GRAMONNATI

Rural Transformation Through Technology and Entrepreneurship

Project Ravi Kiran

GRATITUDE FARMS PRIVATE LIMITED

Dignified Livelihood for Ex-soldiers and Rural Women through Solar Drying of Vegetables, Fruits and Greens

Gramonnati Trust

Who are we?

Gramonnati Trust is a not-for-profit social enterprise, based out of Pondicherry, that aims to support rural transformation through technology and entrepreneurship.

It has been co-founded by two Army Officers and two Technology professionals from Cisco.

We focus on Agritech and are working actively in Pondicherry, Tamil Nadu and J&K.

Our Mission

To develop 10,000 rural entrepreneurs over the next five years from amongst youth, women and ex-servicemen.

Major Ved Prakash Sharma (Retd): CEO
Alumnus of IIT Kanpur and National Defence Academy,
16 Years in Indian Army
16 Years in Corporate (Airtel, Ericsson, Nokia and Cisco)

Brig Rakesh Kaul (Retd): COO
Post Graduate in Eco-Tourism
33 Years in Indian Army
Officer in the Corps of Signals

Shyam Kaluve (CTO)
Alumnus of IIT Kanpur
20 years of professional experience (17 years with Cisco)
Director, Software Engineering with Cisco Systems
Over 10 years with Civic Council, Cisco India

Suresh Subbarao
Alumnus of NITK
Alumnus of IIM-B
18 Years in Cisco (Engineering, IT, Tech etc)

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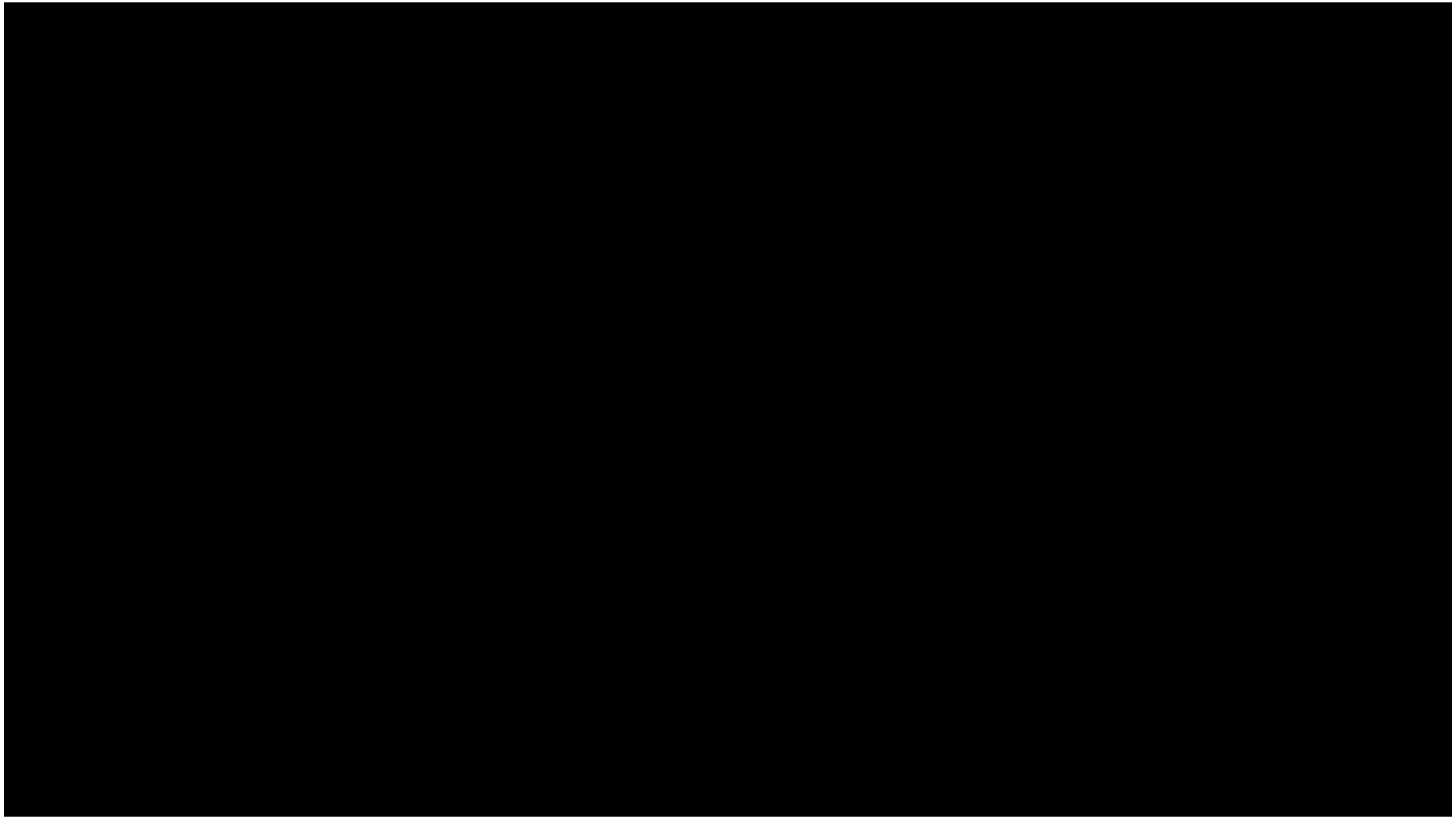
The Story of Solar Dryers for a Disabled Soldier

https://www.youtube.com/watch?v=dSgzvy7s5Ak



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Solar Dehydration of Fruits, Vegetables, Greens and Herbs

Solar dryer with 20 kg input capacity; supplied by Aspiration Energy, Chennai (incubated by IIT-Madras)

- Multi-tray design with serpentine flow path
- 4 Trays @ 5 kg capacity each.
- Ambient temperature:
  - Sunny day: 50-60 degree C
  - Cloudy Days: 40-45 degree C

1

Reduces Wastage of unsold vegetables / greens / fruits

- **Food loss in production, post-harvest, processing and sales is as high as 30%.**

2

Sustainable livelihood for ex-servicemen & women

- **through Low-cost, efficient solar dryers (explained in next slide)**
- **Fixed payment on output basis (weekly basis)**

3

Investment pays for itself in less than 18 months
Highly scalable and replicable model.

Project Ravi Kiran (*Translated: Ray-of-the-Sun)*

1 Dignified livelihood for rural women through solar drying (value addition) of organic vegetables, greens, herbs and fruits.
This agri-produce otherwise goes waste due to lack of appropriate technology & infrastructure to reduce its perishability.

2 Solar Dryers of 20 kg capacity each;
Developed by Aspiration Energy, designed by IIT Madras

3 **Scope:**

- 2 solar dryers per rural woman; 100% Buy-back by Gratitude Farms
- ESM / Women are paid @ Rs. 250/- per kg of finished products made by them.
- Training, raw materials and other inputs by Gratitude Farms.

Project Ravi Kiran (*Translated: Ray-of-the-Sun)*

Financials:

- Capital Costs: Rs. 78.6 Lakhs for creating sustainable livelihoods for 40 rural women.
- Seeking Funds through Government Schemes (SRLM Funding, NABARD), Project Sadbhavana.
- Operational Costs: Managed by Gramonnati Trust / Gratitude Farms.

Immediate Impact and Future:

- **Monthly earning of Rs. 8000/- per woman from Year-1 for about 7-8 years (life of each Dryer);**
- **Investments pay for themselves within 18 months.**
- Scalable and Replicable Model; can be taken up at larger scale in more districts in due – course.
- Gramonnati teams will work to develop grass-root leadership and micro-entrepreneurship .
- Environment-friendly Production: Solar Dryers (zero carbon footprint).

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Work-flow

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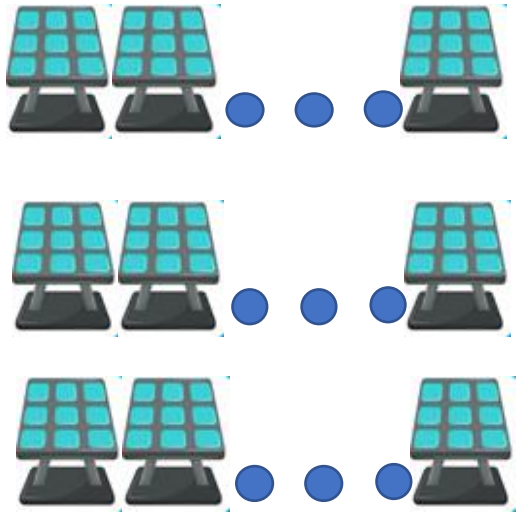
INPUT

Raw Organic Vegetables, Fruits Herbs, Greens, Spices

Surplus produce from the farms: unsold and / or Purchased from market

SOLAR DRYING



PACKAGING, LABELLING

solar-dried products

MARKETING AND SALES

THROUGH GRATITUDE FARMS

AND

NETWORK OF RETAIL AND B2B OUTLETS

1 or 2 days

Over 6 months

The real challenge is in marketing and sales of products.
Sales of sun-dried products through Gratitude Farms and network of retail and B2B channels

SOLAR DRYING

CAPEX	CAPITAL INVESTMENT UNITED WAY (PURCHASE OF SOLAR DRYERS, SETUP OF PROCESSING UNITS AND TRAINING PROGRAM TEAM FOR 30 DAYS	
OPEX	**INPUT**	Vegetables, Greens, Fruits, Herbs from Local Forests / Farms / Supplied by Gratitude Farms- — **LOCAL AVAILABILITY / GRATITUDE**
	PREPARATON	**On site** – Inspection, Cleaning, Preparing for Trays — **RURAL WOMEN**
	PROCESSING	Feeding input - 20 kg per solar dryer — **RURAL WOMEN**
	OUTPUT	Solar dried products with less than 10 percent moisture – shelf-life increases to one year — **RURAL WOMEN**
	POST PROCESSING	Packaging (50g,100g), Labelling and ready for sale — **RURAL WOMEN**
	MARKETING AND SALES	B2B, E commerce, Through Gratitude Marketing Channels — **GRATITUDE**

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Gift of Good Health

Gift your near and dear ones – good health

Order at
www.gratitudefarms.store

Healthy Organic Solar Dried Products

Order at

www.gratitudefarms.store

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At Sathya School, Pondicherry

Livelihood for People with Learning Disabilities

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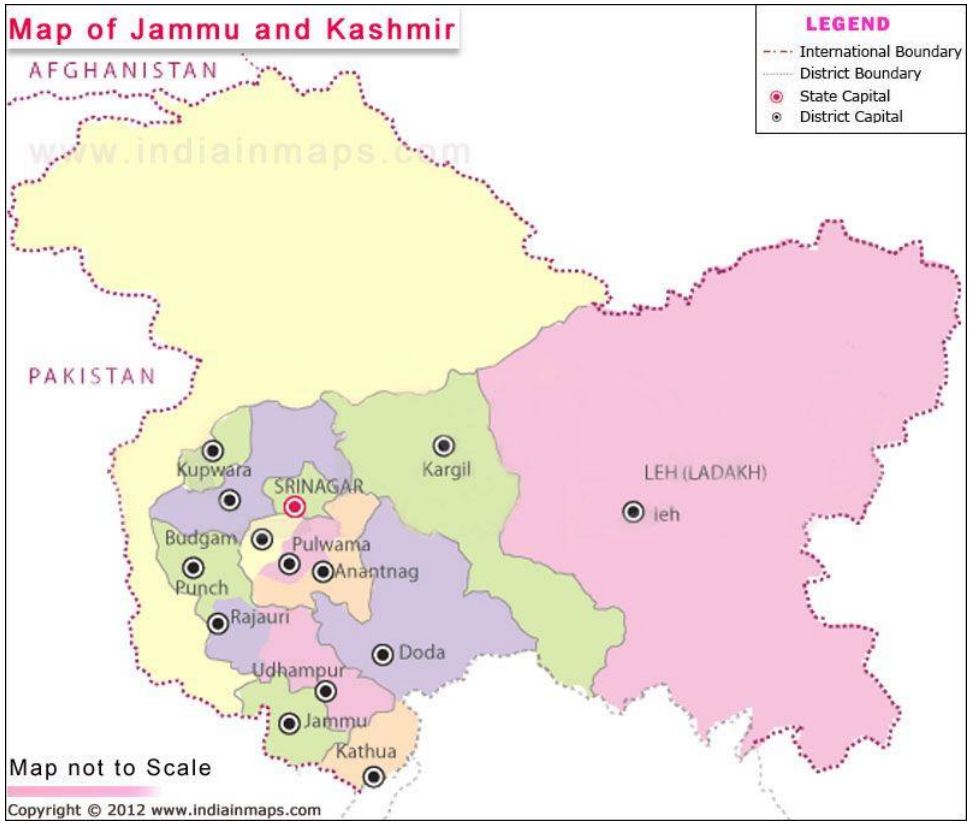
4 Districts of J&K



Working with Indian Army and District Administration for Project Sadbhavana

Udhampur, Rajouri, Reasi, Kishtwar

20 rural women per district

Solar Drying of Local Fruits
Peaches, Plums, Apricots and Apples

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Unique Value Proposition

For the rural women	***Dignified Livelihood*** ***Sustainable round the year (reduced production during rainy season / winters)***
Program Execution: Experienced Leadership	**Combination of People, Process and Technology in Program Design.** **Experienced Leadership and Project Team (Agritech entrepreneurs)** **With Army background.**
Scalability and Replicability	**The Program Design is both scalable and replicable across multiple districts of J&K**
Environment Friendly	**Near –zero carbon foot-print. All production is solar based.**
Zero Wastage of vegetables and fruits	**All surplus / unsold vegetables and fruits can be sun-dried preventing wastage and converting it to revenue.**

Checkout our YouTube Videos on how Solar Drying can transform lives:
https://www.youtube.com/watch?v=dSgzvy7s5Ak&feature=youtu.be

https://www.youtube.com/watch?v=D4r4-NXJpC8&t

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Thank You!

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