



---

□ **Business Plan of a  
Food Packaging Industry**

**Team Members**

**Nadiminti Chandana Sri Sai**

**Anshika Agarwal**

**Aryama Dipt**

---



From & For Nisargah Packages

NATURE IS ALL WE NEED

# ABOUT US

- **Company Name:** From & For Nisargah Packages
- **Product Name:** Biodegradable Active Package with plant extracts.
- **Business Type:** Business to Business(B2B)
- **Location:** Alhadpura Village, Vadodara, Gujarat
- **Key Objective:** Increasing shelf life of minimally processed food with no ill-effects towards environment in order to provide healthy food for the indian consumers.
- **Target Audience:** Minimal processing Industries, other food processing industries.



From & For Nisargah Packages

NATURE IS ALL WE NEED

---



## VISION OF THE COMPANY

- ❑ To provide a longer shelf-life to minimally processed foods which ultimately helps the working class people to make their lives healthier!
  - ❑ To promote rural and women entrepreneurship using contract farming technique & providing employment in our company
  - ❑ To not contribute in pollution & providing bio-degradable active packaging material for the minimally processed food eradicating plastics.
-



---

## DEVELOPED SOLUTION : Biodegradable Active Package

The solution developed is based on the Indian traditional practices. People used to eat on the banana leaves as it eliminates the toxic substances from the food. And Carica Papaya leaves are used to wrap the vegetables and fruits as it used to delay its spoilage and microbial growth and also keeps them fresh for a longer time than usual.

Papaya leaves extract is one of the powerful antimicrobial & antioxidant agents due its bioactive, phenolic and other compounds such as alkaloids, flavonoids, saponin and tannin. The studies say that it reduces disease risks and also acts as anti-tumour & anti-inflammatory drug.

The food package is developed specially for the minimally processed foods with the processed banana leaves and papaya leaves extract as the major substance in the food package. This package is completely biodegradable and also a active package as it enhances quality and prolongs shelf-life.



## PRODUCT DESCRIPTION

The package is majorly of two layers. The outer layer is made with recycled paper or cardboard and wood dust. Its role is to only give strength to the package.

The inner layer is in direct contact with the food. These are the active substances of the package which makes this package an active package. Banana leaves are processed to be made into a package tray on which there will be bio-based films of papaya leaves extracts.



---



## MANAGEMENT TEAM & OPERATIONS

- Ms. Aryama Dipt- *Finance & Marketing Head*
  - Ms. Anshika Agarwal- *General Manager*
  - Ms. Nadiminti Chandana Sri Sai- *Production & Public Relations Head*
  - Educated unemployed individuals will be hired for the positions like assistant manager, accountant, administrative, technicians, lab analysts, machine experts to promote the employment rate.
  - Preferred working staff will be rural women for promoting women entrepreneurship and women empowerment
-

# MATERIALS & EQUIPMENTS REQUIRED

- ❑ Papaya Leaves
- ❑ Banana Leaves
- ❑ Recycled paper & cardboard material
- ❑ Wood dust
- ❑ Soxhlet apparatus (industrial level)
- ❑ The packaging Machine called 'EverGreen' developed by the team 'The Better India'. This machine develops a food package of customised shape with banana leaves.
- ❑ Strapping/Bundling Machines
- ❑ Conveyors
- ❑ Corrugation Machine



# PRODUCTION PROCESS

Procurement of raw materials.

Papaya Leaves

Cleaning and washing leaves with alcohol & distilled water

Extraction of the needed compounds by soxhlet apparatus and forming bio-based films of the extracted material.

Banana Leaves

Cleaning & washing

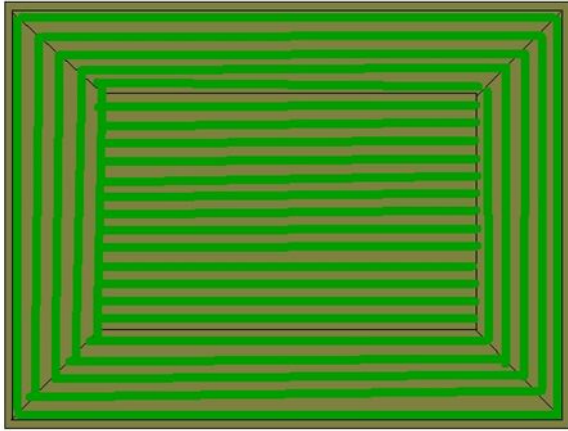
Processing of banana leaves into a package using EverGreen Machine.

Recycled paper, cardboard & wood dust

Preparing a mixture of the recycled material and wood dust for the mold.

Baking the mold into a customized food package.

Combining all the three materials to form a single biodegradable active package.



# MARKETING

## OVERVIEW OF REFERRAL MARKETING PROGRAM

1: Create a Compelling Offer



2: Promote the Program



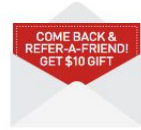
3: Make it Easy for Advocates to Refer



4: Leverage Social Graph



5: Keep it Top of Mind



6: Monitor and Optimize



Referral & integrated marketing

Business to Business Marketing.

# FINANCE: CAPITAL COST

<u>PARTICULAR</u>	<u>COST (INR)</u>
Land Cost	7 Lakhs
Machinery + Equipment	70,000
Other Fixed Document	45,000
Raw Materials and Transport Charge	40,000
Labours and Staffs Salary	300,000
Power and Water Charge	40,000
Advertisement Cost	40,000
Commission to distributors and Agents	30,000
TOTAL	1,265,000

---



## FINANCE: FUNDING SOURCES

- ❖ Bank Loans
  - ❖ Equity Share Capital
  - ❖ Financial Institutions
  - ❖ Government Programmes, Policies & schemes
  - ❖ Funding by Investors
  - ❖ Pitching
  - ❖ Online Marketing focusing on food industries
  - ❖ Internal Advertisement in the Market
  - ❖ Profitable dealings with minimally processed food industries
-

# BREAK EVEN POINT

Total capital cost: Rs. 1,265,000

Variable Cost per unit=Rs.12.31

Sales Price per unit=Rs.14

**Therefore, break even point i.e total cost will be equal to the total revenue when 90,344 units have sold at a price of 14/-**



# SWOT ANALYSIS



From & For Nisargah Packages

**S**

- Sustainable product
- Presence of Bio-active compounds does not contribute towards pollution
- Target audience is at mass level
- Inexpensive product
- High rate of consumer acceptance
- Promoting women and rural entrepreneurship

**W**

- Low advertisement of the product
- Lack of variety
- Limited variety of foods can be packaged in these packages
- Low availability of funds

**O**

- Increase in minimal processed foods and industries
- Idea to promote rural and women entrepreneurship
- Improve use of contract farming
- Huge step for the betterment of nature

**T**

- Lack of knowledge among consumers
- Less no. Of minimally processed food industries
- Majority of the population is of MIG or LIG groups
- Huge competition from other industries innovating products for doing both increasing shelf-life of product & conserving nature



**THANK YOU FOR  
LISTENING US OUT!**



From & For Nisargah Packages

- TEAM FROM & FOR NISARGAH PACKAGES

