

## KAUSHALENDRA YADAV

IIT KANPUR (2002) | CEO, FARMVEDA



### MY MOTIVATION

After 16 years in the Corporate sector, I found working with farmers is far more meaningful

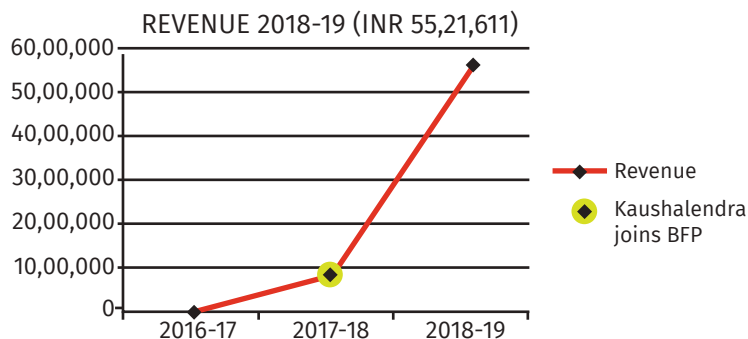
#### PROBLEM

- Continued impoverishment of the farmers
- Inability to raise their income by 2x or 3x

#### SOLUTION

- Get better price through value addition
- Pass maximum percentage of price to farmers through the company owned by themselves - Farmveda

### MY EFFORTS (FY 2019)



- 13 types of Farmveda products
- 500+ stores in Bangalore, Hyderabad, and Udupi and on e-commerce platforms BigBasket, Amazon, Flipkart, Qtrove

**Farmveda**  
Owned by the Farmers of India



### HELP FROM BUDDHA FELLOWSHIP

- Financial Support
- Business skill mentoring by Chitranjan Dar, Former Head, Foods, ITC (FMCG company)
- Quarterly entrepreneurship learning clinics
- Peer to peer learning among Buddha Entrepreneurs'
- Learning fund raising skills Network
- Buddha Entrepreneurs Network (BEN)

