

SunGod

Section 1: General Information

Name of the Agriculture Business: Sungod Agfarms

Your Name and Title: Mr. Rohit Agrawal

Contact Information (Email and Phone): +91 9823013809

Location of the Agriculture Business: Nagpur

Section 2: Business overview

1. How long has your agriculture business been operating?

Sungod has been in operations since the past 7 years. Primarily I am a businessman, industrialist and have commissioned 3 manufacturing units, 2 power generation units and 1 steel plant.

2. What is the primary focus of your agriculture business (e.g., crop farming, livestock, agribusiness, services)?

I was fortunate to meet Mr. Ratan Tata a few years back . While conversing, Mr. Tata highlighted my own region, Vidarbha's, agricultural potential, which got me inspired to venture into the agricultural space. The primary focus of Sungod is cultivation of fruits, vegetables, herbs and medicinal plants. We aim to process 100% of our produce and export our goods.

3. Can you briefly describe the scale and scope of your operations (e.g., acreage, number of livestock, annual revenue)?

Currently we are holding 400 acres of land through contract farming and have a manpower of 200. Our aim is to promote cow based farming with pure breeds of cow and prove to the world that cow based farming are the mines that yield production every month/quarter/year with an increased output subsequently. As per our analysis we have concluded that cost of farming can solely be recovered from the by-products of a cow. We are into geranium plantation, turmeric , ginger , dragon fruit, guava, Date Palm, Thai-lemon, custard apple, sandalwood and vertiver.

Section 3: Challenges and opportunities

1. What are the current challenges your agriculture business faces (e.g climate changes , market fluctuations, labor shortages)

The most challenging aspect of farming is climate change because its not in your hands. The weather goes from extreme heat to extreme cold suddenly which damages the crops irreparably. Extreme rains, electricity failure, wild animals, labour shortages, break down of mechanical equipments are the common problems which we face regularly. With experience you learn to tackle these problems.

2. What opportunities or trends do you see in the agriculture industry that you are exploring or plan to explore?

Processing is the opportunity that we are exploring and have started working towards.

Distilling of sandalwood and vertiver, to convert all organic wastes and by-products into fuel by using briquette machines.

Section 4: Sustainability and Environmental Practices.

1. What sustainability practices or initiatives has your agriculture business implemented?

Using cow based products as insecticides and to fertilize crops, using shade nets, rain water harvesting, advanced system of irrigation and converting all organic waste into fuel.

Section 5: Technology and Innovation

1. Have you integrated any advanced technologies into your farming practices (e.g.,IoT, precision agriculture, drones)

Yes, we are using the latest Israel based technology for irrigation. This advanced technology is a type of micro-irrigation system that has the potential to save water and nutrients by allowing water to drip slowly to the root of the plants , either from above the soil surface or buried below the surface. The goal is to place water directly into the root zone and minimize evaporation. We follow latest and modernized methods of farming to ensure we are treading along with the latest development in the world. We have a sericulture setup and a steam distillation plant for essential oil

extraction from vertiver. We are also coming up with a milk processing unit.

2. How do you see technology shaping the future of agriculture?
With the coming together of technology and traditional Indian farming using cow derived products we can grow exponentially in the coming few years. Processing of produce and adopting new techniques of farming from the research done around the globe and integrating it with our age old wisdom can convince farmers to implement precision farming.
3. Are there any innovative projects or research your business is involved in?
Making natural bio fertilizer by using cow dung, bio degradable cutlery, steam distillation of vertiver, palmrosa and geranium to make essential oils.

Section 6: Market and Customers

1. Who are your primary customers or target markets?
We are targeting B2B customers in the middle east and we are also supplying our essential oils to some of the biggest perfumers of India like SH Kelkar & Company.
2. How do you stay competitive in the agriculture marketplace?
To stay competitive, you need to have a deep knowledge about your product and similar competitive products in the market. You need to supply quality goods at a reasonable rate and at the proper time.

Section 7: Community and Stakeholders

1. How does your agriculture business engage with the community?
We provide employment to 200 people around our area of cultivation.
3. What social responsibility initiatives is your business involved in?
We spread awareness about sustainable farming practices. We train farmers in cultivating high value crops

Section 8: Future Outlook

1. What are your long term goals and aspirations for the business?

Our long term goals are to increase our presence in the essential oils space in the middle east and to open a chain of stores selling organic produce all across India. Our upcoming projects are Agriculture college, small processing units and expansion of our contract farming business.

2. Any advice for aspiring entrepreneurs looking to enter the agriculture industry? Study all aspects of agriculture in its entirety. Be innovative and fearless, its not an easy profession to get into so you will need all your mental and physical resources to succeed. Using technology and a disciplined approach while respecting our natural resources will definitely contribute to your growth.

3. What are your key learning and takeaways from your experience in the industry and as an entrepreneur in general.

Having a clear picture of your ultimate goals is very important but at the same time you should be flexible to overcome hardships without losing hope. The growth in this field is limitless and its demand never ending. Enterprises like Sungod can be a role model for all the farmers in our country.

Value addition by processing is a good way to optimize your farm produce and make your business profitable.

Integrating mechanized farming with traditional methods like cow derived products is cost effective and sustainable for Indian conditions.