



Corporate Deck

Ploughman Agro Pvt. Ltd

Sustainable by design

Website: www.ploughmanagro.com | Phone Number: +91 7880060600



An Innovative Convergence

Introduction of Ploughman

The idea of Ploughman Agro Pvt Ltd (PAPL) was encouraged by Action for Social Advancement (ASA), a public charitable organization set up in 1996.

PAPL was introduced to provide market-led institutional approach to enable smallholders and their Farmer Producer Organizations (FPOs) access mainstream markets and services

Business Objective

PAPL was born out of the realization that farmers' organization (FPOs) need support for marketing, processing, brand building, credit linkage, infrastructure and other professional services to mark their footprint in the agriculture value chains.

*For more information on Ploughman Agro please log in to; www.ploughmanagro.com
Action for Social Advancement (ASA), Bhopal; www.asaindia.org*

The Twin Challenge

Livelihoods & Regenerative Agriculture

Ploughman Agro connects millions of smallholders with markets through Farmer Producer Organizations (FPOs). Several FPOs have also taken stake in the company.



The Challenge

One of the key challenges for Indian farmers is accessing reliable and profitable markets for their produce. Poor infrastructure, limited aggregation, and dependence on middlemen often lead to low price realization. As a result, farmers struggle to earn fair returns despite high production efforts.



Degrading Natural Resources

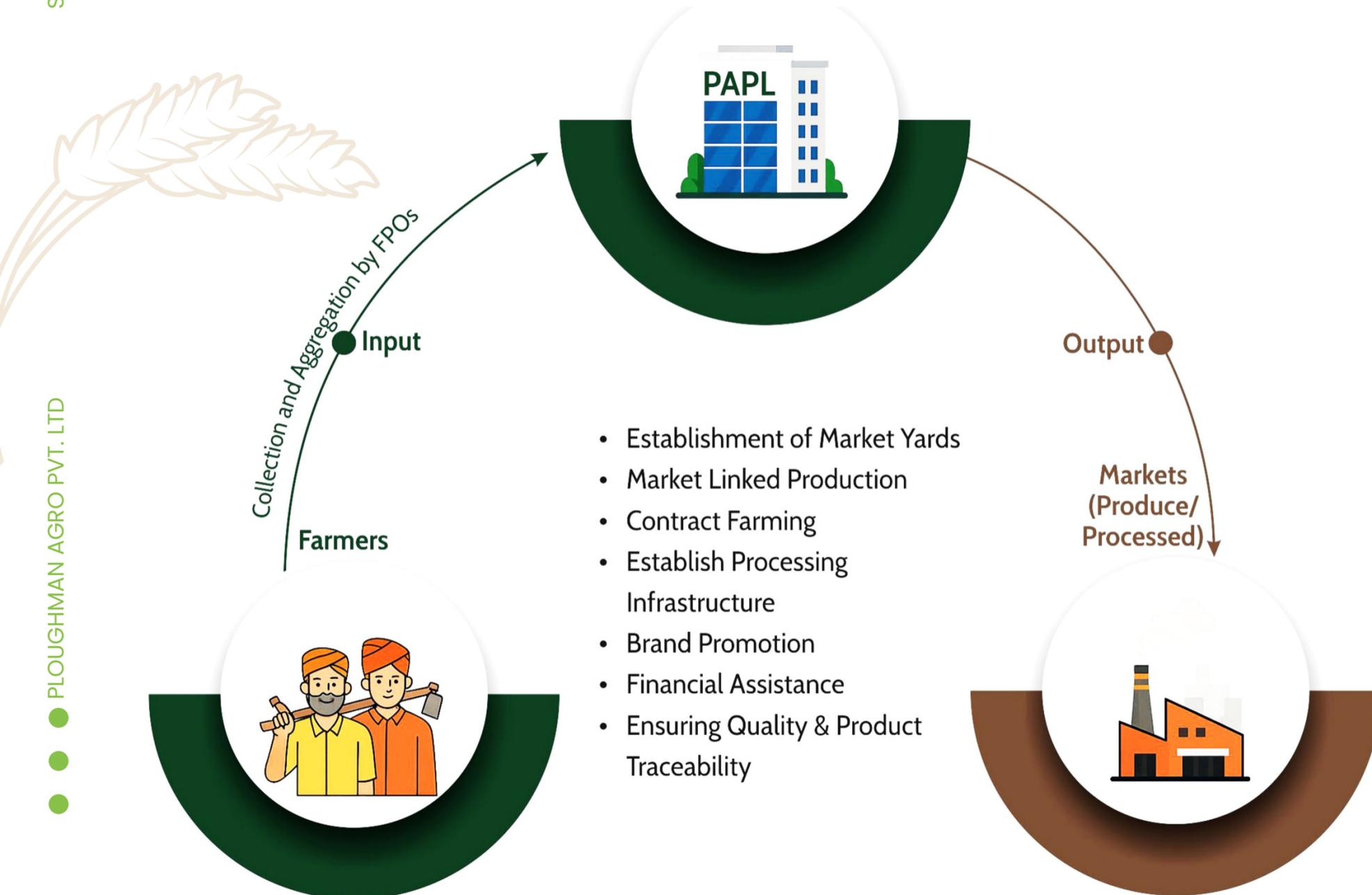
Critical challenge of natural resource degradation caused by decades of unsustainable farming practices among smallholder farmers marked by excessive chemical use, poor soil and water management, and lack of crop diversity; leading to declining soil fertility, water stress, and increased vulnerability to climate and market shocks.

Sustainable or regenerative agriculture which is gaining global acceptance promises higher returns for the farmers, socially inclusive and with positive environmental impact

For more information on Regenerative Agriculture, please log in to; <https://www.idhsustainabletrade.com/regenerative-production-landscape-collaborative/>

Direct to Growers Model

PAPL's 'Direct to Growers Model' is where cultivation meets innovation, and growers step into the spotlight as the driving force behind an equitable and profitable agricultural landscape.



Sustainable Solution to the Challenge

PAPL provides market-linkages to Farmer-Producer-Organization for a wide range of agriculture products spanning traditional, to organic and regenerative, adding value at every point of the supply chain to fetch the maximum returns to producers. **Ploughman is also into project implementation in regenerative and sustainable agriculture.**

- Aggregate and market the bulk produce for FPOs
- Marketing of niche products (organic, non-pesticides) produces by thousands of small, tribal farmers.
- Help facilitate contract farming between FPOs and the market.
- Development of common infrastructure like warehouses, processing units, and Market yards.
- Provide and facilitate access to finance, insurance, and technology.
- Promote and educate farmers on sustainable agriculture and farming practices.

Vision & Mission

To redefine the agricultural sector by building a system that prioritizes farmer well-being, soil health, food security, economic progress, and climate resilience.

To responsibly foster inclusive growth through pro-environment, pro-farmer, and pro-market initiatives.

Our Values

- **Farmer led innovation:** Placing farmers at the center of agriculture transformation through access to technology, markets and knowledge.
- **Sustainable growth:** Driving climate change, regenerative agriculture that scales impact while securing long term business data.
- **Trust and transparency:** Fostering ethical, transparent relationships that build confidence across the agri-ecosystem.
- **Collaborative impact:** Partnering with stakeholders to create inclusive, scalable solutions for systematic change.



What Sets Ploughman Apart



An FPO-Centric Model

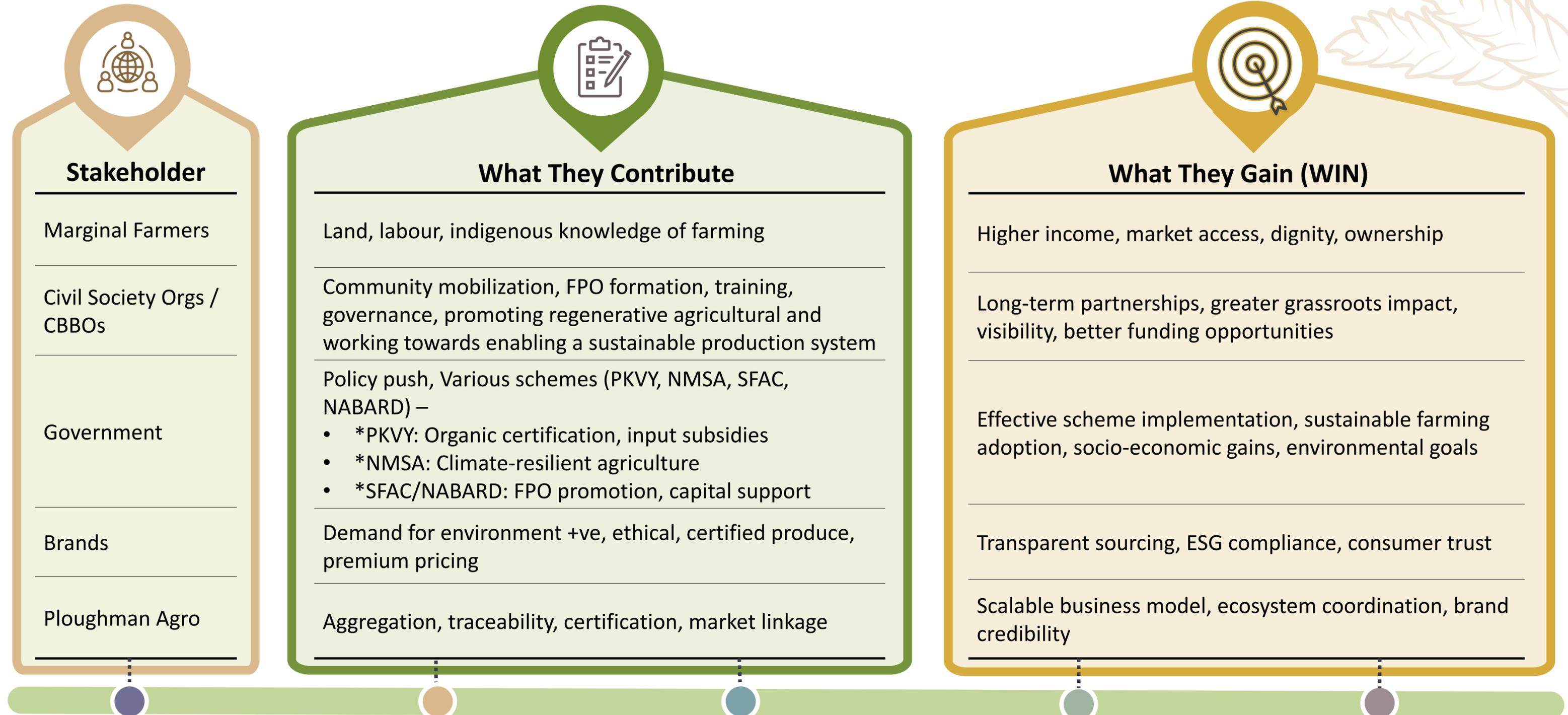
A business model centered around Farmer-Producer Organizations (FPOs) and their promoting bodies which are the civil society organizations

A Pro-environment Value Chain Model

PAPL with partnerships of FPOs and civil society organizations promoting value chains which creates +ve impacts on environment, empower producers economically and socially.

How PAPL Model Creates a Win-Win Proposition

PAPL's model enables a win-win proposition where farmers gain income and dignity, CSOs create impact, governments achieve policy goals, brands access ethical supply, investors earn sustainable returns, and Ploughman scales inclusive, traceable agri-value chains - creating lasting, sustainable impact for people and the planet.



* Paramparagat Krishi Vikas Yojana (PKVY)

* National Mission for Sustainable Agriculture (NMSA)

* Small Farmers' Agri-Business Consortium (SFAC)

Our Operational Area & Outreach



Photos from PAPL's field operations



8 States

Operations across **8 states**

100 + Farmers Producer Organizations

94,000 + Farmers

100,000 + Acres of land impacted through soil quality improvement

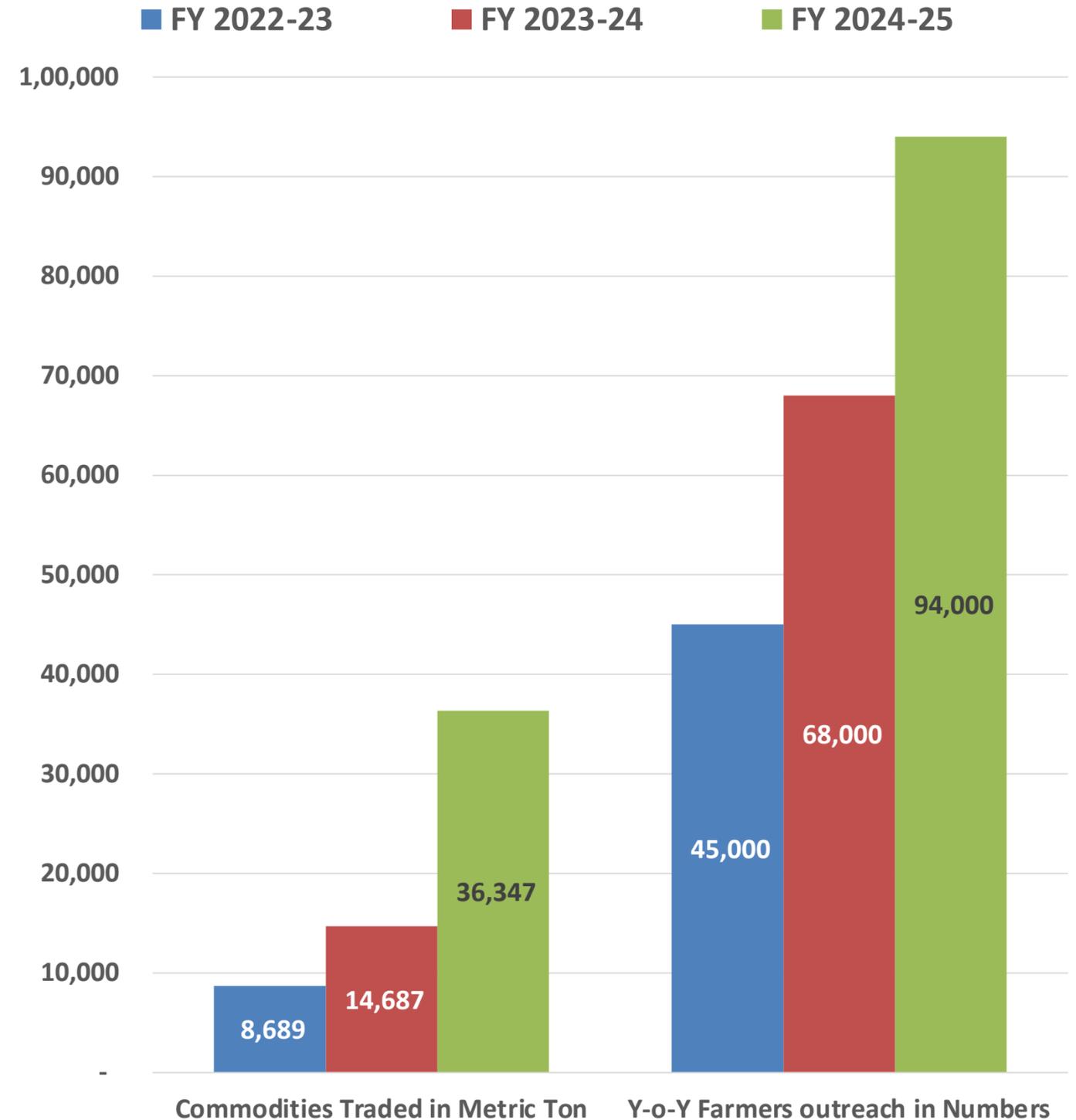
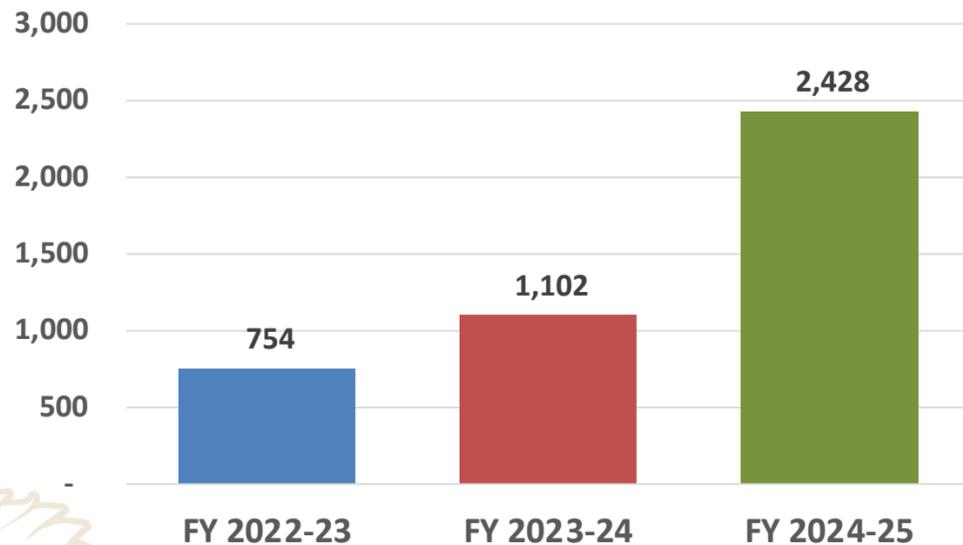


Traction & Milestones



PAPL has shown strong and consistent growth over the last three years. Revenue more than tripled from **₹753.8 million** in FY 2022–23 to **₹2,428.1 million** in FY 2024–25, while commodities traded grew fourfold to **36,347 metric tons**. Farmer outreach doubled from **45,000** to **94,000**, and staff strength grew reflecting organizational expansion alongside operational scale-up. Despite rapid growth, PAPL maintained profitability, with profit after tax rising from **₹49.4 million** to **₹58.0 million**—underscoring a balanced focus on impact and financial sustainability.

Revenue in (₹ Million)



Impact 2024-25 At a Glance



Growing Together:

Total farmers outreach **94,000** out of which **68,000** organic producers/farmers across 136 growers' groups. Sustainable livelihoods & market linkages.



Harvesting Success:

36,347 Metric Ton of agri-commodities from 230+ Aggregation Centres in 2024-25



Nurturing Nature:

43,153 hectares certified organic land and **>50,000** hectare under regenerative agriculture - Promoting soil health & biodiversity.



Trust in Transactions:

96% farmer payments done digitally—secure, seamless & on time.



Sharing the Rewards:

₹160 million+ premiums distributed. Boosting income, inspiring sustainability.



100+ Farmer Producer Organizations (FPOs) supported through end-to-end capacity building, market access facilitation, institutional governance strengthening.



94,000+ Farmers were trained through structured capacity-building initiatives focused on good agricultural practices (GAP), post-harvest management, sustainable and climate-resilient farming, market readiness





Collective Roots, Lasting Impact

PAPL has enabled transformative impact across social, economic, and climate dimensions by leveraging the strength of **Farmer Producer Organizations (FPOs)** and the grassroots support of **Civil Society Organizations (CSOs)**. CSOs have played a key role in building FPO capacities, promoting regenerative agriculture, and ensuring last-mile engagement.

This collaborative model has empowered smallholder farmers with better access to markets, finance, and sustainable practices. It has fostered inclusive participation in agri-value chains, improved farmer incomes and productivity, and advanced climate-resilient farming through soil and water conservation.

Social Impact



PAPL has created significant social impact by empowering smallholder farmers through improved market access, fair pricing, and capacity-building initiatives. By working closely with Farmer Producer Organizations (FPOs) and community institutions, it has strengthened rural livelihoods, enhanced income security, and fostered inclusive, dignified participation in agri-value chains

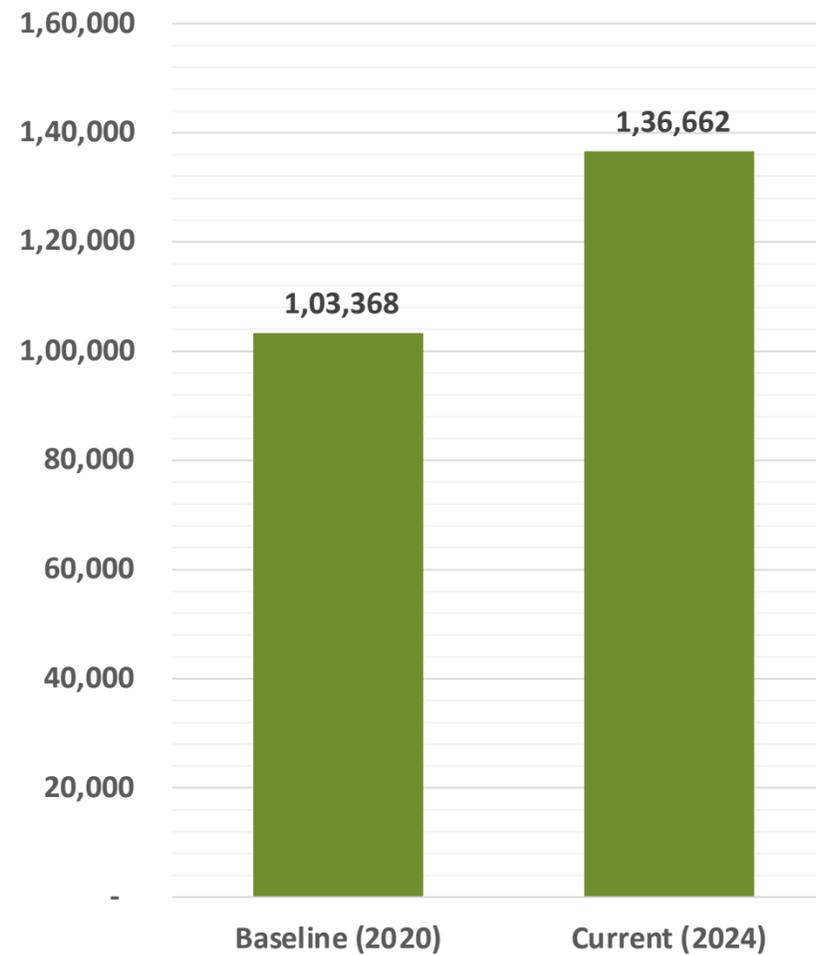


Indicator	Unit	Baseline (2020)	Current (2024)	% Change
No. of farmers organized into multi-layer co-operatives (SHG, FPOs)	No.	1,03,368	1,36,662	32%
Percentage of women in the farmers co-operatives.	%	71	84	13%
Percentage of co-operatives linked to financial institutions for credit for Agri value chain.	%	54	79	25%

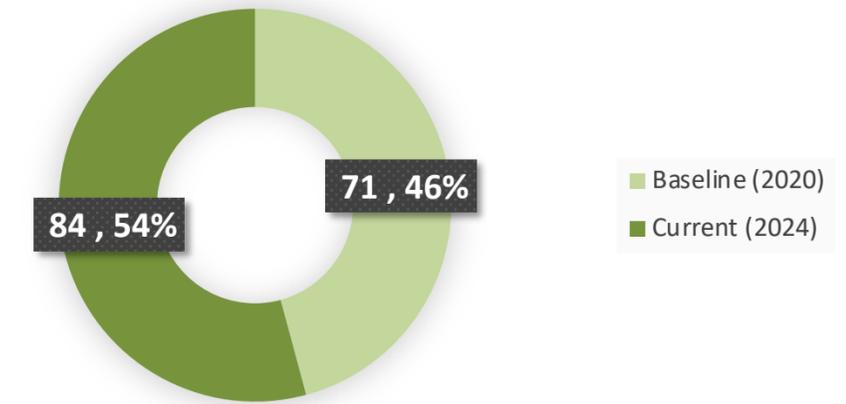
Sustainable Development Goals fulfillment



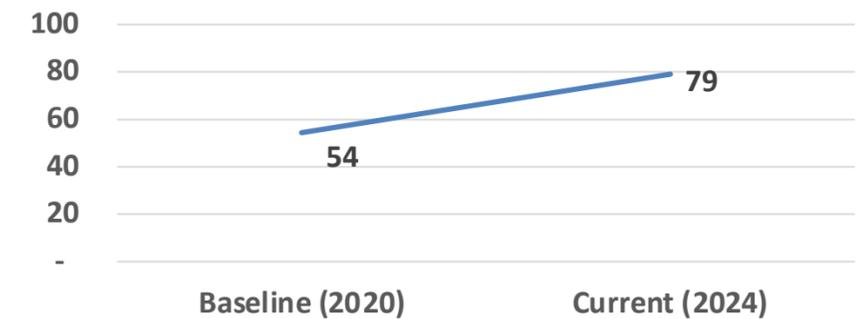
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Percentage of women in the farmers co-operatives. %



Percentage of co-operatives linked to financial institutions for credit for Agri value chain. %



Economic Impact

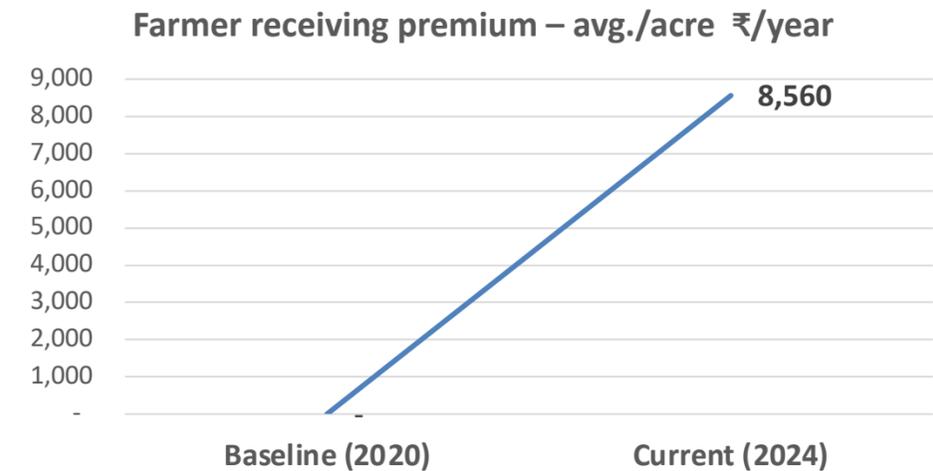
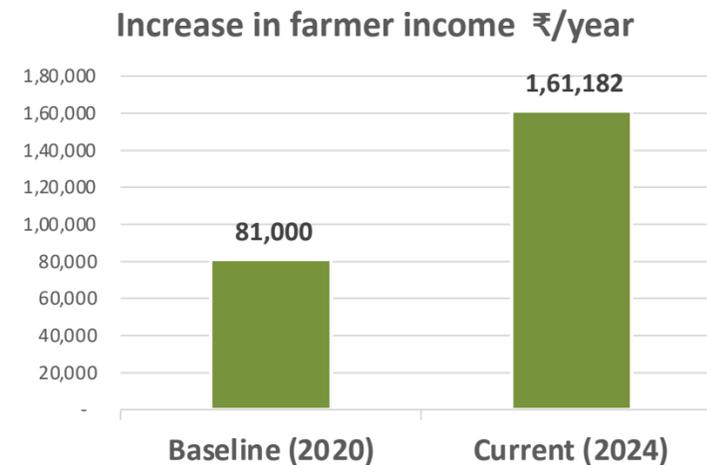
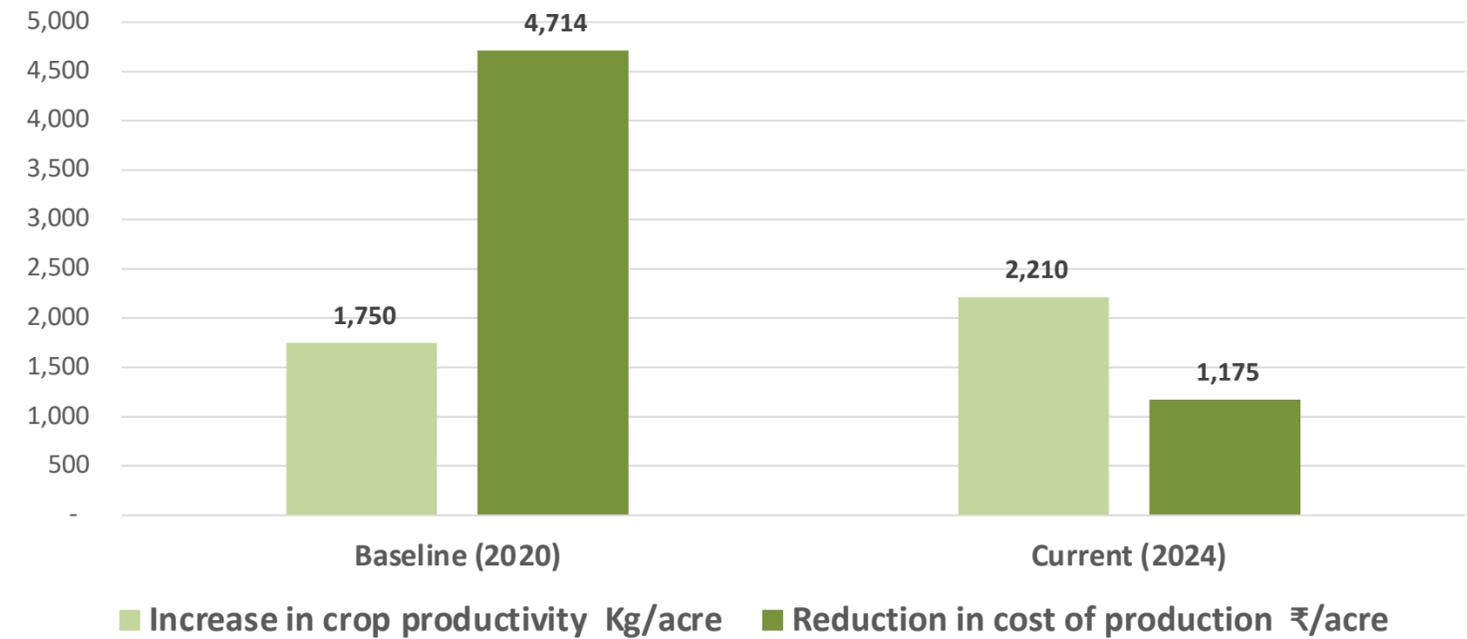


PAPL has strengthened the rural economy by reducing production and transaction costs, increasing farmers' incomes, and promoting value-added practices. Its inclusive agri-business model enables better price realization, improved market linkages, and sustainable income growth for smallholder farmers.

Indicator	Unit	Baseline (2020)	Current (2024)	% Change
Increase in crop productivity	Kg/acre	1750	2210	26%
Reduction in cost of production	₹/acre	4,714	1,175	75%
Increase in farmer income	₹/year	81,000	1,61,182	99%
Farmer Receiving premium avg./acre*	₹/year	0	8560	-

* average premium paid for organic cotton, wheat and pulses

Sustainable Development Goals fulfillment



Climate Impact

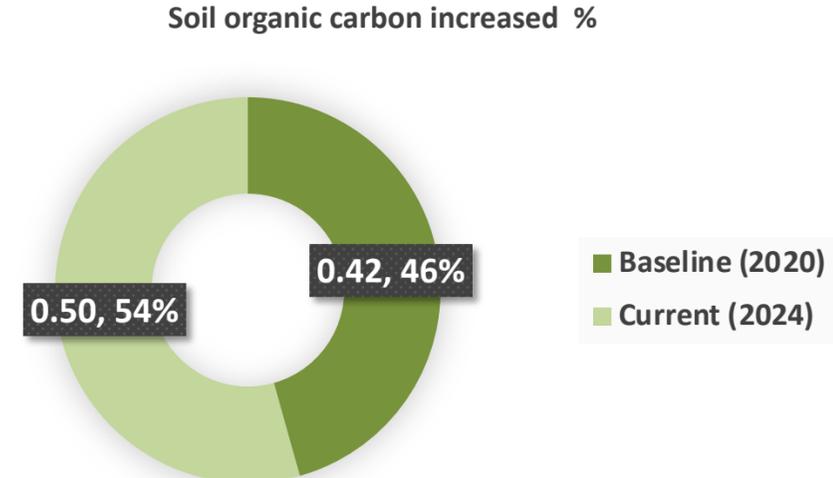
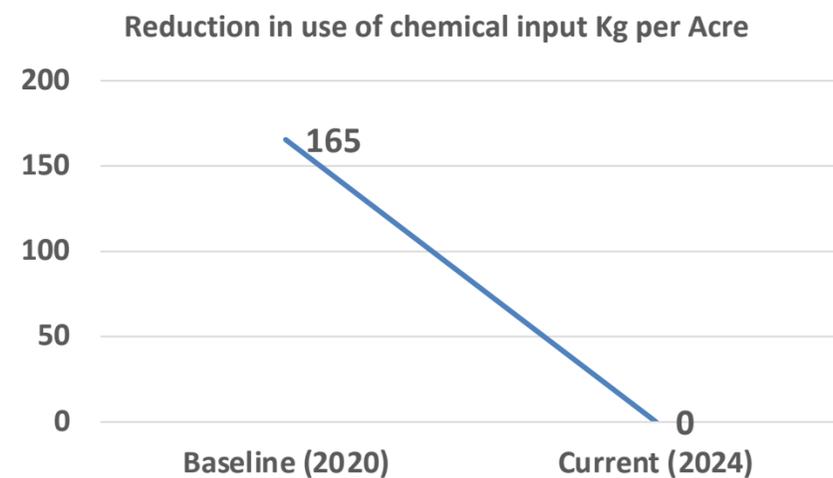
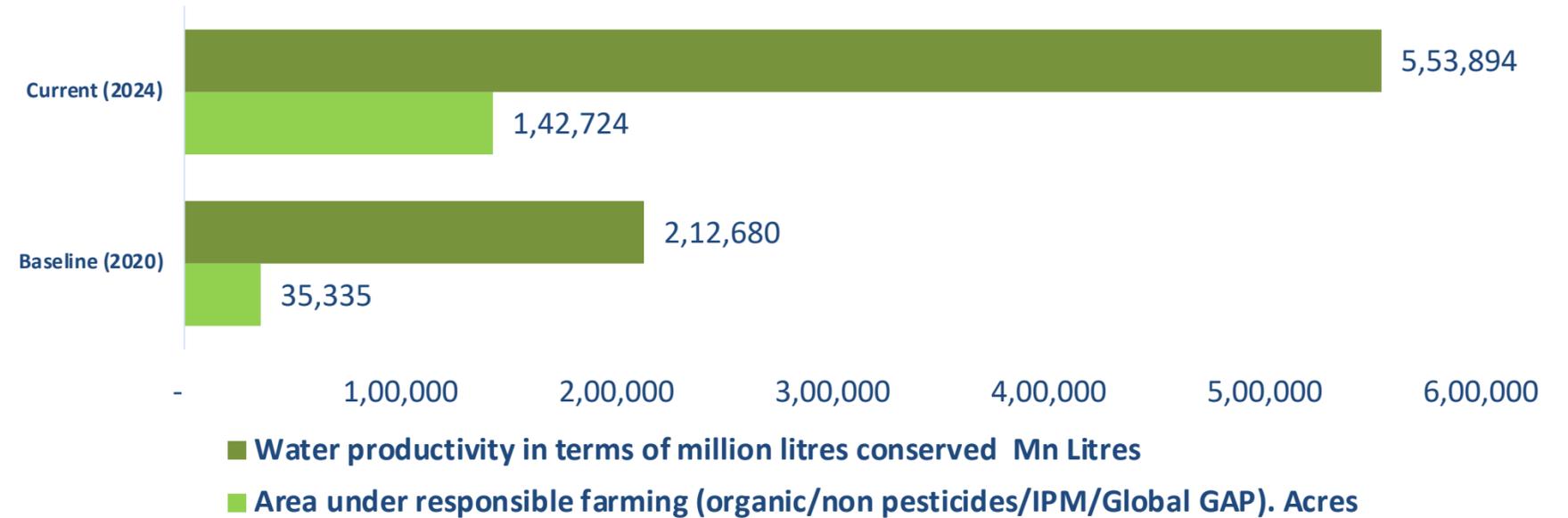


Indicator	Unit	Baseline (2020)	Current (2024)	% Change
Water productivity in terms of million litres conserved	Mn Litres	2,12,680	5,53,894	160%
Area under responsible farming (organic/non pesticides/IPM/Global GAP)	Acres	35,335	1,42,724	304%
Reduction in use of chemical input Kg per acres	Kg/Acres	165	0	100%
Soil organic carbon increased	%	0.42	0.50	19%

Sustainable Development Goals fulfillment



With the active support of grassroots Civil Society Organizations (CSOs), PAPL promotes regenerative farming among smallholder farmers to address climate change. These initiatives are implemented on the ground by CSO partners, ensuring last-mile reach and engagement. By eliminating chemical inputs, improving soil health, and conserving water, PAPL restores degraded land and enhances resilience. These practices boost carbon sequestration and reduce emissions. Overall, PAPL supports climate-smart, sustainable livelihoods.



Ploughman's End to End Traceability System



Internal Control & Traceability

Third party verification

The whole process of certified organic production and marketing is captured digitally for each and every producer right from **seed distribution to farmer's training, procurement, payment to the farmers, processing and final generation of Transaction Certificate**. The process is captured and guided through PAPL's in-house web-based application known as **KRAI (Kommodity Receipt and Invoicing)**.

Below are the snapshots of the KRAI modules on different traceability level tracking

Seed Traceability: Verified sourcing of certified organic seeds distributed to farmers

	एफ.पि.ओ ग्राम किसान का नाम बीज मोबाइल क्र.	Bastrani Farmers Producer Company Limited BADABANKI Sradhanjali Suna - Alekha Ganda Partech 29 8114860142	आई.सी.एस ट्रेसनेट क्रमांक पिता का का नाम प्राप्तकर्ता से संबंध वितरण दिनांक	Maa Chandri Jaibik Fasal Utpadak Samiti OR2402006476 Madan Tandri स्वम 13/06/2024
	एफ.पि.ओ ग्राम किसान का नाम बीज मोबाइल क्र.	Bastrani Farmers Producer Company Limited BADABANKI Sukanti Behera - Durbal Behera Partech 29 7678946181	आई.सी.एस ट्रेसनेट क्रमांक पिता का का नाम प्राप्तकर्ता से संबंध वितरण दिनांक	Maa Chandri Jaibik Fasal Utpadak Samiti OR2402006583 Gupar Behera स्वम 13/06/2024

Procurement Traceability: Digital records of farmer-wise procurement linked to FPOs.

क्र.	आई.सी.एस	किसान	Tracenet_No	Transaction दिनांक	Transaction_Type	Bank_Name	Farmer_AMOUNT	Transaction_AMOUNT	Transaction_Report
1	Nimad Agalgaon Jalvik Fasal Utpadak Kalyan Sangh	HRI	MP2803053519	01/01/2024	NEFT	Madhya Pradesh Gramin Bank-NJGB	145563	87630	
2	Nimad Agalgaon Jalvik Fasal Utpadak Kalyan Sangh	KUSUM BAI	MP2803053571	01/12/2023	NEFT	Jila Sahakari Kendriya Bank Mydt.	28428	28428	

Payment Traceability: Transparent, bank-linked payments to farmers with audit trails.

क्र.	आई.सी.एस	किसान	Tracenet_No	Transaction दिनांक	Transaction_Type	Bank_Name	Farmer_AMOUNT	Transaction_AMOUNT	Transaction_Report
1	Nimad Agalgaon Jalvik Fasal Utpadak Kalyan Sangh	HRI	MP2803053519	01/01/2024	NEFT	Madhya Pradesh Gramin Bank-NJGB	145563	87630	

Product Traceability: Batch-level QR code tracking of products (cotton bales) from farm to market



NPOP (National Programme for Organic Production)



NOP (National Organic Program USA)



Regenerative Organic Certified (ROC)



GOTS (Global Organic Textile Standard)



OEKO TEX Standard

PAPL adheres to globally recognized sustainability and ethical standards in organic production by securing certifications from credible standards such as **NPOP, NOP, ROC, Fairtrade, FFL, GOTS, OCS, Oeko-Tex and Textile Genesis**. These certifications validate our commitment to organic integrity, fair trade principles, and regenerative agricultural practices aligned with ESG goals.



OCS (Organic Content Standard)



TextileGenesis
a LECTRA company

Textile Genesis Standard



Fair for Life (FFL)

Meet Our Leaders



Ashis Mondal

Managing Director

An illustrious career in natural resource management and regenerative agriculture spanning over 35 years. He has served as a member of several national and international advisory committees, including the National Advisory Council, Government of India.



Amitabh Ghosh

Senior Advisor

An eminent chartered accountant with over 45 years of experience in managing finance and operations in India and abroad.



“Our leadership team brings decades of experience in agriculture value chains, farmer institution building, sustainable rural development, and scaling inclusive market-driven solutions.”



Team Members



Pushendra Yadav

**General Manager
Sustainable Commodity**

Responsible for operational excellence, supply chain management, and strategic partnerships with 23 years of rich experience in agri. supply chain management with reputed companies of India.



Rashid Shaikh

**General Manager
Sustainable Fiber**

Rashid brings over 17 years of extensive experience in organic farming and FPO-linked supply chain management. He leads the Organic Cotton vertical, promoting sustainable agriculture and managing end-to-end supply chains.



Albert Rozario

**Assistant General Manager
Financial Inclusion**

MBA-qualified professional with 17 years of experience in business development and program implementation. Demonstrated expertise in microfinance, financial inclusion, e-governance, and institutional capacity assessment across diverse roles.



Gaurav Mittal

**Chief Accounts
Officer**

Gaurav is a seasoned chartered accountant with 9 years of experience in finance and accounts. At PAPL he is responsible for financial planning and analysis, budgeting, statutory reporting, audits, taxation, and internal controls.

Our Valued Partners





Videos Links

Scan the QR Code



Civil Society Organization (CSO) Partner - Action for Social Advancement (ASA), Bhopal;
www.asaindia.org

For more information please log in to; www.ploughmanagro.com





1

Scalability

Business network of 100+ FPOs that offer a wide variety of products.

Sustainability

Produce adopt Regenerative & sustainable Agriculture practices.

2

Why Partner With Ploughman Agro

We deliver - scalability, sustainability and impact.

3

Impact

Maximizing profits for the smallholders and creating an impact on the overall product value chain.





THANK YOU



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