

Godrej adhaar essay



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About Godrej Aadhaar Godrej Agrovet Ltd. belongs to the Rs. 6500 Cr Godrej Group and is a key player in the Indian agricultural sector with a large presence in cattle, poultry, aqua feeds and innovative agricultural inputs. With a turnover of over Rs. 900 Cr, the company employs more than 1600 employees and has over 40 manufacturing and processing facilities across India. Godrej Agrovet is a market leader in animal feeds, innovative agri products & oil palm development in India. Godrej Aadhaar is the agri service cum retailing venture of Godrej Agrovet, an initiative started to strengthen its age old relations with the Indian farmers.

Presently there are 27 Aadhaar Centres across the country in the States of Maharashtra (Mancher, Alephata, Ranjini, Umbraj and Ozar), Gujarat (Prantij, Umreth, Asodhar, Kamrej & Kim), Punjab (Thakthuchak, Wallah, Samrala, Sultanpur Lodhi, Malsian, Jagraon, Tarn Tarn, Ajnala & Doraha), West Bengal (Chanda, Gadamara), Haryana (Hansi, Ladhwa), Orissa (Paga), Tamil Nadu (TN Palyam, Hosur) and Andhra Pradesh (Mangalgiri). The Company plans to set up over 1000 Godrej Aadhaars in the next 5 years across the country.

Godrej Adhaar — Presentation Transcript 2.

Company Profile: Godrej Agrovet is a subsidiary of Godrej Industries Ltd. GIL holds 57% share of Godrej Agrovet. Godrej Aadhaar is a program of Godrej Agrovet for rural India with its motto as -“ Khushiyan ka, Khushhali ka” 3.

Introduction : Offers great value proposition “ UnnatiGharSansaar and Gaon” Multi category retail service and retail outletStarted in December 2003 in Manchar, Pune District. AadhaarCentres – Maharashtra, Gujarat, Punjab, Haryana, Andhra Pradesh, Tamil Nadu, Orissa and West Bengal. 4. Objective:

Improve productivity. Higher returns improved cost benefit ratio. Offers crop advisory services.

Soil and the water testing services. Buy back of output Crop finance. 5.

Working Profile: It services around 20 villages in its radius. Team of qualified Agronomists who interacts with farmers on a daily basis Educate the farmers on farm practices. Better productivity. 6. Services: These centres provide valuable technical guidance, soil & water testing services. They also retail quality products of leading companies. Aadhaar centres also a facilitate credit to farmers and provide a platform to sell their produce, buy back of output, crop finance. Supplying of agri-inputs and animal feeds.

Transfer of information (weather, price, and demand supply). Door-to-Door delivery of products was among other things. To farmers, it's a complete solution under one roof. 7. Services: On the basis of feedback they have also developed: Basic food, Grocery, Apparel, Footwear to furniture Kitchenware Home appliances Value-added services including Banking, Postal Services, and Pharmacy. Amo Communications and Godrej Aadhaar take ' Hanuman' to rural India Friday, Dec 23, 2005 After a successful run at the box office, India's very original animation movie, ' Hanuman', was all set to be screened at rural parts of the country.

Godrej Aadhaar, which is an initiative of Godrej Agrovet Ltd, screened the animation movie at Aadhaar villages near Pune and Anand in association with AMO Communications. Sahara One Motion Picture's first animation venture, ' Hanuman', made in association with Percept Picture Company, Silvertoons, had a nationwide metro release and was screened at the Godrej

Aadhaars in Maharashtra to celebrate Kisan Divas on December 23, and in Gujarat, the next month. This was the first time it was screened outside the metros, especially in rural areas.

According to RS Vijan, Executive Vice-President, Godrej Agrovet, “ India is primarily an agrarian economy with 70 per cent of India’s population living in villages and rural areas. Godrej Agrovet has been partnering with farmers in their daily farming needs for a long time and we are best suited to bring various social initiatives to these people. Over the years, we have realised the huge potential that rural India has to offer, and keeping this in mind we have initiated some very innovative rural marketing programmes starting on Kisan Divas. ” Godrej Aadhaar, a retail format, provides end-to-end solutions to the agricultural sector.

Right from soil testing to fertiliser and seed recommendations and sales, to attractive FMCG and durables, every Aadhaar plays a very important role in the daily life of the farmer, his family and his community. For the first time the farmer community, along with their families in the interiors of the state, would enjoy a grand theatre style screening of a newly released movie on a 35mm projector with a 30 ft X 15 ft screen using Dolby Digital sound. The retail format store has a slew of exciting initiatives planned for the coming days at its retail outlets in various parts of the country.

The screening of the movie at Aadhaar locations in Maharashtra and Gujarat will be followed by other activities, including kite flying competitions during Makar Sankranti, bhangra performances during Lohri celebrations and kabbadi and volley ball tournaments across other Aadhaar centres in

different parts of the country. With these initiatives, Godrej Aadhaar aims to connect with more than one lakh farmers and offer them a platform to enjoy, interact and be connected. “ Our team has begun networking with villages in Maharashtra and Gujarat to gain insights into what a farmer buys and what beliefs he carries.

From what we gather, we believe he is in touch with the latest and enjoys movies, entertainment and sports quite like his urban counterparts. Hence, the screening of ‘ Hanuman’ would be a perfect beginning to kick start these initiatives for Godrej Aadhaar,” said Elvis Dias, Managing Director, AMO Communications. Fortis Health World enters rural India with Godrej Aadhaar
Feb 18, 2008 NEW DELHI: Fortis Group Company Fortis Health World Ltd (FWHL) on Monday said it has tied up with the rural retail initiative of Godrej Agrovet Ltd, Godrej Adhaar, to open pharmacies in rural areas.

By setting up FHWL pharmacies jointly with Godrej Adhaar, the company seeks to empower the rural India mainly the farming community by providing all encompassing health needs under one roof, FWHL said in a statement. These stores will also be equipped with a wide range of fast moving health good and support systems. To start with these Aadhaar Pharmacies are being launched at the key Aadhaar centres, at Taran Taran, Batala and Mehta Chowk in Punjab, it added. “ This partnership with Godrej Aadhaar is an integral part of our ommitment of providing world class pharmacy and allied services to rural India,” FWHL CEO Ashish Kirpal said. “ The rural market in India holds huge potential for pharma industry. Godrej Aadhaar with its extensive reach in rural areas is uniquely positioned to provide a platform for products and services for rural areas,” Godrej Agrovet Ltd CEO B

S Yadav said. Fortis HealthWorld is the retail arm of the Fortis Group, which is planning to set up retail network of health stores across the India.

Godrej Agrovet plans to expand its rural retail initiative Aadhaar Pune, Jan. 9
GODREJ Aadhaar, the rural retail initiative of Godrej Agrovet Ltd, announced on Monday that it is planning to set up at least 1, 000 stores across rural India in the next five years. The Godrej Aadhaar brand has grown to a chain of 18 stores providing a host of services to farmers and their families within an year of setting up. The company is now in the process of developing these outlets into a one-stop solution for all the needs of the rural populace, Mr C.

K. Vaidya, Managing Director, said. The company will invest an estimated Rs 750 crore to roll out the retail venture across the country and is in the process of roping in corporates to partner in the venture. On the anvil are an array of services for rural house holds from the basic food, grocery, apparel, footwear to furniture, kitchenware and home appliances to value-added services including banking, postal services pharmacy to be made available at these stores to ease the burden of the entire farmer community, Mr Vaidya said.

Positioned as `Godrej Aadhaar – Khushiyon Ka, Khushhali Ka`, the new format stores mark the beginning of a chain which shall form the farmer's Aadhaar for `Unnati, Ghar Sansar & Gaon`, a move from being just a complete agricultural solution provider to being a multi category retail outlet with wide range of products and services housing a fair mix of brands and private labels. The company is in the process of talking among others to Apollo Hospitals to set up pharmacy/polyclinics at the large format stores.

The new format Aadhaars will provide a very conducive retail atmosphere and women-friendly interface, company officials said. The company launched the first couple of these new large format retail stores at Mancher and Alephata in the Pune district of Maharashtra on Monday. The new format stores sprawl over an area of around 10, 000 sq. ft. at Mancher and 3000 sq. ft. at Alephata on the Pune-Nashik Highway. These stores not only offer complete agricultural solutions and products for the farmers but also a wide range of commodities for rural households.

Speaking at the launch, Mr Nadir Godrej, Chairman, Godrej Agrovet, said, “ Godrej Agrovet Ltd has always been a pioneer in the field of agriculture solutions and products and has been partnering the farmers in their daily farming needs for a long time. Over the years we have realised that rural India has a huge market with a significant potential for growth and we believe that Godrej Aadhaar, with its unique value proposition, has a tremendous potential to grow in the segment. This launch is aimed at expanding the shopping horizon of the rural community. Godrej Aadhaar, with an objective to improve productivity, higher returns and improved cost benefit ratio, at present offers crop advisory services, soil and water testing services; buy back of output, crop finance, supply of agri-inputs and animal feeds, transfer of information (weather, price, and demand supply), door delivery of products among other things. Godrej Aadhaar launches agri-services cum rural retail stores in Gujarat June 27 Godrej Aadhaar, the agri services cum retail initiative of Godrej Agrovet Ltd. , today announced the launch of its two new large format retail stores in Gujarat.

The stores are located at Kamrej and Kim near Surat. This was announced by Mr. R. S. Vijan, Executive Vice President Godrej Agrovet Ltd. at a press conference in Ahmadabad today. This is for the first time Godrej Aadhaar will be venturing into Gujarat in the large formats after the successful launches in Maharashtra and Punjab. In a span of sixteen months of its launch, ‘Godrej Aadhaar’ as a brand, initiated to strengthen the age old relation with the Indian farmer, has grown to a chain of 24 centres across the country, providing a host of services and facilities to the rural population.

Godrej Agrovet Ltd. is now keen on expanding its wings to the retailing sector in a big way. Moving away from the standalone format, the company has decided to focus mainly on a Hub and Spoke model to further expand the Aadhaars in the rural and semi-urban markets. The new format stores sprawl over an area of around 6500 sq. ft. at Kamrej and 3000 sq. ft at Kim. These stores not only offer complete agricultural solutions and products for the farmers but also a wide range of commodities including food, grocery, apparel, footwear, home appliances, furniture, kitchenware and hardware for the daily requirements of the farmer and his family. A host of services such as banking, insurance, pharmacy, postal and petrol pumps have also been planned to make Aadhaar a destination point for all conveniences. Recently Godrej Aadhaar had signed an understanding with Apollo Pharmacy, part of the Apollo Hospitals group and India’s largest retail pharmacy chain, to pilot medicine support via Apollo Aadhaar Pharmacy’s, now located at select Aadhaar outlets in rural India.

The Aadhaar model’s innovation lies in its unique ‘capability led empowerment’ process of the Indian farmer to sustain an improved

productivity cycle; Aadhaar develops ‘ best practices’ programs for different crops grown in its region of operations, approaches individual farmers and advises them to implement these programs based on scientific methods like soil micronutrients analysis, seeds, integrated fertilizer management and proper usage of pesticides. Aadhaar’s technical work force and infrastructural facilities like soil and water testing labs facilitate the delivery of these practices to farmers.

Optimized cultivation costs and better productivity lends credibility to the Aadhaar programs which are thus well imbibed by the farmers.

Demonstration of the improved productivity benefits of the Aadhaar programs, cycle after cycle, also results in an enduring relationship with the farmer, while enhancing their capability to sustain thereon. The relationship extends itself into providing not only farming, but even consumer goods where the company is able to value add through pricing, convenience and aspirational urban retail experience.

Positioned as “ Godrej Aadhaar – Khushiyon Ka, Khushhali Ka”, the uniqueness of these new format stores lies in their ability to touch the lives of the Indian farmers, their families and their communities by offering great value propositions all under one roof. Thus, the new format stores mark the beginning of a chain which shall form the farmer’s Aadhaar for “ Unnati, Ghar Sansar and Gaon”, a move from being just a Complete Agricultural Solution Provider to being a multi category retail outlet with wide range of products and services housing a fair mix of brands and private labels.

The new format Aadhaars promise a very conducive urban retail atmosphere and a women-friendly interface, thus halting shopping migration of consumers to nearby big towns. Speaking at the launch Mr. R. S. Vijan said “ Godrej Agrovet Ltd. today enjoys a strong association and trust within the Indian farmer community. This has enabled us to deliver innovations which appeal to the taste and lifestyle of rural India.

We are confident that while the newly launched large format stores of Godrej Aadhaar will provide the farmers with the benefit of shopping for their daily needs, it shall also prevent the migration of rural youth to urban India. This launch is aimed at expanding the shopping horizon of the rural community, while providing a greater level of choice, convenience and satisfaction” The new generation Aadhaars will provide convenience of shopping to a large segment of the farmer community as it would offer quality products ; services under one roof.

The farmers will not only experience value for money but also avail of a lot of value added services such as STD, Xerox, Fax, Internet Facilities, Banking ; Financial services, Courier/Postal collection services, Tailoring services for men ; women, Saloon, Food services, Flour mill, Mobile Medical service, Electronic money transfer and Travel agents to name a few. Godrej Agrovet Ltd is also in the process of converting its older stores into the new format. Strengths – * Offers a complete solution under one roof. Good relations with farmers based on trust. * Have collaboration with big brands like Apollo pharmacy, HDFC Bank, Tata Agrico, future group, Fortis for value added services at their outlets. * Have a good technical and agri expert work force who advices farmers on the right farming practices. * Has transformed itself

from just a complete agricultural solution provider to a multi category retail outlet gaining a strong foothold in the rural sector. * Has established good distribution channels. Has a good understanding of rural market now. * Low competition * Weakness- * Availability of products is still less than the rural competitors and as compared to shandies. * Due to limited published information it is difficult to gather data and requires more effort to implement policies. * Language and communication still poses problems due to diverse dialects and cultures * Infrastructure facilities still need improvement. * Large but scattered market. * Traditional outlook and diverse social economic backwardness. Low margin on agri inputs.

Opportunities- * Aadhaar has great scope to capture rural retail market. * Huge population in Rural India, full potential is yet to be tapped. * Rural growth outpacing urban growth by 5-12 % (Source- NCAER) * The Rs 140,000 Cr rural market expected to cross 240,000 Cr by 2015 (Source- CII) * A market increase in rural prosperity and higher incomes leading to better standard of living. * Large inflow of investments for rural development program from government and other sources. Population is becoming brand conscious so the retail sector of Aadhaar can grow further.

Threats- * Opening up of many agricultural sectors to 100% FDI will attract many corporate into agricultural retail segment. * ITC e chaupal, HULs ' project Shakti' works on a similar model, if it extends then it may pose a threat. * Rural market is growing which may attract new players from the urban sector, leading to more competition. * Prevalence of spurious brands.