

SOCIAL ENTERPRISE MODEL OF LOCAL SOLUTIONS

ROAD TO SUSTAINABILITY

Regional
Webinar



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Date: 28th March 23,
Time: 2.00 -3.30 PM India Time.
Registration link:
https://us02web.zoom.us/webinar/register/WN_Pjr8LBfeTLyQOZIKehX82g



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.

Environment Protection

**More Livelihood
Opportunities**

**Better Income
to Farmers**

**Organic/
Natural
Farming**

Safe Food

**Tackles
Climate Change**

Reduces Migration

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

Eat Right Basket[®]

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Reddish Black Grapes (500g)

₹135.00

 Add to Basket



Sapota/Chikoo (500g)

₹75.00

 Add to Basket



Swiss Chard (100g)

₹40.00

 Add to Basket



Chocolate Darkin – Classic 55% with Tamil Nadu Cacao (65g)

₹295.00

 Add to Basket



Chocolate Darkin – 65% with Coffee (65g)


₹295.00

 Add to Basket



Kale (100g)

₹40.00

 Add to Basket



Almond/Kagzi Badam [Whole] (400g)



Cheese – Gouda [Artisanal] (200g)

₹250.00



Brown Top Millet Rice (400g)

₹175.00



Murmura/Puffed Rice (125g)

₹28.00



Kinnow (5Kgs) – 10% OFF

₹260.00



Homemade Pickle – Pahadi Lemon Pickle (250g)



Challenges in accessing Finance

- No loans available for agriculture esp. growing
- 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



Thank You