

EXOTICA AGRO LLP, (AN ORGANIC AGRI- STARTUP)

recognized Department for Promotion of Industry and Internal Trade,
Ministry of Commerce & Industry with STARTUP INDIA PROGRAM

1. ABOUT US:

- Our company **Exotica Agro LLP** is a registered under Registrar of Company with its registration number **AAL-6786** under Limited Liability Partnership Act, 2008.
- **EXOTICA AGRO LLP** is recognized as a “STARTUP” by the, **Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry** with its registration Certificate number: **DIPP74520 in STARTUP INDIA PROGRAM**. The startup is working in 'Agriculture' Industry and 'Organic Agriculture' sector.
- Our company is also registered in **NGO-Darpan Portal** under **NITI Aayog** with its Unique Identification Number: **UP/2018/0215903**.
- Its **Udyog Aadhaar** number is **UP28D0021032** under **Ministry of Micro, Small & Medium Enterprises, Government of India**.
- Our organization is promoting Organic Farming/good agricultural practices by using environment friendly techniques and technologies to mitigate the harmful effects of chemical inputs in agricultural. We organize certified seed production program for different vendors.
- We are implementing **25 PGS clusters/groups under Adoption and Certification Project** under PGS-India scheme of Ministry of Agriculture and Farmers' Welfare, GoI. In Mandla District of Madhya Pradesh and 100 PGS Clusters in Uttar Pradesh. We are implementing 07 FPO of Natural Farming in Jammu & Kashmir UT. We have organic **Flavoured Jaggery (Value Added-Ginger Flavoured and Masala)** unit in Mandla district of Madhya Pradesh. Establishing Marketing linkages with retail and e-commerce platform for its sales and promotion.
- We are involved in marketing of packaged Organic Food with our registered farmers in Mandla, MP. Also involved in marketing of Flavored litchi honey and wild forest honey in Madhya Pradesh.



Our Field of Expertise

Over the years we have developed expertise in the following important sectors of agriculture:

- a) **Organic intervention in Horticulture in cluster approach.**
- b) **Organic intervention in Agriculture in cluster approach.**
- c) **Organic intervention in Floriculture. (Organic *Gulkand* Production-Rose)**
- d) **Agro- Forestry intervention and facilitation for forest certification for Chain of Custody and Forest Management aspects.**
- e) **Medicinal Plant, sustainable harvesting and GMP.**
- f) **Capacity building of Small and Marginal Farmers.**
- g) **Quality Seed Production. (Certified and TL).**
- h) **Creation and Management of Commodity specific FPO/FPC.**
- i) **Establishment of Value chain and forward linkages for small and marginal farmers.**
- j) **Marketing linkages of Organic Product on various platforms.**

Our area of intervention and expertise details are as given below:

i. Capacity building of Small and Marginal Farmers: Our organization has conducted many training programs for the capacity building of small and marginal farmers and women exposing them to organic farming and judicious use of agriculture inputs. The programs were conducted in the states of Jharkhand, Uttar Pradesh, Assam, Rajasthan and Chhattisgarh.

ii. Cluster Formation: Our organization motivates small and marginal farmers of a particular area to work as a cooperative by forming small clusters so that the benefits of technological advancement, capacity building, and nutrient management of soil are easily provided to them.

iii. We are managing many ICS/PGS groups following cluster approach. We have facilitated for the legal status of the ICS/PGS groups by forming a Society. Now all such societies of small and marginal farmers of the regions formed in cluster approach have been institutionalized and most of them are self-dependent. Intensive training and support have been provided to each cluster in terms of crop selection, market intelligence, on-farm and off-farm input management, sustainable harvesting, use of crop residues into bio-manure, green manuring, crop rotation, processing, handling, transportation, packaging and labelling of the produce, and its marketing.

iv. Organic Gulkand Marketing:



Organic practices eliminate or substantially reduce the use of chemically mass-produced fertilizers, pesticides and insecticides. Production of these is carbon intensive and buying organic food can reduce your food related carbon footprint significantly.

Organic flower production eliminates soil and water contamination. As synthetic chemicals are not used, it does not pose any risk of soil and underground water contamination. Improved soil biology also helps in increasing biodiversity.

This product uses ingredients from plants which are farmed organically without the use of chemical fertilizers or pesticides and uses an environmentally and socially responsible approach. It ensures that food or other agricultural product has been produced through approved methods that promote ecological balance and conserve biodiversity. As such the product has a low carbon footprint and is health friendly.

Based on above mentioned concept we have mobilized some flower grower groups in Uttar Pradesh. The Flower growers are now shifted to organic production and certification of their land is being covered under this initiative. After organic production of Rose, it will be processed and value added and make Organic *Gulkand*. Organic *Gulkand* has its great demand in domestic and international markets. Extensive capacity building and training on organic production, processing, value addition, packaging and its marketing are being provided to the registered Flower Grower Group in Kanpur district of Uttar Pradesh.



2. OUR TEAM OF EXPERTS:

Exotica Agro has team of competent and experienced personnel working on the various aspects of agriculture and allied activities. The Core Team comprises of senior retired bureaucrats/scientists from ICAR, Ministry of Agriculture Institutions and Government of India. (Annexedp)
