



Overview

The Challenge

40%
of food wasted in India

According to the United Nations Development Programme, the carbon footprint of 40% wasted food is estimated to be 3.3 billion tonnes! There is low productivity of dairy farmers due to limited availability and affordability of quality feed and fodder.

The Solution

Reducing food waste by upcycling it as cattle feed

Krimanshi provides affordable nutritive feed solutions for cattle to the small dairy farmers all around the year. It upcycles food waste (like crushed fruits and vegetables, fruit leaves, etc.) into low-cost nutritious cattle feed and fodder. It currently manufactures four products- silage, fodder, concentrate feeds and mineral mixes.

The Impact

1,165
cattle farmers impacted

Livestock Supported:
3,990



CO2 equivalent greenhouse emission avoided

1,140
tonnes

Full-time jobs created

10



Fruit and vegetable waste upcycled:

600 tonnes



Incubation Journey

August 2018
 Incubation Journey with Villgro begins
 Received seed funding of **₹2.5 million**
 Inconsistent sales

February 2019
 Won **₹2 million** grant funding through Yes Scale Accelerator Program
 Support from: Villgro Portfolio Management

March 2019
 Rebranded to increase the sales of concentrated feeds in Rajasthan
 Support from: Villgro Technical Assistance Programme

May 2019
 Raised **₹10 million** Follow-on Funding from Social Alpha
 Support from: Villgro Portfolio Management

October 2019
 Signed on a new R&D Mentor to improve the products
 Support from: Villgro Mentor Program
 Consistent sales

March 2020
 Set-up pilot plant to manufacture and sell potentially cost-effective and nutritious digestive mixtures to B2B clients at Bangalore
 Support from: Villgro Mentor Program

“Through our incubation journey with Villgro, we have seen an 11 times increase in our sales.”

Nikhil Bohra,
 Founder & CEO, Krimanshi





Impact



2 Zero Hunger

2.3 By 2030, double the agricultural productivity and incomes of small-scale food producers



12 Ensure sustainable consumption and production patterns

12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses



Impact on Stakeholders

Farmers: surveyed farmers* had a **42%** increase in their milk income per day per cow and a **40%** of surveyed farmers experienced reduced veterinary costs

Distributors: **100%** reported no delays in product delivery

*The average annual income of the 15 surveyed farmers is ₹4.8 Lacs and they own an average of 1.2 acres of cultivation land.

