



POWERED BY NATURE



www.helpusgreen.com

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Overview

HelpUsGreen[®] is a Kanpur based social enterprise that preserves the rivers by flowercycling[®] the waste from the places of worship into lifestyle products.



Ankit Agarwal

BE – PICT, Pune
Masters in Innovation Mgmt – SIBM, Pune
Founder – Net impact Chapter Kanpur
Automation Engineer- Symantec Corporation
Executive Board Member – oikos International
13 research papers | 1 US Patent (Applied)



Karan Rastogi

BSc(H) Statistics – University of Delhi
Masters in Business Analytics and Consulting – Warwick Business School
Co-founder - Swadeshi Footcare Pvt Ltd

Explainer Video

<https://www.dropbox.com/s/jyfv31kyvvlv3cu/Help%20us%20Green%20final%20render.mp4?dl=0>

Current Snapshot

- Legal entity since May
- 500 Kg waste flowercycled[®] daily
- 13 Temples , 3 mosques
- Operations based in Kanpur – Our backyards(literally)
- 5 Women self help group – 16 members each
- Produce is exported to Switzerland, Germany
- Ecommerce Channel (India) since September
- 27000 boxes -Mitti[®] & 13200 boxes -Sticks & Stones[®]
- Partners – Dentsu Webchutney, oikos foundation , Browntape Technologies

Impact

- About 135000 Kilograms of waste flowercycled®
- About 135 Kilograms chemical pesticide (>10ppm or 0.001%)
<http://articles.mercola.com/sites/articles/archive/2014/02/11/cut-flower-pesticides.aspx>
- Livelihood > 85 families
- Women self help group
- **Sadly, today the Ganges is the 2nd most polluted river in the world and it affects 400 million people. Linked to contracting dysentery, cholera, hepatitis and severe diarrhea – which continues to be one of the leading causes of child mortality in India**

Innovation

- Sow, Don't throw – Yagya®
- 17 - the proprietary recipe
- Packaging tube procurement – Rejected liquor boxes
- We make sure devotion doesn't turn into pollution
- Organic Farm site – 10 acres Sarsol (full stack pilot)

Opportunity size

Market Size (₹)	Domestic	Domestic Premium	Export Market	Export Growth
Organic fertilizer**	2483 Cr	139 Cr	1100 Cr	23-27%
Incense*	5000 Cr	250 Cr	450 Cr	15-20%

- Mitti® is a first of its kind natural fertilizer (propriety research)
- Unlike its counterparts, Sticks and Stones® are free from carcinogenesis coal and chemical based fragrances
- The high supply demand gap, use cases, social impact and the trendy product design makes the market apt for HelpUsGreen®
- Revenue: May – Present ₹33.2 Lakhs
- Planned flowercycling® capacity 5000 Kilogram/day by August 2016

*http://articles.economictimes.indiatimes.com/2015-08-09/news/65379696_1_incense-sticks-cycle-pure-agarbathies-export-market

*<http://www.itcportal.com/businesses/fmcg/agarbattis.aspx>

**India Fertilizers Market Forecast and Opportunities, 2015-17 www.helpusgreen.com

Next steps

- Hire a proper facility and a financial expert
- Physical Store in Milan and St.Gallen
- Partnership with Molly Institute of Sustainability ,USA
- Partnership with Wormup.ch ,Zurich
- Cover 2200 Kilograms daily in Kanpur
- Launch the soaps
- Scale the operation in Varanasi and Allahabad
- Long term – Invest in full stack model , Research on Styrofoam ,Scale up to – Haridwar, Patna, Kolkata and Special Care Units along the Ganges , Fair trade license

#Thank you!



Support Slides



Vermicompost Competition

Greenfieldeco VERMICOMPOST

plantsguru

Agro Aura

+ See more

Avg. Customer Review

★★★★☆ & Up (23)

★★★★☆ & Up (25)

★★★★☆ & Up (27)

★★★★☆ & Up (28)

New Arrivals

Last 30 days (10)

Last 90 days (28)

Price

Under ₹500 (46)

₹500 - ₹1,000 (12)

₹1,000 - ₹2,000 (4)

₹2,000 - ₹3,000 (3)

₹ to ₹

Discount

10% Off or more (1)

25% Off or more

35% Off or more

50% Off or more

Seller

Casa De Amor (13)

Greenfield Eco Solutions (8)










onlyfororganic (8)

Cocogarden (7)

Lucca Retail (5)

Naturally Organic LLP (5)

Compost Store (4)

		
<p>VERMICULITE for Gardening Horticulture Plantation Potted Plants Hydroponics 5 KG by Greenfield VERMICULITE</p> <p>1 offer from ₹1,250.00</p>	<p>Naturally Organic - Purna Mitti - Set of 3 bags / 10 Kg Each by Purna Organics</p> <p>₹1,200.00</p> <p>★★★★☆ ▾ 14</p>	<p>Greenfieldeco SCREENED GYPSUM for Lawns Vegetable Gardens Fruit Orchards Flowers Potted Plants Nursery Greenhouse... by Greenfieldeco</p> <p>1 offer from ₹1,020.00</p>
		
<p>NBIOZYMES Starter Kit for Novice Balcony & Terrace Gardeners by BIOZYMES</p> <p>1 offer from ₹1,000.00</p>	<p>MahaGro's All Purpose Premium Potting Mix by MahaGro</p> <p>1 offer from ₹789.00</p> <p>★★★★☆ ▾ 20</p>	<p>Casa De Organica VERMICOMPOST 9 KG, 100% Organic & Pure by Casa De Organica</p> <p>₹750.00</p>
		
<p>"OrganicDews" COMBO PACK - Neem Oil for Plants(250ml) - Seaweed Liquid Extract for</p>	<p>Naturally Organic - Purna Nutrich - 5 Kg by Purna Organics</p>	<p>Organic Kisan Vermicompost 8 Kg by Organic Kisan</p>

Premium Incense Competition

FLIPKART APP IS YOUR ONE-STOP SHOP FOR ALL YOUR OFFERS.

OPEN PAGE IN APP

Aromafume Rose Petal incense sticks (8pcs) & Electric I...

★★★★★ (3 ratings) ▶

Re. 419 9% OFF

Rs. 379

- Air Freshener
- Natural Incense
- Handmade
- Long Lasting

Hem Anti-stress Incense Sticks (120 Sticks per Box)

★★★★★ (2 ratings) ▶

Rs. 150

- Quality Fragrance
- Hand Crafted

Dukhni Oud Al Jameel Bakhroor (28pcs) & Luxury Electric ...

★★★★★ (1 rating) ▶

Re. 879 10% OFF

Rs. 789

- Air Freshener
- Natural Incense
- Handmade
- Long Lasting



Fragrance World India Incense Sticks (25 Sticks per Box)

★★★★★ (1 rating) ▶

Re. 299 16% OFF

Rs. 249



Zed Black Sandal Premium Sandal Incense Sticks (96 Stic...

★★★★★ (5 ratings) ▶

Re. 180 16% OFF

Rs. 150



Nandita Incense Sticks (180 Sticks per Box)

Rs. 400

- Natural Incense
- Flora Incense

Effect of flower waste

Sadly, these sacred flowers rot in rivers –

- Kill fishes and create a havoc in the fragile ecosphere of the water body and cause enormous pollution
- The pesticides and chemical fertilizers used to grow flowers mixes with the river water making it highly toxic (pH levels 4.7)
- More than a million Temples and Mosques discard about 8,00,000 tonnes flower waste
- Amount of pesticides used by farmers in India was as much as 750 times higher than European standards.

<http://food.ndtv.com/food-drinks/pesticide-minimizing-measures-to-be-publicized-in-delhi-hc-694770>

Is there any Chemical residue in Earthworm Castings ?

- Research at [Penn State College of Agricultural Sciences](http://www.psu.edu/college/agricultural-sciences/) has proved that the Soil passed through the earthworm gut has a neutral pH due to the buffering action of organic molecules
- Major organophosphate insecticides are nontoxic to very less toxic to earthworms

(Source: Penn State University <http://extension.psu.edu/plants/crops/soil-management/soil-quality/earthworms>)

Advantages of Vermicompost

- Earthworms vermicompost is proving to be highly nutritive ‘organic fertilizer’ and more powerful ‘growth promoter’ over the conventional composts and a ‘protective’ farm input. They are helpful in:
 - Increasing the physical, chemical & biological properties of soil,
 - Restoring & improving its natural fertility against the ‘destructive’ chemical fertilizers which has destroyed the soil properties and decreased its natural fertility over the years.
- Vermicompost is rich in NKP (nitrogen 2-3%, potassium 1.85-2.25% and phosphorus 1.55-2.25%), micronutrients, beneficial soil microbes and also contain ‘plant growth hormones & enzymes’.
- It is scientifically proving as ‘miracle growth promoter & also plant protector’ from pests and diseases.
- Vermicompost retains nutrients for long time and while the conventional compost fails to deliver the required amount of macro and micronutrients including the vital NKP to plants in shorter time, the vermicompost does. (Source: Earthworms Vermicompost: A Powerful Crop Nutrient over the Conventional Compost & Protective Soil Conditioner against the Destructive Chemical Fertilizers for Food Safety and Security , Am-Euras. J. Agric. & Environ. Sci., 5 (S): 01-55, 2009)
- Vermicomposting waste produces no pollution or unusable residue.
(Source:<http://www.stclareseeds.com/worm-castings/benefits-worm-castings.html>)

Organic Farm Certification

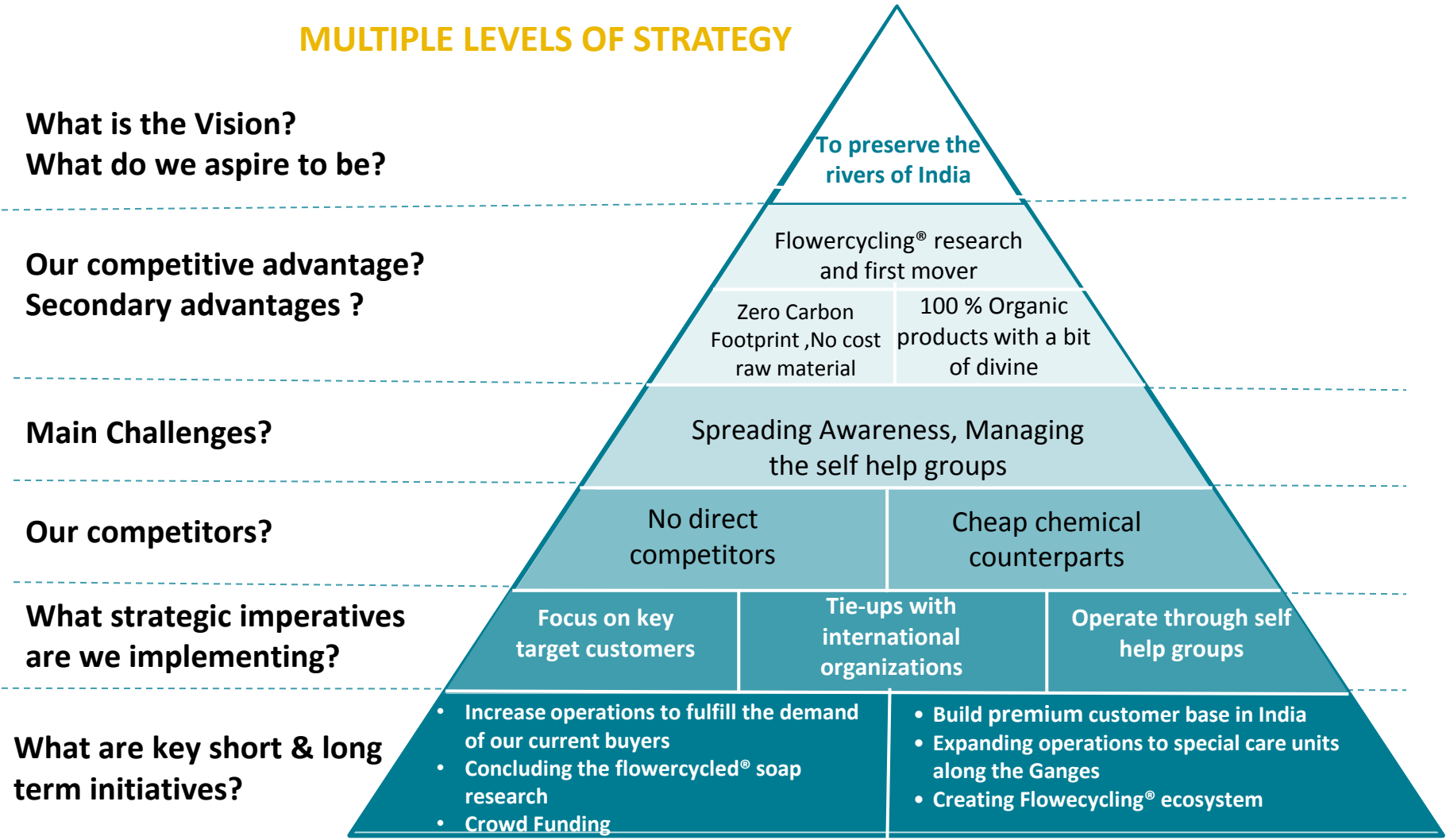


- Organic certifications in India are regulated by The National Programme on Organic Production (NPOP).
- Organic Farming of Indian Council of Agricultural Research aims at promotion and research
- Certification programs are alligned with public organic standards viz. NPOP (Indian), EC 834/2007 and 889/2008 (European), USDA (NOP) (US) and JAS (Japanese) and other private standards.
- **Common Steps for certification by accredited certification agencies are-**
 - Submission of application
 - Cost Estimation
 - Invoicing and payment of fees
 - Signing of inspection contract
 - Inspection and submitting the inspection report to the certification department
 - Issuance of certification decision
 - Compliance of certification decision and issuance of certificate
 - Issue of Transaction Certificates/Inspection Certificates for traded lots

(Source: <http://www.fao.org/docrep/004/y1669e/y1669e04.htm>)

Strategy

MULTIPLE LEVELS OF STRATEGY



Styrofoam

- With extensive research done by the professionals from the Institute of Technological Investigations at the Universidad Nacional de Colombia and the Colombian Association of Floriculturist, a new form of bio-degradable styrofoam is made with the waste flowers.
- Added advantage it presents is the biodegradability and its easy decomposition, which is completed within a week and not within 200 years, as it happens with other materials

(Source: <http://www.unperiodico.unal.edu.co/en/dper/article/waste-flowers-turned-into-biodegradable-styrofoam.html>)

Legal Compliances

- Under the National Centre of Organic Farming, Department of Agriculture and Cooperation, Ministry of Agriculture, Govt of India, a Certificate of Registration and a Certification of Manufacturer has to be obtained
- From the DIC, we obtained an Entrepreneur Memorandum
- Import Export code
- For the disposal of waste, a letter of NOC from the Gram Panchayat
- A Memorandum of Intimation has to be submitted to the Government for selling the fertilizers
- Transaction Certificate for Organic Products Traded within India

Source: Government of India, Ministry of Agriculture and Rural Development (Department of Agriculture and Cooperation) New Delhi, dated 25th September 1985 THE FERTILISER (CONTROL) ORDER 1985

Government Regulations and Subsidies

The Govt. of India under National Project on Organic Farming introduced a Capital Subsidy Scheme for Commercial Production Units for production of Organic Fertiliser.

Quantum of Subsidy

- The scheme provides credit linked and back-ended capital investment subsidy @ 25% of total financial outlay subject to the maximum of Rs.40 lakh per unit, whichever is less.
- The subsidy for expansion/renovation of the existing units will be restricted to 25
- Repayment period- This will depend upon the cash flow and may be generally upto 10 years with a grace period of 2 years(8 years and grace period of 1 year for vermicompost hatcheries)
- Time limit for completion-6 months for vermicomposting.

Source: <http://fert.nic.in>

Export Compliances

- For the European and Swiss exports, we require:
 - Certificate of Inspection
 - Reference number Authorisation
 - Certificate of IEC
 - Council Regulation (EC) No. 834/2007
 - Commission Regulation(EC)No 1235/2008
 - Certificate of Swiss Organic Farming Ordinance
 - Provisional Transaction Certificate for the purpose of issuance of RCAC

Source:<http://apeda.gov.in>