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# Clinical Study of Innovative Initiatives of Sahyadri Agro Farm

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## Abstract

*Sahyadri Agro Farming is an agricultural initiative that focuses on sustainable and organic farming practices in the Sahyadri region of Maharashtra and India. Sahyadri Agro Farming emphasizes the use of natural and organic methods to cultivate crops, avoiding the use of artificial fertilizers and pesticides. Improved soil health, organic farming practices help maintain soil fertility and structure. Sahyadri Agro Farming helps improve the livelihood of the farmers by providing them with a stable source of income. Promotes environmentally friendly practices, and conserves natural resources.*

*Sahyadri Agro Farms launched its own FMCG products three and a half years ago. Food drinks, juices, jams, ketchups, frozen and IQF products are available in about 10 thousand retail outlets in Nashik, Jalgaon, Pune, Mumbai. Sahyadri Agro Farms' aseptic packaging products are also available in the market. Sahyadri Agro Farms has appointed HORECA distributors for frozen fruits and vegetables for hotels, restaurants and catering.*

*'B-to-C' and 'B-to-B' - The company has developed 'B-to-C' (Business to Consumer) and 'B-to-B' (Business to Business) marts. Retail and wholesale buyers who sell fruits without direct customers can buy. After booking through the "Sahyadriyan" app, the delivery is made from 49 distribution centers of Sahyadri Agro Farms in the states of Maharashtra, Madhya Pradesh and Gujarat. Currently, more than 50 tonnes of fruits are supplied daily. The target is to take this quantity to 500 tonnes per day. This wholesale market will also expand to other states of the country including Delhi.*

**Keywords:** Agrofarm, commercial, processing industry, Agro Business etc.

## Introduction

Sahyadri Agro Farmers Producer Company Limited is a non-government company, incorporated on 27th December 2010. It is private unlisted company and is classified as a 'Company Limited by Shares'. The authorized capital of the company is Rs. 7000.0 lakhs and its 79.27215% paid-up capital is Rs. 5549.05 lakhs. The last Annual General Meeting of Sahyadri Agro Farmer Producer Company Limited was held on 29th September 2017. The company last updated its financial report on 31st March 2017 as per the Ministry of Corporate Affairs. Sahyadri Agro Farmers Producer Company Limited has been primarily in the agriculture and allied activities business for the last 15 years and the company is currently operating actively.

## Objectives of the Research Paper

The researcher has set the following objectives of his research paper.

1. To study the innovative business initiatives of Sahyadri Agro Farm.

2. To study the agricultural production, processing, product export and sales system of Sahyadri Agro Farm.

### Research Methodology

The present research paper is descriptive and analytical in nature.

**Data Collection:** Fact means information. Published literature has been used while collecting information for the present research paper. In this, reference books, books, magazines, newspapers, information published on the internet has been used.

### Brand (Agricultural Products) of 'Sahyadri Agro Farms' has been chosen by 42 countries:

Sahyadri Agro Farmers Producer Company Ltd., which develops its own value chain from 'seed to plate', is known as India's leading farmer producer company, 100 percent owned by farmers. The company has a combined membership of more than 11,000 farmers from more than 200 villages and other connected farmers, and a combined agricultural area of more than 25,000 acres. Since 'customer delight' is the focus of the retail market, Sahyadri Agro Farms firmly believes that quality should not be compromised while providing 'value for money'.

Sahyadri Agro Farms brand agricultural products have been accepted by more than 42 countries around the world. The brand has been established in the markets and supermarkets with the most stringent food safety tests in Europe and Japan over the last 11 years. Sahyadri Agro Farms brand fruits, vegetables and other processed products are now available in the Indian market in the first phase through the company's stores in three cities - Nashik, Mumbai and Pune - and through e-commerce (online). The first goal is to add 3 lakh 'valued customers' and increase the number of farmers supplying agricultural products from the current 11 thousand to 25 thousand. During the difficult period of Corona lockdown, Sahyadri Agro Farms proved itself by safely delivering more than 6 lakh baskets of quality and healthy fruits and vegetables to more than 1 lakh customers in Mumbai, Pune and Nashik.

### The Farm Store

Only when the producer has a market, they get a fair and sustainable profit and the consumers benefit directly. To connect the 'producer to consumer' link, Sahyadri Agro Farms has so far opened 13 stores under the name 'The

Farm Store' in the cities of Pune, Mumbai and Nashik. Moreover, customers in these cities can also buy from the e-commerce platform "sahyadrifarms.store". Currently, about 1.25 lakh customers are buying easily through the web portal and the 'app' developed by Sahyadri Agro Farms. This app can be downloaded from 'Google Play Stores'.

### Farmer Facility Center

In order to provide quality agri inputs like seeds, fertilizers, agricultural medicines, implements etc. to the farmer members at reasonable prices, a grand 30 thousand square feet 'Farmer Facility Center' has been started under one roof in the premises of Sahyadri Agro Farms in 2015. Products of all major companies from India and abroad are available in this center. Facilities like grape nursery, soil and water testing lab are available at one place. A mall of daily necessities and services (retail) has been started for farmers and other customers in the area.

### Sahyadri Agro Farms: A perfectly developed chain of agriculture

'A country of strongness, a country of toughness, a country of stones!' is how our Maharashtra is poetically described. Its origin lies in the Sahyadri Mountains and the geographical conditions created by them. Maharashtra's glorious 'Shiva history' took place in the seventeenth century under the witness of the Sahyadri! The tenacious small farmers in the valleys of these Sahyadri are creating a new history in the twenty-first century. The company has been successful in developing its own perfect chain of farmers called 'seed to plate'.

"Sahyadri Agro Farmers Producer Company Ltd." (SFPCL) was established in Nashik district in 2010. When any company expands in the world, its products are first sold in the domestic market. Then it gains a place in the global market. After initially establishing the value chain of grape crops, Sahyadri Agro Farms started exporting grapes to markets like Europe that give top priority to food safety and consumer interest. Consumers in 42 countries have shown faith in the Sahyadri Agro Farms brand. This brand belongs to Maharashtra, which is a matter of pride. The company has entered the Indian market with quality agricultural products and transparent transactions that are supplied to foreign markets. Currently, about 50 percent of the company's agricultural products are

sold in foreign markets and 50 percent in the Indian market. Looking at Sahyadri Agro Farms' headquarters on about 100 acres in Nashik and the human-touchless handling, processing, and packaging system developed there, one can believe that something like Europe, America, or Israel can happen in our country.

### **Team of Sahyadri Agro Farms**

Increasing production costs, market prices, financial fraud, new varieties of crops, weather problems and minimum income for a good life are the issues surrounding farmers. Sahyadri Agro Farms has almost achieved the target of providing at least Rs 3 to 4 lakhs to its member farmers annually after deducting expenses. Notably, about 6 thousand people have got direct employment in the Sahyadri Agro Farms cluster.

In the three-tier structure of Sahyadri Agro Farms, the first tier is the farmer and includes production, productivity and quality. Member farmers get complete support from cultivation to the production of goods. The second tier is the crop-wise farmer producer companies. Crop-wise subsidiaries of grapes, tomatoes, bananas, vegetables, pomegranates, guava, flowers, onions, rice, cotton and other fruits have been established under the umbrella of the main company. While providing technical/technology to the member farmers, assistance is provided for aggregation, sorting, selection and packaging of agricultural produce, financing and insurance. At the third tier, Sahyadri Agro Farms plays a key role. In this, the farmer producer companies affiliated with Sahyadri Agro Farms are guided on infrastructure for post-harvest management, distribution and marketing, and other ancillary matters. Sahyadri Agro Farms' grape exports reached 21 thousand tons last year. With a share of 17 percent of the country's total exports, this company ranks first in India in grape exports. Sahyadri Agro Farms is the largest tomato producer, buyer and processor in the country. About 80 thousand metric tons of tomatoes are purchased from Sahyadri Agro Farms annually. About 50 percent of Hindustan Unilever's 'Kisan Tomato Ketchup' and 'Fruit Jam' are produced in India by Sahyadri Agro Farms. In partnership with the world-famous Grappa varieties from California and S.N. F. L. (Shihon Grapes) from Europe, Sahyadri Agro Farms has brought 11 patented varieties of grapes and 5 varieties of Shihon Grapes to India. Sahyadri Agro Farms holds the exclusive rights to these varieties in India. Sahyadri Sensoric,

a subsidiary of Sahyadri Agro Farms, has developed three types of automatic weather stations that are affordable for farmers. Plot-wise data on various weather parameters related to soil, water, crop management and crop insurance will be available, helping to make agriculture more rigorous and accurate.

### **Skill and Cluster Development**

As a social initiative, Tata Strive and Sahyadri Agro Farms have started a 'Skill Development Academy' for rural youth, providing training at a low fee and then providing job qualifications and opportunities. By the end of 2020, 686 people from 25 batches had successfully completed the course in this academy. Almost all of them have got good jobs in Sahyadri Agro Farms or elsewhere. A cluster of 14 villages in Mohadi and its vicinity has been formed and Sahyadri has taken the initiative to create villages as per the concept of Dr. Abdul Kalam for sustainable development of villages through public participation and Sahyadri. For this, work is underway under the guidance of Shri. Chandrakant Dalvi, President of 'Sattva' Foundation in Pune.

### **Export to more countries**

Sahyadri Agro Farms exports fresh fruits, vegetables and processed products to more than 42 countries including Germany, France, Italy, England, Netherlands, Belgium, Russia, USA, Canada, Portugal, Singapore, China, Japan, Saudi Arabia, Iran, Malaysia, Egypt etc. Sahyadri Agro Farms brand agricultural products are available in more than 50 famous supermarkets in the world. Apart from this, Edeka Supermarket, ELIDil, Kaufland, Sanlucar (Germany), Delmonte, Dole Agriculture (USA), Jupiter (Europe), Coop (Italy), Spinneys (United Arab Emirates), Waitrose Dubai. In India, many famous production groups like Mother's Dairy, Hypercity, Reliance Fresh, Star Bazaar, Big Basket, Chitale Bandhu etc. are customers of Sahyadri Agro Farms.

### **Certifications of Purity**

The fact that Sahyadri Agro Farms products are safe is not just a matter of word of mouth or advertising. These products require approval from organizations that certify pure and safe food/agricultural products. Sahyadri Agro Farms products reach consumers only after passing the tests of certification agencies in India and around the world. Major certification agencies like FDA (USA), Global Gap (Germany, USA),

Fairtrade, Tesco, F.S.S.A.I., Apeda, SGF, Halal, Agmark have stamped the seal of purity on Sahyadri Agro Farms products.

### **Sahyadri Agro Farms and 'Blockchain'**

There is transparency in the entire operation of Sahyadri Agro Farms, from food supply to the entire operation, and all information is kept on the blockchain back platform. The agricultural produce produced by Sahyadri Agro Farms is 100 percent safe to eat and is delivered to the consumers without human touch. The consumer can know which farmer the vegetables and fruits belong to through the 'Quick Response Code' - QR code. Sahyadri Agro Farms is also the first farming company to adopt blockchain technology for fruits and vegetables. The QR code can be scanned to see how much of the money given by the consumer has been received by the member farmer. This is a beautiful example of willpower and transparency presented to the world. This technology will not be limited to fruits and vegetables but will be used in all types of value chains in the future. Vilas Shinde, Chairman of Sahyadri Agro Farms, says, "There are about one crore 36 lakh farmer families in Maharashtra. Looking at the cropping pattern in the state, it is necessary to have 13 to 14 thousand farmer producer companies in the state, each of which will have about a thousand farmers. A crop-wise value chain can be formed by companies working towards the same objective in an area, which will have about 20 thousand farmers. 680 to 799 crop-wise value chains can be formed in Maharashtra."

### **Recent Highlights**

1. India's largest grape exporter
2. India's largest 'Global Gap' certified company
3. State-of-the-art plant at Mohadi spread over 100 acres, with packhouse, pre-cooling, cold storage, ripening, frozen and aseptic packaging systems
4. Seven weather stations, soil testing laboratory, bio pesticide/fertilizer lab, residue testing lab, nursery
5. End-to-end supply chain for various crops. Separate pack house for handling fruits and vegetables of 1000 tonnes per day
6. 4,000 MT cold storage, 16 ripening chambers of 25 tonnes each, two separate processing plants for pulp and frozen, 200 tonne capacity juice, jam, jelly and ketchup processing unit
7. Tissue culture lab/nursery for banana plants.

8. Sahyadri Agro Farms establishes 'H-Square' incubation center for farmer producer companies in the horticulture sector.

### **Conclusion**

The main objectives behind the establishment of Sahyadri Agro Farms are to provide safe and healthy products to the consumers, as well as to bridge the gap between rural and urban communities. The company has been very successful in its journey to balance fair prices for farmers and safe and healthy food for consumers. Sahyadri Agro Farming is an initiative that promotes sustainable and organic farming practices in the Sahyadri region of Maharashtra, India. By empowering farmers and promoting environmentally friendly practices, Sahyadri Agro Farming contributes to improved livelihoods, environmental sustainability and food security.

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### **Conflicts of Interest**

The authors declare that there are no conflicts of interest regarding the publication of this paper

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