

# CEF ORGANICS PRIVATE LIMITED



## CORPORATE PRESENTATION

Marketed By-  
NAFED



Good for nature - Good for you



## ABOUT US

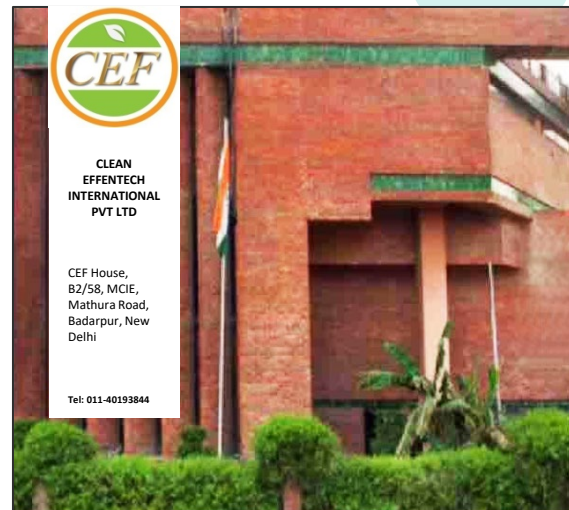


CLEAN EFFENTECH (I) PVT. LTD (CEF) is an energy solutions company with a vast product portfolio and solutions expertise.

Today, CEF comes with varied and vast experience as the promoters have not only set up large scale power plants, steel plants, etc. but have also been instrumental in bringing innovative technologies and implementing the same globally.

CEF endeavors to protect the environment, strengthen communities and help in spreading green sources of energy. CEF believes to put a footprint in renewable energy sector by contributing best in the market.

CEF has made extensive research both at product and market side in order to deliberate and come out with best possible products to suit the Indian market and with keeping nation, farmer and consumer interest ahead of any commercial aspects.



Bio-CNG



Organic Manure



Biogas to Power



MSW to Power



Flue-gas desulfurization  
(FGD)



Wastewater  
Treatment




## CEF Organics - Evolution

CEF has various subsidiaries/sister concerns to work for respective core areas and sector.

CEF Organics has been setup keeping in mind the immediate need of shifting the chemically grown food to organically grown giving preference to health and future of India. We are committed to strengthen farmer community socially, economically and education wise to build a strong rural India.

CEF Organics is a farmer centric organization and aspires to be an inspiring, trustworthy and innovative global leader in providing genuine organic products and solutions for Healthy & Conscious Living.

At the heart of CEF Organics is our commitment to be a living embodiment of love and consciousness in action. We work with several farmers communities across India to help them cultivate thousands of acres of sustainable organic farmland. Each product of CEF organics is one link in a chain of inter-connectedness - a chain between Mother Nature, our farmers and society.



**Our mission is to make this world an organic place to live in by minimizing the use of chemicals for food growth**

**Our vision is to give the best organic manure to the farmers and gardeners worldwide.**



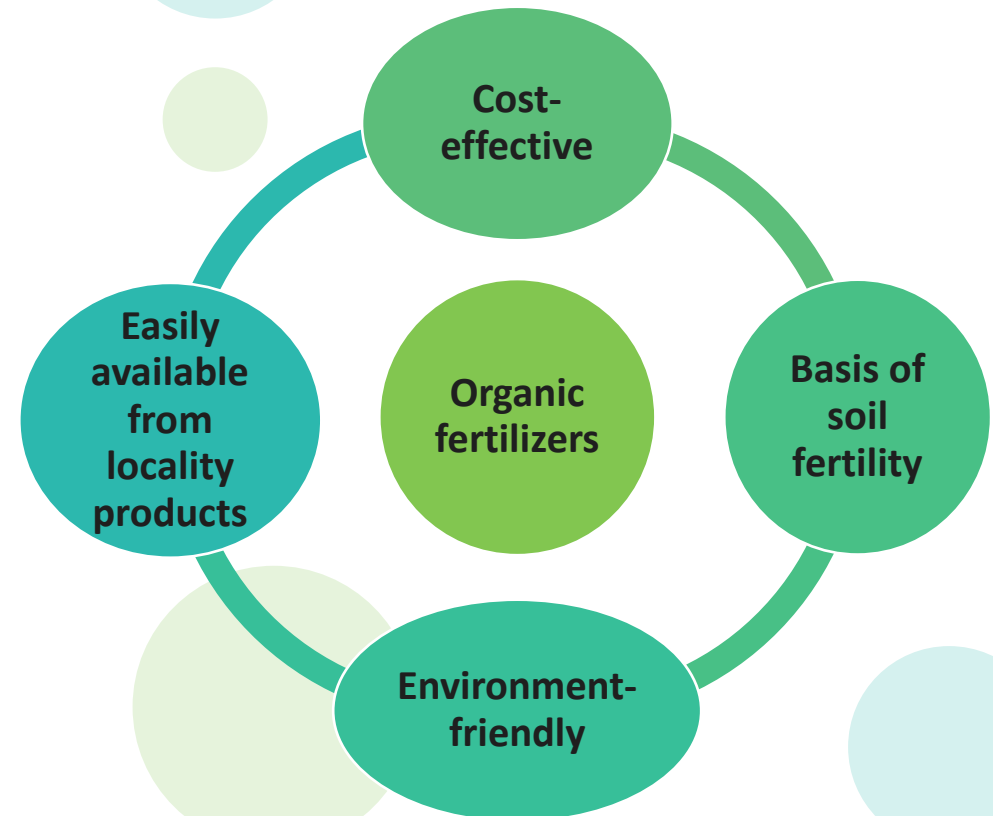
# Transformation



## From chemical fertilizer-based food to organic food

- ❑ The industrial revolution followed by the green revolution which fulfilled the food demands of the growing population caused an increase in yield per unit area in crop production.
- ❑ Fertilizers or manures are used daily by farmers and families to help crops and gardens grow to feed growing population.
- ❑ The purpose of any fertilizer is to increase the amount of nutrients in soil that make it more fertile and friendly to plant growth.
- ❑ Thus, to reduce and eliminate the adverse effects of Synthetic fertilizers on human health and environment, nowadays a new agricultural practice has been developed called as organic agriculture, sustainable agriculture or ecological agriculture.
- ❑ Inorganic fertilizers are known for their high cost and their negative environmental effects. All these give rise to reduced crop yields as a result of soil degradation and nutrients imbalance and come with high use of pesticides and insecticides.

Fertilizer improves the nutrient status and quality of soil by enriching it with nutrients which it lacks. Crop plants require nitrogen, phosphorous and potassium to maintain the normal physiological function of the cell.





# Impact of Chemical Fertilizers on Natural Resources



Chemical fertilizer has several negative effects on the environment because of its growing consumption and lowering nutrient use efficiency.

On the other hand, Many birds, aquatic organisms and animals are under the threat of harmful pesticides for their survival. Pesticides are a concern for sustainability of environment and global stability.

Uncontrolled use of pesticides has resulted in reduction of several terrestrial and aquatic animal and plant species. Additionally, air, water and soil bodies have also being contaminated with these chemicals to toxic levels.

Chemical fertilizers creates Water Pollution, Air Pollution, Soil Pollution and bad impact on human health.

It's high time that everyone understands the ill effects of using excess chemical fertilizers and take initiatives for reducing the use of chemical fertilizer and pesticides substituting it with other organic amendments like organic manures which not only provides essential nutrients to the plants but also maintains the soil health for the subsequent crops.

## Disadvantages of Chemical Fertilizers

Unethical  
mixing in  
food  
products

+

Illegal  
addition in  
ingredients

Lots of  
problems in  
health  
especially in  
Urban India





# Alarming Issues



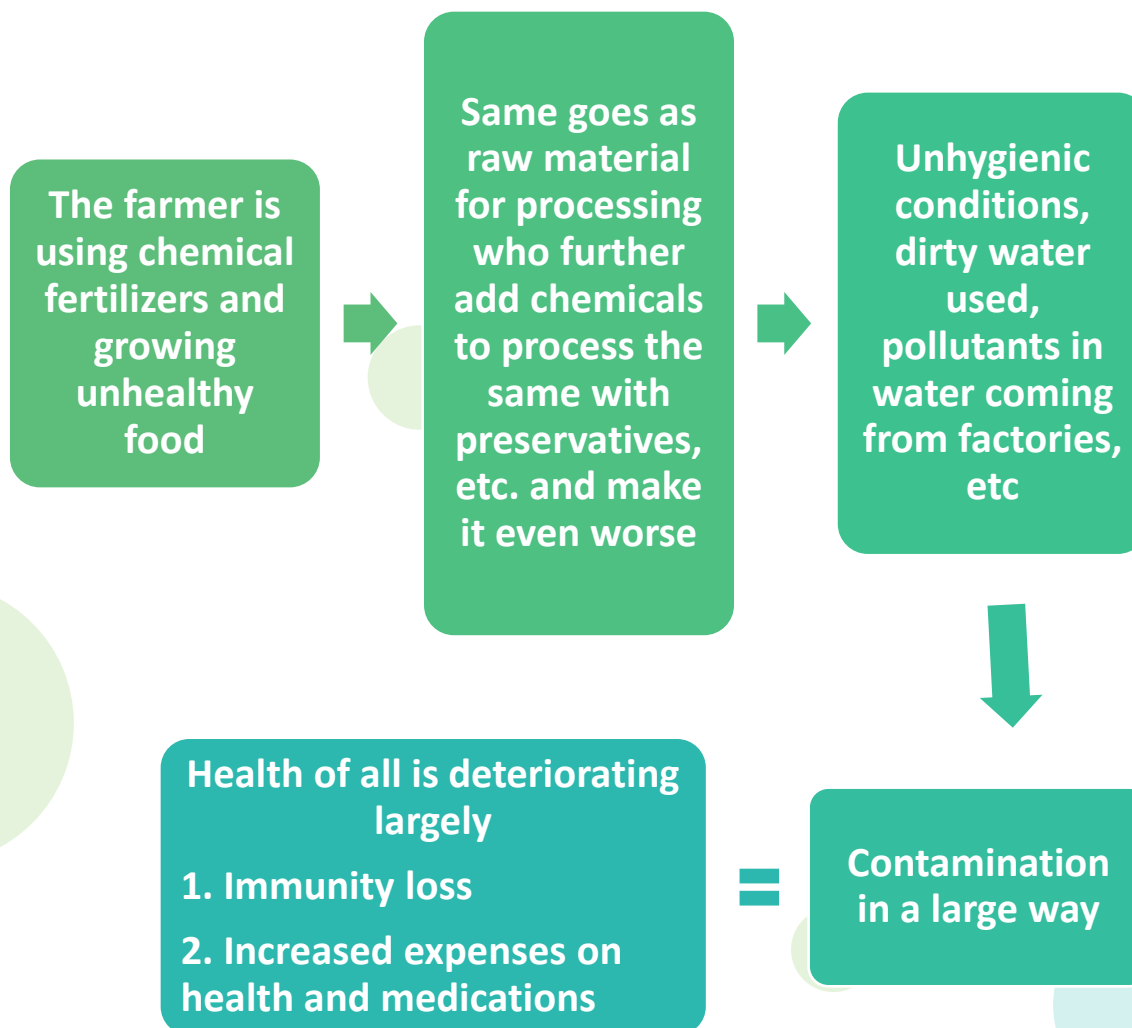
One of the greatest challenges in contemporary development initiatives is to maintain ecological balance for the present as well as the future generation.

It is a tragic fact that in India thousands of farmers take their lives every year. From 1995 to date, the figure is over 3 lakh farmers. Costly seeds, soil-destroying/life-threatening chemical fertilizers and pesticides lie at the core of the problem.

It is estimated by the Center for Disease Control (CDC) that each year there are 76 million illnesses, 325,000 hospitalizations, and 5,000 deaths linked to food-borne illness.

**Formation of farming groups and promotion of organic farming should be explored to facilitate sustainable growth of the sector.**

## Phases of contamination





## Solution

“India is experiencing a “nutrition transition”,” the study observes. “National nutrition surveys from the past few decades showing consumption patterns switching from traditional diets based upon fruits, vegetables, unprocessed cereals and legumes to diets that are increasingly dominated by highly processed packaged food and beverage products.”

The Indian Government has recognized the export potential of organic agriculture and is in the process of strengthening the sector by putting a legal framework in place.

Organic Food  
Builds Strong  
Future  
Generations

Organic Food  
Keeps Our Water  
Clean

Organic Food  
Helps Protect  
Animals

Organic Food  
Results in Less  
Soil Erosion

Organic Food  
Conserves Fossil  
Fuels

Organic Food  
Offers  
Outstanding  
Flavour



# Organic Farming in India

**India is home to 30 per cent of the total organic producers in the world.**

India is keeping in view the fact that fossil fuels are on their way of extinction and are non-renewable, organic, nature friendly ways of farming and agriculture has gained importance.

## Emergence of Organic Agriculture in India



### Category 1

For farmers living in a no-input zone, organic farming is a way of life. It has been practiced by them since ages and is a traditional way of doing agriculture.

### Category 2

In wake of the ill-effects of conventional agricultural practices and owing to the misuse of fertilizers, farmers who have recently adopted organic farming fall under this category.

### Category 3

This category includes farmers who have systematically adopted organic agriculture to capture the market commercially.

**Sikkim became first organic state in world**

**Another great work in India is done in state of Uttarakhand, where the state has introduced COUNTRY'S FIRST ORGANIC AGRICULTURE ACT**





# Collaboration with NAFED



## National Agricultural Cooperative Marketing Federation of India Ltd (NAFED)

NAFED is registered under the Multi State Co-operative Societies Act. NAFED was setup with the object to promote Co-operative marketing of agricultural produce to benefit the farmers. NAFED is the largest farmer's co-operative in India and holds umbrella for thousands of Farmer Producer Organizations. NAFED being a Government of India body and the one that provides purchase of farmer's produce on MSP (Minimum Support Price) is highly trusted and supported by farmer's community across the nation.

### We are technical and financial partners to NAFED.

In December 2017, NAFED released EOI to select technology & project development partner to setup manure plants across the nation and we have been selected by NAFED as technical & financial partner to develop these projects across the nation. CEF signed MOU on 1st June 2018 with NAFED to use agricultural organic material, residues, dung/litter, organic matter and other bio wastes to produce bio-fuel along with bio-manure and other bi-products.

## NAFED initiated it's contribution to support Bio-CNG projects in the nation

### NAfed to set up 100 bio-CNG plants via PPP with Rs 5,000-cr investment

| Business

Updated Jan 05, 2019 | 17:14 IST | PTI

NAfed chief said that each unit will have a capacity to process at least 100-300 tonne agri-waste, from which one-tenth of the CNG will be produced.



NAfed to set up 100 bio-CNG plants via PPP with Rs 5,000-cr investment

**New Delhi:** Farm cooperative major Nafed Saturday announced setting up 100 bio-CNG manufacturing facilities using agri-waste such as stubble through public-private partnership (PPP) with an estimated investment of Rs 5,000 crore.

The first three centres will come up in Muzaffarnagar in Uttar Pradesh, which is the largest sugarcane producing state where waste from sugar mills is available in abundance, Nafed Managing Director Sanjeev K Chadha said.

"An agreement has already been signed with 4-5 private investors like Reliance, United Nations Environment Programme (UNEP) and technology

provider. Initially, 100 units will be set up across the country with an estimated cost of about Rs 5,000 crore," Chadha told reporters.





## Market Linkages and Organic Store



Indians are slowly moving away from parathas and cookies to a wider assortment of cereals, oats and milk food drinks as fortified foods with incremental nutrients gain favour with consumers who are willing to spend more on healthy foods.

**We are offering customers organic and locally grown produce, chemical- and preservative-free Organic Products. All of our products are healthy alternatives to the Non-Organic products available at conventional store chains all over the country.**

**We will also sell through all IOCL petrol pumps across the nation so we get an access to 27000 locations pan India.**

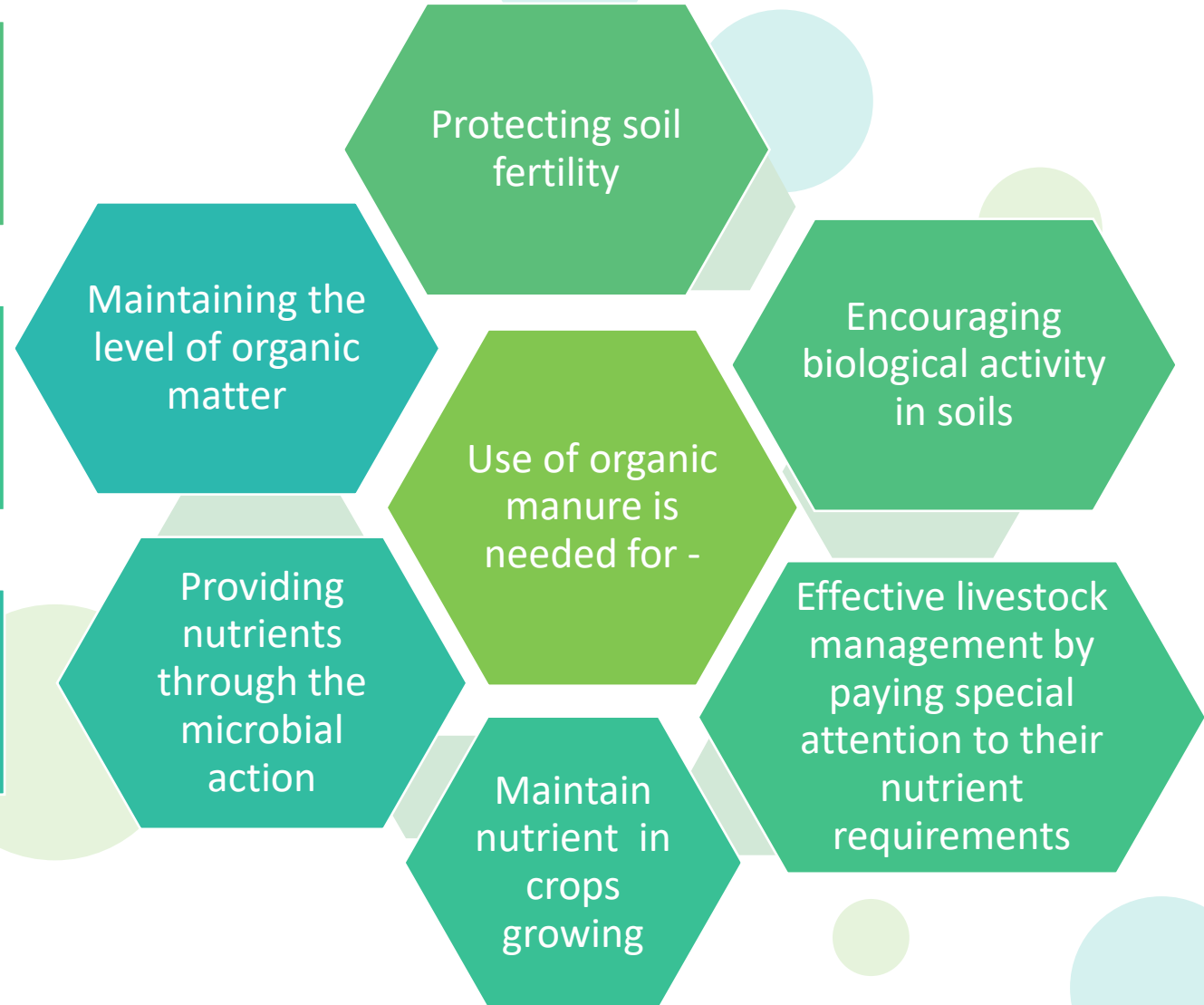
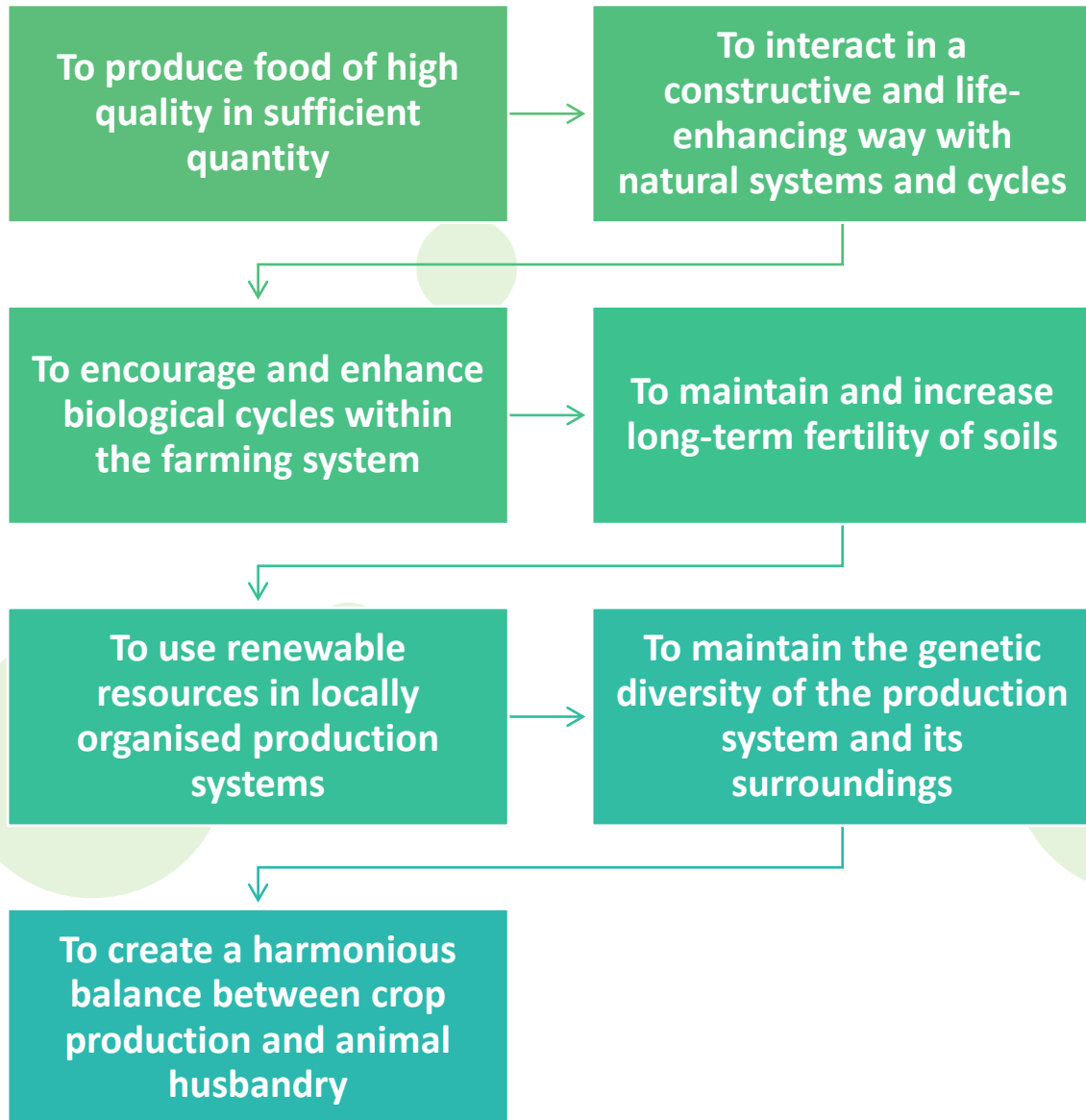
**Indian Oil Corporation Limited (IOCL) and NAFED** have got into an agreement where NAFED shall sell organic products from organic stores that will be set up at all IOCL petrol pumps across the nation.

IOCL has 27000 petrol pumps in India and the complete implementation plan of this project has been given to **CEF Organics**.

IOCL KisanSeva Kendra is an award-winning retail outlet model pioneered by IndianOil to cater to the needs of customers in the rural segment. We also sell through these KSKs. Today, KSK outlets have emerged as dominant players in the rural markets, riding on the rapid growth of upcoming second and third tier roads in the rural areas . In addition, non-fuel retail facilities like convenience stores have been added to the KSK to sell organic manure, vegetables, banking products and stationery items.



# Benefits of Organic Manure and farming





# Organic Manure Segmentation

## Segmentation for marketing

### APNA KHAD (Rural)

Universal

Potato Special

Sugarcane Special

Dhaan (Rice)  
Special

Vegetable Special

Wheat (Gehu)  
Special

Dal Special

### URBAN FARMER

For all plants

Vermi Special

Cow Dung Special

Neem Special

Children Special

Ayurvedic

Other

## Sales Opportunities

Open market to  
farmers in packaging &  
without packaging

Urban market online -  
[www.cef-organics.com](http://www.cef-organics.com)

Nurseries, gardeners,  
direct sales, home  
grown food, etc

Exports to organic  
growers

National and  
international trade  
fairs shows, events

MARKETED BY  
**NAFED**  
A Farmers' Cooperative

प्राकृतिक मिट्टी सुधारक  
फसल का प्राकृतिक खाद  
दुर्लभ रहित प्रयोग में आसान  
जैविक कार्बन की अधिक मात्रा  
पानी रोकने की क्षमता बढ़ाता है  
मिट्टी तथा फसल - दोनों का पोषण  
भिन्न जीवों से सम्बद्ध-रोग-कीट से सुरक्षा

**अपना खाद**

जैविक खाद सभी प्रकार के  
फसल एवं बागवानी के लिए

प्राकृतिक उगाएं-प्राकृतिक रहें  
अधिक जानकारी के लिए संपर्क करें:  
**1800-5720-988**

MARKETED BY  
**NAFED**  
A Farmers' Cooperative

SAVES COST  
INCREASES YIELD  
NO CHEMICALS USED  
BETTER SOIL QUALITY  
PROTECT FROM PESTS  
REDUCES WATER INTAKE  
NUTRIENTS HELD EFFECTIVELY  
IMPROVES ROOT DEVELOPMENT  
NON-INFECTIOUS FOR SKIN AND BODY  
ENSURES OXYGEN ABSORPTION IN ROOTS  
IMPROVES QUALITY AND TASTE OF PRODUCE

**URBAN FARMER**

Organic Manure for better  
growth of plants and vegetables

Grow Naturally Live Natural  
TOLL FREE NUMBER:  
**1800-5720-988**





## Other products/Services we offer



### Other Services

- **Urban Farmer KIT 1 – Home Service** – our expert will visit you and provide you information of what best you can grow at your home balcony or lawn.
- **Online Urban Farming Service** – you get remote advice and monitoring through video and voice calls for how to grow food at home.
- **Kitchen Garden Development** – Urban Farmer shall develop your kitchen garden and shall maintain the same for you. Various pots, tools, seeds, manure, etc. will be provided too.
- **Roof Top Garden Development** - Urban Farmer shall develop your roof top garden and shall maintain the same for you. Various pots, tools, seeds, manure, etc. will be provided too.
- **Fairy Gardens** – Urban Farmer shall develop miniature garden & fairy garden at suitable places in your house. Our expert shall visit you as per job required.

### Other Products

Farming  
Tools

Seeds

Pots

Customer care service  
24/7 Helpline No: **1800-5720-988**



# THANK YOU



*contact*

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