



SALZBURG
GLOBAL
SEMINAR



THE NIPPON
FOUNDATION

For Social Innovation

Empowering Rural Women through ESG

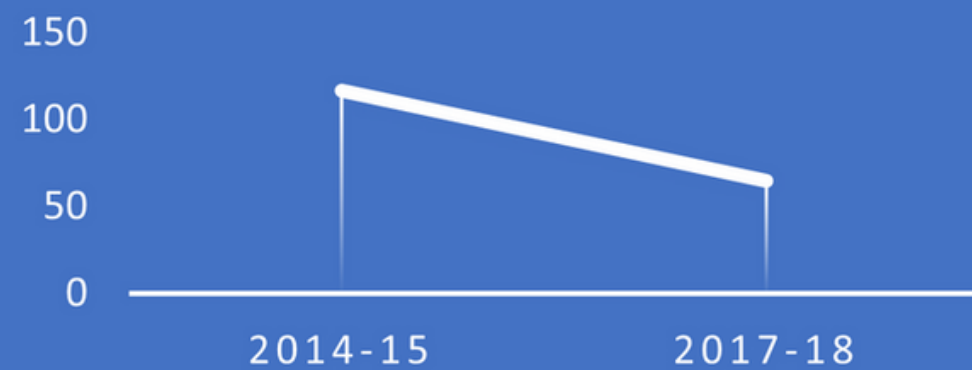
Japan-India Transformative Technology Network 2023

Project Members: Abdessalam Rabhi, Arvind Patil, Ashish Airon,
Lei Lei, Sanjay Bhattacharji, Tomo Kawane

PROBLEM

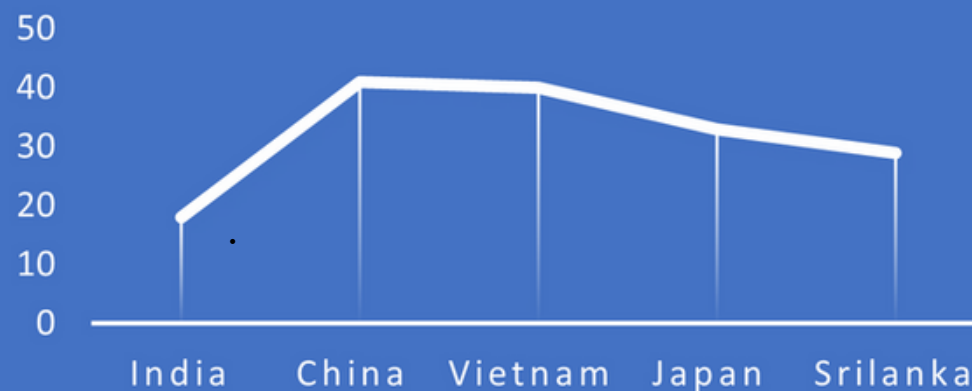
Female labour force participation is a driver of growth, indicating a country's potential to grow more rapidly.

NO OF RURAL WOMEN
EMPLOYED (MILLIONS) -INDIA



NSSO

WOMENS CONTRIBUTION TO GDP
(%)



(McKinsey Global Institute, 2018).

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Rural women's unsustainable lifestyle

(at home, within the community, and at work if any)

Lack of Income;

Lack of recognition;

Lack of independence;

Limited Literacy (financial, technical/technological aspects)

Difficult access to basic needs (health, education)

ROOT CAUSE

Limited Economic Opportunities

CONSUMERS' ISSUE -DAIRY

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Milk Procurement

DATE ?



Milk

SOURCE ?

Packaging

DATE ?

Cold

CHAIN ?

Lab

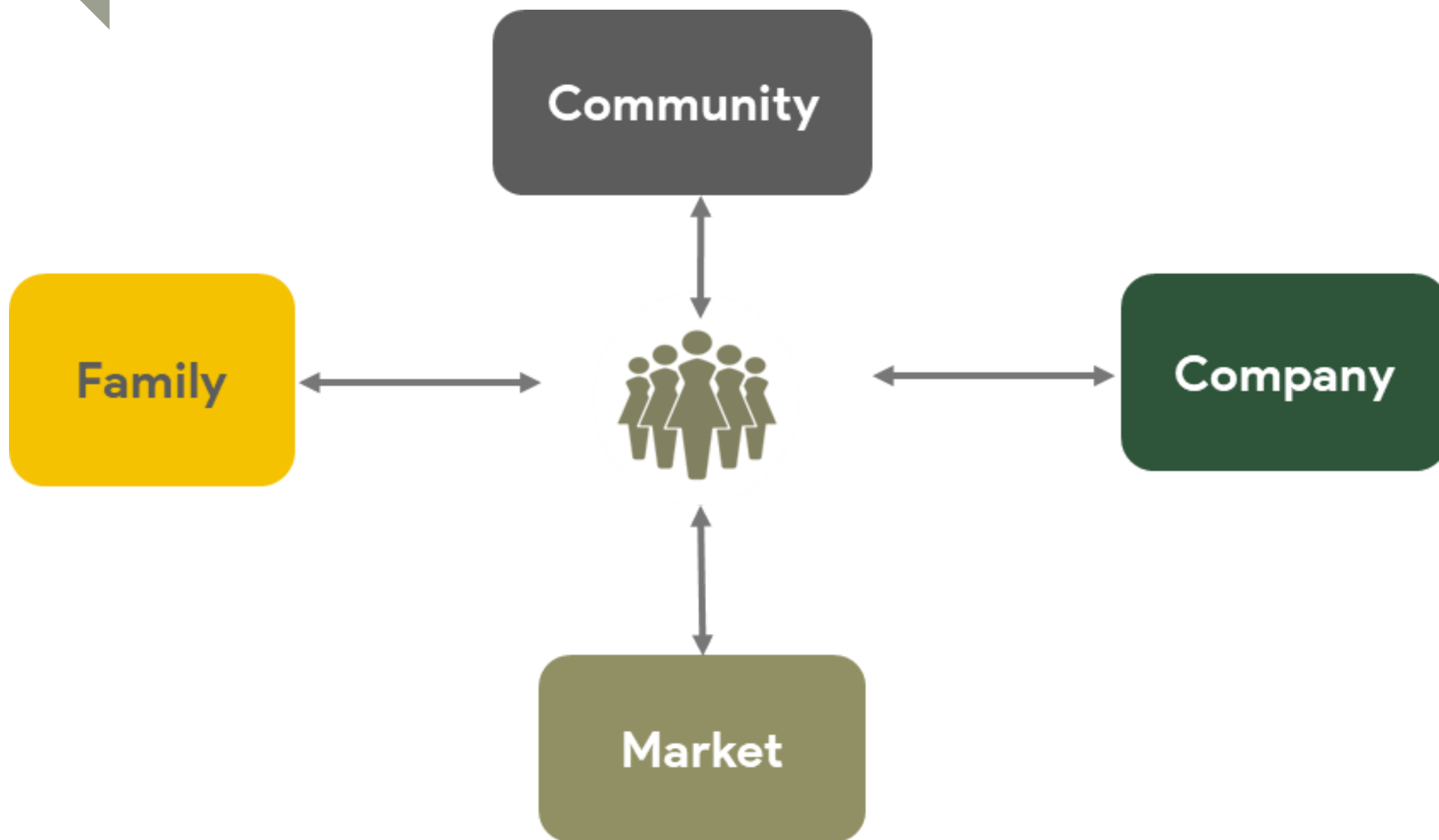
TESTS ?

- Uncertain Origins: Where Does Your Dairy Come From?
- Health Considerations: What ingredients?
- Quality Assurance: Who verifies the integrity?
- Felt & Unfelt needs for healthy choice
- Increasing Compliances

LACK OF TRANSPARENCY
In the entire supply chain

PROJECT GOALS

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ENVIRONMENT, SOCIAL, GOVERNANCE (ESG) FRAMEWORK

Objectives

- More Income
- More Recognition
- More Independence/ Mobility
- More literacy in finance and technology
- Reduce Emissions

SUSTAINABLE INCOME GENERATION
Self funded expansion

SALZBURG MEET

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Type	Dairy micro product plant in village run by women
Location	MP/Nashik/Satara/Pune
Targets	5 ~10 women (60 ~ 80) family/community members

	Company	Community	Family
Soft	Awareness creation/training about Japanese ESG-related concepts: 5S: Principles of work environment improvement (seiri, seiton, seiso, seiketsu, shitsuke.) - Mottainai: A sense of regret over waste		
Hard	-Japanese energy-efficient dairy-related machines and equipment -EV (for transporting products) -A.I (product tracking& improvement	-EV (for transporting people)	In-kind support to disabled children (e.g., Wheelchair)
Others	Water and waste management practices	With an in-kind contribution of local farmers, built a multi-purpose facility for education, healthcare, and finance inclusion-related activities.	Micro Self-Help Group (SHG) fund
Expected outcomes (measured with specific KPIs)	Sustainable businesses -Implementation of Japanese Environmental technologies and social best practices -GHG emission and waste reduction -Better product quality -More profit	Sustainable community -Awareness of Japanese Environmental/Social technologies and best practices -GHG emission & waste reduction -Improved mobility -Ensure access to basic needs	Sustainable lifestyle -Awareness of the Japanese lifestyle -Improved literacy -More income -More recognition -More independence

ENGAGEMENT INDIA

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ENGAGEMENT WITH ALL STAKEHOLDERS

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Workshop, 14 Dec. 2023 Pride
Hotel, Pune



Peer to Peer, Mtg. with MCCIA's DG,
Pune 14 Dec. 2023

SOLUTION

**MICRO DAIRY PLANT
OWNED
BY WOMEN**



**MULTIPURPOSE
FACILITY**

- VETERINARY ADVISORY
- HEALTH CLINIC
- DISABLED ASSIST



MARKETING & DISTRIBUTION ARM



ENVIRONMENT, SOCIAL, GOVERNANCE (ESG) FRAMEWORK

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- Milk as raw material in villages
- Milk procured from known sources
- Blockchain technology for traceability
- Rigorous quality checks
- Freshly prepared superior quality products

URBAN CONSUMERS
Traceable, High Quality Dairy Products

SAMPLE PRODUCTS

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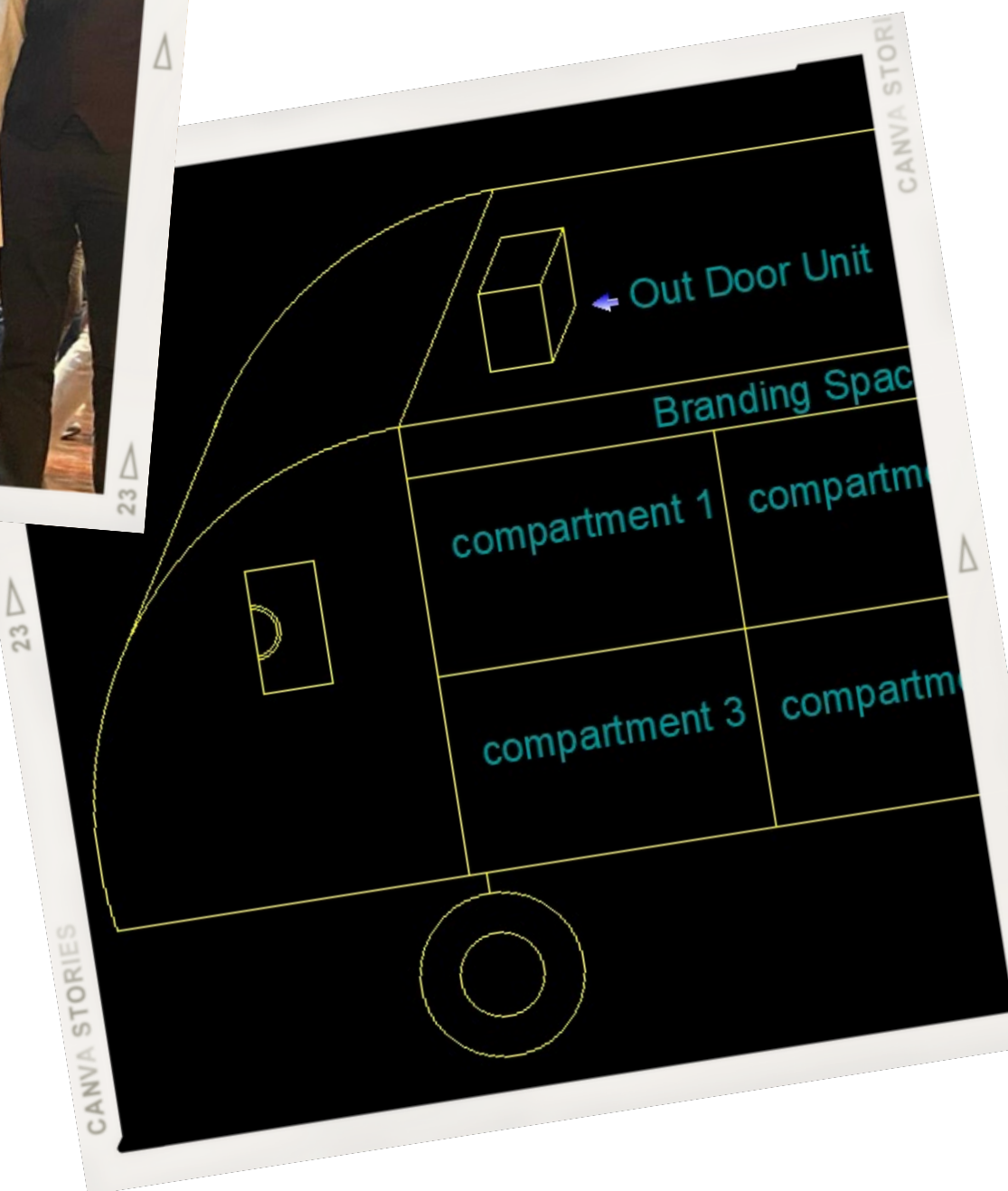


DIGITAL TRACEABILITY USING BLOCKCHAIN TECHNOLOGY

PROGRESS AFTER SAZBURG MEET

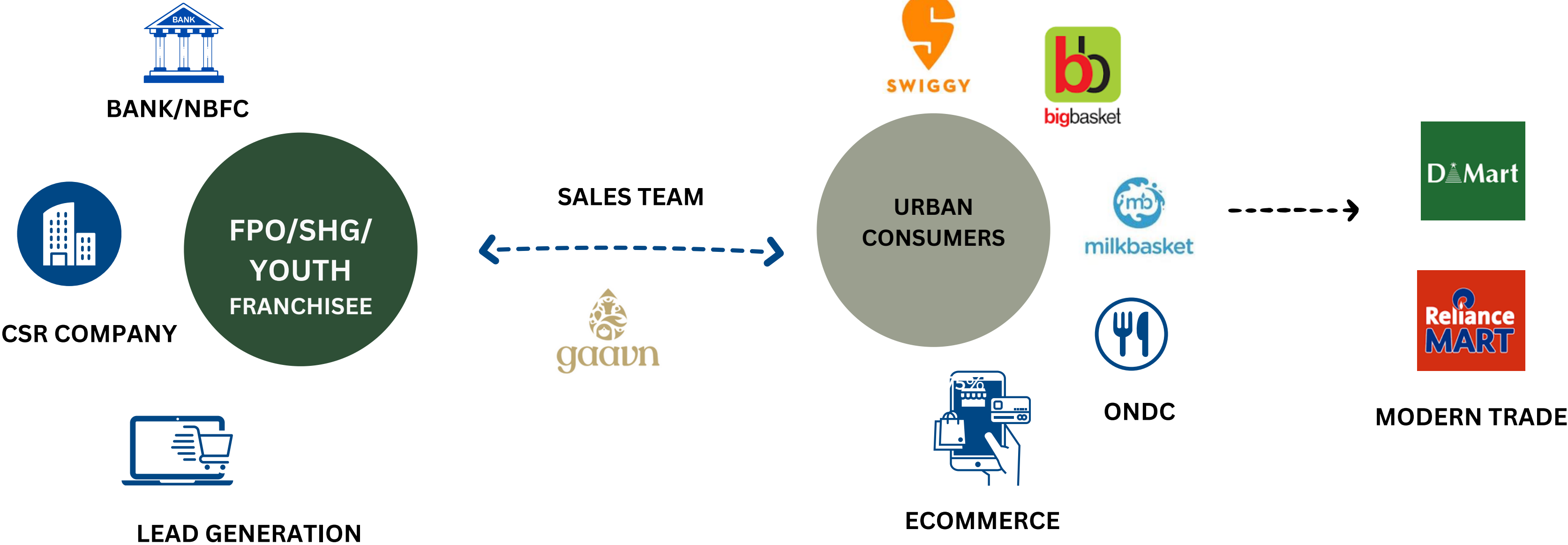
- Plant visit from Japan & Networking
- Monthly meetings
- Electric Vehicle Vendor Finalization
- Incubation by IIT Madras
- Impact Model Development
- Runner's Up in Eureka 2023-24 by IIT Bombay
- CARE -T-HUB Social Business Accelerator
- Digital Traceability Development
- Financial plan creation
- Concept approval and finance from villagers
- Interview in companycsr.com by cohort fellow
- Fukuoka - Org Development, Pitch Refinement

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SUSTAINABILITY
STRATEGY

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HOW IT WORKS

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FPO / SHG
Role

FINANCE

BUILDING

RAW MATERIALS

PRODUCTION

IMPROVING LIVELIHOOD



OUR
Role

TRAINING

MARKETING

QUALITY CONROL

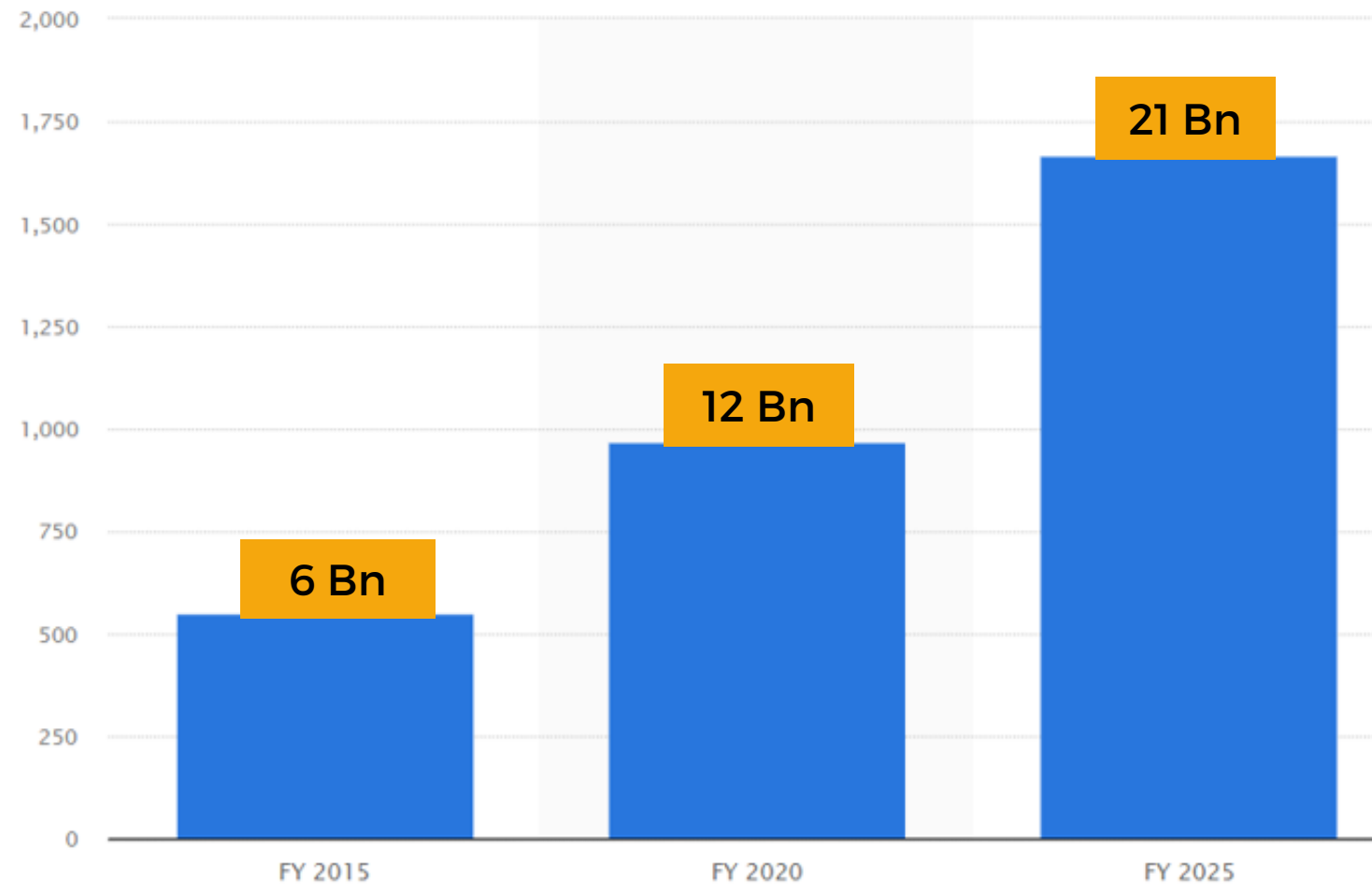
TECHNOLOGY

Goal: Provide unit level profitability from day one and make the dairy units sustainable

MARKET & COMPETITION

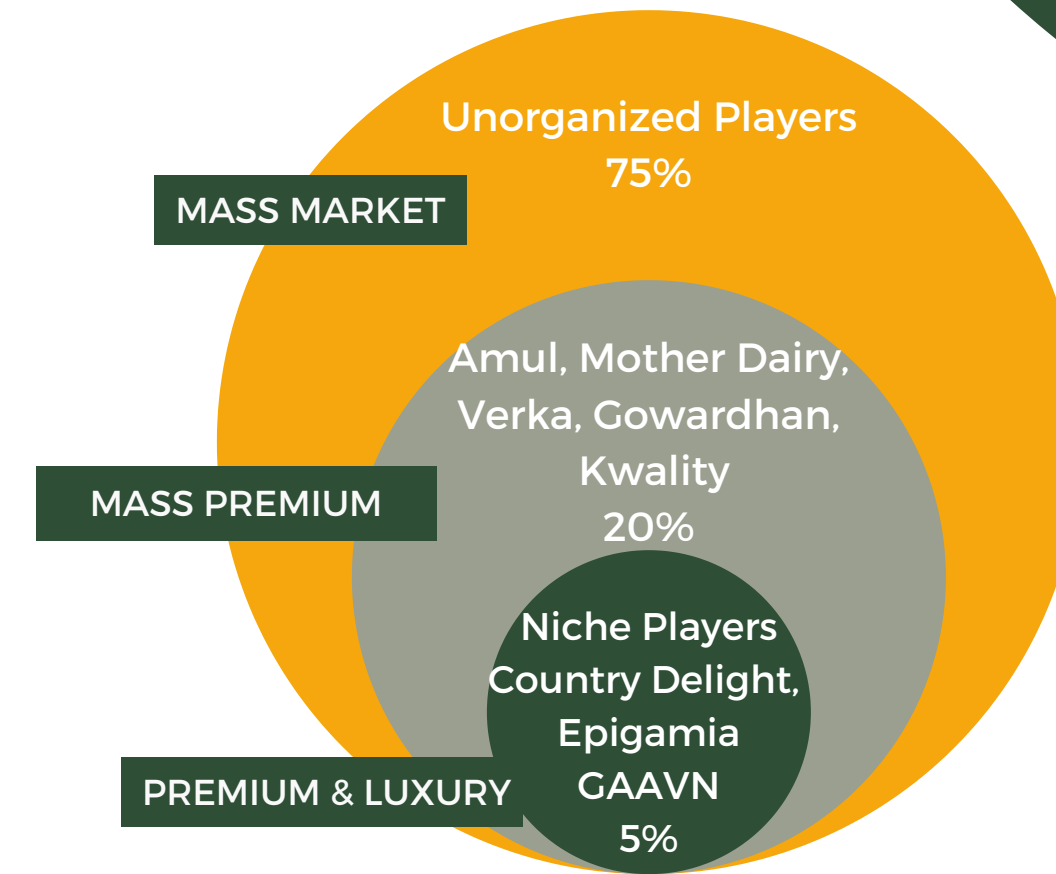
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Dairy Products Market Size -India (USD)

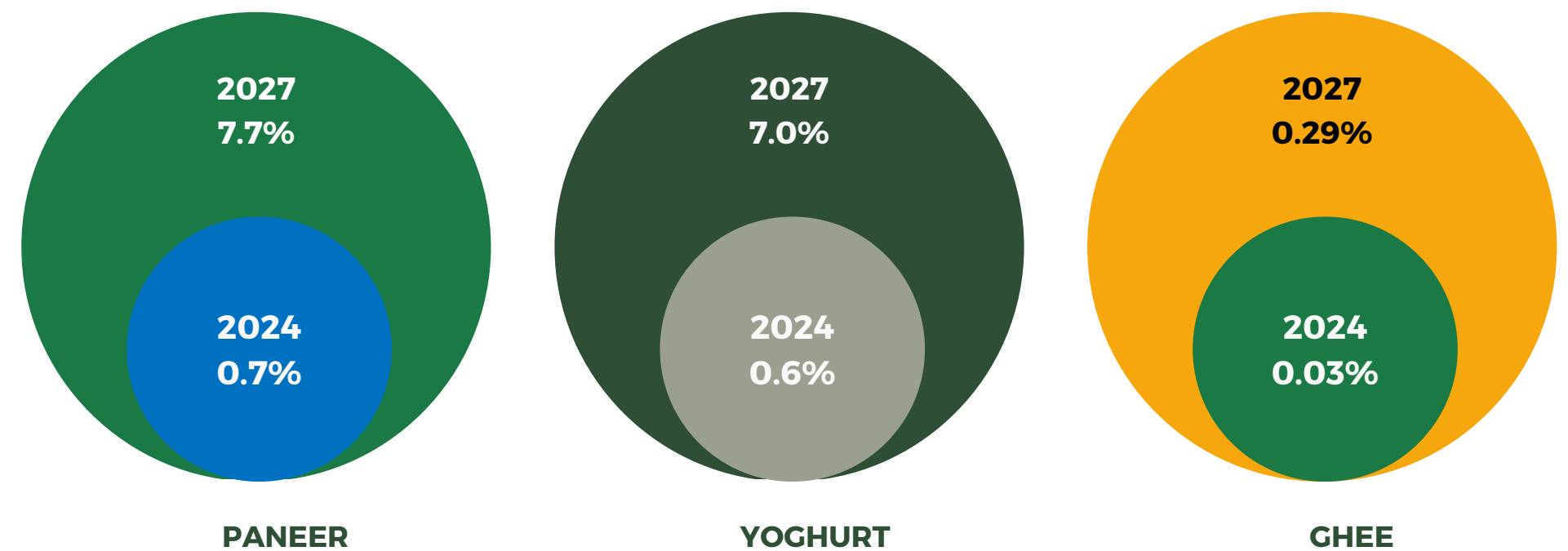


Packaged Dairy Products Market size (estimated): USD 21 Bn
by 2025 Source: Statista

Expected Average Growth Rate per year of Dairy Products:
15% to 20%



PROJECTED MARKET SHARE, PUNE (2024-2027)

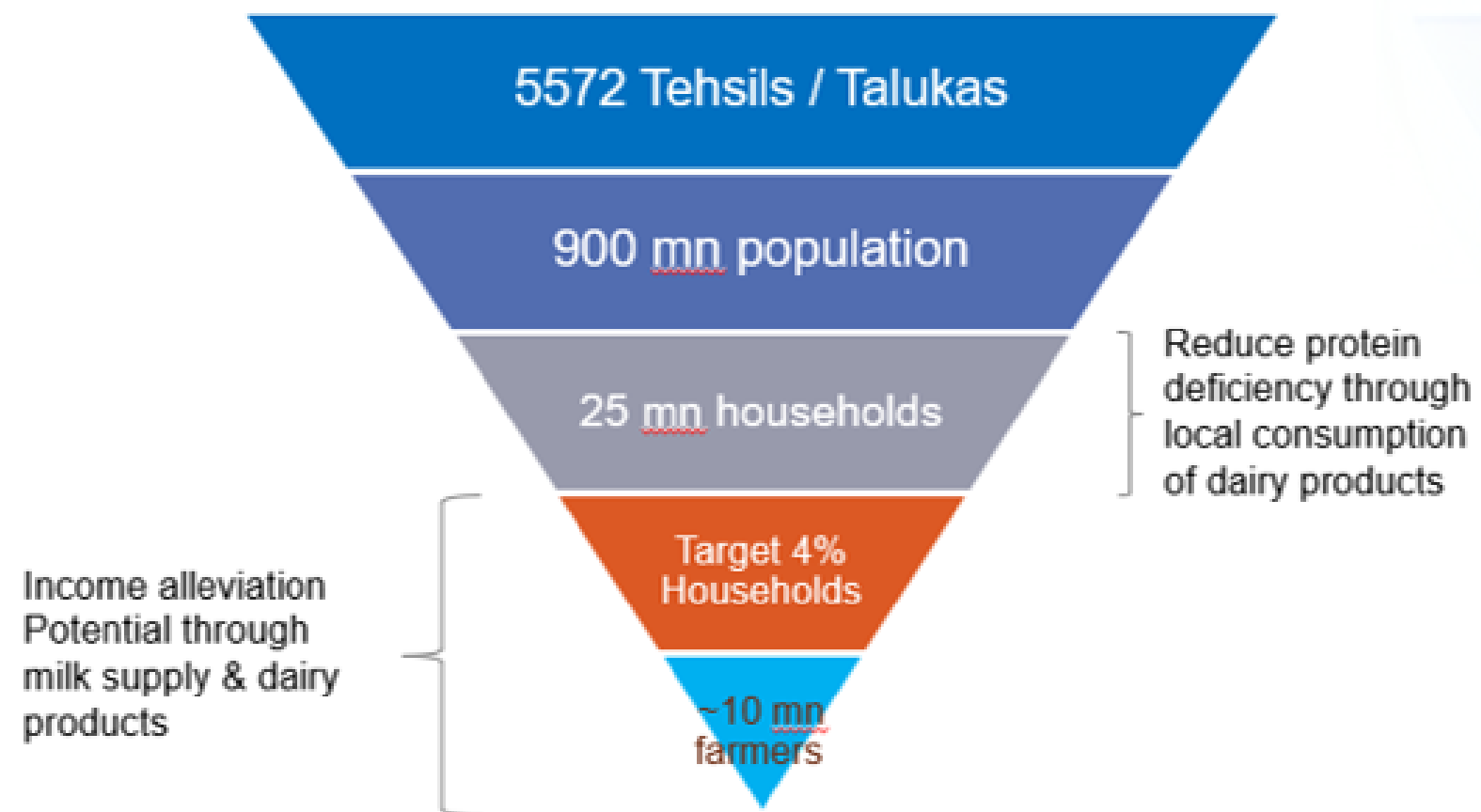


OPPORTUNITY

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There is a significant untapped potential to generate both social impact and income for rural communities.

Rural / Peri Urban Impact Potential



TAM -115 BN USD

SAM -21 BN

SOM -1.5 BN

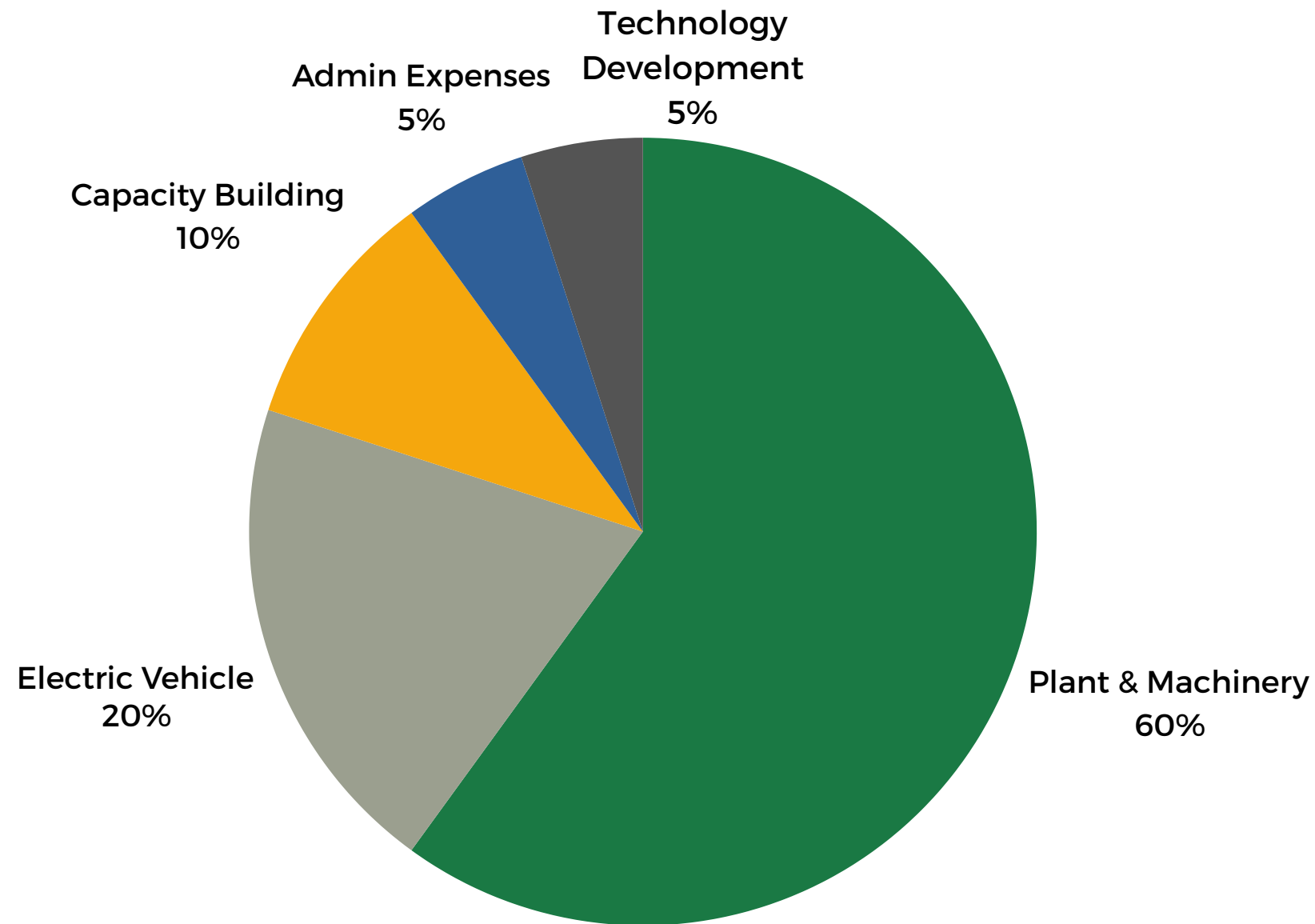
KEY DIFFERENTIATORS:

- Traceable & high quality products
- Community & Market Based Approach
- Local Sourcing, Made in Villages
- Strong Emotional Brand Connect

**SUPPORT
NEEDED**

BUDGET: USD 130K

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OPPORTUNITY: Upscale existing plant run by women (Pune)

PLANT CAPACITY: Upto 2500 Litres per day

PRODUCTS: Only Value added Dairy products

EMPLOYMENT POTENTIAL: 50-55 (Plant Operations)
250-300 Dairy Farmers

BREAK EVEN PERIOD: Within 4 years

- Digital Traceability using blockchain / ethereum
- Connect with investors / funds
- Feedback on Business Model



Ashish Airon

Founder Cognitensor

Set up two startups in the technology space Cognitensor & Index Drone.

Skills: Artificial Intelligence, Data Science



Dr. Abdessalem Rabhi

Program Co-ordinator

Creating networks related to sustainable businesses. IGES, Japan

Skills: sustainability and ESG Finance



Arvind Patil

Design Specialist

Designing well-being programs.

Good Business Lab Foundation

Skills: Impact evaluation and economic development.



Lei Lei

Researcher

Investigative studies in climate change and tech. IDE-JETRO, Japan

Skills: Sustainable agriculture development.



Sanjay Bhattacharji

Founder, Teplu Learning

Ex Co-Founder: Freshlys Dairy. Msc Ag. Economics, MBA, SMP IIM

Calcutta, 19 years exp with corporates & dairy **Skills:** Digital, Finance, Dairy



Tomo Kawane

Sr. Researcher

Rural Project Development and Management. KRIS, Japan

Skills: Community engagement & Network development.



Dr. Rajendra Kokane

Advisor

Phd Dairy Technology, 40 years exp
in dairy manufacturing



Anil Kivale

Dairy Technologist

Over 22 years exp working with dairy
companies such as Amul, Kodai.



Megha Kirpekar

Quality Control Specialist

Over 15 years exp working with dairy
companies such as Paliwal Dairy, Siddhant

THANK YOU

Japan-India Transformative Technology Network 2023

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