



## Farm Fresh Bangalore

*Customizable nutritionally balanced monthly packages as per the requirement of the human body.*

All of us may not vividly remember the Tsunami of 2004, but Ms. Nalini does and the devastation it ensued.

"I completed my Post graduation in Agriculture from Tamil Nadu Agricultural University in 2004, the same year the Tsunami hit the coast and wreaked havoc especially for the farmers. I started working as a volunteer for the Tsunami Rehabilitation and during that time I happen to visit a Kolinji farm in Pudukkottai District, this farm was being developed & maintained by Dr. Nammalvar, one of the pioneers of Organic farming moment in Tamil Nadu.

I was left flabbergasted discovering that the entire 100 acres of Farm turned forest didn't even had a single drop of chemical on its surface. This was in total contrast to my College learnings where Chemical Usage was taught as something inevitable for farming," says Ms. Nalini.

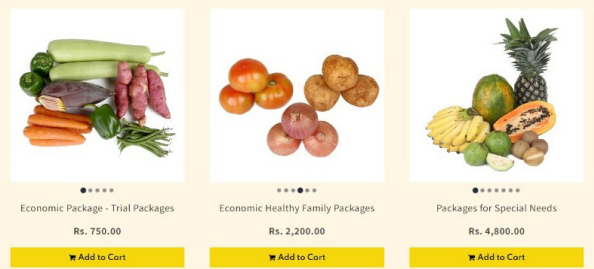
Post that visit, Ms. Nalini continued working with Different NGOs for Farmer's rehabilitation and later on she fully engaged herself with NGOs working with farmers. With her on ground experience dawned another realization, it was not as if the farmers were not aware of organic means of farming but it was the lack of any proper buyback structure and assurance that crippled any kind of continual efforts towards organic farming by them. The farmers need proper marketing platform that will fetch them sustainable income and help them sell off their produce at the right time. Ms. Nalini identified this gap in the market and decided to work to bridge this gap.

And with all these learning Farm Fresh Bangalore was started in the year 2018 with the aim of providing assured marketing support to farmers engaging in Organic/Pesticide free farming.

Initially they started their work with individual farmers but sooner they realized logistically it was very difficult to work with individual farmers as they are in different locations, sourcing materials from them was also not easy. So they started to work with farmers who are into federations, who have these organic farming certifications as well.



### Economic Monthly Packages



## Startup Product Details

Farm Fresh Bangalore is a Social enterprise connecting farmers directly to the consumers and vice-versa. They design & deliver Monthly Healthy Food Packages providing chemical-free, nutritionally balanced food to the consumers and fair prices to the farmers.

They design Doctor recommended nutritional packages. Their package includes fruits, vegetables and groceries. They already have a clear customer base/subscriber base and based on the need of their subscriber they ask farmers to grow food produce. Since they procure produce at a fixed price from farmers it reduces marketing stress at Farmer's end.

Subscription costs are fixed for one season (3 months) for both farmers and consumers. They make sure a minimum of 50 percent of consumer costs goes to farmers and rest goes to their logistics.

**About the Services:** People can take monthly packages and pay costs upfront.

Presently they have more than 2000 people in their customer base and also have the option of going for ala carte for first time consumers who want to try out their products.

“Once people come to us for a single time buy we tell them about the positive response from regular subscribers and that's one of the ways of drawing customers in.

Every week there is a rotation for the set of vegetables. We deliver every week so a month its 4-5 deliveries, we give priority to local and seasonal vegetables/fruits.

We need a consumer base to support farmers, if we are to give sustainable income to farmers we need to have a sustainable consumer base. We decided to go with need based production so we started working on subscription model and started designing doctor referred packages, they are designed on per person consumption ratio, that a person requires on daily basis to meet their bodily needs.

We started with 3 farmers and after an increase in our customer base we are now providing 300 farmers with direct/indirect Marketing support, by 2024 we aim to provide marketing support to 500 small and marginal farmers,” the founder explains.

**How to avail Services:** Farm fresh Bangalore is operational in Bangalore and does delivery to 110 Pincode across the city. One can apply for online subscription through their website. They also have an active Whatsapp group in many of the gated societies through which consumers send for their orders.

## Women centric initiatives

Ms. Nalini herself being a women founder, not only have other Women mentors on board but also has several well thought out Initiatives for Women. Keeping in mind the importance of Physical & Mental wellbeing they are trying to introduce whole plant based diet for their women employees and Promote meditation as well.

## Marketing strategy

Their primary marketing strategy is Social Media Marketing as it is the most affordable and fast reaching Platform. Apart from this on weekends they put their stalls outside apartments providing customers with sample bags for trial.

“We visit such localities twice and once the consumers are convinced about the product quality we pitch them our online subscription idea. Our packages have very good price advantage and are better than ala carte system.

During the Covid period, a lot of customers got back to us telling how our fresh organically grown vegetables helped them in faster recovery and made a difference in their bodily health. Lockdown proved to be one such period where we gained more customers. Not just this Covid also helped to accelerate our business in different ways.

You see people only give preference to nutritional products when they fall sick, earlier we used to give Amla in our packages but the customers were insistent that it be removed but with the on spread of Covid these very people were glad that we had Amla in our packaging owing to its nutritional benefit,” adds Ms. Nalini.



## Challenges in the Journey



***Personally I faced a lot of difficulty given the fact that none of my family members were into business, so I had to begin from the scratch with no one to fall back on. When I told people about my passion, they were all sceptical. I did receive a lot of flak being a women desiring to step out of set societal norms. When I was registering for Farm Fresh Bangalore my second daughter was just 3 months old. It was deeply challenging to set myself free from all such societal norms and move ahead with my plan.***

***Business wise the biggest challenge was to gain customers, our overhead costs were higher and customer acquisition cost was high, we had to put in our own money. The other problem was convincing farmers of fixed procurement costs. They would often retort back saying fixed costs spare them the chance of making profits when the market price is high. We literally had to take out season wise data to make them understand why fixed costs was the best way for them to have a sustainable & profitable income.***

***Not only this at times when the price increases in market then the farmer's wont sent their produce to us as we would only give them fixed costs. That brought in a lot of uncertainty in our business as we just couldn't go about procuring produce from any farmer, we have set standards. And lastly of course there were Logistical challenges as we are dealing with perishables***

- Ms. Nalini



## Association with MANAGE

I was selected for the RKVY-RAFTAAR Training Program under Cohort 4. During the training program we learnt from the mentors & other Startups/Founders. MANAGE also proved to be a one stop platform for Networking. We continue our association with MANAGE post the training program and look forward to future engagements.

## Vision as an Entrepreneur

Our vision is to make pesticide free food affordable for everyone. And we want to replicate our model in different corners of the country. We have already created fractals, like each fractal should have 50 Farmers and these fractal can supply food to 1000 consumers. Presently we have first fractal in Bangalore and will soon be replicating this in different parts of the country.



### Company Name

Farm Fresh Bangalore Naturals Pvt Ltd.



### Age of Company

1 year, 7 months, 7 days



### Facebook

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



### Date of Incorporation

15 February 2021



### Youtube

<https://www.youtube.com/channel/UCIS6V8VhEAHb5ELkSebQy-g>



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## Citation

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Centre for Innovation and Agripreneurship (CIA)

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