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# Aaharam

Supply Chain Network for CBOs

# Aaharam - origin



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- To address food, nutritional and income security of producers from resource-poor areas

# Aaharam – earlier experiences



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- Build on GMCL experience in procurement & marketing
- Innovative methods to captivate rural market - Credit Card Scheme

# Aaharam – overview of numbers



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- 1000 families reached – 600 members & 400 non-members
- Sales - Rs. 3 lacs per month
- Traded 220 tons of mango
- CEFI – interstate platform of 160 federations

# Agenda



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- Common brand
- Optimisation of the Supply chain
- Communicating the USPs to buyers / consumers including standards

# Risk points in the Supply Chain



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- Production
- Storage
- Transport
- Processing
- Packaging
- Trading

# Essentials of a Supply Chain



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- Financial – working capital
- Infrastructure - CFCs, Transport
- Manpower
- Mapping of Goods, Cash & Communication flow
- Administration and Accounting Systems
- Marketing channels

# Market Segments & Marketing Channels



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- Captive market
- Niche / Institutional market
- Mainstream market
- Direct selling to reach captive market
- Instnl market can be reached both directly & through Aaharam
- Aaharam to:
  - Retail chains
  - Exclusive organic outlets
  - Franchisees

# Communicating Value to Consumers



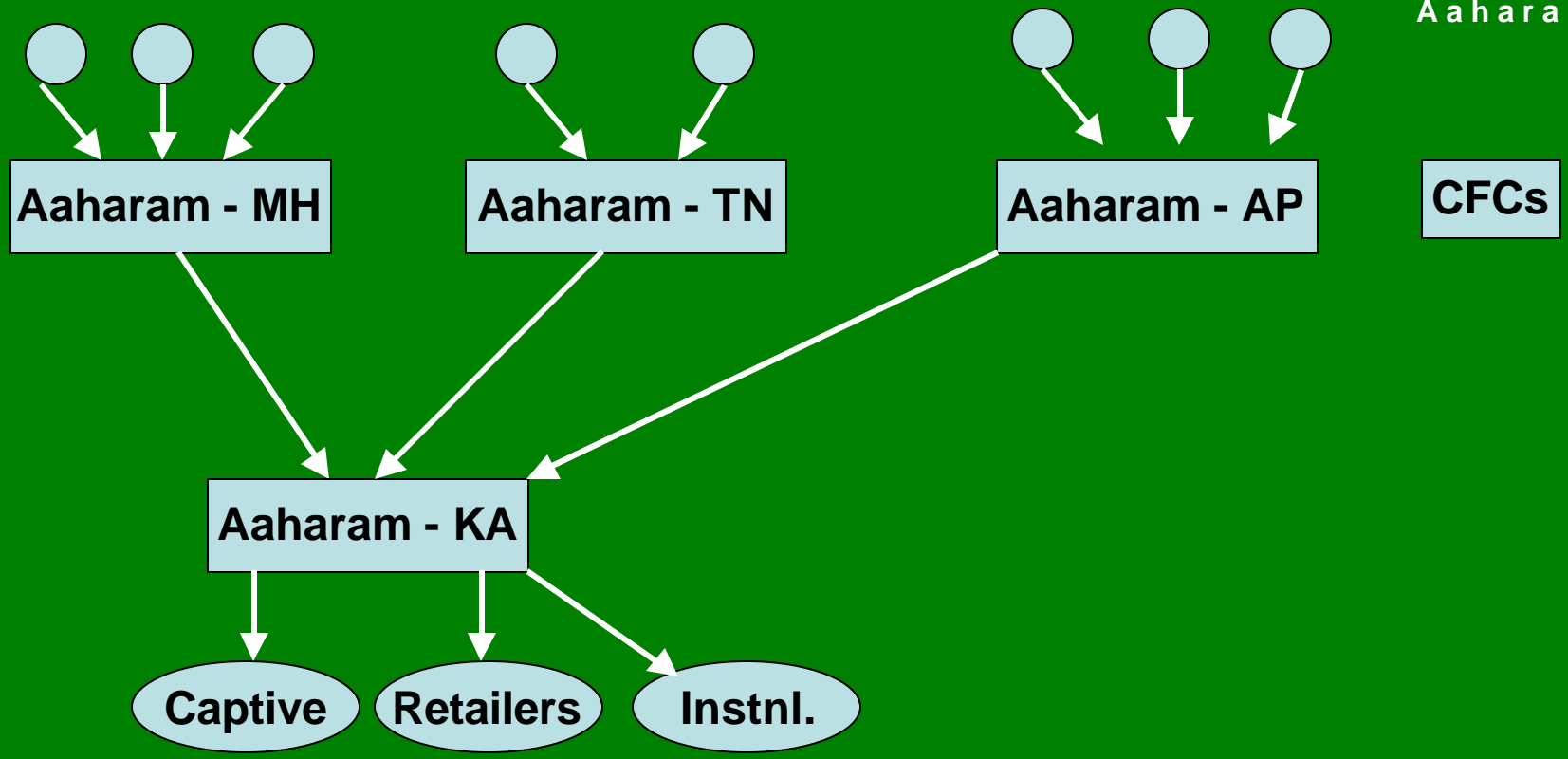
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- Monitoring mechanism should actively involve community – producers & consumers
- Supply chain open for inspection by buyers / consumers
- *Eg: Organic Harvest* – “Eat, Buy & Grow organic”
- Experiential (informal) and formal means to build loyalty
- Aim at establishing a critical mass of loyal consumers who will spread the message



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*Producers' Groups*





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**Thank you**