



Reimagine Finance

The journey from the seed to the tree

For the mainstream corporate sector, there is easy access to a range of financial instruments – grants, debt and equity. The same is not true of the livelihood enterprise sector.

Why are different financial instruments not available for this sector?

The producer organisations find it difficult to create robust business proposals and reach it to the potential investors.

The institutional and individual investors do not have access to robust business proposals from producer-owned enterprises.

What is the solution?

An online portal that connecting Investors and organisations owned enterprises.

We work with organisations and help them develop robust business proposals. We also connect them with potential investors and facilitate the investments.

The producer-owned enterprises require different needs for funds at different stages.

Seed

At the seed stage, funds are required for creating a business plan and mobilizing producers to form a collective with proper institutional processes.

Sapling

At the sapling stage, they need investments in better productivity enhancing technologies and skill training for the same.

Plant

At this stage, there is requirement of investments in facilities for value addition – storage, grading, processing, packaging and branding.

Tree

At this stage, the enterprises are sustainable – they begin to generate surplus profit which they can invest back in themselves. Investments are however needed for expansion.

Potential

Self Reliance Evolution

On an average an investment of ₹10,000 per producer can improve their income by 2-3 times. The enterprises become self-sustaining, developing abilities to learn, manage and grow.