

Minutes of Meeting – Spirulina Entrepreneurs Meeting

20-12-2021 – Monday – 6.00PM to 7.30PM

Sevas Consortium of Entrepreneurs

Agenda: Fixation of Price of Spirulina – Opinions from various Entrepreneurs.

Dr R R Siva Kiran, Welcomed all entrepreneurs to Spirulina Entrepreneurs Meeting. The meeting started with a prayer song on Lord Ganesha. Dr Siva Kiran asked every entrepreneur to introduce themselves starting with bulk manufacturer Mr Anil Kumar, NB Laboratories, Nagpur.



Mr Anil Agarwal from NB Laboratories, Nagpur. NB Laboratories is producing Spirulina since last 16 years and currently has a capacity of 20,000 kg of Spirulina per month. The company has all kinds of certifications and branding.

Banavath Vinod, Andhra Pradesh is planning to start Spirulina Industry. He is involved in spirulina since one year and collected full information.



Mr Sundheer Reddy is from Anantapur, Andhra Pradesh. He worked in Military and Defense and came to hometown to start this Spirulina plant. He has started spirulina plant in the year 2017. About 300 to 400 kg of Spirulina he is producing per month.



Dane Naidu Villu from Amalapur, Andhra Pradesh is interested to start Spirulina.



Dhruva Jyoti Baruah

Mr Dhruva Jyoti Baruah is from Assam and he is interested in starting Spirulina plant at Assam and wish to know more about the production, marketing and distribution and support from the group.

Mr Dinakar Gurujala is from Tirupati wish to start the Spirulina Industry. Govardhan Reddy is also interested to start Spirulina Industry.

Mr Jayadutt Desai from Surat, Gujarat. He is producing Spirulina since 2016. He has a production capacity of 2500 kg per month. Mr Krishna MVK, Madanapalli and wish to start at Ananthapur is interested to start Spirulina Industry.



Dr Veeram Muralidhareddy Veeram reddy

Dr Veeram Mularidhara Reddy is from Kurnool District and wish to start Spirulina plant. He is a naturopathy Doctor and has worked in Spirulina for may years and did lot of research on Spirulina at Lunar lake, Buldhana District, Maharashtra. He has isolated many strains from the lake and did extensive research. He wish to start Spirulina industry with the help and support from the Group members.

Mr Govardhan Reddy wish to start Spirulina Industry.



Mr Raju K is interested in Spirulina and has started Global Spirulina Network in the year 2016. He has promoted many industries and organizations and researchers and has wide network all over India. His present in the group is well appreciated by Dr Siva kiran and many entrepreneurs.

Mr. Gangaraju is from West Godavari District. He is producing Spirulina about 120 kg per month for past 6 years. He expressed that he could not produce more due to marketing issue. Mr Mohan Raj from Chennai. He wish to start a Spirulina Plant.



Mr Pitabasa Maharana is from Odhisia. He is interested to start Spirulina Cultivation with the help of group support.



Mr Purushottam Pattrudu is from Visakhapatnam. He has a plant Veedhanta Biotech Private Limited. His plant production capacity is 100 kg per month.



Mr Rama Krishna G is from Visakhapatnam and he has started Spirulina Cultivation since 2016. The production capacity is 450 kg per month. He has expressed that if any positive response if can be created as a group related to Spirulina, it will be helpful to all the Entrepreneurs.



Mr Ranjeeth Pooravaragan, Thanked everyone for organizing this meeting. He is from Erode Tamilnadu and works in an MNC Company. He wish to start Spirulina Industry.

Ramya Prashant from Bangalore and wish to start Spirulina Industry.



Mr Rudra Naidu from Bangalore. He wish to venture into Spirulina Business. He has wide range of Corporate Experience and he is ex CEO from Tata Group Industry. He wish to help in expanding the horizons of Spirulina to global level and with his experience he wish to lead a team of members. He also expressed that he has done research and market analysis with Mr Siva Kiran. He offered his help and services for possible expansion of Spirulina in India.

Mr Santosh is from Tamil Nadu. The company name is Ady a Wellness Shop. The monthly capacity 1500 kg per month.



Mr Shiva Sai is from Tuni, East Godavari, Andhra Pradesh and he has completed Agriculture BSc from Pune. He wish to start Spirulina Cultivation.



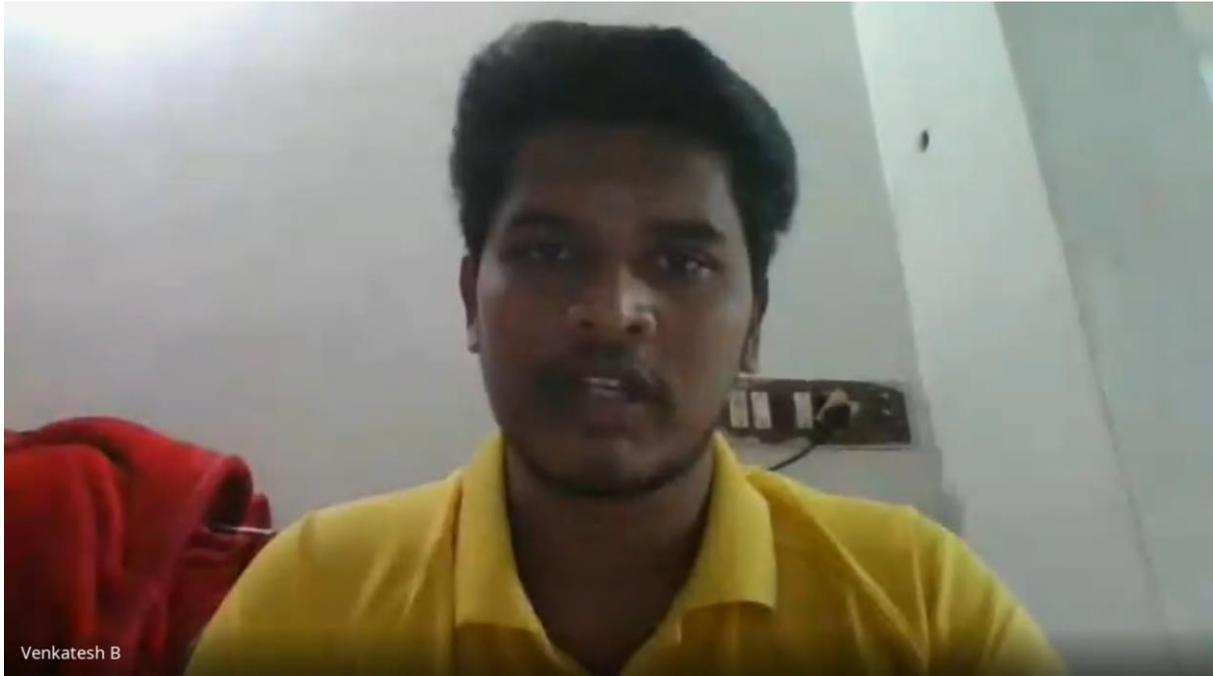
Mr Siva Shankar is from Chittoor District. He started Spirulina cultivation recently as a Pilot Project. Mr Siva Shankar is an Ayurvedic Doctor and wish to start Spirulina Industry.



Mr Srirama Murthy wish to start Spirulina Industry. He is from Andhra Pradesh.



Mr Vemulapalli Chanukya is planning to start Spirulina Industry. He wished all success for the Spirulina Entrepreneurs group. He appreciated Mr Siva Kiran for starting this group. He also suggested that lot of co-operation and guidance is needed in this subject for newcomers.



Mr Venkatesh B is from Tamil Nadu and he is doing Spirulina Production for last 6 months. He has capacity of 100 kg per month. He is expecting Technical Support and Marketing Help and Support from this Group of Entrepreneurs.



Mr Venugopal is from Hyderabad. He want to start Spirulina Industry and he also found that Marketing problems are present in Spirulina. He hopes that this group will bring a solution for this problem.



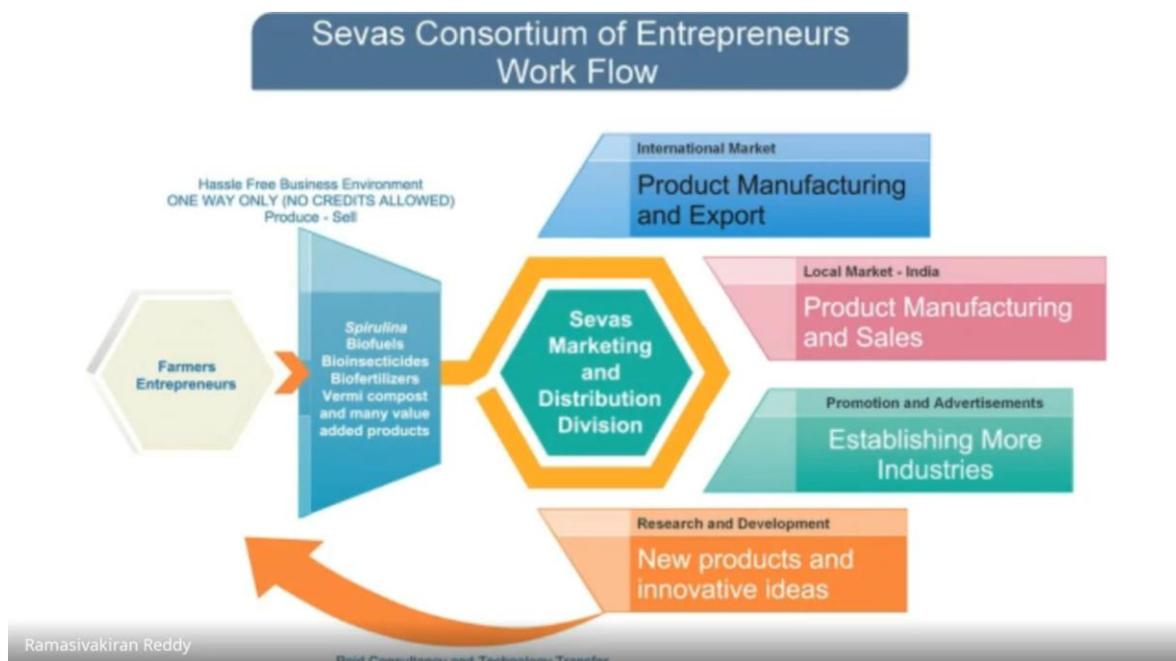
Mr. Manoj Upadhyay, from YOJO Farms. Meerut, Uttar Pradesh. He started Spirulina Industry. He is working with Government organizations. He suggested that we have to do more Value Added Products for boosting the sales of Spirulina.

Everybody introduced themselves and Mr Siva Kiran suggested to give opinions about Price of Spirulina starting with highest producer.



Dr. Siva Kiran has explained about the Sevas Consortium of Entrepreneurs. He also expressed that he has started it in the year 2007. But could not proceed ahead due to less Demand of Spirulina. But recently many people started calling and asking for Spirulina Industry then he decided to Revive this platform and create a Nationwide Network in the Name of “Sevas Consortium of Entrepreneurs”.

Sevas Consortium of Entrepreneurs will help Spirulina Farmers and Entrepreneurs in Marketing, Research and create a pleasant atmosphere for everybody to Grow and Excel. The consortium also wish to export and import help including Shipping help and Technical support and much more.



Mr Siva kiran requested all entrepreneurs to give their valuable opinions about Price Structure. Before starting any forum, the price of Spirulina, Minimum Price must be fixed. Later it can be modified but one kind of consensus people must reach. He requested everybody to give their opinions starting with largest manufacturer Mr Anil Agarwal from NB Laboratories.

Mr Anil Agarwal suggested that the price should be INR 800 minimum + GST (Tax) + Transportation. He also suggested that the production cost will be approximately INR 600 and some profit must be added for the sustenance of the industry and long-term survival.

Mr. Purushottam Patrudu suggested that the minimum cost of INR 1200 to INR 1500. He said the savings are very less at INR 1500 also. He also expressed that the chemicals cost is high. He is producing 100 kg per month. Mr Siva Kiran also mentioned that Mr Ratnarajasingam, OFeRR Organization, Chennai also suggested the price of Spirulina is INR 1200 Minimum.

Mr Sudheer Reddy is selling at INR 600 + GST + Transportation – Spirulina Powder from Ananthapur – 25 kg Bags.

Mr Ramakrishna Gontila suggested that the price INR 800 + GST + Transportation and fully agrees with Mr Anil Agarwal sir.

Mr Siva Kiran also mentioned that if we must create a Nationwide Market, we have to mention two aspects.

1. How many tons we can supply?
2. What is the approximate cost?

Also supply chain must be created all over India. The entire Supply Chain will be created and managed via a website <https://www.spirulinakart.com> . Anybody from all over India can order and the orders will be sent to the respective zones. Zone in-charge can execute the order with the help of product owner. Spirulina Powder we will try to fix at INR 800 + 12% GST + Transportation for the first year.

Amazon has listed INR 944 per kilogram. Some members suggested that please consider international pricing. Mr Siva Kiran informed that international pricing is less than 350 INR and it is extremely tough to manage if the international players from China starts marketing in India. He also mentioned that we can counter it by talking about the Contaminations of low-cost Spirulina.

Mr Santosh from Tamil Nadu suggested INR 750 + Tax + Transportation. Quality and other parameters have to be considered and higher prices for Spray Dried and Sun Dried. Some industries have suggested that INR 1500 is also not reasonable due to labor and other costs. If through consortium if they can help in automating the whole set up then the costs may come down in future but confidence has to be created. Mr Siva Kiran also suggested that if one entrepreneur cannot invest, we will assign more entrepreneurs and we will try to increase the production and create a proper support structure and positive atmosphere for sustenance of all industries.

Mr Siva Kiran also gave his opinions.

1. Sun Dried Spirulina Cost will be less when compared with Spray Dried as the spray drier cost is high. For large scale industries it is suitable but now a days even small-scale industries are also getting Spray Dried Spirulina through outsourcing.
2. Open Ponds will be considered for this consortium and Closed Ponds we will look into it as they cannot expand to more than 1 Acre to achieve maximum production.
3. Quality Parameters – we will try to monitor the quality of Spirulina with the help of laboratories who can help and support at very low cost.
4. Few industries we will take them as basis.

Representatives

Assam – Mr. Jyothi

Tamil Nadu – Mr Santosh and Mr Mohan

Madhurai – Mr Venkatesh

Surat – Mr Jayadutt Desai

Nagpur – Mr Anil Agarwal

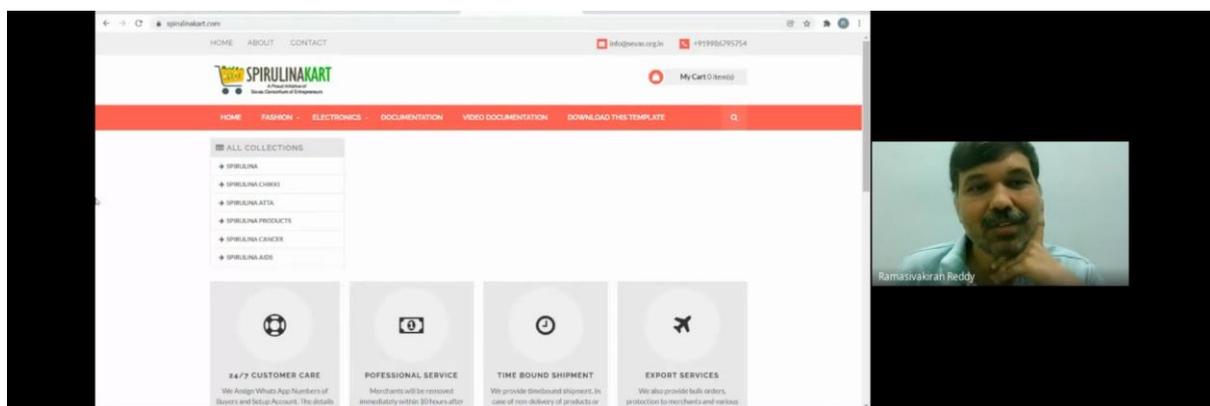
Orisha – Mr Pitabasu B

Mr Raju K from Visakhapatnam, Andhra Pradesh inquired about quality and maintenance of the industry. Mr Siva Kiran suggested that he will nominate few industries as Mentors to promote new industries and he also suggested that existing industry stabilization is important and everybody stock should get completed so that a positive atmosphere can be created.

Mr MVK Krishna asked about minimum Spirulina Capacity to start with for profiting. As low production capacity, the cost is high, and industries are struggling. Mr Jayadutt Desai suggested that to start with 1 Ton per month as a basis for sustenance. 1 Acre Pond, you will be getting 1 Ton per month. Mr Jyothi sir asked for how much investment is needed for 1 Acre Pond. Mr Jayadutt suggested that investment is based on various factors including the materials used for construction of Ponds etc. It may cost 1 Crore to 1.5 Crores for the pond's and I have also seen industries who have invested 25 Lakhs also for 1 Acre Pond Area. He also mentioned that the Spirulina yield will not be constant every month.

Results from the What's App Group Discussions

Mr Venkatesh B, asked about the What's App Group which was created. He asked whether this group focus on Indian Market or Abroad Market. Mr Siva Kiran showed the <https://www.spirulinakart.com> – Exclusive Market place for Spirulina. We will be listing how much capacity our consortium has and how much is the approximate cost, and we will try to list every product and try to optimize and streamline. If people come to know that this is the marketplace for Spirulina in India. Then slowly international players will also support. Only aspect as a group we have to work together and streamline the whole process from Marketing to Distribution to Promotion. We will also be listing value added products. Mr Siva Kiran also mentioned that we will start Zones based on interested entrepreneurs.



Mr Venkatesh B suggested that you must promote small players like him producing 100 kg per month. He also pointed out that many small players are there when compared with big industries all over India. Extensive support is needed related to Quality, Marketing and much more.

Mr Siva Kiran informed that every 100 Kilometres, The consortium will try to create support structure and call centre or Mentors.

Mr Krishna thanked Mr Siva Kiran for conducting this meeting. He also wished that in future and further meetings some substantial output can be expected. He wished all the best to everybody in this group. Everybody said they will support us in all forms for the promotion of Spirulina.

What's app Group Discussion – 21st December 2021 to 25th December 2021.

After taking suggestions from everybody, the below information was posted in the Whats App group.

1. Creating a platform <https://www.spirulinakart.com> and listing value added products with Spirulina Powder.
2. Spirulina Powder Cost is INR 800 + GST + Transportation Cost to be fixed. The Spirulina Powder will be purchased from big Players initially or whoever can give @ INR 800.
3. **Small Players** – It is decided to encourage them to move towards value added products. The first product submitted via whats app group is Spiru Health from RR Nutra Pvt Ltd, Dr Rajaram Bhos from Ahmednagar, Maharashtra. 20 INR packet. Spirulina mixed with citric acid – Lemon Flavor and Jal-Jeera Flavour. From Pune, Chikki also was suggested and from Bangalore Noodles were also suggested. Like this few value-added products we will create and give more options to Customers along with Spirulina Powder. Spirulina Powder in value added products will go up to INR 2000 and more so that these industries will survive.

Suggestions and Inputs Were Welcomed. As we have agreed for INR 800 Price suggested by Big Players like Mr Anil Kumar, NB Laboratories and Mr Jaydutt Desai from Surat. The website will have about 22 Tons per month capacity. Value added products will be @25 Tons with the website. Eating Noodles, Spiru Health Formulation, and other types of formulations.

The minimum price will also be changed based on the suggestions and inputs received in the next meeting.

Complete Plan

These are the Zones Created all over India.

Zone 1: Jammu Kashmir, Ladakh, Himachal Pradesh, Punjab

Zone 2: Haryana Delhi Uttarakhand, Nepal

Zone 3: Uttar Pradesh

Zone 4: Rajasthan

Zone 5: Madhya Pradesh

Zone 6: Maharashtra

Zone 7: Bihar, Jharkhand, West Bengal, Bangladesh

Zone 8: Odisha, Chhattisgarh

Zone 9: Telangana and Andhra Pradesh

Zone 10: Karnataka

Zone 11: Tamil Nadu and Kerala

Zone 12: Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura

The aim is to create Mentors, Distribution Network and Much More with the help of Zone In-charge.

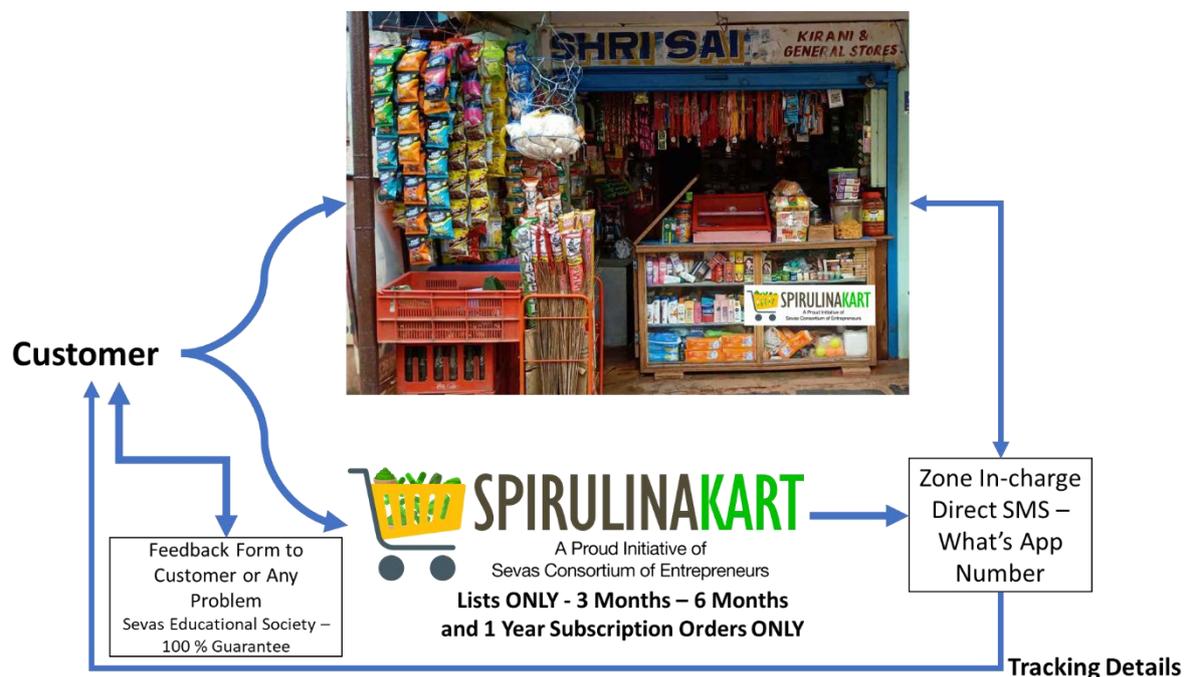
Registration of Industries is Free for the Members of the group.

<https://forms.gle/9Pazsa4vZtgmSg7TA>

Initially for first six months most services will be free including the entry fee.

Later with the help of the Central Committee, rules and regulations will be finalized. Formation of the Central Committee will be done based on the contribution of the members and payment of the prescribed fee.

How the Website Works?



Customer can directly go to nearby shop and buy (Less Price – Industry is nearby). If he wants - 3 months, 6 months and yearly subscription of the product, the product can be ordered directly through the <https://www.spirulinakart.com> website. From local shop also 3 months, 6 months and 1 year plans will be available at a very low cost. A dietitian will be allocated to the customer for higher packages. What's App Number will be shared to the customer and customer can directly interact with the Zone In-charge. Tracking Details will also be provided along with feedback form for complaints or Non-Response.

3 Days Delivery Means 3 Days. 24 Hours Delivery Means - 24 Hours

**We follow Six Sigma Policy (3 Mistakes allowed per 10 lakh Orders).
Mistakes or Excuses are not allowed.**

Everybody support is needed and everybody should support others so that we can create momentum. Once this zone managers and zone industries are finalized we will create mentor structure and start accepting orders.