

PURPOSE & VISION

We are bridging the fodder gap of our country's animal husbandry sector by producing and offering nutritious, palatable and affordable corn silage.

PROBLEM

India as a whole is faced with a fodder deficit of 45% for its animal husbandry sector. This has made the livestock rearing farms, especially the dairy units, to resort to other expensive fodder alternatives. Such fodders result in lower animal efficiency, poor milk quality and non profitability of the dairy farms.

SOLUTION



We prepare baled silage out of whole green maize plants. Silage is a preserved fodder that is highly nutritious and rich in energy as well as affordable and highly palatable for the milch animals.

UNIQUE SELLING POINT

1-Price other fodder ration cost upto Rs. 25/- per Kg, whereas our Silage is priced at Rs. 6/- per Kg.
2-Storage & Handling the bales can be easily transported and have a shelf life of more than 12 months.
3-Nutrition it has highest energy content compared to any other green fodder alternative which improves milk yield and quality.

MARKET

We are targeting the professional dairy farms of central, eastern and north eastern states in India. Presently, the supply of silage to these regions is done by the suppliers from distant states like Punjab, Maharashtra & Karnataka which involves high logistical cost.

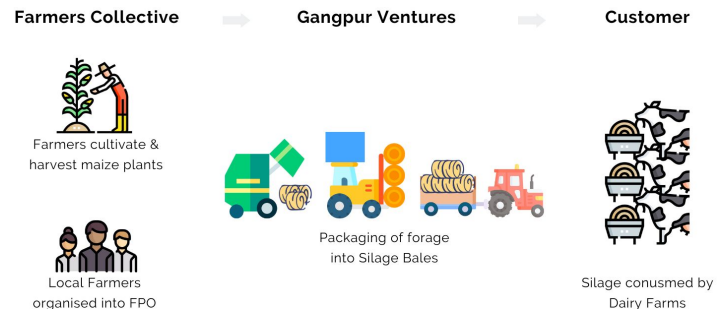
GO TO MARKET

The demand for silage in our target market geographies is already high with the upcoming of many new dairy farms. The farms find Silage as an effective solution for their fodder requirements.

OPPORTUNITY

Currently the silage production is localised only in few northern and southern states. The central and eastern India is dependent only on them. We see an opportunity to become a regional producer

BUSINESS MODEL



KEY MILESTONES



KEY TEAM MEMBERS



Bimal Lakra
Promoter Director & CEO
MBA & M.A. (Pub Adm.)



Amritlal Tigga
Program Manager
MBA & MPhil (HR)



Krishna Nag
Operations Head
B.S.W.



Ramprasad Singh
Accountant
B.Com

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Contact Us

contactus@gangpurventures.com
Office: 0661-3552997
Mobile: +91-98613 69093