



Shiva Consultancy Group

SHIVA CSG PVT LTD

Concept Note of

“Drishti Farm to Fork Club”

Dated : 16th July 2014



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TABLE OF CONTENTS

1. [Preface](#)
2. [The Concept](#)
3. [Features of Project](#)
4. [Proposal to Financial Institute](#)
5. [Expected Outcomes](#)
6. [About Facilitators](#)
7. [Brief Description](#)
8. [Team](#)
9. [Key Personnel](#)
10. [Technical Team](#)
11. [Contact Us](#)



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Preface

- Indian Economy is based on agriculture where still about 60% population lies in Rural Area with Main occupation on Agriculture and Allied activities. With Limited Land resource the challenge for India is food security for around 130 crore population.
- Agriculture is a vast subject, Where majority of the producers are still under educated or illiterate , least informed and living in Rural area (with worst Infrastructure) and doing many activities of Agri & Allied Agri together.
- Real Agricultural Development in India will be possible only after Development of Farmers doing Agriculture and Allied activities. That can be achieved by promoting the concept of Professional Farming in place of Traditional Farming.
- Professional Farming will comprise of growing Field crops, Horticultural crops, Agro forestry , Animal Husbandry, Cleaning Grading & Packing line along with co-operative/ sole marketing arrangements of nutritive and residue free food materials for human consumption by Integrated Farm Management Practices.
- Professional Farming has following major requirements -
 - Technology of Farming (like Irrigation, Agronomy, Harvesting, processing etc...)
 - Information of Weather, Schemes, Market, logistics, Inputs , etc...
 - Farm Management (Agronomy , POP etc. Use chemical as per recommendations and ETL),
 - Adequate Finance to meet all expenses of Project as a whole
 - Government support based on technology used and productivity achieved by farmers



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The Concept

- **“Drishti Farm to Fork Club”** was conceptualised by Shiva Consultancy Group with a vision to promote **Professional Farming for Supply of Nutritive Food** to Indian Population to strengthen Food & Nutritional Security of the Society by safeguard of Producers Interest and Livelihood.
- Any Farmer with Agricultural Land can become member of the club by filling the Farmer Information Sheet, KYC Documents, and paying Registration Fees @ Rs. 100 per Acres for documentation works.
- On Receipt of all documents and information, the professional team of Shiva Consultancy Group will analyse the current situation of the farmer and find the Gaps of Farmers practices and prepare Short term , medium term and long term project plan for respective farmers individually considering environment, nutrition, residue, livelihood, profitability, financial discipline etc....
- Derived Project plan can be discussed with farmer and if they agree on the terms for profit maximisation they will be offered with professional services at Fee of Rs. 1000 per Acres and further if they demand supply of Agri Inputs even then additional Rs. 2000 can be paid as advance (Adjustable against supply of Agri Inputs)
- For Uninterrupted supply of Inputs we appoint Agripreneurs in proximities of each village panchayat (to cover max 1 to 5 villages) and assure these Agripreneurs for average Income of Rs. 2 lacs PA.
- For average 15 to 20 Agripreneurs there will be one Taluka Development Officer to provide technical knowhow and share farmers needs with experts of the team on day to day basis. Each TDO must visit each farmer of their area on weekly / fortnightly interval, whereas agripreneur will visit each farmer of their area of operation on daily basis
- In the primary phase we are targeting 5 lac farmers of Gujarat along with development of 7500 Agripreneurs in pilot project. To manage the operation a team of 550 Agri Professional will be deputed in almost all talukas of Gujarat on phase manner.
- Project will support and need support from Government Agencies Like ATMA, Agri Department, Horti Department, AH Department, Dairy, Banks, Co-operatives and NGOs for various aspects for mutual benefit..



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Features of the Project

Here in project each member will get

- ✓ Timely advisory on Crop Production, Crop Protection and Crop Nutrients by Experts of Shiva Consultancy Group
- ✓ Regular & Continuous Field visit for Farm Operations of Agriculture, Horticulture, Farming, Dairy and Integrated Farm Operations by Shubham Agribusiness Services.
- ✓ Regular Advisory on Banking, Finance, Investment and Government Schemes related to Farming and Rural Development by professional team of Shiva CSG Pvt Ltd..
- ✓ Education and Training for Employment Generation activities within the rural area by Shiva CSG Pvt Ltd.
- ✓ Uninterrupted Supply of Relevant Farm Inputs directly to farm for smooth operations through dedicated Agripreneurs chain of Drishti Biotech Pvt Ltd in your area & through Portal D2F on Discounted Rates.
- ✓ Support and advisory on Value addition in Farm Produce and Marketing through dedicated network of D2F Portal and Shiva Consultancy Group
- ✓ Credit facility of Rs. 5000 per acres for Agri Input Supply by Drishti Biotech Pvt Ltd and
- ✓ Free Advisory on Farm Management and Commodity Marketing by Professional Team of Shiva CSG Pvt Ltd.
- ✓ Techno-commercial Advisory of Agri – Projects
- ✓ Technical Advisory on Post Harvest Management
- ✓ Support in availing Agri Inputs for Farming and Medicines for Animal Husbandry
- ✓ Support & Advisory on Availing agri-finance from banks
- ✓ Advisory on Financial Management for better Farm Operations
- ✓ Advisory on Government Schemes for Agriculture and Rural India
- ✓ Training & Capacity Building for HiTech Projects Like Micro Irrigation, Protected Cultivation, Animal Breeding, Hi-tech Dairy Farm etc.. Projects
- ✓ Training for effective fund utilisation and deployment of funds for better financial discipline , knowledge of available financial products including Insurance for effective use of resources and creation of wealth.



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Proposal to Financial Institute

There are two types of proposal for Financial Institutes to become a part of this innovative and Noble Project , Financial Institute can select any or both options available–

1. Bank can offer membership of DF2FC to their existing customers by filling up the Membership Form and it to us along with KYC Documents and required Registration Fees. Here Scope of work for Shiva Consultancy Group for banks (in addition to the general scope of work for farmers) would be –
 1. Analysing the data on techno-commercial parameters set by group and suggest bank for gaps of practice, short, medium and long term plan for the member etc..
 2. Periodically advise bank for field condition of crop, outputs, markets, risks and needs as early warning system
 3. Support bank for structuring of the individuals financial need based on practices followed by member.
 4. Support Banks for recovery process by marketing / value addition of produces by farmers
 5. Training and education to member farmers on banks Asset & Liability Products
2. Shiva Consultancy Group will act as business facilitator for Bank and propose the files of individual members for respective funding as per banks norms.

Selection of Farmers & Agripreneurs for Opening Account : Document collection and Documentation work for Farmers & Assist in opening of Savings/ Current accounts of the Client

Agri Finance & Project Finance Feasibility Study for clients : Documentation support to Farmers for availing agri Project Loan and KCC from the member bank.

Training, Communication, Monitoring & Support : Impart Need-based Training to clients for Financial Discipline, Banking Products, Banking Guidelines, Repayment, .

Support in Analysing Actual Bankable Needs of Clients

Support in Recovery process if & when advised by banks



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Expected Outcomes

Expected Outcome of the Project:

- ✓ **Savings / Current Accounts** : Minimum 5000 Savings account and 250 Current accounts will open within 3 months in 3 talukas potential upto 5 lac Savings account and 1000 current accounts in Gujarat within 1 year
- ✓ **Business Potential (Agri Finance)**: 125 crores business of Agri Projects and KCC (Avg Rs. 50000/Acres), 12.50 Crores loan of Agripreneurs (Rs. 5 lac each) It will touch minimum Rs. 7500 Crore Direct Agri Finance within 2 years and Rs. 3500 crore for rural / Agri Infrastructure development
- ✓ **Assurance of Return** : All Farm Produce can be sold to empanelled commodity trader & Payment will be made in clients savings/ current account directly.
- ✓ **Employment** : There will be direct employment of 500 Agri Professionals and 10,000 graduate / undergraduates is projected in the project.
- ✓ **Entrepreneurship Development** : Primarily 7500 Agripreneurs in Gujarat can be developed with imparting proper training, equipments, knowhow etc... And handholding them to make the venture of Agri Inputs and Outputs Trading activities. The proposal is to setup 7500 Farmer Producer Company and basic rural Infrastructures like Grading, Packing, Sorting, storage, transportation and marketing for all produce on professional manner to improve the infrastructure within 2 working years.
- ✓ **Insurance** : Each member of the DF2FC will be covered by LIC, Crop Insurance, Weather Insurance, Accidental death Insurance, Medical Insurance within 2 working years for the value of their networth and requirements.
- ✓ **Food & Nutrition** : Being managed by professionals on professional way the crop produced by member farmers will be free of any residual effect of harmful chemicals. There is no need for organic farming to produce healthy and nutritive food for India. High productivity can be achieved by implementing good farm management practices
- ✓ **Inflation** : Inflation due to food articles can get controlled by meeting the gap of demand and supply of major food articles like food grains, pulses, fruits & Vegetables. Crop selection after 2nd year of operation can be done based on demand and supply gap of each commodities in the adjoining market to maximise the producers share on consumers rupee and supply the food articles uninterruptedly to the markets



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About Facilitators

Shiva CSG Pvt Ltd.

SHIVA CSG PVT LTD is a Consultancy arm of SHIVA CONSULTANCY GROUP to provide Professional Services to Farming Community, Agripreneurs & other Technopreneurs under MSME Segment in India has been started in 2012 with a vision to provide professional consultancy and training to young entrepreneurs in India to set up their enterprise, capacity building, financial advisory and miscellaneous supports.

Team of Shiva CSG Pvt Ltd consisting of skilled professionals in the areas of Agriculture, Dairy, Farming, Finance, Mining & Textile technologists.



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Name of company	Shiva CSG Private Limited
Constitution	Private Limited company
Date of Incorporation	7 th February 2012
Address/Registered Office	107/108,sundaram arcade, Opp. CIMS Hospital, Science City Road, Ahmedabad-380060
CIN NO.	U74140GJ2012PTC068915
PAN Number	AAQCS9937H
Service Tax No	AAQCS9937HSD003
Industry	Management Consultancy
Line of activity	a) Professional consultancy Service and Management Advisory b) Education Training , Research and Development c) Techno Commercial Consultancy for Farming & Agribusiness d) Consultancy on Agriculture & Horticulture Value Chain
Prompters/ Directors	a)Rakesh Jha b)Rajesh Jha



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Team of Shiva CSG Pvt. Ltd.

The group has a strong and dedicated team of field experts and professionals who not only have vast experience but also possess deep understanding of the local market expectations. Lead by its visionary founder & CMD Mr. Rajesh Jha, every member of the organization, from top management to frontline strata, relentlessly strive to make dreams of better living come true for everyone.



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KEY PERSONNELS

Name	Education	Experience/ Skills
Mr. Rakesh Jha	M.Sc. (Agri), MBA (Finance),	16 years Agribusiness & Finance
Mr. Rajesh Jha	M.Sc. (Agri), PGDBM	18 years Agribusiness
Mr. Manoj Singh	M.Sc. (Horti) PGDBM	13 years – Agri Value Chain
Er Mayank Patel	BE Mining	2 Years Mining business
DH Vaishnav	M.Sc. Agri	34 years Seed Business
Dr Suman Kumar Jha	Ph. D. (Agroforestry)	8 Years Research & Education
Mr. Ashwin Parekh	M.E (Textiles)	32 Years Textile Project Mgt
Mr. Jaynath Jha	B. Tech (Mining)	28 Years Mining & Exploration
Mr. B.K. Jha	M.Tech.,	32 years Steel Industry MACONS
Mr. Bhupinder Singh	MBA	16 Years of Experience in IT



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TECHNICAL TEAM

Name	Education	Experience/ Skills
Dr SBS Tikka	PhD-(PI Breeding) – Ret Director of Research Guj State	36 years- Research & Trg
Dr GM Patel	PhD-Ento, Ret Principal SDAU	35 years – research & Trg
Dr V V Krishna	MSc (Horti), PhD (Molecular Biology)	9 Years – Research & Training
Mr. Suresh Pitlehra	M.Sc. (Agri)	14 Years – Training
CA Birva Hadiyal	CA	2 years – Consultancy & Trg
Mr Rajesh Khade	MSc. (Agri)	18 Years- Training
Mr. Bhagirath Singh	M.Sc. (Forestry),	2 years Training
Dr. Priti Sinha	Ph.D. (Agri Economics)	2 Years Research
CS. Zil Acharya	M.Com, CA	2 years Analysis
Mr. Manoj Mewada	M. Com	5 years- Analysis



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For any Query Please contact us

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