

# *Beauty to Essence*

Presented by Team Seekers



# Introduction

Dokanda village is a small hamlet in Purba Medinipur district of West Bengal, India. It is located on the banks of Kansai river, which forms a fertile valley for growing flowers. It has emerged as a prominent destination for both locals and tourists seeking solace in the lap of nature. Dokanda is famous for its variety and quality of flowers, which attract visitors and buyers from nearby areas .

**ETO PHUL, SHUDHU PHUL...**

**FLOWERS UPON FLOWERS, ONLY FLOWERS**

# Challenges

1. Low selling price of flowers in winters.
2. Low yield in summers with conventional flowers.
3. Unorganised tourism.
4. Lack of agricultural input cost.
5. Wastage of flowers due to poor storage conditions.
6. Untapped International potential and related issues.

# Potential

The flowers produced in Dokanda also have other uses apart from ornaments and garlands which can be expanded into different products for which they can be used to boost the profit.

- **Chrysanthemum**- It has culinary uses like in tea, jam, rice wine. Also has insecticidal properties for mosquitos and is used in Persian powder because of the added advantage that it is biodegradable.
- **Sweet William**- It is easy to grow and culinary usage like garnishing can be done as it is edible.
- **Cockscomb**- Edible leaves and flowers have scope of use.
- **Aster**- It has curing properties against some STDs especially gonorrhea.

# Proposal

## PROJECT APPROACH

The issue is with storage and transport where irregular harvest of flowers ties the knots.

**Why not solve both the issues at once and generate some profits?**

Our aim is to harness the flaws and hidden potential of the village. The flower version which is grown in India make it to dumpyard but not in international market ! Because the aesthetics of the flowers in Indian harvest is not of international standard. However the essence and herbal properties of these flowers are best.

*So if we can't sell flowers for profit why are we even forcing it? We are going to sell what the demand is, ie. oil*



# Key Values

## **ESSENTIAL OIL**

Essential oils made from Indian flowers have high demand due to its quality in International market.

## **HYDROSOLS**

A by-product of oil extraction process, 0.1-0.2 litre of hydrosol is produced per kg of flower. which have demand in cosmetics, medicines ,etc.

## **FREGRANCE CANDLES**

The by-product of our process that got the attention of this generation and is highly in demand across the globe.

## **ORGANISED TOURISM**

Fields will be designed and flowers need to planted in guidance to boost the tourism of the area.

# Market Analysis

## REFERENCES

- Exotic Flower Market in India is of INR 187.6 billion
- Essential oil market is of US\$ 8.8 Billion in 2022 with a CAGR of 11.8%
- Scented candle and perfumes acquire market of
- Global Edible Flower and Flower eatables market is of USD 0.442 Billion

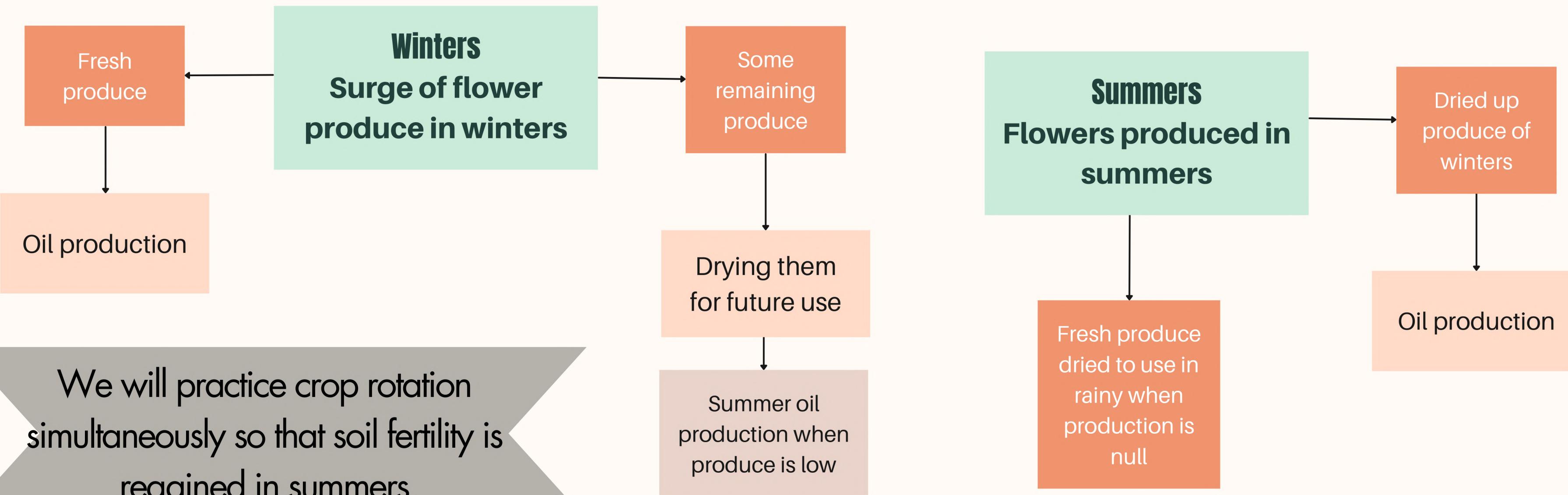
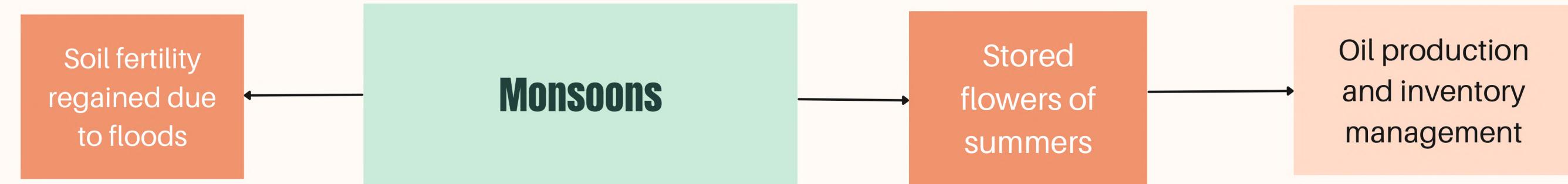
## Cost relations in Products

For estimation Marigold flower is sold for 8/kg which have volume of 5-10 liters based on packing. Whereas 1 kg of flower can produce around 1.5ml-5ml of oil which is sold for INR 1200 per ml, including the by product the selling price reaches to around 1.5k/kg.



# BUSINESS MODEL

Flowers would be planted in an attractive pattern for more tourism





*Set up*



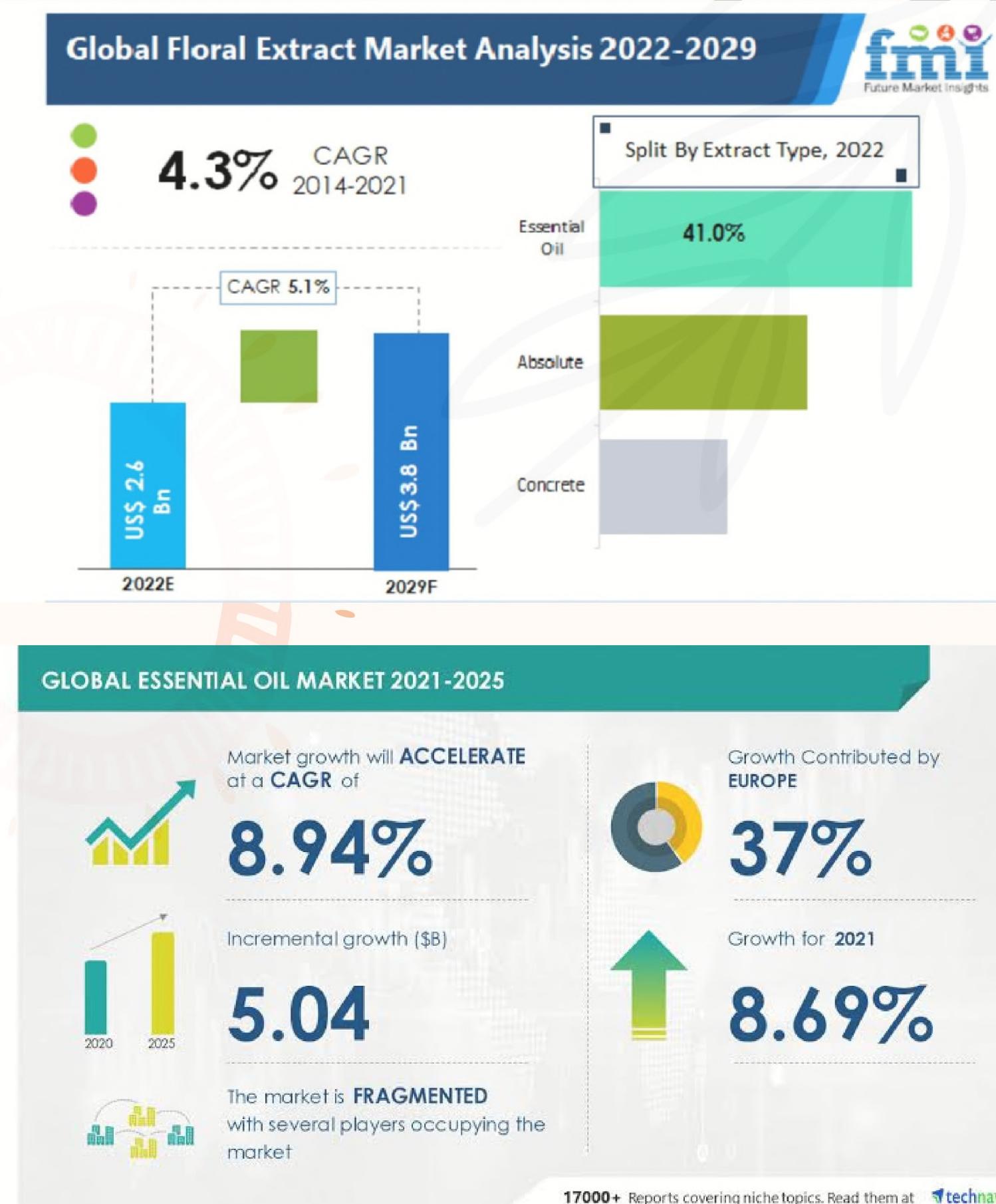
## **FOR IDEAL SMALL SCALE FLOWER-OIL INDUSTRY**

- Oil extraction machine setup - 1.5 lakh rupees.
- Empty tins and bottles - 10,000 rupees.
- Power connection ( 3 phase ) - 20,000 rupees.
- It will cost around 2 lakhs to open a fully functional oil mill.
- Land area required - 9000 sq.ft.

The Government of India's Start-up Village Entrepreneurship Programme (SVEP) has been initiated with the purpose of assisting entrepreneurs with monitory assistance to establish their business enterprises in rural India.

# Revenue Model

- Cost Price : 8/kg
- Estimated electricity : approx. 4Rs/kg
- Estimated labour: approx. 5Rs/kg
- Estimated Set up cost : 15Rs/kg
- Estimated Total cost :32Rs/kg
- 1kg produce is approx 1.5 - 5 ml
- Market selling price (MSP) 1200Rs/ml



# Approach

- A well Planned factory regular supply will have a set up cost of around 5 laks for 2 distillation systems.
- The extraction process is batch based, ie the batch size can be varied depending upon the need.
- Provide MSP on hybrid seeds to ensure better quality and better resistance of the crops in the area, will also provide farms with funds to start.
- Utilise the location factor to market the products in B2B mode to fulfill the high demand of Indian Essential Oil in International Market.
- Introduction of Rajnigandha and Jasmine (whose best quality grows in WB) to reduce the fall of supply in summers.
- Transforming the Extraction unit into a tourist Destination similar to winery format.

# Seasonal Challenges

- Lack of supply in summers :  
Introduction of Rajnigandha and Jasmine like flowers which blooms whole year and enhances soil quality.
- Production Pause in Rainy season :  
Inventory management and teaching the skill to farmers to enhance there production
- Supply surge in Winters :  
Production Buff and storage for supplying through out the year.
- Flowers ruined by Insect Infestations :  
We introducing the hybrid grade of seeds and are providing them the knowledge to better deal with it.



# Analyzing the Crises

- Shortage in supply of Flowers due to flooding in flower beds.
- No Connectivity due to ceased railway operations in area.
- Passive Restrictions on Tourism due to connectivity issue.
- Hiking of price due to supply drop.
- Insect Infestation in Fields.

- Model so far is based on considering most of the potential problems.

The idea to develop a local organised tourism to help the villagers and do our own advertisement can solve the issue with the visitors. The idea for the social promotion through the farmers videos and gardening lessons will serve them in situation where the fields are inaccessible .

# Our Given Situation

## THE FLOOD SITUATION

When the flower production get hits from nature we can work with the inventory and can shift to the dried flowers to, we will move to sessions.

We will guide the farmers to take sessions for us on social platforms for floriculture and other gardening skills. This will be our advertisement and the farmers will earn something in compensation.

## THE CONNECTIVITY PROBLEM

The connectivity issue will provide us with supply surge which we can utilise and buff our production. The transport Requirements for oils are minimal in comparison to the raw flowers.

This will solve the issue for the farmers and will help us to make the stable inventory. as the storage requirements for our processed outputs are very less.