



# GRAMEENA UNNATHI SOCIETY

(THE COUNTRIFIED LIGHTS)

## Background:

Gramina Unnati is a society dedicated to providing professional support for projects in agriculture with special emphasis on organic cultivation, agri businesses and rural upliftment.

## Mission

- Promote organic cultivation of food articles
- Provide Farm-to-Market solutions for agri-ventures
- Empowering rural communities

## Services:

- Organic farming- Management, Training & Demonstration
- Certification Services (PGS, NPOP, GAP, etc)
- Formation of FIGs, & FPOs, and mentor them to achieve self-sustainability
- Farm Planning and Post harvest management advisory
- Advising on end-to-end value chain integration of agri ventures
- Marketing linkage with buyers.
- Financial Advisory for farmers to improve their financial stability.
- Advising on Agri business ventures.

## The Key Persons:

Mr R Kantharaj, a renowned name in organic farming promotion and has been striving to promote organic certifications, farmer enrolment and training for the last three decades. He was the founder, director and member of a few organisations where they have rendered yeoman service to promote the cause of organic farming. In recent years he devoted himself to promote the FPO formation in the states of Karnataka, Telangana, Uttar Pradesh, Jarkhand etc



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## Sunitha H R

Sunitha is a graduate of Business Management and had a successful stint in a management consulting company. She acquired expertise in corporate planning, financial management, supply chain management, production planning & control and business strategy. Thereafter she has been associated with promotion of organic certification and formation of FPOs in the leadership role. Having worked in these areas and being hailed from rural community, she co- founded this institution.

## Anil Kumar Shetty

Anil is a Financial specialist with broad experience in the areas of Investment Banking, Corporate Finance, Financial Management & Risk Advisory. He has direct experience with VC/PE, SME and Agri-business, Financial Consulting, and Risk Management. He founded [www.smeadvisors.in](http://www.smeadvisors.in)

## Recent Achievement of Gramina Unnati:

Gramina Unnati has been associated with Big Basket, a TATA venture to assist in getting organic certification for farmer groups in consortium with Reliable Organic Certification Agency Bangalore.

Undertaken Training programme for members of FPO based in Chikkaballapur for venturing into Organic farming

Associated with the Organic supply chain and retailing company of Biju to secure the supply of organic produces from a group of farmers

Associated with AMAZON for organic products segment development including establishing a back-end supply chain with farmers' groups in the state of Maharashtra state for meeting the compliance requirement

Assisting well-known organic FPO of Nelamangala to establish production and grading protocol at the farmer level to help them to improve the quality and compliance. Also helped them to onboard for certifications.



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Recently the company has linked a Bangalore-based Fish retailing company with FPOs based in Mandya for the supply of fish.

Hand hold formation of “Bangalore Store” in London to cater to EU and UK market for FPOs of Karnataka.

## Services:

### 1. Organic farming- Management, Training & Demonstration

Organic farming is attracting global attention and it is opening new vistas for farming community to maximize earning and minimizing the damage to the mother earth, an aspiration of every farmer.

However, we observed in our experience people spending longer than time and resources in preparing the processes leading to successful implementation transition strategy crop planning, invest planning.

We have more than 30 years of experience working with 10000 of farmers either directly or through government schemes in India.

We advise a frugal strategy to initiate into organic farming which not only reduces resources and time required but also enable a strong market linkage.

### 2. Certification Services (PGS, NPOP, GAP, etc.)

The certification adds value to the noble journey of responsible farming. That includes not only organic but also good agriculture practices (GAP).

It is a key depreciates for the products grown under the packages of practices such as NPOP, PGS, GAP and others European standards etc.

We have come across the situations despite practicing robots organic farming cultivation. People are not aware of the certification in discovering the better markets and realising the higher price.

We will handhold the farmers through the process of implementing package of practices relevant to each individual certification standards such as PGS, NPOP, GAP etc.



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We also advise on the standards relating to processing of organic produces. We have direct contact with the reputed organic certification agency, and thus we will help in securing the certifications and affordable price.

### 3. Formation of FIGs, & FPOs, and mentor them to achieve self-sustainability

FPOs/FIGs have become main stay of supplying commodities meeting the requirement for specific purpose.

Food companies worldwide developed robust system of working with the farmers to source the raw materials meeting the requirement.

FPO's in India are gaining traction to become stronger supply chain partner for the food processors and exports.

We have expertise in creating and nurturing the FPOs for last 5 years. So far we have incubated 60 No's of FPOs in India mainly in south Indian states and encompassing about 30,000 farmers.

The above FPOs have been working on all agri and horti commodities such as, cereals, pulses, fruit & vegetables. We also have nurtured few groups in the areas of animal husbandry and textile.

We can advise the corporates to build the relationship with the FPOs by designing a robust partnership model.

We can also handhold farmers group in terms of training, crop planning, crop husbandry and post-harvest practices

### 4. Farm Planning and Post-harvest management advisory

### 5. Advising on end-to-end value chain integration of agri ventures

### 6. Marketing linkage with buyers.

### 7. Financial Advisory for farmers to improve their financial stability.



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8. Advising on Agri business ventures.

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