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SWATANTRA

Submitted in complete fulfilment of the course project of

MGT1022-LEAN START-UP MANAGEMENT

In

Bachelor of Technology

By

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~ **Our Team**

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ABSTRACT:

One of the basic necessities for the survival of any species is food, be it human or any species below in the pecking order. As a rapidly developing nation, taking into consideration the rapidly increasing population, the demand for food products to feed a billion mouths is a huge challenge. Many steps have been taken to ensure the huge supply of food products into the regular markets quantitatively. As the focus gets shifted on providing the food products, the quality of the food products gets compromised. To meet the excessive demands, there have been multiple reports of adding toxic chemicals either to speed up the production or produce it in huge amounts which is called **ADULTERATION**.

Adulteration is a substance which reduces the vital importance of food. Adulterants like metanil yellow (an artificial color) is used to intensify the color of the turmeric powder. Adulterants like chalk powder, brick powder and toxic substances are added to gain profit and to lower the cost so as to compete with the market. Such adulterants can lead to anemia, paralysis, brain damage, stomach disorders and also cancer. Spices may also be contaminated because of conditions under which they are cultivated and harvested. Contaminated spices have been reported to cause certain food-borne illnesses and spoilage.

OBJECTIVE:

- There has been a prolonged issue regarding the quality control of agro products that are being sold in the markets of urban areas. Often we have come across reports of adulteration of these food products which are harmful to the human body.
- Due to the ongoing covid pandemic, a lot of people have lost their jobs or their sources of income and are struggling for their survival. They are finding it difficult to make their ends meet.

SOLUTION:

- Manufacturing high quality agro-products in under-developed areas by using the available resources.
- Creating job opportunities in rural areas for unemployed people and spreading market awareness among them.
- Providing them with a vision of the future and helping them be self-sufficient.
- Making people realize the importance of quality over quantity for agricultural and food products.

KEY PARTNERS:

1. **GROCER:** We will collaborate in every area on a monopoly basis, so that our customers can get the best value and our partners also benefit from that.
2. **GOVERNMENT OF INDIA:** as our brand is purely an Indian organisation and it will contribute directly to our primary sector, so we will seek help from the government to promote the brand and help the GDP growth.
3. **MARKETING CONSULTANTS:** We will collaborate with different consultancies that will help to promote the business in different areas as they are well known in those areas.
4. **FARMERS (*kisaan*):** The main and the key component are the farmers. We will employ them on a salary on a regular basis irrespective of what is profit and loss so that they shouldn't be afraid of crop loss due to weather change and high debts of banks and many more.
5. **STAKEHOLDERS:** We will bring different small companies together and build a solid market area, as this is a huge project and will require a lot of funding therefore different companies may have different kind of stakeholders according to investment

MARKETING ACTIVITIES:

1. PROMOTIONS: BANNERS:

- Hiring influential people for brand promotion- For example: local celebrities, politicians and other influential people in the region.
- Pamphlets

2. PRODUCT CLASSIFICATION: BASED ON AGE:

- Based on economic status
- Based on special demands (e.g., Jain food)

3. CO-BRANDING: Collaborate with regional companies/brands:

Making new establishments and authorizing people to operate on our behalf – If a company is doing the same business as we are doing, then we could partner with those companies so that the trust and support the brand has created locally will indirectly benefit the interests of our company.

RESOURCES:

These are the basic amenities our company needs to run--

1. **FUNDING (INVESTORS):** It refers to the money required to start and run a start-up. It is a financial investment in a company for product development, manufacturing and sales perspective for earning by the investors.
2. **EMPLOYEES:** The hiring of experienced professionals with track records of excellence within their area of expertise will ensure that our mission and goals will be carried out efficiently and with competence.

3. **RAW MATERIALS:** The materials which we are primarily going to use in the production or manufacturing of goods or food material.
4. **CAPITAL (machinery, factories, equipment):** The things which comprise the capital are our assets for running the start-up. The basic requirements like land for agriculture purpose, the machinery required for product production and other equipment and general amenities are included in this.

SPECIALIZED PACKAGES FOR DIFFERENT REQUIREMENTS OF PEOPLE:

We will be creating different packages of a combination of agro-products based on their nutritious value and demand. Some of the specialized packages will be:

The GYM-FREAK package:

This package of products will consist of all those vegetables/fruits which have lower carb-value. It can also contain protein rich diet food materials.

The NOT-SO-SWEET package:

This package is designed for diabetic people who need to control their sugar intake. Potatoes will be avoided in this package as it contains a lot of starch.

The TAKE-CARE package:

This package will consist of a balanced nutritious value and will be provided for sick people in hospitals. Fruits will be in larger amounts in this package and those foods which need less digestion process so as to aid the patient.

The TOOTY-FRUITY package:

This package will be provided for free to the NGOs or any local organization to provide to the children belonging to the economically and socially weaker sections. Government incentives and some part of our revenue profit would help us to make this package.

KEY METRICS OF OUR BUSINESS GROWTH:

Key metrics are vital for any business' growth. They give us feedback on how our idea is going. This gives us an insight into what changes we can do to our product to remain competitive in the market.

Some of the factors with which could be measured-

1. **Customer satisfaction:** Taking the reaction of our consumers into account gives us an insight of our work and the areas where we need to improve upon. For example, having a feedback forum on our website.
2. **Market revenue:** Keeping a track of the past and analyzing it with the present situation helps to take necessary steps to improve business. Monitoring the quarterly volume sales and market share would help.
3. **Accountability:** Being accountable for our products is beneficial in the long run to improve brand loyalty. This may include money back guarantee if something goes wrong.

CHANNELS TO REACH OUR CUSTOMERS:

As we would focus all our work on developed/developing areas, we would focus on reaching our customers with most modern means of communication which would include:

Newspapers: Advertisement of our brand in local newspapers which reaches every household. Even today print media has more reach in rural areas.

Pamphlets: Advertisement with pamphlets reaches faster than newspapers do.

Eye-catching Vending Points: People believe what they see. Our aim would be to design out of ordinary shops which would attract attention.

Connections with people present in the marketing system

Most importantly, TRUST is the key which we are aiming into--

UNFAIR ADVANTAGES:

There are always some advantages which are not with other companies and hence could be termed as "Unfair". Let's have a look--

- Our company is purely an Indian organization and as a result it promotes national sentiment among people with the concept of, "VOCAL FOR LOCAL" which will invite a larger consumer base to adopt with us as we move ahead.
- The company is providing the best quality product at the best price in the whole market without adulteration and directly from freshly farmed.
- Thirdly, and most importantly our start-up will be creating employment and a healthy environment for the farmers, which is lacking in our country.

OUR TARGETED CUSTOMERS:

1. **People living in urban areas**-The cities/towns where adulteration of food products is not uncommon.
2. **People living in suburban cities**-People suffering from inflation in prices of better-quality edible products will be eradicated.
3. **Intensive Sectors**-Sensitive organizations such as hospitals, schools, child care centers or any government run agencies where quality of food is essential.

OUR COMPETITORS:

It is always a good habit to see what the competition is doing. It makes us learn from their mistakes.

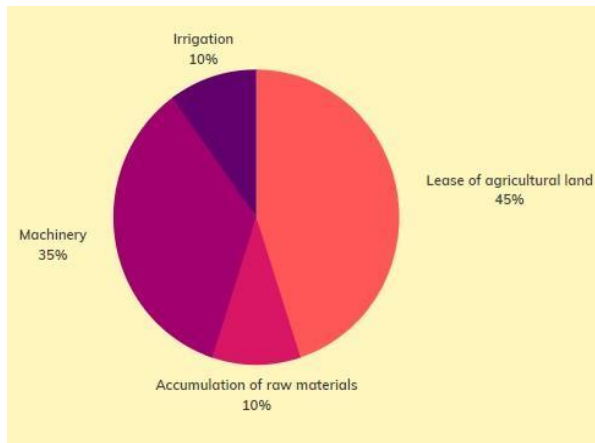
1. **Safal**- Safal is the largest retail chain of fresh fruits and vegetables in Delhi. They have a robust network across 20 states including North-Eastern and nearly 8000 farmers are associated.
2. **Mother Dairy**-Mother Dairy was formed in 1974 and is a wholly owned subsidiary of the National Dairy Development Board. Today, mother dairy manufactures, markets and sells milk, milk products including culture products. It deals in edible oils, fruits and vegetables.

OUR MVP (Minimal viable product):

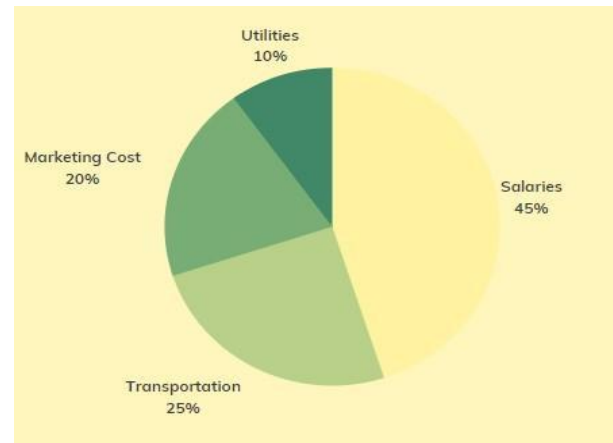
Before pushing anything new to the market it is always a good idea to have a product which is not fully polished but good enough to tell whether we are going in the right Direction or not. Based on our thinking we have come across our approach of an MVP below--

India's agricultural scenario is completely seasonal. The seasons play a major role in the cultivation of prominent crops in different parts of India. The two most important seasonal crops being RABI and KHARIF. We have identified the areas where our expenses will go and based on that, created a pie chart representation of our expenditure.

FIXED COSTS:



VARIABLE COSTS:



SOURCES OF REVENUE:

- Urban markets with ample demand for quality agro products.
- Dealership in cities for local shop-owners or vendors.
- Areas or localities housing health-sensitive masses.
- Government run Public Sector Organizations where quality of raw materials is needed.
- Hospital/Medical agencies where superior quality of food products is a must.

IMPLEMENTATION OF OUR START-UP:

Whatever we discussed so far could be summarize in following 4 steps to understand how our business model will work

STEP 1- Look out for farmers based in villages close to metropolitan cities and will explain our business idea to them.

STEP 2- Buy an agricultural land where all operations of our business will take place.

STEP 3- Approach government stakeholders which will help us ramp up our business. With the help of the funding, we will try to expand our business to publicize our company and products to the masses.

STEP 4- After acquiring all the funds, we will work on our project of growing organic vegetables, fruits, and seeds.

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