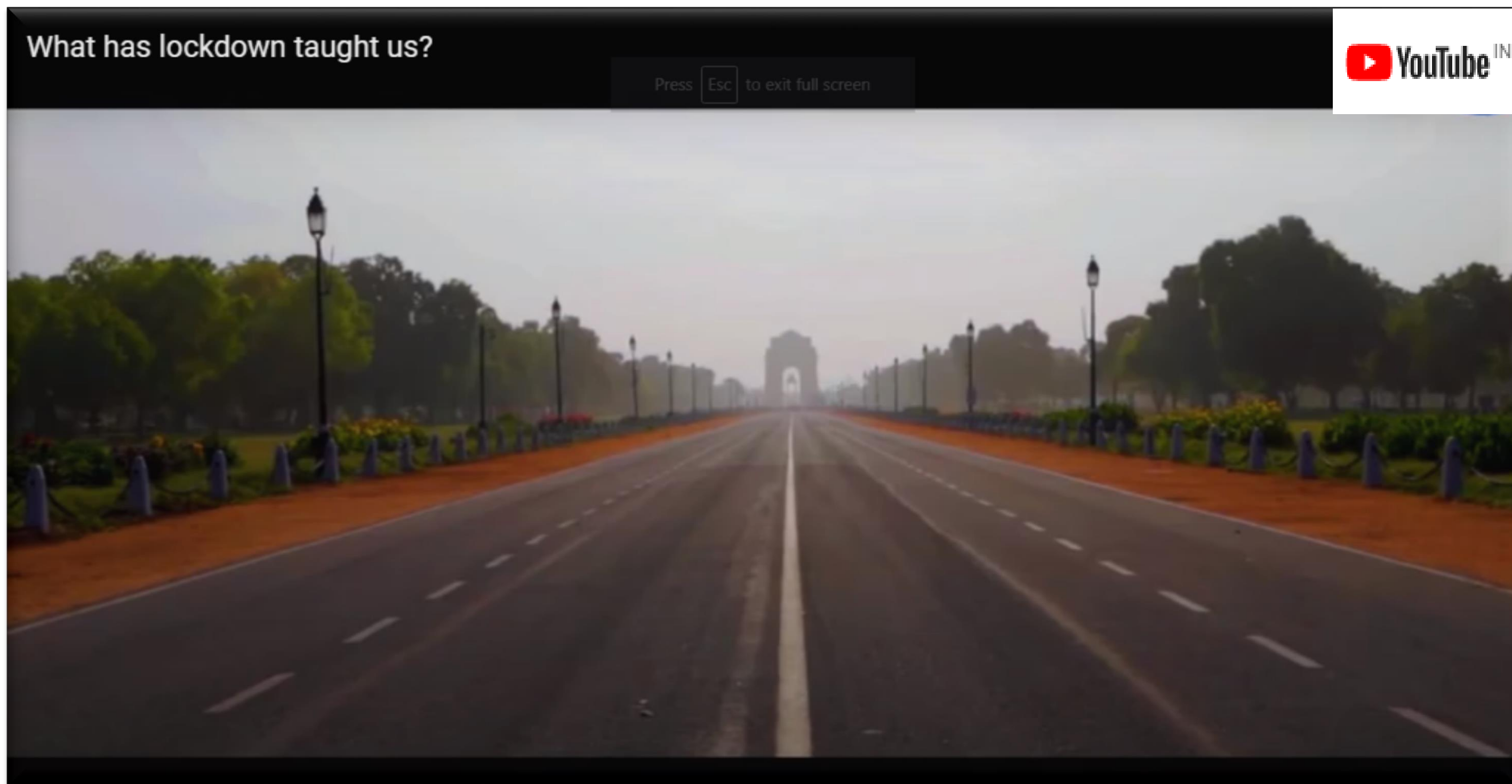




# Future of Natural Food in India



# Pure Food Pure Life



<https://youtube.com/watch?v=jabKpFyR3Mo>



Healthier  
Future  
With  
Organic  
Farming





# Fair Trade Practice

## Regulated Cost (Production)

## Variable Sale (Purchase)

### #Skilled\_India

Regulate : Input | Labour | Land

- ✓ Trainings (for Quality and Demand Management)
- ✓ Farm gate infra pool (Additional Employment)
- ✓ Reduce wastage and simplify the Supply Chain

Note :Average monthly income for farmers in Haryana is only Rs. 14, 434  
Wastage is around 12-16% for fruits/vegetables because of poor trend knowledge and demand management.

### #Vocal\_for\_Local

Localized purchase : Public | Private

- ✓ Purchase locally for Government run departments/institutions
- ✓ Promote FPOs / Agripreneurs
- ✓ Adopt Farm-to-Consumer model

Note :There are 23 army canteens, 571 Govt Schools and 64 Govt Offices in Gurugram alone. There are only 10 FPOs in organic farming domain.

# Infrastructure Pool

#ATMANIRBHAR\_BHARAT



## Authentic Organic

- Proper testing
- Processing
- Certification
- Sorted Logistics
- Smooth Supply chain



## Tech-Enabled

- A.I. Driven
- Traceable
- Scalable
- Convenient
- Well Managed



## Storage and Distribution

- Cold Storage
- Pooled resources
- Trend based demand management
- Minimizing wastage



# Support the local



## #Vocal\_for\_Local

Procure from local farmers  
for consumption at:

- ✓ Army Canteens
- ✓ Government Schools
- ✓ Govt. Employees

Note :There are 23 army canteens, 571 Govt Schools  
and 64 Govt Offices in Gurugram alone.

Help set-up:

- **Farm-to-Consumer shops  
in RWAs** on revenue  
sharing basis

Note :There are more than 50 RWA colonies in  
Gurugram alone.

**To promote Organic Farming** (which is beneficial  
both for consumer's health as well as for the land),  
Government must support farmers like us by procuring  
directly for consumption at Army Canteens/  
Government Schools.

Government employees can be given special  
allowances so that can be encouraged to purchase  
Organically grown food, directly from farms.

## **Support and Spread Awareness** **(Demand Creation for Organic Food)**

- Allow rent free set ups for Farm-to-Consumer model
- RWAs can take **revenue share**
- Allow customers to pre-plan their orders



# Reduce Wastage using Farm-to-Consumer model



- The shelf life of naturally grown food is even smaller than conventional food
- By adopting farm-to-consumer model, we can reduce this wastage to 3%
- This will allow better finances for the farmers and reasonable rates for the consumer



## Amount of agricultural waste in India

- Total waste (in INR): Rs. 44,143 crores
- **Fruits and vegetables waste: 15-18% of the Total production**

### Values:

- Fruits: Rs. 7,437 crores
- Vegetables: Rs. 5,872 crores





# Pilot Project at Village Sundana



In our mission to have a healthy and waste-free planet, where the farmers also get their worth, we are doing a pilot project in Sundana to embark our journey:

- **32 acres of land practicing Organic farming**
- **Trainings and workshops for farmers**
- **Setting example for all the farmers nearby**
- **Creating demand in Delhi-NCR to set a strong AI driven supply chain**
- **Vision is to create a Community Supported Agriculture model which would act as a hub for Organic Food**

What are we aiming to create for the farmers:

- **Better Work-Life Balance**
- **Reduced Mental and Physical Stress**
- **Financial Security**
- **Increased employment (for locals)**
- **Premium Product (so better margins)**
- **Crop Insurance and advance payment**
- **Pension scheme**





# Prasuk AFFORDABLE ORGANIC KITCHEN

Our mission at Prasuk is to:

- ❖ Revamp your entire kitchen.
- ❖ We want to ensure that every item in your kitchen is sourced organically; from Sugar & Spices to Fruits, Vegetables & Groceries.
- ❖ We have created a service that allows you to order all your kitchen supplies in a little amount per month. Our service allows you to easily pick from a variety of options across all categories.
- ❖ Set up your monthly order and get it delivered directly to your doorstep. Easily customize your order and restock as per your needs.

**Nothing is better than ORGANIC!**





# The future is here!

## CONVENIENT

[con-veni-ent] . adjective

Tech enabled, Easy to buy,  
Home delivery.

## AFFORDABLE

[af-ford-able] . adjective

Reasonable; Easy on pocket.

## AUTHENTIC

[aw-then-tik] . adjective

100% certified organic food  
straight from the farms.

## CONSISTENT

[con-sist-ent] . noun

Committed for providing  
quality food, on time.



[www.prasukorganics.in](http://www.prasukorganics.in)

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Data Supported by:  
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Research Intern

THANKYOU ☺



# Appendix

- Number of Schools in Gurugram
  - Private: 513
  - Public: 572
- Number of housing societies in Gurugram
  - Private:
  - Public: 6,678
- Area under agriculture in Gurugram
  - 2011 census data
    - 734.15 sq km (out of 1258 sq km of total geographical area)
- Army Canteens in Gurugram
  - 23
- Government offices in Gurugram
  - 64
- Active FPOs in Haryana
  - 452 (total)
  - 49 (agriculture)
  - 10 (organic)
  - 112 (online fruits and vegetables FPOs)
- Farmers markets in Gurugram
  - Online: 22
  - Offline: 14
- Food Mandis in Gurugram
  -
- Annual Trade in Gurugram
  - Food Mandis:
  - Farmers markets:
- Amount of agricultural waste in India
  - Total waste (in INR): Rs. 44,143 crores
  - Fruits and vegetables waste: 5.8-18% of the total production Values:
    - Fruits: Rs. 7,437 crores
    - Vegetables: Rs. 5,872 crores

## References:

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