

RAKESH GUPTA XISS, Ranchi (2004) | MD, Gramshree



MY MOTIVATION

I want to create sustainable businesses which also benefit farmers

PROBLEM

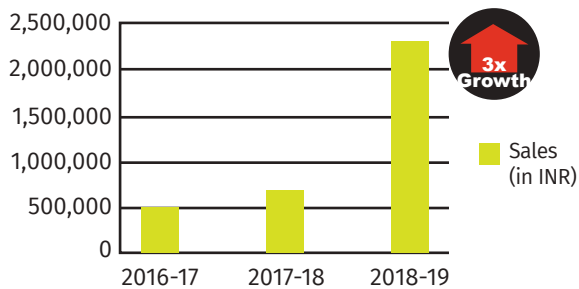
- Perishability of fruit results in farmer having low bargaining power



SOLUTION

- Frozen pulp of widely growing custard apple
- Sale to icecream companies and caterers round the year
- 60% of customer rupee goes to community

MY EFFORTS (FY 2019)



- 25% additional income for 800 women collecting custard apple from forest
- 250 women employed in processing centre
- 1 tribal entrepreneur set-up
- INR 3 Million capital infusion



Gram Shree

Innovative Marketing Solutions for Poor



HELP FROM BUDDHA FELLOWSHIP

- Financial Support
- Business Mentoring by Chitrnanjan Dar, Former Head, Food Business, ITC
- Buddha Entrepreneurs Network (BEN)

