Krimanshi provides affordable nutritive feed solutions for cattle to the small dairy farmers all around the year. It upcycles food waste (like crushed fruits and vegetables, fruit leaves, etc.) into low-cost nutritious cattle feed and fodder. It currently manufactures four products—silage, fodder, concentrate feeds and mineral mixes.

The Challenge

40% of food wasted in India

According to the United Nations Development Programme, the carbon footprint of 40% wasted food is estimated to be 3.3 billion tonnes! There is low productivity of dairy farmers due to limited availability and affordability of quality feed and fodder.

The Solution

Reducing food wastage by upcycling it as cattle feed

Krimanshi provides affordable nutritive feed solutions for cattle to the small dairy farmers all around the year. It upcycles food waste (like crushed fruits and vegetables, fruit leaves, etc.) into low-cost nutritious cattle feed and fodder. It currently manufactures four products—silage, fodder, concentrate feeds and mineral mixes.

The Impact

1,165 cattle farmers impacted

1,140 CO2 equivalent greenhouse emission avoided

3,990 Livestock Supported

600 Fruit and vegetable waste upcycled

10 Full-time jobs created

Impact Report 2020
Incubation Journey

August 2018
Incubation Journey with Villgro begins
Received seed funding of ₹2.5 million
Inconsistent sales

March 2019
Rebranded to increase the sales of concentrated feeds in Rajasthan
Support from: Villgro Technical Assistance Programme

October 2019
Signed on a new R&D Mentor to improve the products
Support from: Villgro Mentor Program
Consistent sales

February 2019
Won ₹2 million grant funding through Yes Scale Accelerator Program
Support from: Villgro Portfolio Management

May 2019
Raised ₹10 million Follow-on Funding from Social Alpha
Support from: Villgro Portfolio Management

March 2020
Set-up pilot plant to manufacture and sell potentially cost-effective and nutritious digestive mixtures to B2B clients at Bangalore
Support from: Villgro Mentor Program

“Through our incubation journey with Villgro, we have seen an 11 times increase in our sales.”
Nikhil Bohra, Founder & CEO, Krimanshi
Impact

Zero Hunger

By 2030, double the agricultural productivity and incomes of small-scale food producers

Ensure sustainable consumption and production patterns

By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

Impact on Stakeholders

Farmers: surveyed farmers*

had a 42% increase in their milk income per day per cow

and a 40% of surveyed farmers experienced reduced veterinary costs

Distributors: 100% reported no delays in product delivery

*The average annual income of the 15 surveyed farmers is ₹4.8 Lacs and they own an average of 1.2 acres of cultivation land.