



## Value-added Consumer Goods from Farm Produce

*Prakriti O Prakritik manufactures and markets various Fast-Moving Consumer Goods (FMCG) and processes organically grown foods.*



Mr. Durga Prasad Mishra, Founder of Prakriti O Prakritik has a bachelor's degree in Commerce and MBA (Finance & Marketing) with over 15 years of experience in the Food & Nutrition industry. He gained core competencies and expertise in marketing food supplements and value-added products. Prakriti O Prakritik Consumer Products Pvt. Ltd. is currently operating in the state of Odisha, with an objective of manufacturing and marketing various FMCG products and processing organically grown foods.

The company has an experienced management team, with an accrued customer base of over 30,000 families over a span of three years. The Mission of Prakriti O Prakritik is "Grow tuber, Grow life" - with good agricultural practices, creating healthy and nutritious products.



## Startup Product Details

During the pre-market research, Mr. Durga Prasad and his team found that the Sweet potato ranked as the world's seventh most important food crop and was considered a superfood, as it constituted a substantial source of carbohydrate, carotene, high fibre, with anti-cancer elements and essential minerals. It was estimated that Sweet Potato/Cassava based nutritious and value-added products had tremendous scope and opportunity in the market and the idea was to come up with nutritious tuber/fruit/vegetable snacks. They also found the gap in the availability of tuber crop specialized foods in the snacking industry. The first manual unit for vegetable processing and prayer products manufacturing was established in Jajpur, Odisha in the year 2015. With the change in technology and increasing demand for vacuum fried products over conventional fried products, the team brought in more nutritious products from various tuber crops, with the support of CTCRI, Bhubaneswar in the year 2019-20, based on vacuum fried technology.

Their products include sweet potato powder and sweet potato nutri chips with the brand name 'TUBER'. They are also producing a herbal incense/agarbatti and mosquito repellent neem agarbatti with a brand name 'Dainik Aarti/ MOSKIL'. They are also into cultivation of purple sweet potatoes, which have anti-cancer properties; vegetable processing and resale, they are supporting farmers with various tuber crop plantation material and working on a buy-back model.

Their proposed product line includes flavoured sweet potato powder (energy drink); sweet potato powder with whey protein (energy and muscle building); organic sweet potato powder (baby food); vacuum fried fruit and vegetable snacks.

During the initial market trial, there was a massive positive demand for their products, which encouraged them to take their innovation to the next level.



## Building a Customer base and Marketing strategy

They have created a Distributor/Retailer network around Odisha. Currently, they are working with 19 distributors and connected with 400 retailers. Their marketing strategy mainly focuses on 'traditional FMCG/Direct/E-Commerce sales as the products are 'highly nutritious and unique' says Mr. Misra. During the initial period of operation, they adopted a direct sales strategy. Currently, the team is distributing

through ground level existing FMCG Dealers/Distributors; promote products through women SHG members for domestic consumption and reselling; participation in Trade fairs and other events; supply the products as a raw material for nutritious food product manufacturing companies in the domestic and international market; resell raw tuber crops to industries for processing. With the changing demand pattern, the team is proactively working to reach pan India with B2B & B2C – through e-Commerce and social media keeping the target audience in mind.

## Area of Operation and Coverage

As of now, the Company is operating in Odisha. Recently a consignment of sweet potato powder was exported to France.

The key driving force has been to reach out to the health-conscious with an alternative “Ready to eat vacuum cooked snack” over “Conventional snacks” and making the Tuber crop an integral part of the food chain.

The Fund raised so far is ₹15 lakhs. Currently, they are engaging with various Govt. sponsored schemes and applying for a bank loan to upscale the project.



## Association With MANAGE and Key Takeaways



*As an incubatee of MANAGE, our company brand value increased; Received the best training experience from a peaceful learning environment and being a part of it is a proud moment, an ultimate destination which provides opportunities, innovation and success*

*- Mr. Durga Prasad Mishra*

## Vision as an Entrepreneur

The company aspires to become a national brand in the area of producing Tuber Crop Processed Food and its value-added products. With the rise in global demand for tuber crop value-added products and Odisha being one of the states producing the highest tuber crops in India, the scope and opportunity for establishing the automated food-processing unit with a capacity of 500MT/annum will have a huge impact on farmer-industry-consumer. With this sustainable business model, Mr. Mishra aspires to make this organisation one of the leading food processing company, nationally, in the future.



### Company Name

**PRAKRITI O PRAKRITIK CONSUMER PRODUCTS PVT. LTD**

### Date of Incorporation

**12 June 2015**

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