

NORTHERN AGRO FARMERS CO-OPERATIVE SOCIETY LTD



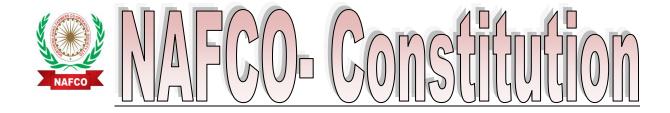
NAFCO

क्षेत्रीय कार्यालय उत्तर प्रदेश

नॉर्दन एग्रो फारमर्स को-ऑपरेटिव सोसाईटी लि (सहकारी क्षेत्र का उपकम)

ए कोपीरेट बाँडी अन्डर पालियामेन्ट्री, एम एस सी एक्टी

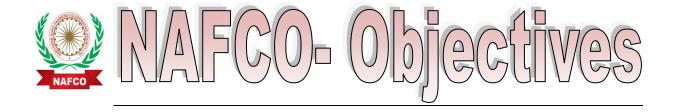
NOTIFACTION / REG. NO. 914 /MSCS/ CR/ DT.- 31-12-2013



- ❖ NORTHERN AGRO FARMERS CO-OPERATIVE SOCIETY LTD. Has been registered as a notified under the section 7 of the MSCS Act 2002. (39 of 2002) and the rules framed there under
- ❖ The Area of operation of NAFCO shall be confined to the states.
- ❖ NAFCO acts in accordance with the MSCS Act, 2002 as amended from time to time, prescribed by rules.
- ❖ Government aid is subject to the provision of Section 61 of the MSCS Act 2002 the Central government of the state government may provide aid to National Farmers Co-operative Ltd., on the terms and conditions mutually agreed upon in order to attain social and economic betterment through mutual − aid in accordance with the Co-operative Principle.



- * NAFCO aims to maintain a responsive reliable and cost efficient product and material supply chain.
 - NAFCO aim for consistent and successful development and growth of the country's rural sector
- NAFCO mission is to win the confidence and preference of the consumers and serve the country at large.
- ❖ NAFCO mission is to guarantee optimal service through proper material chain and improving conditions of farmers of India

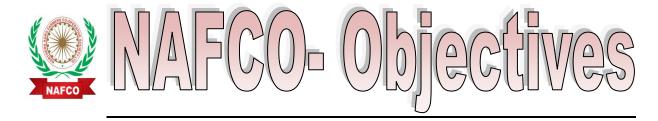


- * "NORTHERN AGRO FARMERS CO-OPERATIVE Ltd." May undertake any or all the following activities
- To Provide seeds, fertilizers, cattle feed and other inputs for agriculture on fair rate based from National Farmers

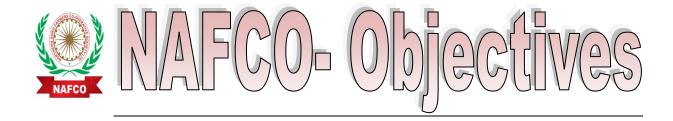
 Co-operative Ltd. 's Kisan Sewa Kendra and Farmer

Development Markets

- Establishment and development of rural tourism and Transport System. Animal Husbandry System, Agriculture Equipment, Agro Base Storage Places and ect.
- ❖ To establish Information, Training education, research and other centers/ programme and also operate National research and other centers/programme and also operate National Rural Health Programme in Agriculture, Rural and other Areas in India.



- To develop employment generate industries such as milk and food processing/ Products, Extraction of Oil and Edible oils, Agro base, Ayurvda, Herbs,
- ❖ To establish Co-operative Showrooms, Petrol Pumps, Gas and Other Agencies and whole sale marketing of Handloom, Powerloom, Textile, Garments with the help of N.C.D.C and other organizations.
 - Doing all type of supply works of Rural Sector, State Governments. Central Govt. Department and others Autonomous organizations.
- Doing develop operation maintenance and monitoring of pollution Control systems, fire safety and other Electronic/ internal Security and Safety.



- Doing all those work related to printing work, designing. Computer technology, T.V. and Print Media Advertisements, documentaries, films, all type of Ad. Boards, etc. of State Governments, Central Government and other department.
 - ❖ Development, Maintenance and Monitoring of construction work, water proofing and systems, electrical, electronics, wooden/ aluminum, iron based, designing, (interior and external), land scaping, painting, w, wash, stones, horticulture, forest projects, earth and other work related to Rural, state government, central government and other development.
 - All Those programmes, planning and Monitoring according to the Development of National Farmers Cooperative Ltd. Central Government and country Interest.



SHOPPING WORLD'S FIRST CO-OPERATIVE ON LINE AND OFFLINE E-MALL.

❖ WEB PORTAL SITE, E-COMMERCE ENABLED.

❖ BEST COPERATIVE MODLE TO SUIT RURAL AND URBAN

SECTOR OF INDIAN MASSES

OPEN 24 HOURS, 365 DAYS





- The buyer buys from the Sellers
- The Seller a pays a percentage to the Co-operative
- Co-operative distributes a part of the Percentage to the members
 - Increase in purchasing power of the buyer
 - Buyer buys again Buy from sellers



Primary Member cum Consumer:-

- ❖ Nominal Member- Reward points, Spot Discount, Cash Back, Minimum Purchase Rs 1000 pm, Cyber Wallet Earning Upto Rs. 3, 000 per Quarter (Can be Used for Shopping), Membership based on UID | (Aadhaar Card) http://eaadhaar.uidai.gov.in/
- Gold Member-Reward Points, Spot Discount, CashBack, Minimum Purchase Rs 3000 per Quarter (Can be used for Shopping), Quarter, Membership based on UID | (Aadhaar Card) http://eaadhaar.uidai.gov.in./



Business adviser cum Consumer:-

Independent Business Adviser-

- Business promoter of the NAFCO
 - Easy Joining
 - Half Day Training
 - Free Motivational Seminar
- Formal Marketing Training from Industry Trainer and Speakers
 - ❖ Nominal Joining Free
- Pension Plan through Government of India Pension Fund/ Public Provident Fund
- Benefit Based on Business Volume Generated (BV) by You or Incentive Business Volume (IBV) Yours all Referrals'



- ❖ WORLD BEST QUALITY PRODUCT AT BEST PRICES AT THE DOORSTEP
 - SPOT DISCOUNT
 - * REWARD POINTS
- ❖ ON PARTNER'S WEB STORE SHOPPING-CASH BACK UPTO 2% AND Discount up To 50%
 - ❖ PENSION PLAN-Category A1 and A2 Product Shopping
 ► EXPENSES CONVERTED TO SAVINGS.
 - ❖ PRIMARILY CONSUMER SECONDRILY PROMOTOR
 - **❖** CAN REFER CONSUMER MEMBERS
 - ❖ MINIMUM PURCHASE OF RS. 1,000/-PER Month FOR MEMBER AND RS 3,000/- PER MONTH FOR GOLD MEMBER (Pension plan Included) PER MONTH
 ❖ EARNING POTENTIAL
 - **❖** MAX QUARTERLY INCOME

Cyber Wallet- up to Rs.3,000 and Rs. 6,000 per Quarter (Can be used for Shopping)



Independent Business Adviser

-Benefits

- Cash Payout Direct Sale Incentive (DSI), Bonus, Cash Back, up to Cash Rs. 10,000 per month
- Royalty is paid in Cyber Wallet Up to Rs 9,000 per Quarter
 Long Career Path
 - ❖ Insurance : personal Accident Insurance,
- Pure Term Life Insurance and Medical Insurance (Only for Consistence and Deserving Advisers)



- * Basic for all: NAFCO has cooperated in providing Basic day to day use products Like Grocery, Food Items, Milk, Medicines Both Generic and Ayurveda, Polutry, cloth through NAFCO distribution System and NAFCO Bazars, Adviser Shall be Benefited with Prices, Concessions and
 - Opportunities.
- Housing society Membership Proposed Housing Society for Advisers and Business Partners in most of Districts with Active membership of NAFCO
 - ❖ Loan at Concessional Rate for NAFCO Approved Business Plans are to arranged from Cooperative Bank/Commercial Banks. This Facility shall e arranged for NAFCO Business Advisers and Business Partners only



- ❖ NAFCO Proposed Business Booths are to be auctioned and Allotted Based on the seniority of the Advisers and BusinessPartners
 - Zero Balance Bank Account for Advisers
- Mobile Cash Transfer Facility through Payment Gateway of Major Service Providers
 - Free Smart Mobile Phone with NAFCO Apps Loaded to Deserving Advisers
 - ❖ Pre-Owned refurbished IT and Mobile Hardware from NAFCO Partner Store at Special Price within affordability



- ❖ NAFCO easy pay Outlets for Easy and fast Recharge of Mobile phone, Utility Bills and Various Services 24/7
 Kasankard Holders and Advisers .
- ❖ NAFCO Proposed Micro Deposit Scheme for Mobilization of Small Savings through Easy Pay Machines Kasankard

Holders and Advisers

- 2% Cash Back Facility with Discount Upto 50% from Major Partners Web Stores (Proposed Off lines Stores Also) offering Millions of Items for Use of NAFCO Members/Advisers
 - Monthly Retainer ship to Consistent, Hardworking and Sincere Advisers based on their Skill set and Past / Proposed Performance



- ❖ NAFCO We Care: Programme for Re-imbursement of Education Fee up to Certain Amount for Advisers who Qualify Criteria of Skill sett of Training and Train the Trainer (TTT) Programme
- ❖ NAFCO We Care: Scholarship to the Children of the Advisers who Qualify 90% Marks in the Half Yearly/Final Annual Exams
- ❖ NAFCO Kisan Pragati Card proposed to be welcomed at major outlet offering various services for Discount/Special Prices for NAFCO Advisers like Hotels, Cinema, Clubs and other recreation centers



- ❖ NAFCO Proposed "Kisan jan Aushdhi" Programme for Sourcing and Distribution of Generic Medicines and Injectable. These Medicines Shalle Available for all NAFCO Members and Advisers
- ❖ NAFCO Herbal Products Shall be Available Through Business Partners and Merchants. NAFCO Advisers shall be benefited from the Programme. Herbal Farming and Extension Work is Active Vision of the NAFCO
- ❖ NAFCO Organic Project- NAFCO has ambitiously Active participating in the Farming on Organic Vegetable, Grains, Pulses, Spices and Fruits.
- NAFCO Advisers shall set up a group promoting Marketing, Export and Farming of Organic Food



❖ NAFCO Basic Education Programme: Under this Programme The Advisers shall be entitled for Concessional Fee for Primary, Middle, Secondary and High School Education at Select Private, / Public School. The Payment of Fee Shall be Covered Under Pension Plan.

❖ NAFCO Higher Education at Select Institutions /universities, The Payment of Fee Shall be Covered under Pension Plan



- NAFCO Holidays: Adviser Shall be offered Free or Concessional Holiday Packages at Major NAFCO Coopered Holidays Resorts and Hotels.
- Proposed Concessional Transport Passes for NAFCO Advisers for Commuting with in State and Within

Interstate

NAFCO Propose to Cooperate /Build Clubs in Major Districts and Tehsils, for the Business / Training/ Presentations/Products Showcasing of NAFCO and Recreation Activities of Members and Advisers.



- * NAFCO Shall Be offering: For the Adviser-
- -Business Development Seminars-Two Half Days/One Full Day
 - Leadership Training Programme-Seminars-Two Half Days/One Full Day
 - Family Traning (Get Togerther/Familiarization)
- ❖ One Full Day Do Your Dreams Training in Five Star Hotel
 - Three Days Nature-Retreat Training
 - ❖ Three Days Residential Convention in Five Star Hotel



- ❖ NAFCO Shall Be offering: For the Adviser-
 - Ten Days Vipassana Camp
 - Money Mantra Course
 - Art of Rekhi
 - NLP Course
- ❖ Language Refresher Course-India & Foreign
 - Farming Technology & Indian Cultural
 - ❖ Specific Skill Set Training



- Bike/Car Breakdown Protect at very Concessional Rate
- ❖ Lost Wallet & Protection: NAFCO propose to Offer Lost
 Wallet Protection Service to the Business Advisers at
 special Price, so that their belonging and Cash are safe and
 they can get Cash at any Point in India while on work or



Business Adviser cum Consumer:-

- Business Consultant-
- ❖ Consumer, Adviser & Business promoter of the NAFCO,
- In Addition to all Benefits of Independent Business Adviser
 Plus and Financial Specific to:
 - ❖ Cash Payout Direct State Incentive, Bonus, MPCP, Upto

Cash Rs. 20,000 Per Month

- ❖ Bonus Cyber Wallet Upto Rs 12,000 Per Quarter
- ❖ Training Fee Remuneration & Training Incentive
- Management Performance Compensation (MPCP) in Cash as Incentive



Business Coordinator cum Consumer:-

Business Coordinator:

- Consumer, Adviser-Business promoter of the NAFCO
- In Addition to all Benefits of Independent Business Advise
 - & Business Consultant Plus and Financial Benefits Specific

to BC:

- ❖ Cash Payment through Direct Sales Incentive, Bonus,
 MPCP Upto Rs . 30,000 per per month
 - ❖ Bonus Cyber Wallet upto Rs 15000 per Quarter
 - Training Fee Remunerations & Training Incentive
- Management Performance Compensation (MPCP) In Cash as Incentive



Business Partners/Associate for FMCG:-

- *Rastriya Sehkari Rradesh Bikri Kendera (State Bulk Merchant) (Can be a Supply Chain/State Marketing Point/State NAFCO Point)
- * Rastriya Sehkari Zila Bikari Kendra (District Bulk Merchant) (Can be a Supply Chain/District Marketing Point/ District

NAFCO Point)

- Category A (Having 16 Ping Code)
- ❖ Category B (Having 8-15 Pin Code)
- Category C (Having less Than 8 Pin Codes)



Business Partners/Associate for FMCG:-

- ❖ Rastriya Sehkari Tehsil Bikri Kendra (Area Bulk Merchant)
 - (Can be Marketing , Supplying & Servicing One Pin Code/Designated Area/Block Supply Point)
- Rastriya Sehkri Bikri Kendra (Area Retail Merchant)- (Can be a marketing, Supplying & Servicing One Pin Code/Designated Area/Village Supply Point)
 - ❖ NAFCO Seva Kendera (E-Com Associate)-(can be a offering e-commerce & membership Services in One Pin Code/Designated Are)



Business Partners/Associate for FMCG:-

- ❖ Home Delivery Associate (can be a Linked to Servicing One Pin / Area Ratail Merchant/Designated Area)
- ❖ Mobile Shop (Can be Bicycle of Battery Driven Booth who Market, Supplies & Service the

Designated Area of Retail Merchant)



Rural Business Partners/ Associate for Agriculture Inputs:-

- *Rastriya Sehkari Pradesh Gramin Kendera (State Bulk Merchant) (can be a Supply Chain/State Marketing Point / State NAFCO Point)
- *Rastriya Sehkari Zila Gramin Kendra (District Bulk merchant) (Can be Supply Chain/District Marketing Point

/ District NAFCO Point)

- -Category A (Having 16 Pin Codes)
- ❖ -Category B (Having 8-15 Pin Codes)
- ❖ -Category C (Having less Than 8 Pin Codes)



Rural Business Partners/Associate for Agriculture Inputs:-

- Rastriya Sehkari Tehsil Gramin Kendra (Area Bulk Merchant)- (Can be a Marketing , Supplying & Servicing one Pin Code/Designated Area /Block Supply Point)
- Rastriya Sehkri Gramin Kendra (Area Retail Merchant (Can be a Marketing, Supplying & Servicing One Pin Code/Designated Area/Village Supply Point)
- ❖ Kisan Sewa Kendra (E- Com Associate)- (Can be a Offering e commerce & Membership Services in One Code /Designated Area)



Rural Business Partners/Associate for Agriculture Inputs:-

❖ Home Delivery Associate – (Can be a Linked to Servicing One Pin Code / Area Ratail Merchant / Designated Area)

❖ Mobile Shop — (Can be Bicycle or Battery Driven Booth

Who Market, Supplies & Service the Designated Area of

Retail Merchant)



Membership Type (Members & Advisers)	Setup Fee	Annual License Fee Adjusted Monthly	Caution Money	Monthly Mandatory Purchase	Total (Rs)
Nominal Member	490	365	Nil	1000	955
Gold Member	990	1095	Nil	3000	2,085
*Discount on Annual Subscriptions:		25% for Women *10% Discount for OBC/Bacward Class*30% Discount for Physically Handicapped			





Membership Type	Setu	Annual License Fee	Caution	Monthly	Total	
(Members & Advisers)	р	Adjusted Monthly	Money	Mandatory	(Rs)	
	Fee			Purchase		
Independent Business	990	4800	Nil	3,000	5,790	
Business Consultant	990/	19,200 m	5,000	3,000	25,190	
Business Coordinator	990	38,400	10,000		49,390	

*Discount on Annual Subscription: 25% for Women*10%

Discount for OBC/Backward Class*30% Discount for Physically

Handicapped



Joing-Business Partners

Membership Type	Setup	Annual License Fee	Caution	Monthly	Total
(Members & Advisers)	Fee	Adjusted Monthly	Money	Mandatory	(Rs)
				Purchase	
Area Business Partner	4,990	48,000	200,000	3,000	252,990
District Business Partner	4,990	144,00/96,000/48,000	500,000/	3,000	693,990/
Category A,B, & C		Z	400,000/		500,990/
		更	300,000		352,990
State Business Partner	4,990	244,000	1,000,000 3,000		1,244,99
					090

*Discount on Annual Subscription: 25% for Women*10%

Discount for OBC/Backward Class*30% Discount for Physically
Handicapped



Joing-Merchant & Associates

Membership Type	Setup	Annual License Fee	Caution	Monthly	Total
(Members & Advisers)	Fee	Adjusted Monthly	Money	Mandatory	(Rs)
				Purchase	
Retail Merchant	4,990	24,000	50,000	3,000	78,990
Mobile Kiosk Shop	9,990	12,000	10,000	3,000	31,990
Home Delivery Associate	4,990	12,000	10,000	3,000	26,990
E-Com Associate	4,990	24,000	10,000	3,000	38,990

*Discount on Annual Subscription: 25% for Women*10%

Discount for OBC/Backward Class*30% Discount for Physically

Handicapped



Joining-Chart at Glance

Membership Chat at a Glance

					Set Up	Annual	Caution	Minimum	Transferability	Inc. Code	Pension
Merbership	Traini	Туре	Terri	Area	Fee	License	Money	Purchase	Spouse/Legal	Tradable	Plan
Туре	ng		tory	ERS	CO	\					
Consumer				RML		En					
Member				UP		30					
Nominal	N	Consumer	India	Home/ Office	490	365	0	1,000	Υ	N	N
Member				X.		77					
Gold Member	N	Consumer	India	Home/ Office	490	1,095	0	3,000	Υ	N	Υ
						0					
Business				R							
Adviser				山							
Independent	Y1*4	Adviser	India	India	990	4,800	0	3,000	Υ	N	Υ
Business				0.0							
Adviser						3.					
Business	Y1*8	Adviser/Consultant/Tr	India	India	* 990	19,200	5,000	3,000	Υ	Υ	Υ
Consultant		ainer									
			•								
Business Co-	Y1*12	Adviser/Consultant/Tr	India	India	990	38,400	10,000	3,000	Υ	Υ	Υ
ordinator		ainer/111									
Business					3 6						
Partner											
Area Business	Y2*2	Merchant/Pin	India	Pin/Part of	4,990	48,000	200,000	3,000	Υ	Υ	Υ
Partner				PIN							
District	Y2*2	Supply Chain/District	India	District/Part	4,990	144,000	500,000	3,000	Υ	Υ	Υ
Business				of District							
Partner A											
District	Y2*2	Supply Chain/District	India	District/Part	4,990	96,000	400,000	3,000	Υ	Υ	Υ
Business				of District							
Partner B											
District	Y2*2	Supply Chain/District	India	District/Part	4,990	48,000	300,000	3,000	Υ	Υ	Υ
Business				of District							
Partner C											
State Business	Y2*2	Supply	India	State/Part of	4,990	240,000	1,000,00	3,000	Υ	Υ	
Partner		Chain/District/NAFCO		State			0				
<u> </u>											-
Business											
Merchant	1444			5: 1.4	4.000	24.00	50.005	2 222	.,	.,	<u> </u>
Retail	Y1*1	Merchant Designated	India	Fixed Area	4,990	24,00	50,000	3,000	Υ	Υ	Y
Merchant	Va *a	Area	111	Et al Ass	0.000	42.000	40.000	2.000		.,	<u>, , , , , , , , , , , , , , , , , , , </u>
Mobile Kiosk	Y1*1	Merchant Designated	India	Fixed Area	9,990	12,000	10,000	3,000	Υ	Υ	Υ
Shop	Va *a	Area	1	Et al Ass	4.000	42.000	40.000	2.000		.,	<u>, , , , , , , , , , , , , , , , , , , </u>
Home Delivery	Y1*1	Merchant Designated	India	Fixed Area	4,990	12,000	10,000	3,000	Y	Υ	Υ
Associate	V4*4	Area	la alia	Circal Array	4.000	24.000	10.000	2.000			
E- Com	Y1*4	Designated Area	India	Fixed Area	4,990	24,000	10,000	3,000	Υ	Υ	Y
Associate											

*25% Discount for Women *10% Discount for OBC/Backward Class *30% Discount for Physically Handicapped



- ❖ SOHO BUSINESS.
- * FLEXIBLE WORKING HOURS.
- ❖ BE OWN BOSS.
- **❖ PRIMARILY PROMOTOR SECNDARILY CONSUMER**
- ❖ CAN REFERS BUSINESS ADVISERS.
- ❖ MINIMUM PURCHASE OF Rs. 3000/- PER MONTH.
- HIGH EARNING POTENTIAL
- **❖ MAX MONTHLY & QUARTERLY INCOME**
- ❖ CASH EARNING Upto Rs. 10,000/ 20,000/30,000 per Month PLUS
- ❖ CYBER WALLET Upto Rs. 9,000/12,000/15,000 per Quarter (Can be used for Shopping from NAFCO)



Shopping at Partner's Web Stores

❖ Increase in turnover

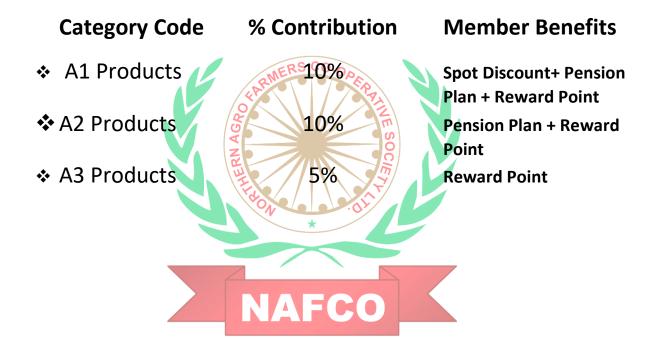
- New customers, MERS CO
- Customers with more money.
- Redemtion of Reward Points & Discount Coupons
- New Member enrollment.
- Sponsor New Web Stores.

❖ Local, National & Global Publicity

- Web Listing
- Free Publicity through Co-operative Website
- Promotions through print and e- News letters



Product- Category





Product- Category

Category Code

FMCG Products

❖ A1 Products

Toiletries, Health Care Products,
Beauty Care Products,
Cleaning Product, Food
Supplements, Herbal Products,
Dhyderaded Vegetables etc.

❖ A2 Products

Pulses, Grocery (Except Basic Oil, Suger, Wheat & Rice), Tea etc.

❖ A3 Products

Wheat, Suger, Rice, Basic Oil, Milk etc.



Product- Category

Category Code

Agriculture Products

- ❖ A1 Products
- ❖ A2 Products
- ❖ A3 Products

Pesticides, Weedicides, Nutrients,
Bio Fertilizers etc.

Agriculture Implement, Agriculture Harvest Implements, Seeds, etc.

Urea, DAP, SSP, NPK, etc.





Power of Wealth Creation

* Example of Milk Vender

- A Milkman Buys Milk for Rs. 1,000 and sells for Rs.
 1,100 (Assume his Profit is 100/- i.e. 10%)
- He Buy Again Next Day Milk for Rs. 1,000 and Sells for Rs. 1,100 and Makes Rs. 100 Again.

❖ Has A Capital of Rs 1,000/-

He Does the Same for One Month and His Profit is Accumulated to Rs. 100x30= Rs.3,000/-

❖ He Sells Milk with this Money Every Day

- Me Carries on the same activity for 12 months or one year or 365 days. He Makes Rs. 3,000x12= Rs. 36,500 and His Initial Capital of Rs. 1,000/- is Intact.
- This Way He has created wealth of Rs.36,000 in one =36,5000x100/1,000=3650%



Power of Wealth Creation

* Example of Milk Vender

- This Means if Money Changes Hands every time a wealth is created, if Money Changes Hands more than one time in a day money Multiplies in a day and wealth is generated
- ❖ Has A Capital of Rs 1,000/-
- ❖ He Sells Milk with this Money Every Day
 - Therefore we Should be in the Business of the Goods which Changes Hands Fast for example FMCG (Fast Moving Consumer Goods)





*	Cost of Project:	s. 21,75,000/-	Fixed	Variable (pm)
*	Shop on Rent/Security 2,000 So	qft@ Rs. 10 psft	Rs. 40,000/-	Rs. 20,000/-
*	Furnishing & Fixture @ Rs. 50 p	osftz	Rs. 50,000/-	
*	Computer, UPS & Printer 2 Set	ts H	Rs. 50,000/-	
*	Refrigerator & Other Equipmen	nt don	Rs. 30,000/-	
*	NAFCO Setup & Caution Mone	Y	Rs. 5,04,990/-	
*	Inventories/Stock/Book Debts		Rs. 15,00,010/-	
*	NAFCO Monthly Subscription	NAF	20	Rs. 12,000/-
*	Salary of Manager	IVAL		Rs. 16,000/-
*	Salary of Accounts/Collection E	Executive (2)		Rs. 25,000/-
*	Salary of Dispatch/ Store Assist	cance (4)		Rs. 24,000/-
*	Electricity & Water Expenses			Rs. 10,000/-
*	Other Store Like Internet, Tel E	xpenses etc		Rs. 2,000/-
*	Freight/ Packing/Logistics/EMI	of Dlry Vikrant		Rs. 12,500/-
*	Interest on Capital 12% pa on F	ixed Cost & 3 mont	h Working Capital	Rs. 22,000/-
	To	otal	Rs. 21,75,000/-	Rs. 1,43,500x12
				=Rs. 17,22,000/- pa



Sample List of Items to Be Sold Through Rastriya Sehkari Bikri Kendera

- Grocery
- Pulses
- Spices
- ❖ Staple Food-Wheat, Rice, Bajra, Makka etc
- **❖** Sugar
- Cooking Mediums- Cooking Oils of All Type
- ❖ Toiletries-Soaps, Shampoo etc
- ❖ Health Care Products
- ❖ Beauty Care Products
- Cleaning Products
- ❖ Food Supplements- Proteins, Shakes, Baby Foods
- ❖ Herbal Products etc
- **❖** Milk
- Dehydrated Vegetables



❖ Cost of Project: Rs. 21,75,000/- Revenue (pm) Expenses (pm)

Sale from Bulk Store to Retail Shops Rs. 14,000 per Day

25 Retail Shops in a District Sale per Day

Sale Rs. 3,50,000/- per Day 1.0% Gross Profit

Cat A3 on Rs. 3,500x25=

Rs. 1,75,000/-

❖ Sale of A1 & A2 Products to 25 Retail Shops in a
District Sate Rs. 8,000 per Day Sales Rs. 2,00,000/per day i.e2% Gross Profit Rs. 4,000x25=
Income from Web Store Order Cash back Approx
Rs. 1,00,000/-

❖ Income from NAFCO Membership & Subscription
Rs. 25,000/Total Revenue Rs. 3,10,000x12=
Rs. 37,20,000/- pa

Total Expenses Rs. 1,43,500x12= Rs. 17,22,000/- pa

Net Profit Rs. 19,98,000, Rs. 1,66,500 per Month, 76.55% ROI



	Business Ham Hustilyu S	25 CO		14 (2130110	. Daia ilici ciiaiit,
*	Cost of Project: Rs. 21	,75,000/-	Fixed	3	Variable (pm)
*	Shop on Rent/Security 150-200 Sqf	t@ Rs. 50 psft	R	s. 20,000/-	Rs. 10,000/-
*	Furnishing & Fixture @ Rs. 200 psft		Rs. 40,00	00/-	
*	Computer, UPS & Printer		Rs. 25,00	00/-	
*	Refrigerator & Other Equipment	LAON .	Rs. 10,00	00/-	
*	NAFCO Setup & Caution Money	*	Rs. 54,99	90/-	
*	Inventories/Stock of Merchandise		Rs. 350,0)10/-	
*	NAFCO Monthly Subscription				Rs. 2,000/-
*	Salary of Retail Assistant (2 Nos)	NAF	50		Rs. 10,000/-
*	Electricity & Water Expenses				Rs. 3,000/-
*	Other Store Like Internet, Tel Exper	nses etc			Rs. 2,000/-
*	Freight/ Packing/Logistics/EMI of D	lry Vikrant			Rs. 12,500/-
*	Interest on Capital 12% pa on Fixed	Cost & 3 mont	h Working	Capital	Rs. 5,000/-
	Total		Rs. 5,00,	000/-	Rs. 32,000x12
					=Rs. 3,84,000/- pa



*	Cost of Project:	Rs. 5,00,000/-	Revenue (pm)	Expenses (pm)
*	Sale from Shop Rs. 300 Ave	rage per Customer CO-	DAE	
	50 walk in per day Sales Rs.	15,000/- per Day A3	TO THE REAL PROPERTY.	
	Category Products 3% Gross	Profit Rs. 450x25=	TE S	Rs. 18,750/-
*	Sale of Category @ A2 & A3	Products to Walk ins	S C I	
	50 Customers @ Rs. 400 pe	Customer Sale Rs. 20,	000/7	
	5% Gross Profit Rs. 1000x25	*	·dr	Rs. 25,000/-
	Sale to Mobile Booth Shop 2	2 Nos*4,000/- per day		
	Total Sale Rs. 8,000 @ 2% A	verage Gross Profit Rs.	160*25=	Rs. 4,000/-
*	Income from Webstore Ord	ers Cashback Approx		Rs. 5,000/-
*	Income from NAFCO Memb	ership & Subscription		Rs. 10,000/-

Total Revenue Rs. 62,750x12= Rs. 7,53,000/- pa

Total Expenses Rs. 32,000x12= Rs. 3,84,000/- pa

Net Profit Rs. 3,69,000, Rs. 30,750 per Month, 73.80% ROI



*	Cost of Project:	Rs. 38,000/-	Fixed	Variable (pm)
*	Mobile Booth Shop on Rent,	Security RMERS CO.	OPED	Rs. 45,00/-
*	Mobile Shop Made up Tailo	Made Changes Cost	Rs. 2,000/-	
*	Mobile Telephone/Smart De	vice 🖁	Rs. 5,000/-	
*	NAFCO Setup & Caution Mo	ney 🖁	Rs. 5,000/-	
*	Inventories/Stock/Book Deb	ots	Rs. 11,010/-	
*	NAFCO Monthly License FEE	*		Rs. 1,000/-
*	Mobile Shop Maintenance			Rs. 500/-
*	Mobile Expenses etc			Rs. 500/-
*	12 EMI on Project Cost on Ir	nterest @20% pa Simpl	e Interest	Rs. 3,800/-
		Total	Rs.38,000/-	Rs. 10,300x12
				=Rs. 1.23.600/- pa



*	Cost of Project:	Rs. 38,000/-	Revenue (pm)	Expenses (pm)
*	Sale from Mobile Shop Rs.	200 Average per Custo	mer 50	
	Customer in per day Sales R	s. 10,000/- per day A3		
	Category Products 3% Gross	Profit Rs. 300x25=	Sol	Rs. 75,00/-
*	Sale of Category @ A2 & A3	Products to Walk ins		
	50 Customers @ Rs. 400 pe	r Customer Sale Rs. 20,	000/-	
	5% Gross Profit Rs. 1000x25	*		Rs. 25,000/
*	Sale of Milk, 600 ltr Milk @	Rs. 3 per Ltr p/day		
	Total Sale Rs. 3x600= 1,800	x25 day=		Rs. 45,000/-
*	Bread, Butter, Jam, Fast Foo	od, & Other Break Fast		
	Products Sale @ 10% on Rs.	2,000 profit Rs. 200*2	5=	Rs. 5,000/-
*	Income from Webstore Ord	ers Cashback Approx		Rs. 2,000/-
*	Income from NAFCO Memb	ership & License Fee		Rs. 3,000/-

Total Revenue Rs. 62,750x12= Rs. 7,53,000/- pa

Total Expenses Rs. 10,300x12= Rs. 1,23,000/- pa

Net Profit Rs. 6,29,400, Rs. 52,450 per Month, 1,656.31% ROI



*	Cost of Project:	Rs. 38,000/-	Fixed	Variable (pm)
*	Mobile Booth Shop on Rent,		P.P.	Rs. 45,00/-
*	Mobile Shop Made up Tailor	Made Changes Cost	Rs. 2,000/-	
*	Mobile Telephone/Smart De	evice Z	Rs. 5,000/-	
*	NAFCO Setup & Caution Mo	ney 🗒	Rs. 19,990/-	
*	Inventories/Stock/Book Deb	ts	Rs. 11,010/-	
*	NAFCO Monthly License FEE	*		Rs. 1,000/-
*	Mobile Shop Maintenance			Rs. 500/-
*	Mobile Expenses etc	NAE	20	Rs. 500/-
*	12 EMI on Project Cost on In	iterest @20% pa Simpl	e Interest	Rs. 3,800/-
		Total	Rs.38,000/-	Rs. 10,300x12
				=Rs. 1,23,600/- pa



*	Cost of Project:	Rs. 38,000/-	Revenue (pm)	Expenses (pm)
*	Sale of Milk, 600 ltr Milk @		PERA	
	Total Sale Rs. 3x600= 1,800	x25 day=	Z m	Rs. 45,000/-
*	Bread, Butter, Jam, Fast Foo	d, & Other Break Fast		
	Products Sale @ 10% on Rs.	2,000 profit Rs. 200*2	25= 5	Rs. 5,000/-
*	Income from Webstore Ord	ers Cashback Approx	e di'	Rs. 2,000/-
*	Income from NAFCO Memb	ership & License Fee		Rs. 1,000/-

Total Revenue Rs. 53,000x12=
Total Expenses Rs. 10,300x12=

Rs. 6,36,000/- pa

Rs. 1,23,000/- pa

Net Profit Rs. 5,12,400, Rs. 42,700 per Month, 1,348.42% ROI



Sample List of Items to Be Sold Through Rastriya Sehkari Gramin Bikri Kendera

- Fertilizer
- Bio Fertilizer
- Nutrients
- Minerals
- Pesticide, Weedicide
- Plant Harmon Growth Agents
- **❖** Seeds
- ❖ Animal Feed
- Poultry Feed



- Agriculture Implements
- ❖ Agriculture Harvest Implements



*	Cost of Project:	Rs. 5,70,000/-	Fixed	Variable (pm)
*	Shop on Rent/Security 500	0 Sqft@ Rs. 2 psft Co	-ORs. 20,000/-	Rs. 10,000/-
*	Furnishing & Fixture 100 @	Rs. 10 psft	Rs. 10,000/-	
*	Computer, UPS & Printer 1	Setts 8	Rs. 25,010/-	
*	Weighing Scale, Weights Pa	acking & Other Equipn	nent Rs. 10,000/-	
*	NAFCO Setup & Caution M	oney	Rs. 5,04,990/-	
*	NAFCO Monthly Subscription	on	.07	Rs. 12,000/-
*	Salary of Account / Collecti	on Executives (1)		Rs. 5,000/-
*	Salary of Dispatch/Store As	sistant (1)		Rs. 4,000/-
*	Electricity & Water Expense	S NAF	CO	Rs. 1,000/-
*	Other Store Like Internet, 1	el Expenses etc		Rs. 500/-
*	Freight/ Packing/Logistics/	EMI of Dlry Vikrant		Rs. 12,500/-
*	Interest on Capital 12% pa	on Fixed Cost 75%		Rs. 4,275/-
		Total	Rs. 5,70,000/-	Rs. 49,275x12
				=Rs. 5,91,300/- pa



❖ Cost of Project: Rs. 5,70,000/PS CO-ORevenue (pm) Expenses (pm)

Commission on Sale of Nutrients Category A3
 Products to Gramin Kenderas Rs. 93,000/- pm
 X12=11.16X25=279 Lacs pa Commission @ 1.5% Rs. 4,18,000/

❖ Sale of Pesticides Category A3 Products to Gramin Kenderas Rs. 42000/- pmx12=5.09x25

=Rs. 127.25 Lacs pa Commission @ 1.5%

Rs.1,90,000/-

❖ Sales of Seeds Category A2 Products to Gramin Kenderas Rs. 93,900/- pmX12=11.26X25= Rs. 281.50 Lacs pa

Commission @ 1.5%=

Rs. 4,22,000/-

Total Revenue Rs. 85,834x12=

Rs. 10,30,000/- pa

Total Expenses Rs. 49,275x12=

Rs. 5,91,300/- pa

Net Profit Rs. 4,38,700, Rs. 36,559 per Month, 76.96% ROI



Business Plan: Rastriya Sehkari Zila Bikri Kendera (Area Retail Merchant)

*	Cost of Project:	Rs. 7,00,000/RS CO	• Fixed	Variable (pm)
*	Shop on Rent/Security 400-	500Sqft@ Rs. 4 psft	Rs. 4,000/-	Rs. 2,000/-
*	Furnishing & Fixture 100 @	Rs. 10 psft	Rs. 10,000/-	
*	Computer, UPS & Printer	N. N	Rs. 25,000/-	
*	Weighing Scale, Weights Pag	king & Other Equipm	ent Rs. 25,000/-	
*	NAFCO Setup & Caution Mo	ney	Rs. 54,990/-	
*	Inventories/Stock of Mercha	andise/Book Debts	Rs. 6,03,510/-	
*	NAFCO Monthly License Fee			Rs. 2,000/-
*	Salary of Retail Assistant (1	Nos) NAF	CO	Rs. 2,500/-
*	Electricity & Water Expenses	S		Rs. 500/-
*	Other Store Like Internet, Te	el Expenses etc		Rs. 500/-
*	Customer Discount (Nutrien	ts 10%, Pesticides 5%	, Seeds 10%)	Rs. 21,600/-
*	Interest on Capital 12% pa o	n Fixed Cost & Worki	ng Capital on 75%	Rs. 5,250/-
		Total	Rs. 7,00,000/-	Rs. 34,350x12
				=Rs. 4,12,200/- pa



❖ Cost of Project: Rs. 7,00,000/Revenue (pm) Expenses (pm)

Sale from Shop Fertilizers 185 MT A3.

Category Products to Farmers Rs. 2.55 Lacs Average

Per Month Rs. 2.55x12=Rs. 30.60 Profit

Rs. 2,77,000/-

Rs.2,93,000/-

Sale of Nutrients Category A3 Products to Farmers

Customers Rs. 93000/- pmx12=11.16 Lacs pa

Gross Profit

Sale of Pesticides Category A3 Products to Farmers

Customers Rs. 42,000/- pmx12=5.09 Lacs pa

Gross Profit

Rs. 1,26,000/-

Sale of Seeds Category A2 Products to Farmers

Customers Rs. 93,900/- pmx12=11.26 Lacs pa

Gross Profit= Rs. 3,27,000/-

❖ Income from Webstore Orders Cashback Approx Rs. 10,000/-

Total Revenue Rs. 86,083x12= Rs. 10,33,000/- pa

Total Expenses Rs. 34,350x12= Rs. 4,12,200/- pa

Net Profit Rs. 6,21,333, Rs. 51,761 per Month, 88.76% ROI



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- ❖ Income Levels and Total Income is Based on the Project Input Cost, Managerial Skills of the Entrepreneur or Independent Business Adviser, Market Normal Conditions and Competition. These Income and Expenditure are Just for Illustration purpose. They are not intended to represent Income of a typical any given C & F Agent, Wholesaler, Service Center, Associate and Retailer under Various Names, nor are they intended to represent that any of these Business Partner/Business /Associates/ Independent Business Adviser will earn income in that amount.
- ❖ Success of any Business Partner/Business Associates/Independent Business Adviser will depend upon the amount of Hard Work, talent, Dedication and Input of all other resources including Finance which he / She devote to his or Her NAFCO Business plan.
- No Cash Accepted, all Payments are accepted through account payees Cheque/RTGS/NIFT in Favor of National Farmers Co-operative Ltd, Account No xxxxxxxxxxxx, IFSC Code xxxxxxxxxxx, Any Cash Accepted in Extra Ordinary conditioned can only be Authorized by A Person Not less the Level of Director.
- ❖ The License Fee has to be paid annually and apportioned on Monthly Basis, In case any Surrendered of any Business plan or Termination of any Agreement Under any Business Plan the Setup Fee, License fee for the Balance Quarter left from the date of Surrender or Termination shall be refunded along with any Caution Money After adjusting any Dues on account of Supplies/Collection from the officer not below the level or Director of the Board.







CONTACT US

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THANK YOU FOR YOUR TIME AND PATIENT
ATTENTION