

MATSYA JIVI SAHKARI SAMITI

Pitch Deck

A community-driven agricultural society focused on building a large-scale integrated farming ecosystem that combines fishery, animal husbandry, organic farming, makhana cultivation, and singhada farming. With access to more than 32 acres of land and multiple ponds, the project aims to scale into a sustainable multi-crore rural enterprise while generating employment and income for society members.

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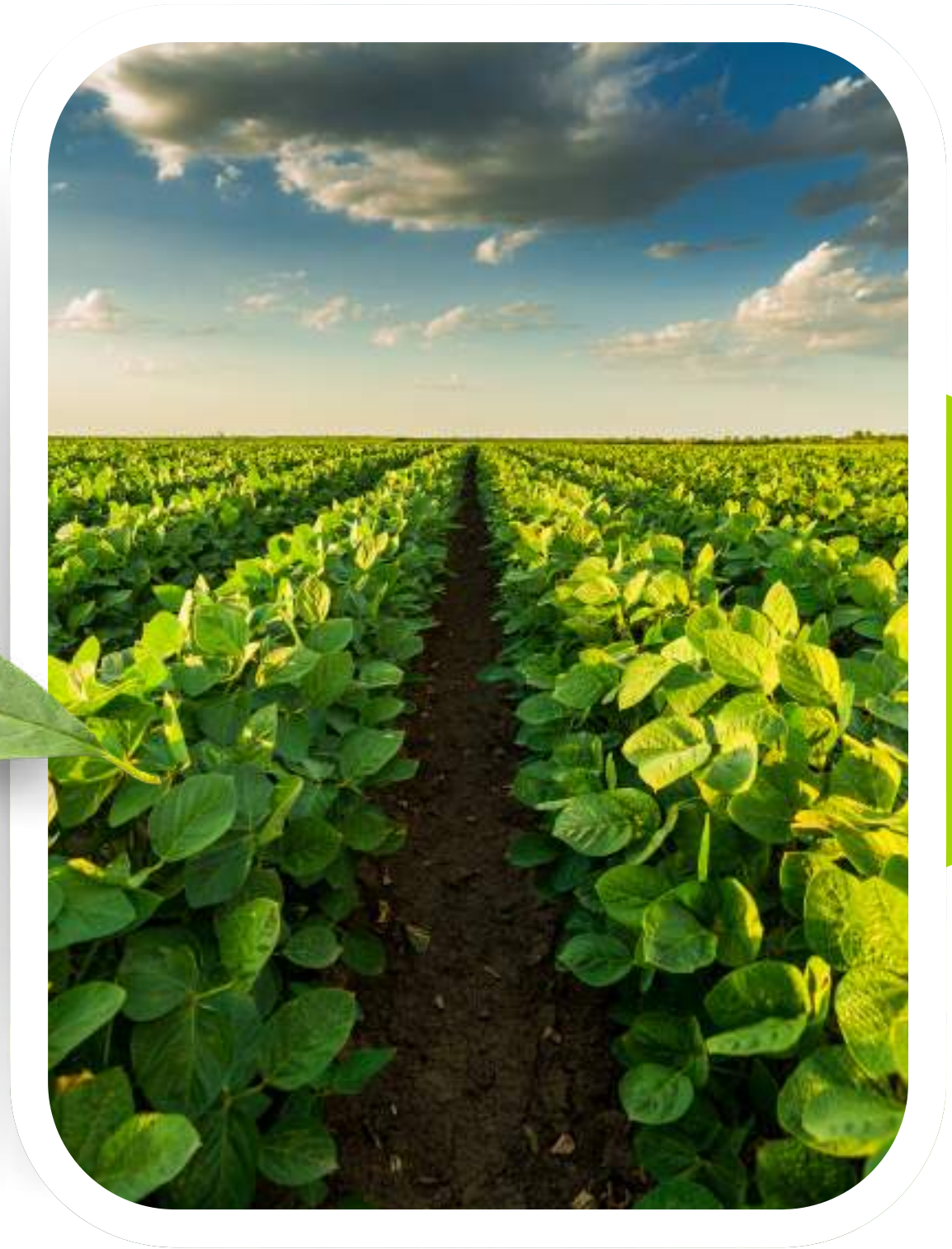
Presented by

Sooraj Pal

About Us

Our society is a registered agricultural organization working to develop a large-scale integrated farming ecosystem that combines multiple agricultural activities under one structured platform. Over the past few years, we have invested significant time, effort, and capital in land development, pond construction, and farming infrastructure to build a strong operational foundation. These developments have allowed us to begin operations on a small scale and generate initial income, demonstrating that the project is practical, viable, and already in motion rather than being just a concept.

The society focuses on utilizing available natural resources such as land and water efficiently while creating opportunities for local farmers and workers to participate in agricultural activities. With the infrastructure already in place and the operations gradually expanding, the project is positioned for significant growth. With proper funding, improved operational planning, and increased production capacity, the society aims to scale its activities, strengthen market presence, and build a stable and sustainable agricultural business model for the long term.



Vision & Mission

● Vision



To build a sustainable and profitable integrated agriculture ecosystem that promotes rural development, empowers farmers, and utilizes land and water resources efficiently. Our vision is to create a scalable farming model that strengthens local economies and becomes a recognized example of modern community-based agriculture in the region.

● Mission



To effectively utilize available land, water resources, and farming infrastructure to develop multiple agricultural activities including fishery, organic farming, dairy, makhana, and singhada cultivation. Our mission is to improve productivity, create employment opportunities, support farmers, and build a long-term scalable agricultural enterprise through organized operations and collaboration.



Products & Services

03

Fishery & Fish Hatchery

Fishery is one of the core activities of the society, supported by a large number of ponds and water resources. The project includes fish farming as well as hatchery development to increase fish seed production and overall output. This vertical has strong potential to generate significant revenue as demand for fish continues to grow in regional markets.

Animal Husbandry (Dairy Farming)

Animal husbandry focuses on dairy farming through cattle rearing and milk production. This activity provides a steady and reliable income source while also creating local employment opportunities. With better infrastructure and expansion, dairy production can grow further.

Organic Farming

The society practices organic farming by cultivating seasonal crops, fruits, and vegetables using natural farming methods. This helps produce healthier food while meeting the increasing demand for organic products in the market.

Makhana Farming

Makhana cultivation is planned in selected ponds, which allows the society to utilize water resources effectively. This crop has strong demand in the market and offers good income potential as production expands.

Singhada (Water Chestnut) Farming

Singhada farming is carried out seasonally in ponds, making efficient use of water bodies during certain months. It provides an additional source of income and supports the integrated farming model of the society.

Market Problems

04



Integrated Farming Model

Our society has developed an integrated farming system where multiple agricultural activities such as fishery, organic farming, dairy, makhana, and singhada cultivation operate together. This approach allows better utilization of land, ponds, and resources while generating income from different sources throughout the year.



Efficient Use of Land and Water Resources

The project focuses on maximizing the use of available agricultural land and ponds by planning seasonal farming activities and combining different crops and aquaculture operations. This helps increase productivity and ensures that resources are not left unused.



Improved Market Access and Organized Operations

The society works collectively to organize farming operations and improve market connectivity. By supplying products to mandis and larger buyers, the project aims to secure better pricing, increase sales opportunities, and create a more stable income system for the farming ecosystem.



Competitors

05

Individual Farmers

Individual farmers operating in nearby regions are one of the main competitors in agriculture and fishery production. However, most of them work on a smaller scale with limited land, resources, and capital, which restricts their ability to expand production or operate multiple farming activities at the same time.



Small Fishery Operators

Local fishery businesses that manage a limited number of ponds also compete in the market for fish production. These operators usually focus only on fish farming and do not utilize ponds for multiple seasonal activities such as makhana or singhada cultivation, which reduces their overall revenue potential compared to an integrated farming model.



Traditional Dairy Farms

Small and traditional dairy farms in nearby areas also operate in the animal husbandry sector. Most of these farms function independently with limited capacity and infrastructure, making it difficult for them to scale operations or integrate with other agricultural activities.



Local Agricultural Businesses

Some regional agricultural businesses and farm owners produce crops and vegetables for nearby markets. However, these businesses generally operate single-crop or seasonal farming systems, whereas our society follows a diversified model that combines multiple agricultural verticals within one ecosystem.

USP (Unique Selling Proposition)

06

Integrated Multi-Vertical Farming Model

The society operates multiple agricultural activities such as fishery, organic farming, dairy, makhana, and singhada farming within a single ecosystem. This integrated approach allows efficient use of land and water resources while generating income from different sources throughout the year, reducing risk compared to single-activity farming.

Existing Infrastructure and Resource Base

The project already has developed ponds, agricultural land, and basic infrastructure required to run farming operations. Since the foundation is already in place and activities have started on a small scale, the project has a strong base to scale quickly with additional funding.

Community-Driven and Scalable Model

The society works on a collaborative farming structure where resources and operations are managed collectively. This model supports employment generation, better resource utilization, and long-term scalability, making it capable of expanding into a large agricultural enterprise.

Future Roadmap

07

Year 1

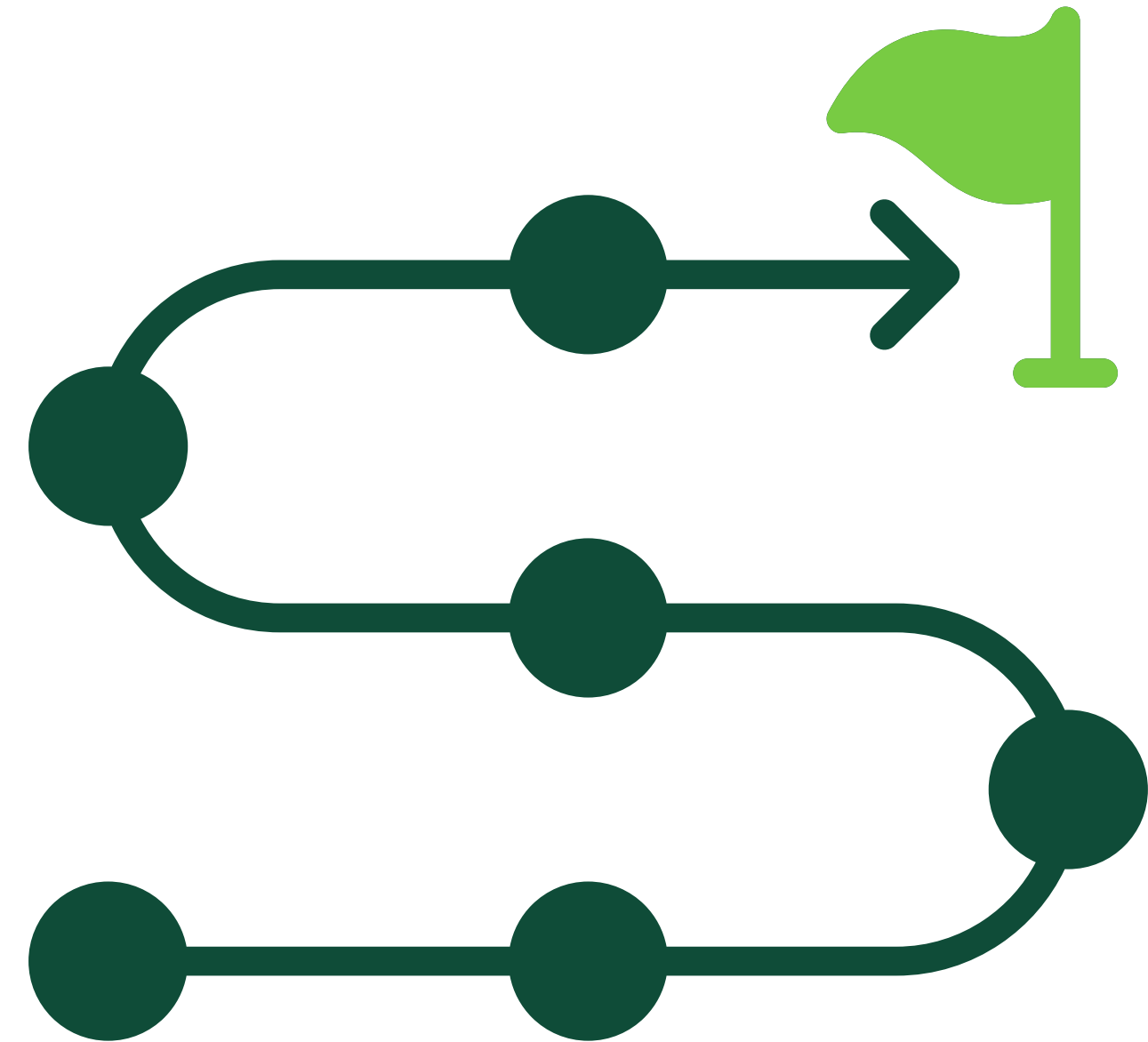
Focus on strengthening existing operations including fishery production, expanding organic farming, and improving infrastructure across ponds and land. The goal is to stabilize operations and increase current revenue levels while efficiently utilizing available resources.

Year 2

Expansion of makhana farming and singhada cultivation across more ponds. Increase dairy production under animal husbandry and build better supply chains to reach larger markets and wholesale buyers. Production capacity and workforce utilization will be improved during this phase.

Year 3

Scale the entire integrated farming ecosystem to operate at full capacity. Strengthen market presence, increase production across all verticals, and achieve multi-crore annual revenue. The society aims to become a recognized agricultural model in the region.



Target Customers

08

Wholesale Buyers

Wholesale buyers are one of the main customer segments for the society's agricultural products. They purchase large quantities of fish, vegetables, and other farm produce, which helps ensure consistent sales and stable revenue for the farming operations.

Fish Markets and Distributors

Local fish markets and fish distributors form an important customer group for fish produced through the society's fishery operations. With increasing demand for fresh fish in nearby regions, this segment offers strong sales opportunities.

Dairy Product Buyers

Milk collection centers, dairy distributors, and local retailers are potential customers for dairy products produced through animal husbandry activities. This segment provides regular demand and steady income throughout the year.

Vegetable and Crop Mandis

Agricultural produce such as vegetables and crops from organic farming can be sold in regional mandis and wholesale markets. These markets allow farmers to reach larger buyers and expand their product distribution.

Organic Produce Buyers

With growing awareness about healthy food, customers who prefer organic products are an important market segment. Restaurants, retailers, and health-conscious consumers are increasingly looking for organic vegetables and farm produce.



Go-To-Market Strategy

09

The society plans to adopt a direct-to-market approach by supplying its agricultural produce to wholesale markets and regional mandis where demand for fish, dairy products, and fresh crops remains consistent. Selling directly in these markets helps the society access better pricing, maintain regular sales volumes, and build strong relationships with traders and bulk buyers. As production increases, the society will focus on strengthening its presence in nearby district markets to ensure a stable distribution network.

In addition to mandi sales, the society will explore contract farming opportunities and partnerships with agricultural buyers who require reliable and consistent supply. Government-supported agricultural networks and local distribution channels will also be utilized to expand market reach and improve product visibility. These strategies will help the society gradually increase its customer base while ensuring long-term market stability.



Market Analysis

● Growing Demand for Agricultural and Fishery Products



The demand for fish, dairy products, organic food, and makhana has been increasing steadily across India. As consumers become more health conscious and prefer fresh and natural food products, the market for organic farming and aquaculture continues to expand. This growing demand creates strong opportunities for the society to scale production and supply products to larger markets.

● Government Support and Sector Growth



Government initiatives promoting agriculture, fishery development, and rural enterprises have opened new opportunities for projects like ours. Various schemes, subsidies, and infrastructure support are helping farmers improve productivity and expand operations, making the agricultural sector more sustainable and profitable for long-term growth.



Business Model

High Demand for Fish and Aquaculture Products

Fish consumption has been increasing in many regions, creating strong demand in local markets, mandis, and nearby states. With the availability of multiple ponds and hatchery potential, the society is well positioned to increase fish production and supply fresh fish to wholesalers and distributors who require consistent supply throughout the year.

Growing Market for Organic Farming and Fresh Produce

Consumers are becoming more aware of healthy eating habits, which is increasing demand for organic fruits, vegetables, and chemical-free farm products. Organic farming activities in the project allow the society to tap into this growing market while supplying produce to mandis and regional buyers.

Strong Demand for Dairy Products

Milk and dairy products have consistent demand in both rural and urban markets. By expanding animal husbandry and dairy farming, the society can create a steady daily income stream while supplying milk to local dairy buyers and retailers.

Emerging Opportunities in Makhana and Singhada Farming

Makhana and singhada are high-demand seasonal crops with good market value in many states. With access to ponds and water resources, the society has an advantage in cultivating these crops and supplying them to larger markets where demand continues to grow.



Funding Requirement & Fund Utilisation

₹2 Crore Requirement

To scale operations and fully utilize the available land and pond infrastructure, the society requires ₹2 Crore in funding. This funding will mainly be used as working capital to increase production capacity, support farming operations, and strengthen the overall agricultural ecosystem.

Fund Utilisation

30% – Fishery & Hatchery Development

Expansion of fish production, hatchery improvement, fish seed production, and feed management to increase output from ponds.

20% – Organic Farming Development

Purchase of seeds, fertilizers, irrigation improvements, and expansion of seasonal crop cultivation across available land.

15% – Animal Husbandry Expansion

Increasing dairy cattle, improving shelter infrastructure, and managing feed and operational expenses.

15% – Makhana Farming Setup

Labor arrangements, pond preparation, and operational setup for makhana cultivation.

10% – Singhada Farming Development

Seed procurement, seasonal farming costs, and harvesting operations.

10% – Working Capital & Operations

Labor costs, logistics, maintenance, and day-to-day operational expenses required to run all activities smoothly.

Team Introduction

13

The society is supported by active members who contribute to the development and management of the project. A dedicated core team leads the planning, operations, and execution of different farming activities. Their practical knowledge in agriculture, fishery management, and rural enterprise helps ensure that the project runs efficiently and continues to grow in a structured and organized manner.

Chairman



Sooraj Pal

Kamlesh Kashyap

Ruchi

Kamaljeet

Rohtash

Ravikumar

Ranjit

Sanjeev Kumar

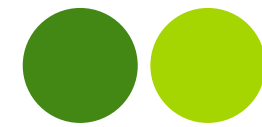
Devdutt

Mishri Lal

This core team oversees operations, manages resources, and coordinates various agricultural activities to ensure smooth functioning and long-term growth of the society's integrated farming project.

Thank You

For Your Attention



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