



Fresh harvest at your doorstep in just 11 hours from the farm gate

Sendriya Farmz was founded by Mr Showri Jojappa with an intent to promote organic farming & serving customers with food best suited for health with minimal environmental threat.

Mr Showri Jojappa M comes from a family of weavers involved in cloth manufacturing business. A native of Phirangipram village, Guntur District, Andhra Pradesh. Mr Jojappa completed his matriculate in Guntur and came off to Karminagar, Telangana and took Polytechnic Diploma in Computers & Bachelors in Commerce. He is now settled in Hyderabad with his family.

The founding story of Sendriya Farmz is indeed an interesting one. What started out as a search for agricultural plot by Mr. Jojappa lead the pathway towards a full time entrepreneurial journey promoting organic farming.

“In 2014 I was looking to buy a agricultural plot for myself and was figuring out what to plant in my plot. While searching planting options on web I stumbled upon Subash Palekar youtube channel detailing the harmful effects of chemical farming. I was so drawn towards the content and was astounded to learn how traditional farming heavily relies on chemicals and is not adhering to any safety guidelines. I ordered his books to learn more about the subject at hand. And then & there itself I thought why shouldn't I become a farmer,” recounts Mr Showri.

He was aghast knowing the adverse effects chemically produced food had on human body & the environment. He also found that fruits and vegetables were reaching end-users after three days of the harvest and that too with reduced quality and in non-hygienic conditions. The existing multi-layers of intermediary systems and transportation were responsible for this.

“In 2015 I brought my land and in 2017 I started organic farming (fruits & vegetables) on 10 acres of land in Kondurg village near Shadnagar while continuing my job. In 2018 I devoted myself to full time organic farming. Seeing the myriad problems ailing agriculture sector I felt compelled to provide with solutions,” adds Mr Jojappa.



To avoid and eliminate the usage of agrochemicals & pesticide residue, Mr. Showri Jojappa came up with research using Data Science Technology and framed 14 steps of a unique organic farming system for their cluster farmers.

Mr Showri adds with pride, “Sendriya Farmz protects farmers from losses, price volatility and high market fluctuations while broadly enhancing public health, environment, water and soil.”

“We are associated with three women based farmer societies and currently working with over 100 farmers at Zaheerabad, Telangana, and with Warangal Natural Farmers Association. We are now operating in Hyderabad and will probably expand to tier-II cities of Telangana and Andhra Pradesh,” he mentions.

Startup Product Details

Sendriyaz Farm, a social entrepreneurship startup and a farmers cluster group is involved in Farm-to-Home Supply of premium & chemical-free ‘Vegetables & Fruits basket’ in less than 11 Hours after harvesting.

They strive for farmers empowerment through eco friendly traditional farming practices (Organic Farming).

Talking about the operating model Mr Jojappa remarks, “Simply telling farmers about natural farming is not going to help. Farmers wont follow what we say. Since there are so many assumptions regarding organic farming they often get confused. There is no standard procedures for organic farming. That’s where we come into picture providing farmers with all necessities & knowledge.”

In their cluster model they group five-six farmers into one cluster. Sendriya Farmz provide each cluster with all inputs like fertilizer, seeds, foliar spray, plant protecting spray etc., all at distributors price. They take farmers through the journey of producing food organically guiding them what to produce, how to produce, in what quantity and in what amount of area.

Their cost determining model ensures farmers make decent profit. For instance, if the production cost incurred by farmers is 12-15 rupees on an average per vegetable, then keeping in mind the vareity of vegetables Sendriya Farmz give 25-30 rupees on an average to the farmer post production. “Our prices are not decided on the basis of market price. If tomato is being sold at 5 rupees then we don’t go buying from farmes at that price. We see the farmers input costs. Our aim is to make organic farming a lucrative & sustainable business option for farmers while supplying our customers with nutritionally rich & chemical free food,” asserts Mr Showri Jojappa.

Everything produced is packed at the farm gate itself. They market this produce to 25 organic stores (Being organic, Aranyaka, Kosagarm Organic, OrganicsMantra,) spreading over Hyderabad and to few customers directly. Now they are into small scale operation with a daily 400 to 500 deliveries. They hire people to transport their produce to end customers.

Sendriya Farmz eliminate the layers between farmers and end consumers. Their cluster farming model successfully brings down the cost of production while doubling farmer’s income in comparision to traditional farming. Their direct marketing model also rids farmer from the need of visiting Mandi/APMCs.



Areas of Operation

They are working with Women Farmer Associations of Zaheerabad and with Warangal Natural Farmers Association in Warangal, Telangana State, India. They operate presently in B2B mode but their intent is to reach the end consumers directly.

Initially they used word of mouth to reach out to health conscious customers. Now they use digital marketing, specially platforms like Facebook to diversify their consumer base & create awareness among people on the necessity of organic food. They also reach out to various health groups on facebook & whatsapp group to promote their products. They are also associated with a couple of gated communities where people were disappointed with quality of the market produce and were looking for better alternatives. Their business strategy is to deliver produce in less than 11 hours of harvest from the cluster farms to end consumers and bring down farmers production cost by 36% - 50%.

In West Hyderabad Zone they deliver to Ashok Nagar (Ramchandrapuram), BHEL Township, Nallagandla, Miyapur, Chandanagar, Nizampet, Pragathinagar, Kukatpally, Manikonda, Hitech City, Madhapur, Kondapur & Ayappa Society. In Secunderabad Zone they deliver to Begumpet, Kompally, Central Secunderabad, West & East Maredpally, Mahindra Hills, Malkajgiri & Padmarao Nagar. In East Hyderabad Zone they deliver to Habsiguda, Nacharam, AS Rao Nagar, Sainikpuri, Uppal, Boduppal, Nagole, Dilsukhnagar, LB Nagar, Vanasthalipuram & Sigapore Township.

Challenges

The initial day challenges were reaching out to farmers & grouping them into clusters & securing continuous production. Taking care of logistics & ensuring ontime delivery were also some of the pain points.

“Lockdown & travel related restrictions continues to be the impediments in our journey of moving from MVP stage to becoming commercially operational. Since our work depends on transporting organic produce from the farm to customers doorstep and transportation of these was not listed as an essential service our work suffered. We aimed to deliver about 15000-20000 Kgs of mangos this mango season but we could only deliver a mere 2000 kg. We continue to reel under the pandemic induced effects”, adds Mr Jojappa.

Awards & Acheivements



Semi-Finalist in IIT Bombay Eureka 2020 under Social Startup.



Selected by Deshpande Startups for EDGE Programme and completed training.



Selected for Eximius 2020, IIM Bangalore under Agriculture Sector.

Association & Key take aways from MANAGE



Being a start-up, our presumption is that our ideas are implementable solutions even when they are quite crude. It was MANAGEs training program that helped to pinpoint whether our assumptions about our ideas were real or not. It was the continuous mentoring & one and one session that helped one to move from idea stage to pilot or MVP stage. We have learnt the practicality of business. There are industry experts and academicians who guides you in navigating the world of entrepreneurship

- Mr Showri.

Vision as an Entrepreneur

Mr Jojappa's aim is to reach 10000 Customers by end of 2022 & 1000 Farmers by end of 2023. Presently they have a Customer Base of more than 300 people and around 100 Farmers.



Company Name

Biotic Vet Solutions



Date of Incorporation

15 November 2018



Age of Company

3 year 10 months



Website

<https://www.sendriyafarmz.com/>



Linkedin

<https://www.linkedin.com/company/sendriya-farmz/>



Youtube

<https://www.youtube.com/c/ShowriM/playlists>



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National Institute of Agricultural Extension Management (MANAGE)

(An autonomous organisation of the Ministry of Agriculture and Farmers Welfare, Government of India)

Hyderabad, Telangana, India

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