people worldwide aim to reduce their sugar intake on health grounds, while at the same time seeking out more natural food ingredients and additives. Furthermore, sugar's appeal among food and drink manufacturers has also diminished on cost grounds – at the start of 2011, world sugar prices were their highest for 30 years at approximately \$700 per tonne. All the above factors indicates to the point that stevia has a great future.

### Need of the Hour – Organic Farming

Indian agriculture is mainly done on land which is supplemented with artificial fertilizers and non-biodegradable harmful pesticides. With pesticides and other synthetic contaminants passing into our body through the food we consume, India is facing serious health catastrophe. Moreover our environment is getting more and more polluted and adverse effects on flora and fauna can be seen. We as an organization try to bring in organic farming as the choice of agriculture practice in India. Organic farming is largely considered as an un-economical practice which limits its adoption among Indian farmers. Even existing organic farmers are finding it tough to continue their organic practice.

We aim at spreading awareness of profitable organic farming by proposing an all inclusive package comprising of profitable crop recommendations, certified organic farming, technical know-how and best practice supported by buy-back customized to suit each farmer of any topography in India.

### Project at a glance:

We want like-minded motivated candidates who can join us in this "organic revolution" that we are attempting to bring. This summer project is not applicable for individuals who are looking for blue collared jobs sitting inside an AC cabin. This project requires individuals to spent 2 months of their life in the remotest areas, interacting with diverse number of people from various walks of society, travelling in bullock carts, local passenger trains etc. and spending most of the time under the sun.

In short, this journey will give you an idea of our experience over the past 12 months since the inception of ChomSha.

You will be treated in ChomSha as employees from day one rather than trainees. We expect more since you are about to become managers. Since you are from our ASB family, we expect you to outperform trainees from other campuses too. Those who are planning to join the ChomSha's bandwagon can go through the rest of the document to know more about the project.

**The project outline is as follows:**

- Find out large landholders/farmers/existing stevia farmers and organic farmers in your location/region.
- Persuade them to adopt stevia/mixed cropping cultivation under profitable model of organic farming
- Ensure buyback agreements signed and sealed with ChomSha
- You will work along with the ChomSha's sales, marketing and technical team to complete successfully each of the deals
- The number of deals you close will reflect your success
- Candidates are free to explore innovative ways and work from any location in the allotted region with flexi time approach provided they achieve their targets

**Requirements of the landholders:**

Minimum land holding should be 5 acres (except existing stevia farmers)

Economically sustainable enough to invest reasonable amount of money which will generate higher returns (ChomSha provides free of cost banking consultancy to farmers interested to take loans)

Willing to sign at least 3 year buy back agreements with us

**Remuneration and Incentives:**

Platinum Certificates will be awarded to Candidates – 150 acres + P.P.O. (5.5 lacs etc)

Gold Certificates will be awarded to Candidates – 100 acres

Silver Certificates will be awarded to Candidates – 75 acres

For Each 20 acres of successful lead generation and conversion, candidate will be awarded Rs.7500.00

No Upper Limit on Land/Landholder acquisition

Minimum Limit is 50 acres

**Minimum Requirements:**

Adaptable, Versatile, Innovative, People who love travelling

**Preferred Requirements:**

Having field knowledge of interaction with farmers and rural environment. Idea of Agriculture and Allied Sectors (Pisciculture, Sericulture, Animal Husbandry) or involvement with rural based NGOs.

**Total Candidates: 10**

**Locations:**

Karnataka (1)

Tamil Nadu (1)

Andhra Pradesh (1)

Madhya Pradesh (4-5)

Maharashtra (1)

Chhattisgarh(1)

Uttar Pradesh(2)

**Schedule of the project:**

Week 1: Background detail of the project. Dispersion to allocated destinations. Secondary research (product and locations). Foundation laid for on-field work.

Week 2: 10% of the set target is expected to be done.

Week 3: Continue on track and achieve 30% of the set target.

Week 4: You should be halfway on your way to the finishing line, 50% of the set target.

Week 5: Gear up and increase your pace and finish 75% of the set target.

Week 6: You should have reached your finishing line, 100% of set target.

Week 7-8: Buffer week for completion of work.

Week 9-10: Documentation and submission of completed report to the HR. distribution of certificates.

Candidates will coordinate with our HR Manager Ms.Richa Sachan and Ms. Aarti Srivastava. Interested candidates please mail us your cv to [career@biohemisphere.com](mailto:career@biohemisphere.com)