

## **International Flori Farm**

### **Section 1: General Information**

**Name of the Agriculture Business:** International Flori Farm, Mohali Road,  
Mansar, Nagpur

**Your Name and Title:** Ashok Agarwal

**Contact Information (Email and Phone):** +91 9422102605

**Location of the Agriculture Business:** Mansar, Nagpur

### **Section 2: Business overview**

1. How long has your agriculture business been operating?

We have been operating since the past 30 years.

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

We started with paddy production 30 years ago and then as we kept increasing our land holding we ventured into horticulture and eventually to the propagation of plants which in time culminated into one of the biggest plant nurseries of Nagpur region.

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

We started with a 13 acres plot which grew into 185 acres land holding, wherein we have approximately 7750 fruit trees, storage godowns, 14 wells , tarred roads, 30 labour quarters, 5 tractors ,a plant nursery in 20 acres and a staff of 100.

### **Section 3: Challenges and opportunities**

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

We face numerous economic challenges because there is no correlation between market value and production expense. When factories produce standardized goods every aspect is accounted for, hence the onus of fixing the price is on the manufacturer. But this does not happen in agriculture, farmer is a nobody when it comes to selling produce. He cannot get into branding and promoting his product, hence he is totally dependent on the traders and APMC for setting a price on his goods.

2. The other hurdle is labour-centric ; automation has very little scope in India because of the huge costs. So we are totally dependent on local workers who are often unreliable.

3. Power shortage- Agriculture is a neglected industry . It's the last priority of the government and has always been given leftovers after the other industries are fed. So basically the average farmer has to make do without , power, technology and no facilities by the government.

4. Natural calamities are an ongoing problem. If the production is good then we don't get a good price , if the price is good there is no production at that time. I hardly remember a time when both production and pricing were in sync.

5. At times we did not even recover the amount we had spent on transporting the produce from farm to the wholesale market. It takes 20 laborers an entire day to pluck 1 ton of fruit. Which is sold for hardly Rs. 10/kg.

6. I've tried growing organic food grains and fruits and got a government recognized certification too. But the price we get at the wholesale market discouraged us to continue. Only the retailers can get benefit from organic farming.

7. A lot of farmers get their produce packaged and are into door to door marketing. They also advertise on social media like Facebook and Instagram. But earnings from such are also very limited. Selling on e-commerce websites like Amazon is also not an option because of the high commission rates.

#### **Section 4: Technology and Innovation**

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

When I started my venture 30 years back there was hardly any technological development and even now manual labour is cheaper for the activities we are engaged in. There was a lot of anticipation and expectations from the business but the calculation on paper did not actualize. So we did not invest in technology.

2. How do you see technology shaping the future of agriculture?  
Indian way of agriculture is essentially manual labour oriented. We have small holdings which are not conducive to moving big machinery additionally labour is cheap and does not maintenance and repair. Using hydraulic machines which will need a driver pluck fruits in a 100 acre farm is economically not viable.

3. Are there any innovative projects pr research your business is involved in?

Apart from using good seeds and the most upgraded fertilizers in farming we are just concentrating on propagation from our mother plants and increasing production of our nursery.

#### **Section 6: Market and Customers**

1. Who are your primary customers or target markets?  
Fruit traders and landscape companies are our target market

## **Section 7: Community and Stakeholders**

1. How does your agriculture business engage with the community?

We train the youngsters from the neighbouring villages about horticulture by having biannual workshops.

2. What social responsibility initiatives is your business involved in?

We are not involved in social responsibility initiative apart from providing employment to the neighbouring villages.

## **Section 8: Future Outlook**

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

To grow my plant nursery exponentially is the ultimate goal for my business.

2. Any advice for aspiring entrepreneurs looking to enter the agriculture industry?

Agriculture is a tough arena to get into. Only if you are ready to dirty your hands and be involved completely in the entire process one should get into it. It has to be done on a large scale to make it viable. A farmer has to become a trader to make it profitable, from packaging- to marketing- to selling it to the customer, if you can manage the entire chain, it has endless scope.

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

Selling directly to the customer, getting into production collectively as a cooperative and growing a mono crop, packaging it, advertising, selling directly to the customer is the only way forward. Alternatively you get into processing and add value to your produce. If you grow a seasonal crop and are getting into trading and export, you should ensure that the supply chain remains unbroken. When the production in your region ends for the season, you should start supplying from collaborators from other regions because it's imperative to maintain the continuity.

## **Section 9: Additional Comments**

1. Is there any thing else you would like to share about your agriculture business or industry insights?

If you are a small or medium holding farmer you need to diversify and become a trader or businessman along side, to increase your earnings and add value to your produce. The government should bring about policies which shifts the power from the trader to the farmer. All farmers should be provided subsidized storage facilities near the trading centers so that they get a good price for their produce at the right time, instead of selling for a paltry sum because of the fear of perishability. Additionally the farmers should be given interest-free loans on 50% of the produce which they deposit at the storage centre.

## DETAILS

1	<b>Name:</b>	<b>International Flori Farm, Maholi Road, Mansar</b>
	<b>Address:</b>	<b>Taluka Ramtek, Zila Nagpur Pin-441401</b>
	<b>7/-12</b>	<b>Patwari H. No. 22, Grampanchayat Patgowari, Taluka Ramtek</b>
		<b>Police Station Parshivni</b>
2	42 KM from Nagpur(40 KM till main road + 2 KM inside)	
3	Farm To Pench Jungle is 50 KM	
4	Farm to Khindsi Lake & Dam is 14 KM	
5	Farm to Ramtek Temple & Jain Temple is 11 KM	
6	Farm to Pench Dam is 12 KM	
7	Total Area in Acres is 170 acres approx	
8	Mango Trees (15 to 25 years old) 2100 to 2200 approx	
9	Awla (15 to 20 years old) 1500 to 1700 approx	
10	Chickoo (20 to 22 years old) 600 to 700 approx	
11	Sitafal (5 to 15 years old) 1000 to 1100 approx	
12	Lemon (5 to years old) 800 to 850 approx	
13	Jaam (5 to 15 years old) 500 to 600 approx	
14	Lichi (15 years old) 100 approx	
15	Coconut (15 to 25 years old) 200 to 250 approx	
16	Saagvan (15 to 25 years old) 350 approx	
17	Bamboo (15 to 20 years old) 250 to 300 bush	
18	Wells with 10 pumps - 14 no.s	
19	Borewell with 5 pumps - 10 no.s	
20	Transformer - 2 no.s	
21	Inside Road WBM - 2500 metre approx	
22	Labour quarter 10 x 12 ft - 28 to 30 no.s	
23	Storage Godown (tinshade) - 2000 sqft	
24	Tractor 3 big, 2 power trailer, 2 trolley, Equipments	
25	Office and home construction - 1800 to 2000 sqft	
26	Nursery approx 20 acres (2ft to 10 ft) - 300000 approx	
27	Lawn Area 5 Variety - 4 acre	
28	Pipeline from River 6", 40 HP Pump & Transformer - 7 km	
29	All wells, Borewells have interconnected pipelines	
30	Staff - 100 approx	