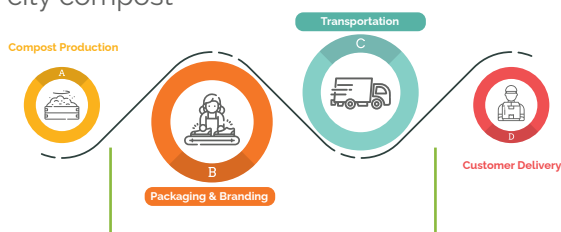


Demonstration Of Business Plans Of City Compost For ULBS In Maharashtra

Project Background

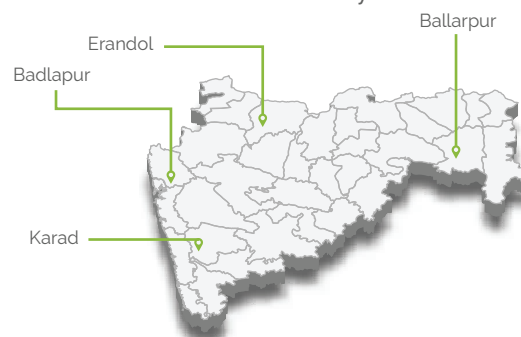
Objectives

- Conducting promotion and marketing of Harit certified city compost
- Building a supply chain for the sale of the city compost



Coverage

- Four project cities representing the geographic & socio-economic variability



Marketing Interventions

Compost Packaging and Harit Branding



Awareness & Demonstration campaigns



- Established linkages with Farmer groups (17), FPOs (7) Krushi Kendras (20), and Nurseries (5)

Outcomes: Business Model Development

Compost demand generated



- Immediate demand fulfilled: **5.5 MT**
- Projected demand (April 22 to June 22): **245 MT**

Formal Engagement



- Order letter from **1 FPO**
- Letters of intent from **4 Krushi Kendras** & **2 Nurseries**

Income to be earned

- Projected income for the 4 ULBs from the compost sale **Rs 3.16 Lakhs**

Sustainability: Action points by the ULBs

- Compost quality assurance as per FCO norms
- Continuous customer engagement



- Compost packaging and transportation (through an agency, as per need)
- Ensuring affordable base price of the compost for the farmers

