



Food for Good Health

Mr. Dhawal K Popat, founder of JDP Super Foods started NYOU (Nutrition for You) as a brand focused on creating a portfolio of naturally formulated products that are Affordable, Innovative and Convenient. He aims to reach 10,000 farmers by 2025 and make an impact on 10 lakh lives.



Mr. Dhawal K Popat is a Mechanical Engineer from Yashwantrao Chavan College of Engineering (YCCE), Nagpur and holds 25 months of industry experience in product development and management from Saint-Gobain, India. He has also worked at Grindwell Norton Limited in the field of product development and management. He resides in Nagpur with his joint family. His brother and father runs an electronic store, while his mother is a homemaker.

Mr. Dhawal always aspired to be an entrepreneur. It was his travel to various locations that got him exposed to other business opportunities. Success to him meant having a profitable start-up that can create opportunities both for the farmers and the graduates back at his native place in Buldhana.

He was definite about pursuing a career in the agriculture field and hence resigned from the post of product engineer, to become an entrepreneur in June 2018.

"It was not a single day's thought. The turning point came from the years of experience in the field of agriculture which over time developed into passion. It was upon tasting a Ragi biscuit in Bangalore once, that I thought the yumminess of this biscuit can be enhanced, I can make a better one and hence I made it",he adds.

"I always wanted to name the company on the name of my beloved grandmother: Jayaben Dayalal Popat (JDP)" says Mr. Dhawal and from here comes the name of JDP Super Foods Pvt. Ltd.

He aims to promote farmers' income through this venture. Their company launched Nutrition for you (NYOU) brand. NYOU is training farmers in processing and sponsoring the processing equipment- which helps to make the farmer's self-empowered. "We are growing/expanding and will achieve our vision.

Nature and farmers are the day-to-day motivation for me. We sell the produce at the retail price. We have generated ₹ 15 lakh for the year 2019 and the revenue generated per month was ₹ 1.5 lakhs in 2020", says Mr. Dhawal. His aim is to reach 10,000 farmers by 2025 and make an impact on 10 lakh lives.

Some of his most memorable & cherishable moment were holding the first crop of Ragi produced in the Vidarbha region and receiving an appreciation letter from Nestle affordable nutrition.

Startup Product Details

JDP Super Foods Pvt. Ltd was incorporated on 07 June 2018. The Company is majorly in the business of Agriculture and allied activities and is involved in growing crops, market gardening & horticulture. It is classified as a company limited by shares. The Company's authorized capital stands at ₹ 10.0 lakh and has 10% paid-up capital, which is ₹ 1.0 lakh.

According to Mr Dhawal, there is a meteoric rise in demand clean and healthy alternatives products. He says, "Doubling farmer's income requires not only interventions to develop the agricultural sector but also requires strong linkages with the manufacturing and service sectors to transform the agricultural units into agricultural enterprises. Thus, it is not an isolated game that would transform the face of Indian agriculture. Rather, it will require combining all forces for the holistic development of this sector to bring in, efficiency." The categories NYOU serves are High Protein, Detox, Child Nutrition and Essentials.

They have limited their operations to two products - Finger Millet and Hibiscus Sabbariffa - an alternative crop pattern to soya bean. All the raw materials are procured from the PGS registered farmers and currently, they are working with 15 employees, 66 farmers and have reached 1500-2000 consumers including mothers and children.

Production of Raw Materials:

The selected group of farmers (PGS) are trained to process the produce through basic operations like milling, malting, de-seeding, sorting and other similar operations.

NYOU products are known for being Clean, Vegan and Natural. Their competitive advantage lies in the source of the ingredient used (sourced from PGS registered farmers), convenient products for daily use, affordability and natural formulation.

Product Development & Management:

Their core principles are:

1. Natural Formulation & Fortification (Free from concentrates/Isolates)
2. Use of Nutrient-Dense Ingredients (locally sourced)
3. Less Sugar/GI
4. Traditional /Vegan Source
5. Must be Tasty

According to Mr Dhawal, it is the extensive support from Knowledge partners, viz., nutritionists, chefs, food technologists and mentoring support from a Professor at the Lakshmi Narayan Institute of Technology that have helped them in their progress.

He has been implementing the growth strategy as learnt at MANAGE trainings, which is, to continuously build network, collaborate with agriculturists on a regular basis and to keep up with the market trends to update one's business plan simultaneously.

“For two years I have knocked on every door to market my product and it was through discipline and having an innovative product, that I was able to build contacts with 3 Distributors, till date,” says Mr. Dhawal.

At present they are in the growth and establishment phase of sprouted Ragi. Mr Dhawal plans to address the global demand for Ragi right from the seed stage to the end product.

He uses promotional tools/platforms such as Facebook posts, Twitter, Amazon and IndiaMart. He mentions that building a customer base is tough and the most challenging aspect is knowing the customers' needs and requirements. For now, their target customers comprises of toddlers, children and mothers.

Another challenge is the lack of finance. He tackled this challenge by applying marketing tactics – such as reaching out to the right customers, giving subscriptions, marketing on Facebook and showcasing Kiosk at Food courts. For further business operations, he plans to go online for retail and wholesale marketing.

One other challenge that they faced during COVID-19 was to build trust among the farmers.

Achievements so far

Recognition from Nestle for the NYOU products as being affordable, nutritional & trustworthy.



Areas of Operation

They currently operate only in Nagpur, Maharashtra.

Association & Key take aways from MANAGE



“Proud to be associated with MANAGE. They provided us with immense support. The key takeaways from MANAGE were the training program lessons. Post-training, I came out with more clarity on my product and business operations. The faculties were supportiv and provided us with the right network. I would like to continue my association with MANAGE for further business development”

- Mr.Dhawal

Vision as an Entrepreneur

He lists his major strengths as being innovative ,adaptive and trustworthy in his approach. As the way forward he would like to strategically invest in retail and online to increase target customers. He also mentions, “I would let farmers decide the selling price”.



Company Name

JDP Super Foods



Date of Incorporation

07 June, 2018



FaceBook

<https://www.facebook.com/nyoufarms/>



Linkedin

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National Institute of Agricultural Extension Management (MANAGE)

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