

# GRAMIN UDAY FOUNDATION

"WOMEN LEAD. FARMERS GROW. YOUTH RISE."







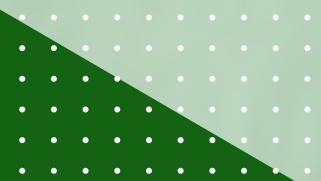
# Who we are

We are a grassroots-driven Foundation dedicated to livelihood development, women empowerment, and educational advancement in rural and underserved communities. Our mission is to create sustainable economic opportunities by empowering landless farmers, self-help group (SHG) women, and youth through capacity building, infrastructure support, and inclusive development models.

We focus on cluster-based agriculture production and collective marketing, supported by storage and go-down facilities to enhance farmers' income. Through community-operated enterprises, we promote women-led enterprises, ensuring value addition through processing, packaging, and branding.

In the education sector, we provide skill enhancement programs for students to improve academic performance and career readiness, building a foundation for long-term socio-economic upliftment.

At the core of our work is a belief in self-reliance, dignity of labor, and local leadership—empowering communities to drive their own development journey.





# Vision & Mission

## ● VISION

To build self-reliant rural communities by empowering farmers, women, and youth through sustainable agriculture, enterprise development, and quality education for long-term socio-economic transformation.

## ● MISSION

To promote inclusive growth by supporting collective farming, women-led entrepreneurs, skill development, and market access—creating equitable livelihood opportunities and a stronger rural economy.





# Problems



- **Lack of Market Access** for small and landless farmers leading to low income.
- **Post-Harvest Losses** due to absence of proper storage and go-down facilities.
- **Unemployment** Among Rural Women with limited opportunities for entrepreneurship.
- **Low Skill Levels in Students**, especially in rural and semi-urban areas.
- **Unsustainable Farming** Practices reducing long-term agricultural productivity.
- **Limited Opportunities for Women** in income generating activities and entrepreneurship.
- **Dependence on Traditional Farming** methods without crop diversification or training.





# Solution



- **Establish Cluster-Based Farming** to improve collective production and bargaining power.
- **Build Storage Facilities (Go-downs)** to reduce post-harvest losses and preserve crop quality.
- **Set Up Women-Run Ecopreneurs** for local processing, packaging, branding, and income generation.
- **Create Market Linkages** with wholesalers and distributors to ensure fair pricing.
- **Provide Skill Training to Farmers** on sustainable and demand-driven crop practices.
- **Empower Youth Through Education** and vocational training for better future employment.
- **Support Landless Farmers** by involving them in value-added roles like milling, logistics, and packaging.





# Product and services

Sr. No.	Category	Products / Services	Purpose / Impact
1	<b>Agriculture</b>	Cluster crop production (peri crops, rice, pulses, etc.)	Collective income generation for farmers
2	<b>Infrastructure</b>	Storage go-downs	Reducing post-harvest loss and price stabilization
3	<b>Agro-Processing</b>	Ecopreneurs and packaging unit	Local value addition and SHG women empowerment
4	<b>Branding &amp; Marketing</b>	Branded rice and agri products	Enhancing rural brand visibility and market access
5	<b>Education</b>	Skill enhancement for students (academic & vocational)	Improving learning outcomes and employability
6	<b>Farmer Training</b>	Workshops on sustainable and market-demand crops	Promoting climate-resilient and profitable agriculture
7	<b>Livelihood Support</b>	Engagement of landless farmers in agri value chain roles	Inclusive livelihood opportunities



# USP



## Women-Led Enterprises Units:

Empowering SHG women to manage processing, branding, and sales creating rural women entrepreneurs.



## Integrated Value Chain:

From farm to packaging to market everything managed locally to retain maximum value in rural hands.



## Education with Employability Focus:

Combining academic support with skill-building for rural youth to ensure future readiness.



## Cluster-Based Farming Model:

Enhances production efficiency, reduces costs, and improves collective bargaining power.



## Inclusive Livelihoods for Landless Farmers:

Engaging them in storage, milling, packaging, and distribution roles.



## Sustainable Agriculture Practices:

Promoting eco-friendly, demand-driven crops that align with market needs and climate goals.



# STP Analysis

## Segmentation:

- Small and marginal farmers, including landless laborers.
- Self-Help Group (**SHG**) women in rural areas.
- Rural students and youth needing educational and skill support.

## Targeting:

- Agriculture-dependent communities with limited access to markets and infrastructure.
- Women seeking sustainable livelihood and income opportunities.
- Underprivileged students in need of academic and vocational skill enhancement.

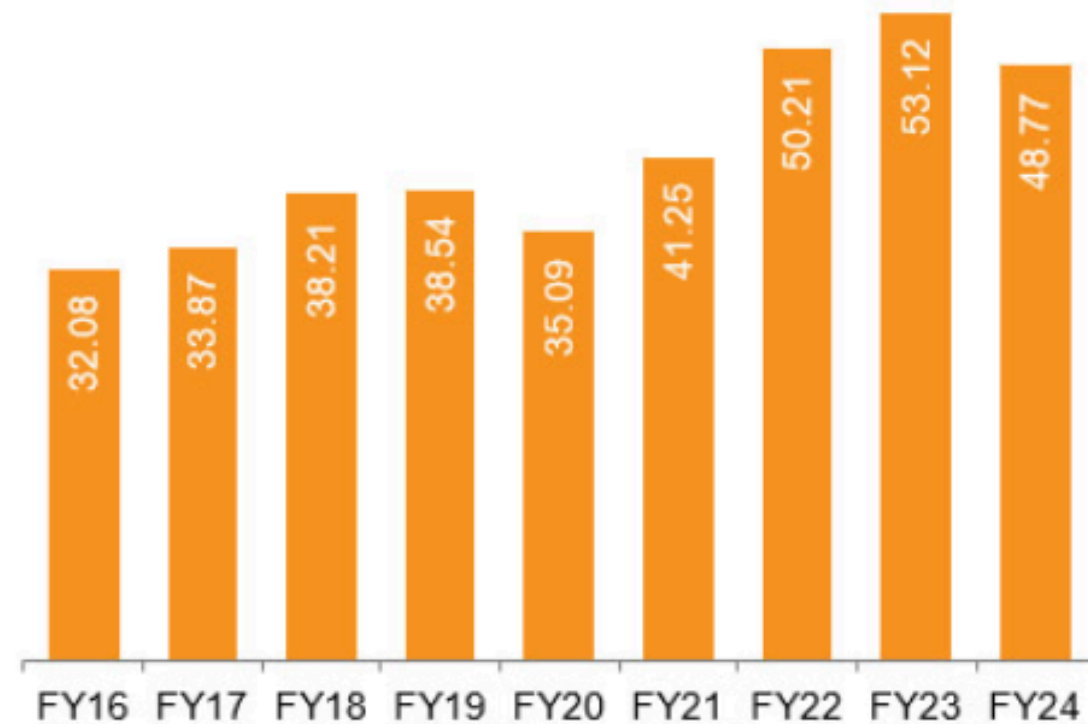
## Positioning:

- A holistic rural development initiative that empowers farmers, women, and youth through sustainable agriculture, enterprise, and education, ensuring long-term livelihood security and community upliftment.



# Market size & growth factors

Agricultural Exports from India (US\$ billion)



Source: APEDA

The Indian agriculture market is vast and steadily expanding, valued at **USD 372.94 billion in 2024** and projected to reach **USD 473.72 billion by 2029**, growing at a **CAGR of 4.90%**. NGOs play a crucial role in this sector, especially in promoting sustainable agriculture, organic farming, and community-based interventions that uplift small and marginal farmers.

- **Rising Demand for Sustainable & Organic Farming** creates opportunities for training and cluster-based production models.
- **Government & CSR Support for Rural Development** enables funding and partnerships for agriculture, women empowerment, and education.
- **Growing Agricultural Market** (USD 473.72B by 2029) boosts potential for value-added products like packaged rice and branded agri-goods.
- **Increased Focus on Women & Youth Empowerment** aligns with national priorities, attracting support for SHG enterprises and skill programs.



# TAM, SAM, SOM

**USD 372.9 B**

## **TAM**

Entire Indian agriculture sector (2024 figure)

**USD 37.3 B**

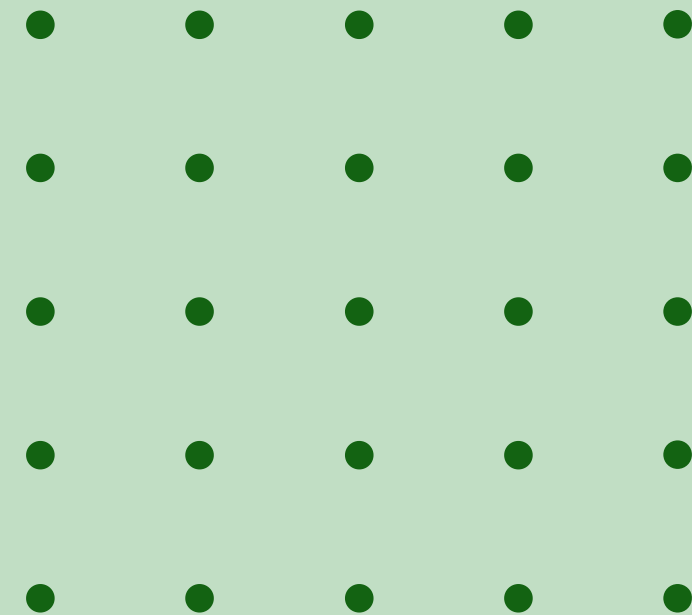
## **SAM**

Share relevant to us—rice, peri-urban vegetables & organic/sustainable produce

**USD 18.7 M**

## **SOM**

Achievable share in 5 yrs through cluster farming, women-run enterprises & branded sales





# competitive analysis

Aspect	Our Organization	Other NGOs/Enterprises
Focus Area	Integrated approach: Agriculture, Women Empowerment, Education	Mostly sector-specific (either agri or education focused)
Business Model	Cluster farming, women-run enterprises , skill training, direct market linkage	Mostly reliant on grants, fewer income-generating models
Target Beneficiaries	Landless farmers, SHG women, rural students	Broad rural population, less targeted or inclusive
Market Linkage	Direct access to wholesalers, distributors, branded product sales	Limited value-chain integration and branding
Empowerment Model	Income-generating roles for women and youth with ownership	Training-focused, limited in enterprise creation
Sustainability Focus	Demand-driven crops, organic practices, localized production	Less emphasis on market-oriented or climate-resilient farming



# Go to market strategy





# Social Impact

- **Empowered Rural Women** through income-generating roles in enterprises, packaging, and branding, promoting entrepreneurship and financial independence.
- **Improved Farmer Livelihoods** by enabling collective farming, reducing post-harvest losses, and ensuring fair market access.
- **Created Jobs for Landless Workers** by integrating them into value-added agri roles such as processing, logistics, and warehousing.
- **Enhanced Education & Skills** for rural students and youth, increasing employability and reducing migration.
- **Promoted Sustainable Agriculture** by training farmers in eco-friendly, market-driven practices, contributing to environmental and economic resilience.
- **Strengthened Rural Economies** by building self-reliant communities with integrated agri-business and education ecosystems.



# Potential Risk factors

## **Climate Variability & Crop Failure**

- Unpredictable weather may impact agricultural yield and sustainability.

## **Market Price Fluctuations**

- Sudden drops in crop or rice prices could reduce profitability for farmers and SHGs.

## **Low Community Participation**

- Resistance to change or lack of trust may affect adoption of new practices or models.

## **Operational Challenges**

- Delays in setting up infrastructure (rice mill, go-downs) or managing logistics efficiently.

## **Limited Access to Capital**

- Difficulty in securing continuous funding for expansion or scaling operations.

## **Regulatory & Compliance Risks**

- Delays or issues in obtaining necessary licenses or meeting food processing norms.





# Revenue model

## **Sale of Branded Rice & Agri-Products**

- Revenue through packaging and selling locally milled rice and cluster-grown crops under a rural brand.

## **Bulk Supply to Wholesalers & Distributors**

- Profits from bulk orders of milled rice and seasonal crops directly to B2B partners.

## **Processing & Milling Services**

- Income from providing milling services to nearby villages and small farmers.

## **Training Programs & Educational Services**

- Revenue via partnerships, CSR grants, or nominal fees for skill-building and youth education initiatives.

## **Grant Support & Impact Funding**

- Funding from government schemes, CSR, and development organizations to scale livelihood programs.



# Aim to scale up



**Expand to 20+ Villages** by replicating the cluster farming and rice mill model across rural regions.



**Train 1,000+ Farmers** in sustainable, high-demand crop practices over the next 2 years.



**Empower 500+ SHG Women** through rice milling, packaging, and agri-based enterprises.



**Set Up 5 Fully Functional enterprises** operated by women-led SHGs in high-yield areas.



**Develop Strong Market Linkages** with 50+ wholesalers, distributors, and local buyers.



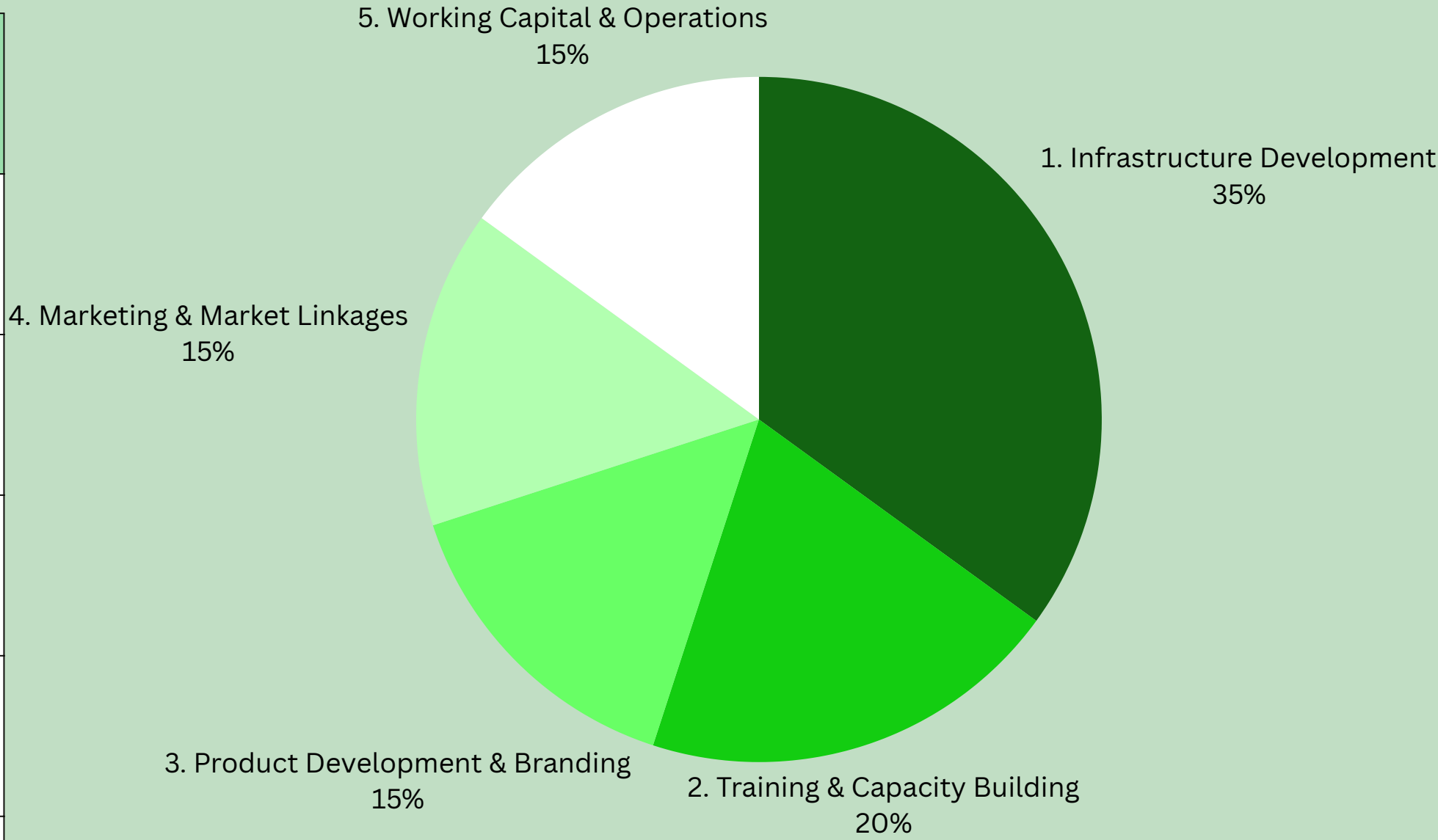
**Integrate Digital Platforms** for branding, e-commerce, and education outreach.





# Fund Allocation

Category	Allocation (%)	Purpose
1. Infrastructure Development	35%	Setting up enterprises, go-downs, storage units, and basic processing units.
2. Training & Capacity Building	20%	Farmer training, SHG women skill development, youth education programs.
3. Product Development & Branding	15%	Packaging, labeling, quality improvement, and local product branding.
4. Marketing & Market Linkages	15%	Sales network development, distributor engagement, digital/e-commerce reach.
5. Working Capital & Operations	15%	Raw materials, wages, transportation, and contingency funds.





# Get More Information



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● EMPOWERING LIVES THROUGH COMPASSION

# Thank You

## For Your Attention

