#### SOCIAL ENTERPRISE MODEL OF LOCAL SOLUTIONS

Regional Webinar





**ABDUL ARIF** Project Manager, Grameen Shakti, Bangladesh

Date: 28th March 23,

Time: 2.00 -3.30 PM India Time.

Registration link:

https://us02web.zoom.us/webinar/

register/WN\_Pjr8LBfeTLyQOZIKehX82g











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Webinar: Social Enterprise Model of Local Solutions - Road to Sustainability

#### Finance, scale, and market related challenges in Organic Agriculture Social Enterprise Model

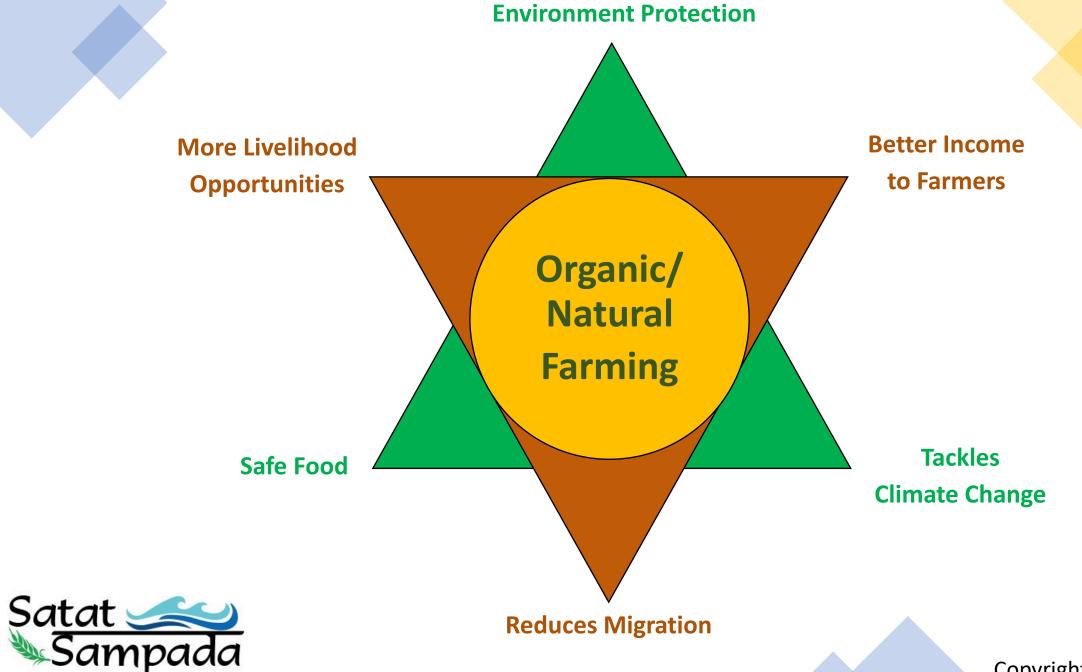
By: Jyoti Awasthi

CEO & Co Founder, Satat Sampada, India

28th March 2023

## Why social enterprises and what role they can play in promoting organic farming and building resilience?

- A social enterprise is established on the premise of creating an impact in the society and environment.
- Such enterprises embraces the challenge of being financially viable.
- The orientation beyond profit makes it relevant for social and environmental causes.
- It genuinely encourages communities to become empowered and self reliant.
- The change process therefore is sustainable and replicable.



Nature Forever

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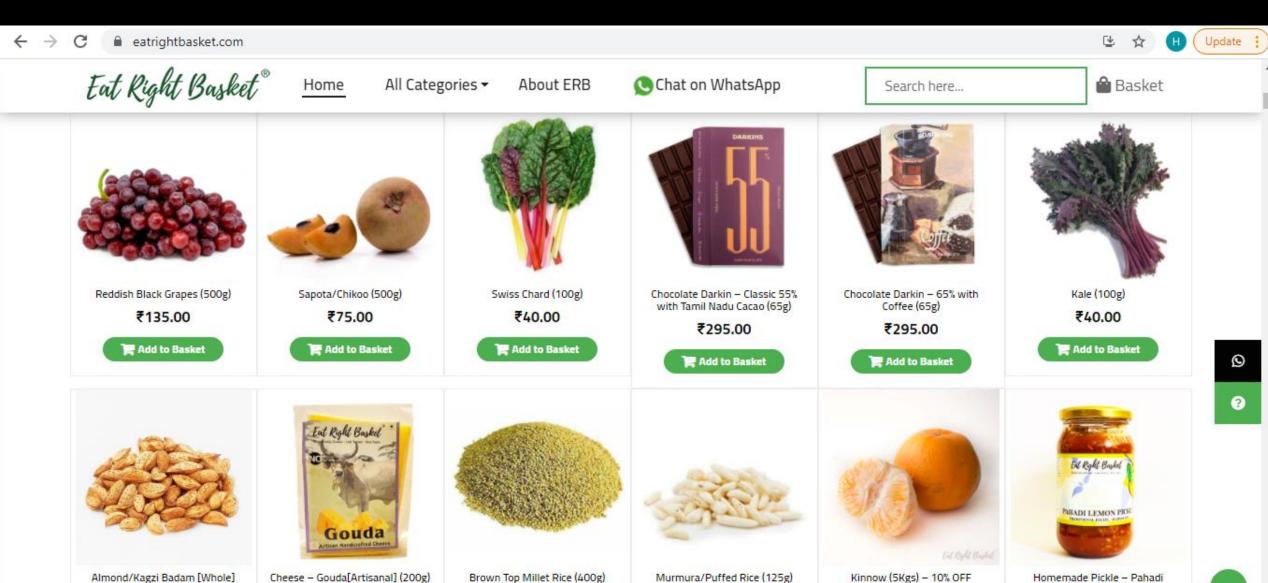
### **About Satat Sampada**

- A social enterprise founded in 2016.
- Its mission is to promote environmental solutions that protect soil, water, air and people's health; and also help tackle climate change.
- It promotes sustainable food system at scale in order to boost rural economy, protect environment and make healthy organic food accessible and affordable to all.
- It follows Participatory Guarantee System (PGS) of organic certification.
- It has a registered brand name Eat Right Basket to sell organic food in and around Delhi, also expanding to other cities.





#### Online Retail Platform



#20 00

#3C0 00

347F 00

Lemon Pickle (250g)

(400g)

#3F0 00

#### • No loans available for agriculture esp. growing

## Challenges in accessing Finance

 Government schemes do not match the requirements of agriculture enterprises – For e.g. – Most programmes are directed to farmers and not small businesses – be it loans, concessions and even crop insurance

 Low infrastructural investment by government – does not suit the requirement of farmers and often inaccessible

 Difficult to match investments and service expectations set by big players

# Challenges in reaching adequate scale

- Difficult to find genuine growers for organic
- Reaching that optimum scale is tough
- Weak supply chain of fresh products due to growers being few and in remote places
- Extreme and untimely weather conditions are a big deterrent
- Matching the demand and supply equilibrium is tough

### Challenges in Market

- Slow growth in customer base
- Highly mobile customers
- Difficult to bring down the pricing as the costs of growing, procuring, aggregating, transport and delivery are very high since the scale is low
- Difficult to match investments and service expectations set by big players
- Government is promoting awareness on organic but the change process is very slow
- Government is not engaging with small scale enterprises for promoting market place
- Glamour of advertising rules the market

