



Mahagrapes

A story of sweet grapes



From farm to
supermarkets



What is Mahagrapes



- A partnership firm of sixteen grape growers cooperatives
- Mahagrapes exports its members produce in international markets
- It acts as facilitator, quality controller, input supplier as well as service provider to its member societies

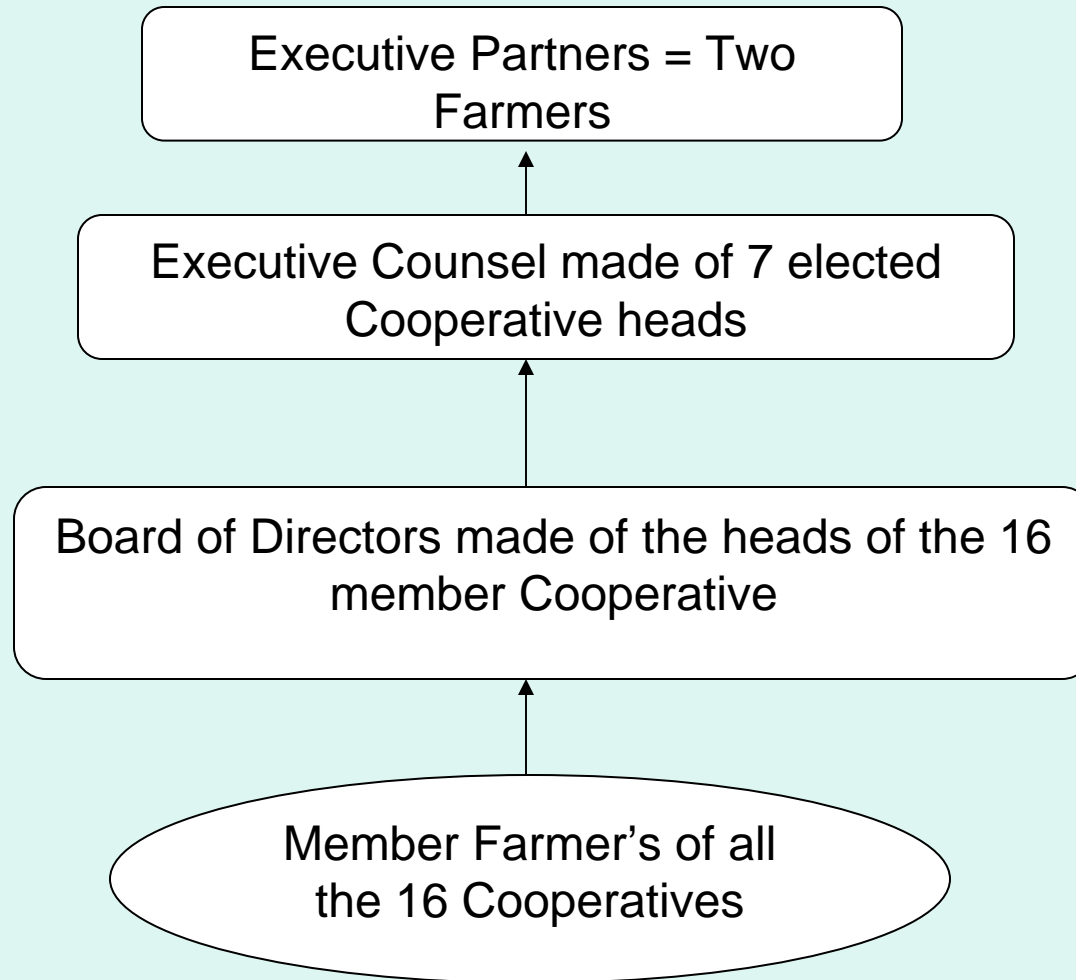
What Mahagrapes does?

- Mahagrapes exports its member societies produce. It negotiates for better prices, arranges the logistics.
- It does not buy or sell but just facilitates the export. It has an excellent traceability system, so everyone gets paid as per the quality.

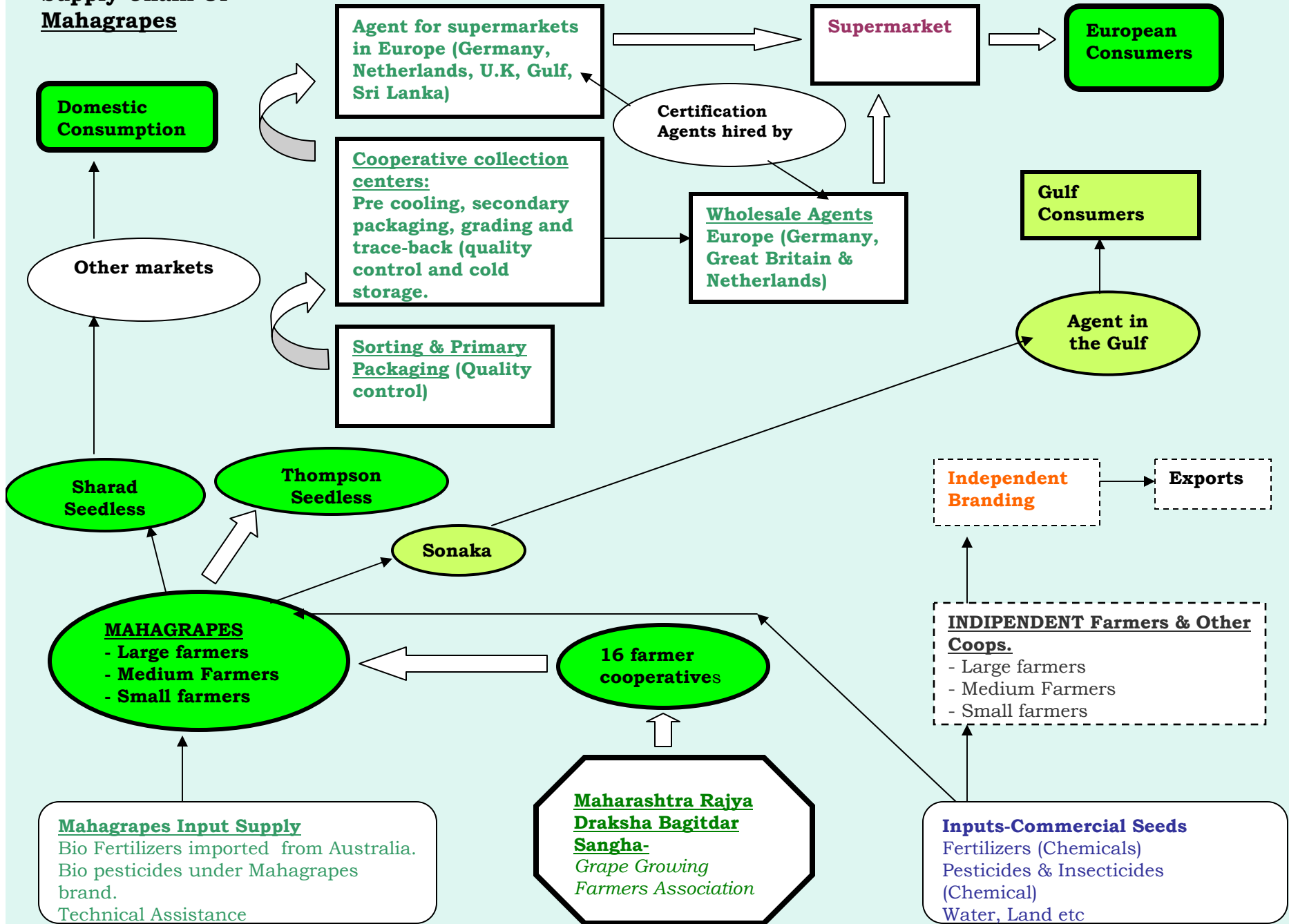
What Mahagrapes does?

- As a quality controller, it provides technical assistance, holds workshops.
- It also provides various inputs such as its own brand of biofertilizer, specialised materials such as SO₂ pads, plastic punnets.
- In its earlier years, Mahagrapes brought precooling technology to farmers that enabled them to export.

Organizational Structure of Mahagrapes



Supply Chain Of Mahagrapes



Why it is a success story?

- Exporting to European markets with almost nil rejection for past sixteen years. It is a successful business entity. It has shown acumen as well as agility.
- Mahagrapes has linked grape growers to international markets and has compressed the supply chain. In doing so it has assumed barometric role.
- As the IFPRI study show, Mahagrapes has paid higher returns to its members

Why it is a success story?

- It is pioneer in bringing precooling technology and array of post harvest operations. All these operations have pulled the farmers upwards in supply chain.
- It is a story of successful public private partnership. The government helped but only as a facilitator. Most importantly it was a time bound help

Why it is a success?

- It is a success because once the Mahagrapes showed the way, the export scenario changed. Today it is crowded with many players including corporate houses. There is extensive network of financial institutes as well as infrastructure facilities such as labs, cold storage facilities. The complexion of Indian horticulture export has become more professional.

Why it happened?

- Grape growers federation or Draksh bagyatdar sangh a producer association made it possible. That was the beginning. It acted like quality circles or kaizan.
- Grape is an international fruit. Only fruit where India is on par with international productivity ,again thanks to this quality circle approach.
- Precision farming and lively farmer to farmer dialogue is key of success.

Why it happened?

- It is Mr.Sopan Kanchan's vision. It also reflects on agriculture education. In his training programme he saw a pack house and decided to bring the same technology in India. It is like Swades.

Can we replicate?

- Mantra of success is quality and quality and quality. Traceability is also an important parameter, specially with food safety concerns.
- Creation of platform for farmers for better production and Elaborate documentation of the process can lead to precision farming which is essential for successful marketing. An effective information dissemination network is a must for business agility.

Can we replicate?

- All other hurdles such as NTB are possible to overcome when we achieve the quality. Euregap certification was comparatively easy for grape growers because they are accustomed to document the practises, so was the case of traceability.