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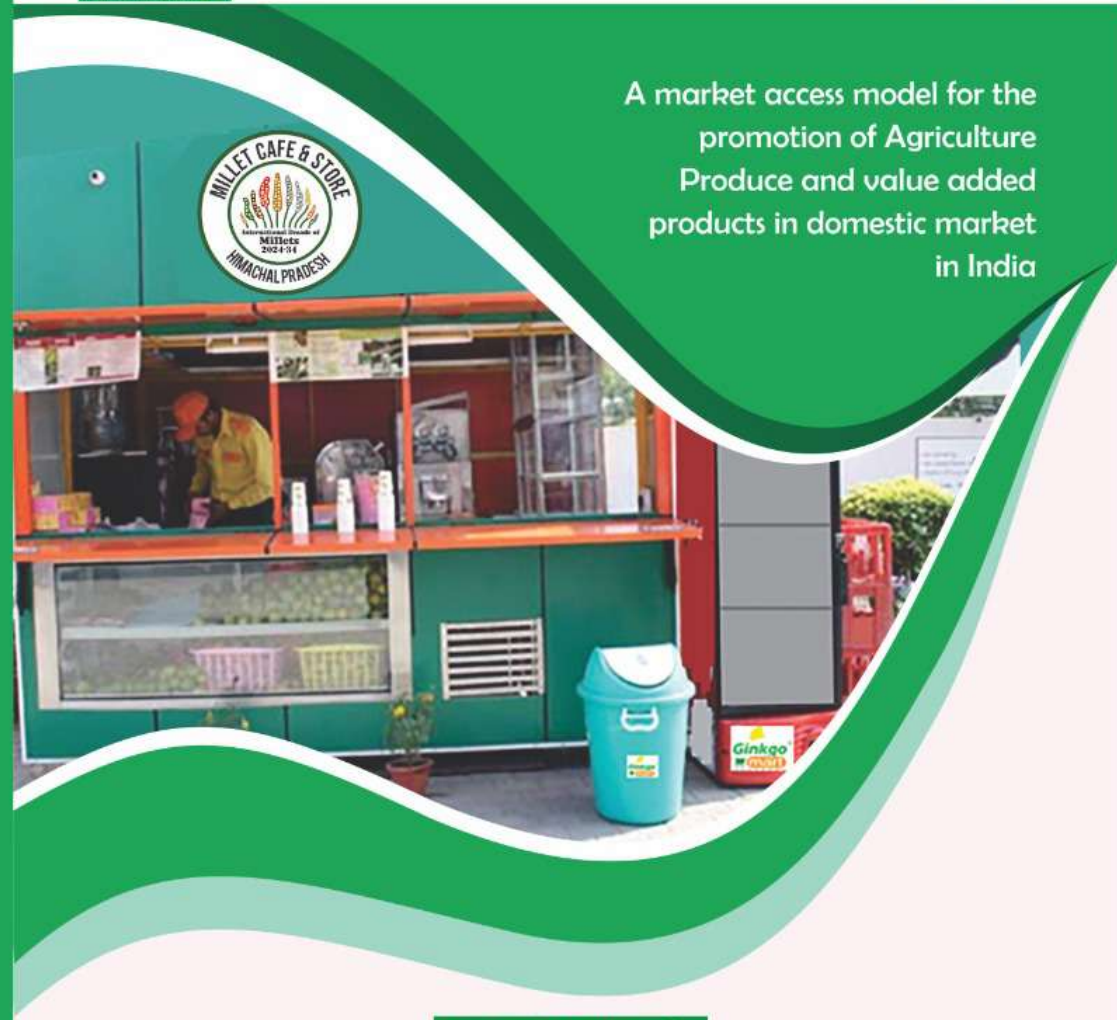
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FARM TO FORK MODEL: GINKGO MART



A market access model for the
 promotion of Agriculture
 Produce and value added
 products in domestic market
 in India



Supported & Facilitated by



BACKGROUND:

Retail of food stuff and especially fresh produce with food safety is one of the most difficult and challenging business. Due to the involvement of middle men in the fresh produce retail, specially in horticulture produce, both the value chain partners i.e. farmers and consumers are suffering and advantage goes to middle men only. Keeping in mind the price increase and the problems being faced by the consumers and farmers, this concept which was prepared for Ministry of Agriculture, Govt. of India and was presented before a very high level committee in July 2003 and the approval and recommendations, it has been expanded and tested couple of times at Chandigarh, Rohini (New Delhi) and Noida during 2003 to 2010 after and it was found that this is the one of the best solution to implement FARM TO FORK concept and remove middle men and ensure the suitable prices for the farmers as well as ensuring the supply of hygienic food stuff to the consumer's door step at the competitive prices, which is notified in advance.

CONCEPT:

This model ensures the home delivery of all kind of fresh fruits & vegetables, cereals, pulses, spices, dairy products, processed foods, Millet Products, Potatoes and value added potato products certified organic produce and products and other processed foods at a pre-defined price with 100% unconditional quality grantees.

We, at GINKGO MART, source the produce and products from adopted farmers as well as from produce markets, if required. Similarly, we will market all non-perishable, staples, processed food and FMCG products from Food Mart at a very competitive price directly to the consumers at their doorsteps and that too at a highly competitive and pre-defined prices with 100% quality guarantee.

OPERATIONAL MODEL:

The GINKGO MART will sell fresh fruits & vegetables and value added products as per the marketing protocols. The order will be taken in advance and the same would be delivered next day.

PRODUCTS TO BE SOLD AT COUNTER:

1. Cane Sugar juice
2. Orange/Citrus/Pomegranate juice
3. Vegetable juices
4. Tea/Coffee/Soups
5. Snack foods
6. Millet products through millet café & store and Food Therapy outlets
7. Potatoes and potato products through Aolloos outlets.

PRODUCTS TO BE SOLD (Under Home Delivery):

1. Graded, washed fresh fruits and vegetables
2. Pre-cut fruits and vegetables with a shelf-life of 7 days.
3. Value added products and food FMCG products
4. Certified organic produce and products.
5. Millets Products
6. Potatoes and Potato products

ADVANTAGES:

1. Convenience, hygienic, value for money
2. Highly competitive and pre-notified prices valid for six days
3. 100% unconditional quality guarantee

HOW WE ARE COMPETITIVE:

We have eliminated the middle man from farmer/Producer to consumer i.e. Farmer-Local Traders-Consolidator-Wholesale-Commission Agent-Wholesaler-Retailers-Consumer. In Ginkgo Mart, we are the only agency to facilitate and we work on minimum overheads, the margin of the operator as well as all franchisee's margin while other existing models are operating at very high prices.

MECHANISM AND ECONOMICS AND BENEFITS TO THE FRANCHISEES :

The different versions of Ginkgo Marts like Stationary, advanced version, Mobile and village Ginkgo Mart, Millet Café & Store, Food Therapy and Aalloos will be given to the franchisees on the following pattern:

Franchisee Fee Rs. 10% of the total project cost (Non-refundable) + 10% (refundable) security deposit as FD in the name of beneficiary with the lien of the Company. Ginkgo Marts will be opened at the District level which will be expanded upto Gram Panchayat level.

The whole project will be set up and operated under participatory mode by involving all the stake holders as their self-employment option with complete hand holding support. Initially, during pilot project, IPL will set up the first pack house as a demo-cum-training center for stake holders and after that all the projects including pack house, supply chain logistics and the food retail options will be set up by selected, well trained and skilled franchisee who will be supported to get funding and grants under various schemes of Govt. of India and State Govt. As per the market survey and feasibility studies a GINKGO MART operator can earn about Rs. 25000-40000/- per month. Similarly, MOBILE GINKGO MART and VILLAGE GINKGO MART can earn about Rs 15000-20000/- per month. The franchisees opting for pack houses and supply chain management options can earn according to the size of their investments starting from Rs 50,000/- to Rs 20.00 Cr. So the canvas is big and practically paintable, if the painter is skilled and empowered and have a fire to be the achiever.

This initiative will open many other doors also like for the agripreneurs who are willing to go for food processing. They can avail CGTSME support and other benefits under Mudra Loans, Start up and stand up schemes for supporting their initiatives. Since, the whole value chain will be closely knit and monitored and risk will be shared being in participatory mode, so the probabilities for success will be more. The another special feature of this project will be to have TAGS (Transparent Agribusiness Guarantee System) which will ensure win-win situation among all the stake holders.

ADD ON PROJECTS:

In addition to the above IPL has other plans for retailing hygienically dispensed processed foods following food safety norms for lower class and middle class people and bring millions of people under our umbrella through various models e.g.

01. Four Maize Chapatis with Chutney and potato chokha
02. Four versions of Chokha Bati (Balua Bati, Non-veg Bati, veg-bati & fried bati).
03. Potato shops which will sell everything made from Potatoes except Vodka (being licensed product) including fresh French fries (using technology which will bring the cost of French fries drastically from present cost of frozen French fries).
04. Parataha vending systems with different versions in a box as PIZZA is sold.
05. Samosa vending systems.
06. Hot & Cold kiosks for selling innovative versions of fresh juices and freshly made non-traditional healthy soups under the category of super foods.
07. Kadhi Pakora/Rajma/Chole with Rice kiosks as self-employment options.
08. RTS & RTC food kiosks in the educational institutional areas or campus for selling health food at economical rates for students.
09. Organic food restaurants in franchisee mode.