





Friday, September 22, 2017

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**TOP NEWS**

**Janani Foods to launch e-auction platform for agri commodities in 2017**

Saturday, 17 December, 2016, 08 : 00 AM [IST]

**Our Bureau, Mumbai**

Janani Foods Pvt Ltd, a Hyderabad-based company promoted by professionals from the food and agriculture industry, will launch an e-quality-based e-auction platform for agri commodities in Andhra Pradesh in January 2017. Dry red chillies will be the focus commodity for this venture. Based on the success and learnings, the same will be extended for other commodities in a phased manner.

In 2015-16, the company executed a project, Quality Improvement for Chillies, in association with the department of horticulture, government of Andhra Pradesh, in Guntur District.

Twenty thousand chilli farmers from 200 villages were associated with the project, which involved facilitating and marketing of chillies and making available quality-based prices to the farmers. The project facilitated post-harvest management services, quality assaying and warehouse receipt financing to small farmers.

Janani, which has been in the agri business since 2005, successfully piloted an integrated agri services project in Khammam and Warangal districts to provide agro advisories, input supplies, financial services and market linkages to farmers.

The company has been working on controlled atmospheric storage units and modified atmospheric packaging technology with its partner organisations for quite some time now and is now poised for a commercial launch.

With all these experiences, Janani has conceived, developed and piloted the integrated horti-processing project that will create a value chain from the farm to the market, integrate all the stakeholders under a smart village horti ecosystem platform, adopt new technologies in production, preservation and processing of horticultural produce to add value at every link of the supply chain and create micro infrastructure at the village level for post-harvest management.

The project, which will focus on fruits, vegetables, spices and flowers, initially involves an investment of over Rs 400 crore and the investments would be made through a public-private partnership mode with the governments.

Janani, along with the governments, will promote and hand hold farmer interest groups and farmer producer organisations to provide farm-related products and services at the farmer gate. The investments would be in creating infrastructure and adopting new technologies in production, processing, post-harvest, marketing and service delivery.

The company has already submitted detailed project reports (DPRs) with the governments of Andhra Pradesh and Karnataka to launch the project. Memorandums of Understanding (MoUs) have been signed with the

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BITEC, Bangkok, Thailand

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governments of Rajasthan and Haryana. Project proposal is under consideration by the governments of Gujarat, Madhya Pradesh and Jharkhand. Each of these state involves an investment of Rs 400 crore over a period of two to three years.

#### Key components of the project

- Formation of producer interest groups
- Creation and operation of farmer group kiosks at clusters of villages
- Creation and operation of farmer producer companies (FPC) at the block level
- Creation and operation of aggregation centers at the district level
- Creation and operation of centralised processing unit at a food park

#### Technology edge of the project

- Janani's Agro Advisory Service (JAS) – Information and communication technology- (ICT) enabled, customised for each individual farm, weather-based and continuous advisories to farmers
- Controlled atmospheric storage (CAS) for fruits and vegetables
- Modified atmospheric packaging (MAP)
- High-pressure processing (HPP)
- Processing of fruits and vegetables
- Smart rural aggregation platform (SRAP) of IBM India for ICT applications

#### Name of the value chain partners and their role in the project (not consortia)

- Multivac India Pvt Ltd, New Delhi the Indian arm of German multinational corporation (MNC) Multivac International - Technology and investment partner
- Lloyds Insulations India Ltd – Infrastructure design and execution
- International Institute of Information Technology, Hyderabad (IIIT-H) for village-specific, crop-specific weather-based continuous agro advisories through eAgriSarathy (P) Ltd
- IBM – IT support through SRAP along with Symbioun Software P Ltd, Hyderabad
- National Collateral Management Services Ltd (NCML) for quality monitoring of crops and quality certification
- Centre for Development of Advanced Computing (C-DAC), Kolkata, Department of Electronics and Information Technology (DeITY), Government of India, for equipment for instant quality evaluation

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#### Overview

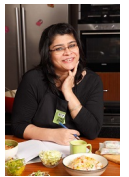
**Packaged wheat flour market growth 19% CAGR; may reach Rs 7500 cr: Ikon**

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