

# Business Portfolio

Purvottar Gramya Prabha (PGP)  
Private Limited

Empowering Farmers | Enabling Markets | Enhancing Value





# We Introduction

Purvottar Gramya Prabha (PGP) is a Guwahati-based private limited company, registered in February 2020. PGP serves as a key facilitator in the spice value chain across Northeast India, partnering with over 200 Farmer Producer Companies (FPCs). Through its innovative agri-business platform, PGP ensures market access, fair pricing, product traceability, and value addition.

The company actively collaborates with government agencies, NGOs, CSR partners, and technical institutions to develop decentralized processing infrastructure, enhance branding and packaging, and build farmer capacity through financial and digital literacy. PGP's integrated approach empowers producers and strengthens regional agri-business ecosystems with a focus on sustainability and long-term impact.

Transforming agricultural supply chain in entire North - East



- 200+ Farmer Producer Companies (FPCs)
- 1,00,000+ Farmers supported
- Regional presence across all 8 Northeast states



## Our details

Name / Title	PURVOTTAR GRAMYA PRABHA (PGP) PRIVATE LIMITED
Registration number/ GST & date of registration	CIN: U01100AS2020PTC019935
Name of Founder & Managing Director	Ms. Pranami Das
Name of Co-Founder & CEO	Mr. Bikash Todi
Statutory registration	Private Limited under Company Act, 2013
Correspondence Address	66, Lachit Nagar, Guwahati-781007 Assam
Telephone	+91 8761055824/9864139990
Email id	pgp.cropex@gmail.com/ info.pgp20@gmail.com
Website	www.pgpindia.co



# Our Vision & Mission

The venture created with a believe to foster quality, sustainability, and growth ecosystem from the ground up.

## Empowering farmers

PGP aims to empower farmers by providing access to wider market opportunities, ultimately increasing their income and improving their livelihoods.



## Mission for growth

We envision a thriving agricultural sector where farmers are connected with profitable markets, leading to increased productivity and sustainable practices.





# Our Potential

## PGP's Potential as a Facilitating Agency in Northeast India

- **Collaboration Strength:** Strong partnerships with 200+ FPCs, NGOs, government bodies, and technical agencies for agri-development initiatives.
- **Value Chain Expertise:** Proven capability in designing and executing end-to-end agriculture value chain solutions—from production to market.
- **Grassroots Team:** Skilled, locally rooted team with deep regional insights and last-mile connectivity for effective farmer engagement.
- **Technical Excellence:** Specialized in natural farming, GAP, infrastructure planning, quality standards, and agri-business tech integration.
- **Platform Enablement:** Operates a dedicated agri-platform ensuring transparent trade, traceability, and efficient buyer-seller matchmaking.
- **Capacity Building:** Trains farmers, FPCs, and vendors in quality, certification, branding, and sustainable agri-practices.
- **Inclusive Impact:** Focused on uplifting smallholder, women, and tribal farmers by enhancing income and access to agri-resources.



### Outcomes in form of value creation on 24-25

**1400+**

Farmer  
benefitted

**375+**

Women  
empowered

**18%**

Increase in  
production volumn

**20%**

Increase in  
Farmers income

- 966 MT. produces marketed from farmers in 24-25 FY
- More than 2000 bighas of land under +10 FPCs has been covered under Buy back policy benefitted 2000+farmers
- Created ecosystem In More than 200 FPC's for aggregation, bulk packaging and logistics
- We have covered more than 500 MT spices under scientific lab testing quality assurance program
- Achieved 40% growth in terms of value addition in FY 24-25 (5 FPC)



# What Do we do?



## Market linkage

Connecting farmers to markets, ensuring fair trade and efficient distribution.



## Community support

Partnering with local Farmer Producer Organizations (FPOs) to boost rural livelihoods and economic growth.



## Sustainable practices

Promoting eco-friendly farming methods to preserve soil health and biodiversity.



## Quality assurance

Supporting premium, certified organic products that align with evolving consumer expectations for quality, safety, and sustainability.



## Value addition support

Enhancing the marketability of raw produce through targeted initiatives such as processing, improved packaging, and quality enhancement measures.



## Enabling Traceability

Establishing robust systems to monitor produce across every stage of the supply chain—ensuring transparency, accountability, and building client trust.

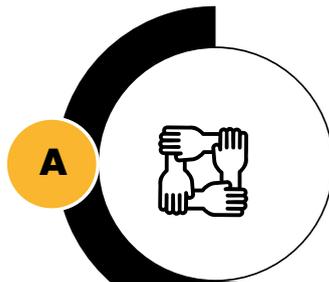


# Our core operation



## Networking

Connecting to the right segment of buyers, vendors



## Market linkage

Ensuring competitive pricing



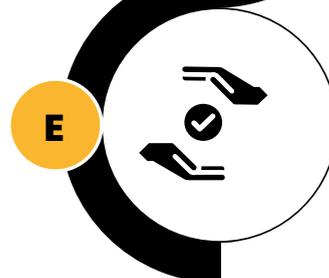
## Capacity building

Value added training and support



## Business operations

Multifactor support for business



## Technical support

Featured support with technical reports





# What Do we do?

## Network expansion

### Enhanced market access:

We facilitate access to diverse markets for both raw and value-added products through our partner M-Junction (a TATA group venture), an e-auction platform for spices targeted to North-east region that provide our regional farmers visibility to high-demand buyers.

### Optimized buyer connections:

Our platform strategically connects farmers to buyers tailored to their crop types and market demand, ensuring optimal sales outcomes through digital marketplaces like M-Junction.

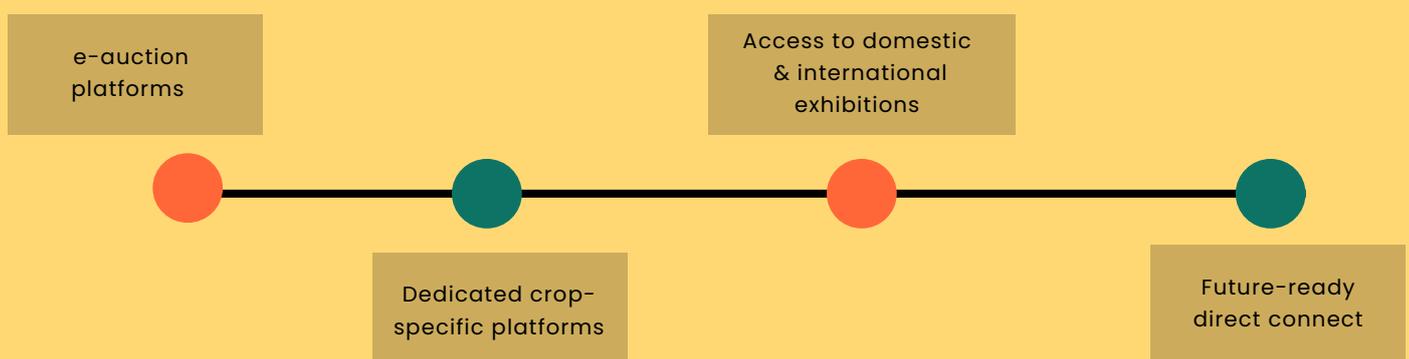
### FPC product promotion:

We promote Farmer Producer Company (FPC) products via our PGP and Chak Hao Trader's jointly ventured e-platform, access to national and international exhibitions, govt and private regional divisions, creating an streamline market visibility with simple and efficient way.

### Digital ecosystem:

Our digital profiling efforts for farmers on our unique agri-business platform, focused on harvested produce and livelihood processes, will enhance transparency, efficiency, and trust in the produce, attracting optimized clients directly to each farmer directly in future.

## Our integrated market enablement framework



# What Do we do?



## Market linkage

**Negotiating competitive pricing:** We work to maximize returns for farmers by negotiating competitive prices while ensuring fair market value for their produce.

**Providing transparent market information:** Our platform offers reliable and transparent market information, empowering farmers to make informed decisions about pricing and sales.



### Milestone:

Enabled market linkage with 1,366+ MT of aggregated and sold products annually.

## Empowered market linkage strategy

Optimized Price Assurance

Market Visibility for trends and demands

Fair Value Realization

Data-Driven Decision Making

# What Do we do?



## Capacity building

### **Building awareness and trust:**

We foster trust with Farmer Producer Companies (FPCs) by providing technical support that enhances agricultural practices, improving crop yields and production efficiency.

### **Strategic guidance on aggregation and logistics:**

We offer structured support for commercial-scale aggregation, focusing on bulk packaging and logistics to create a robust supply chain that maximizes marketability and profitability.

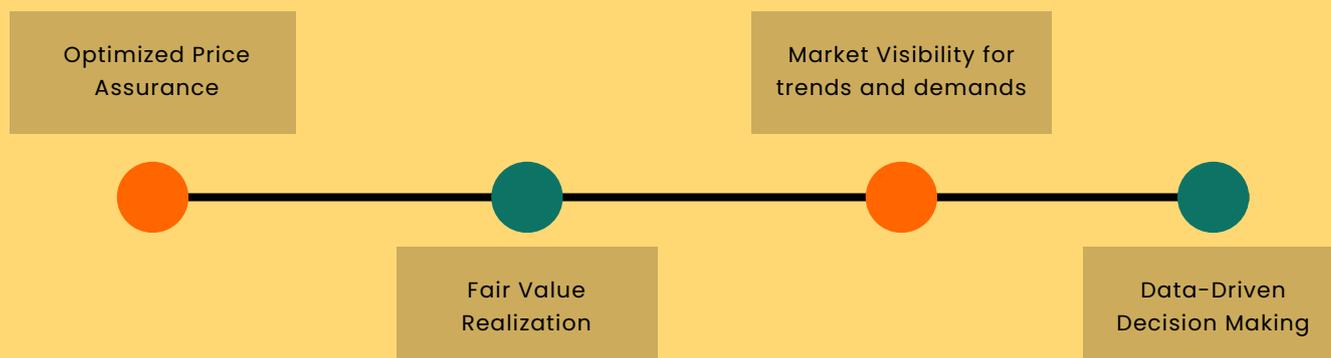
### **Promoting collaboration among farmers:**

Our co-venturist, Chak-Hao Traders will support as a dedicated mediator for training programs, facilitating discussions among local farmers and assisting in issue resolution to build community trust.

### **Developing essential market skills:**

In collaboration with our NGO partner ROADS (a sister concern of PGP), we provide customised training in business development strategy, marketability, and value addition, equipping farmers with crucial market navigation skills.

## Empowered market linkage strategy





# What Do we do?

## Business Operations

### **Agri-business Platform:**

PGP will initiate and implement an innovative agri-business platform designed to enable FPCs to access a broader customer base, thereby expanding their sales opportunities and enhancing market presence.

### **Streamlined financial transactions:**

We will facilitate and streamline financial transactions for FPCs, ensuring the efficient completion of business dealings and optimizing operational workflows.

### **Agri-finance facilitation:**

As a finance facilitator, we will provide intermediary services to secure agri-finance from financial institutions, assisting FPCs in covering aggregation expenses through established partnerships with banks and agri-finance agencies.

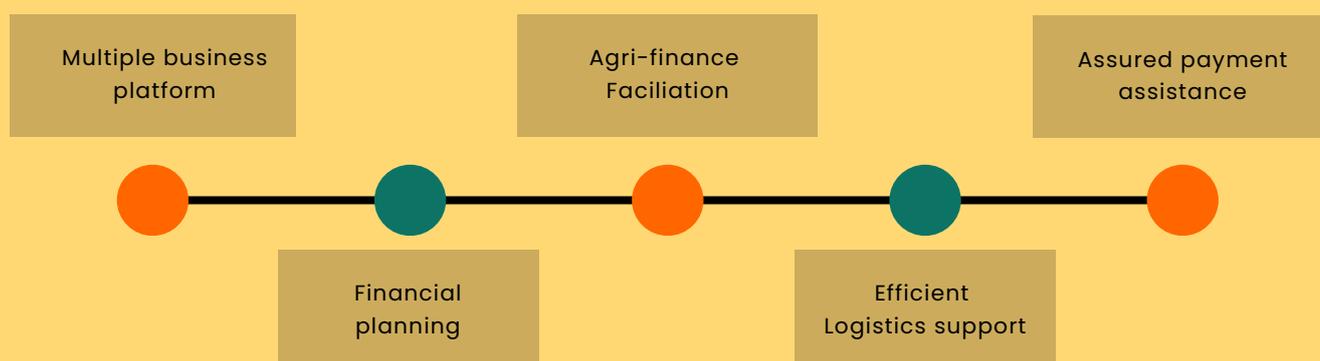
### **Logistics and transportation solutions:**

We will facilitate geographical base viable alternative transportation and logistics solutions to enhance the forward movement of goods, thereby improving overall supply chain efficiency.

### **Payment collection and settlement:**

PGP will manage payment collection from buyers and oversee the settlement of transactions with FPCs, in collaboration with Chak-Hao Traders, ensuring seamless financial operations and maintaining transparency.

Support to move your business forward



# What Do we do?



## Technical support

### **Baseline and GAP analysis:**

We will conduct thorough assessments with our partner ROADS to effectively mobilize resources and source products, identifying improvement opportunities to align operations with industry best practices.

### **Quality control and certification:**

In partnership with top agencies like SGS, Eureka, we will implement stringent quality control measures to ensure compliance with government guidelines for produce. This includes acquiring essential quality certifications to enhance product credibility.

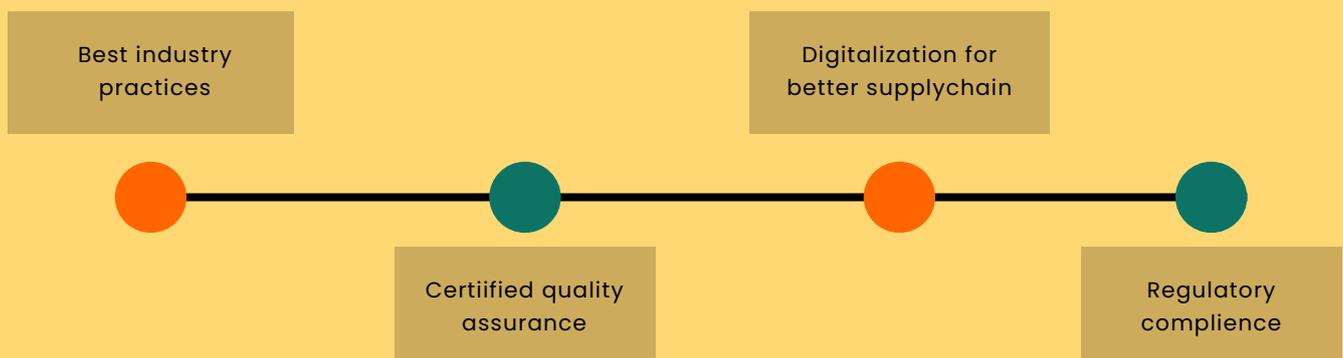
### **Digitization of supply chain and farmer profiles:**

We will develop a digitized supply chain system for efficient tracking of product movement. Simultaneously, comprehensive digital profiles for farmers will be created, featuring a chain of custody certificate to authenticate ownership and ensure transparency in the supply chain.

### **Regulatory compliance support:**

We will assist in navigating GST regulations and legal requirements, including obtaining necessary licenses and transit permits (TP) for goods, in collaboration with BizHubPro (a sister concern of PGP), to facilitate seamless and compliant operations for all stakeholders.

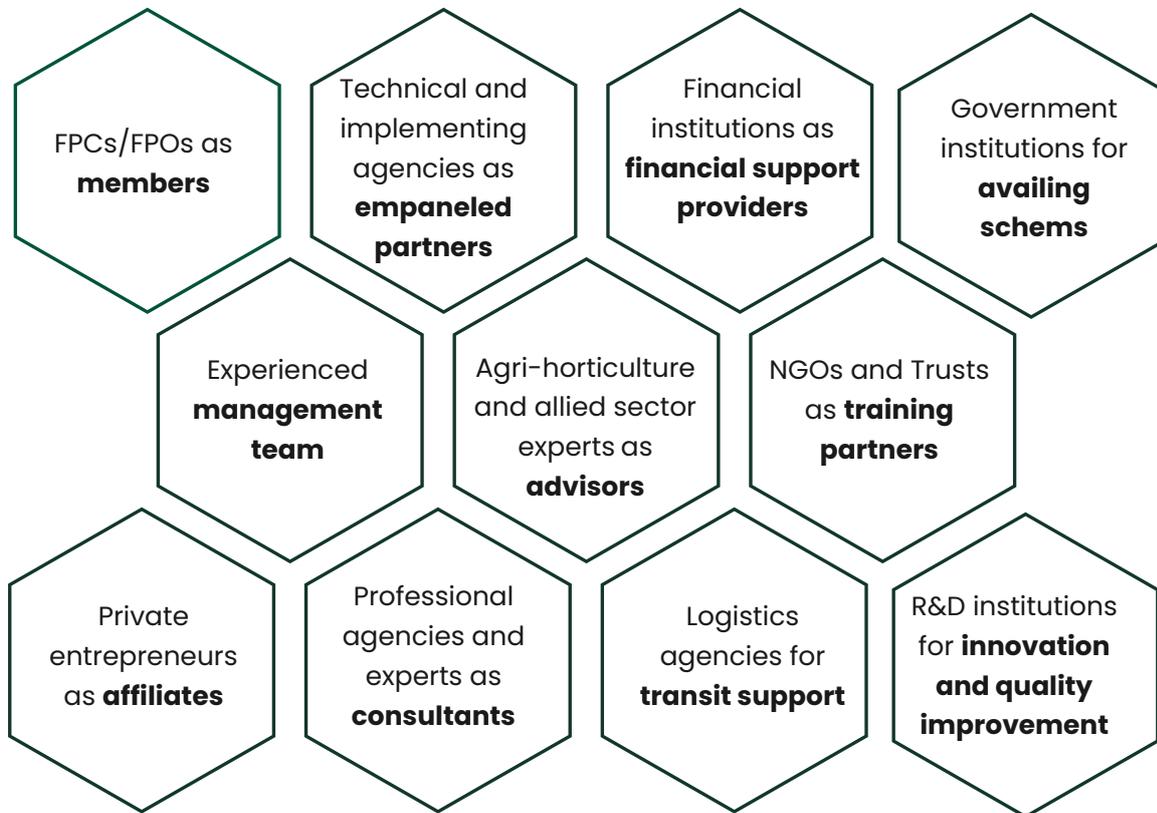
## Technical challenges into growth opportunities



# Our community Collaboration

## An unified commitment to excellence

More than just a collaboration, these alliances are catalyst for accelerated development and market expansion.



By leveraging complementary expertise, shared resources, and a unified commitment to excellence, we are positioned to deliver transformative solutions that surpass industry standards and create long-term value.

# Our Key Corps

## Delivering Nature's Finest – Spices from the Eastern Hills

We specialize in sourcing and promoting a diverse range of high-value crops native to the North-East, known for their rich aroma, unique flavors, and organic purity. Our focus includes:

- **Ginger** from Mizoram, Nagaland, and Meghalaya is known for its strong aroma and earthy heat. It's used fresh in daily cooking and dried for herbal remedies and winter dishes.
- **Lakadong Turmeric** from Meghalaya stands out with its vibrant golden color and high curcumin content (up to 12%), making it both a culinary and medicinal powerhouse.
- **King Chilli (Bhut Jolokia)**, grown in Nagaland, Assam, and Manipur, ranks among the world's hottest chilies. It brings intense heat and a smoky flavor to chutneys, pickles, and meats.
- **Bird's Eye Chili**, found in Mizoram and Manipur, is tiny but fiercely hot. It's eaten raw, roasted, or added to fermented dishes for a spicy kick.
- **Red Chili**, more commonly used across Assam and Nagaland, adds gentle warmth, a rich red color, and subtle flavor to everyday curries and sauces.
- **Black Pepper**, grown in the forested areas of Assam, Meghalaya, and Arunachal Pradesh, is aromatic and sharp. It's used in traditional teas, spice blends, and tribal stews.
- **Large Cardamom**, or **bari elaichi**, comes from the high-altitude farms of Sikkim and Arunachal. It's smoky, bold, and often slow-cooked in rice, meats, and herbal broths.
- **Cinnamon**, cultivated in parts of Manipur, Mizoram, and Arunachal, has a sweet, woody aroma. It flavors local sweets, rice beer, and celebratory dishes with warmth and spice.



# Our Supporting Agencies

## Co - Venturist

