

## JITENDRA YADAV

IIM LUCKNOW (2016) | DIRECTOR, AIKYA ORGANICS



### MY MOTIVATION

I want to make farming lucrative and bring back our rural youth

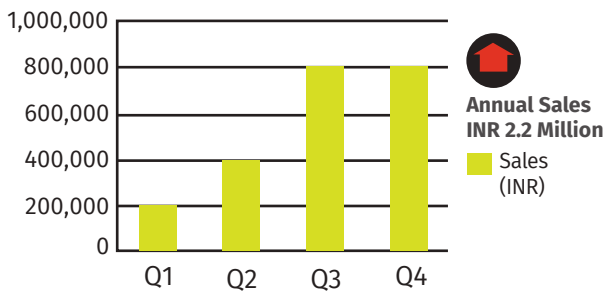
#### PROBLEM

- Over time Indian food has become unsafe due to excessive use of chemicals
- Organic farmers don't get fair price for their produce

#### SOLUTION

- Affordable organic food, healthy and safe
- Supply chain for 60 percent of kitchen grocery items
- Lower input costs, no pesticides

### MY EFFORTS (FY 2019)



- Mobilized 1,200 farmers into Farmer Producer Organization (FPO) and doing business with them
- 35+ products
- Mobilized capital infusion of INR 3.0 Million



### HELP FROM BUDDHA FELLOWSHIP

- Financial Support
- Mentoring by various sector experts
- Provide synergy and lifelong mentoring
- Buddha Entrepreneurs Network (BEN)

