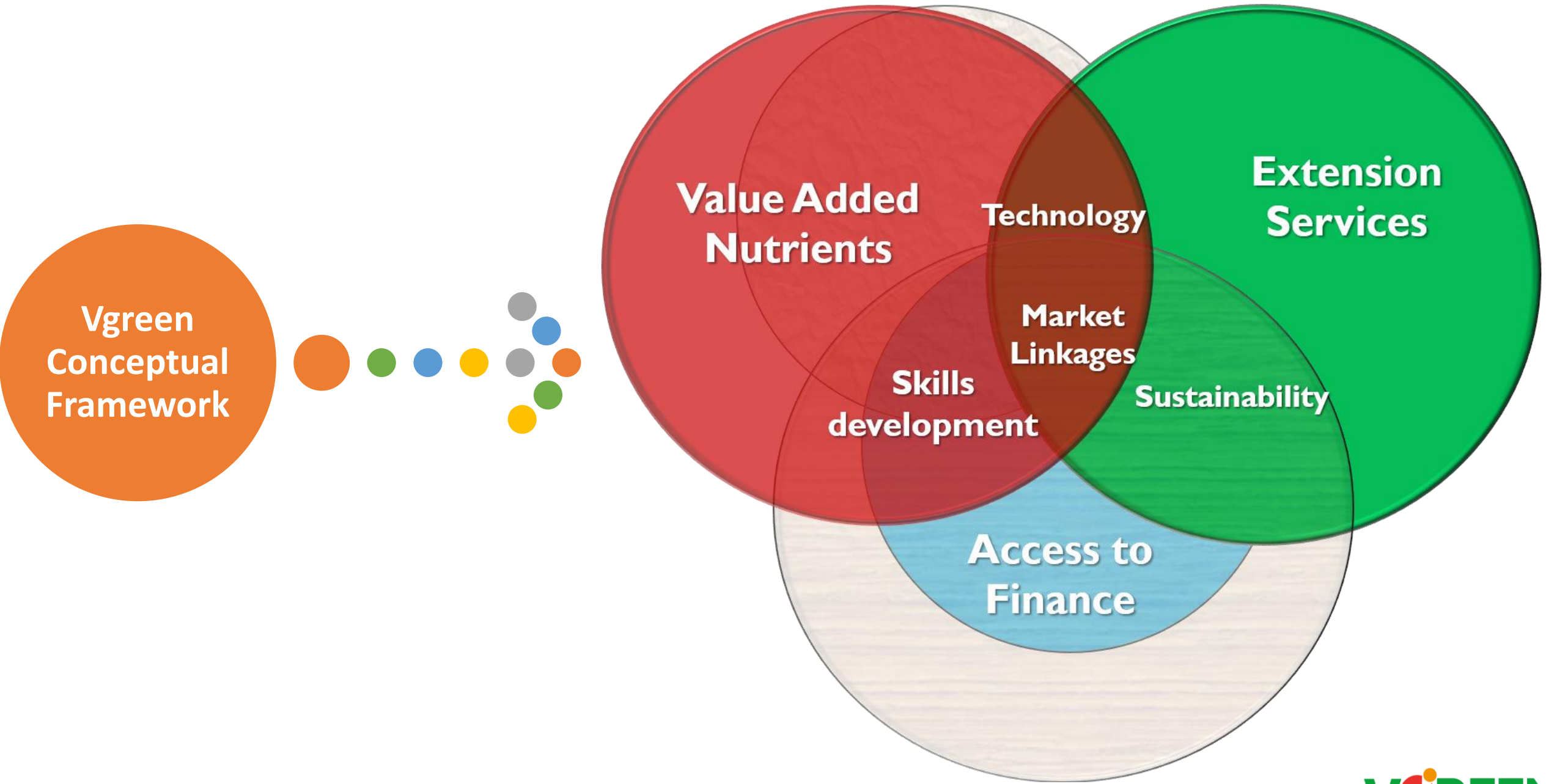


Vital green Pvt Ltd

**VGREEN**



Vgreen  
Conceptual  
Framework

Value Added  
Nutrients

Extension  
Services

Technology

Market  
Linkages

Skills  
development

Sustainability

Access to  
Finance

# Our Commitment to 4R



## Right Place

Keep nutrients where crops can use them.



## Right Source

Match fertilizer type to crop and soil needs.



## Right Rate

Match amount of fertilizer to crop needs.



## Right Time

Make nutrients available when the crops needs them

# Our Story

## **Why?**

Agriculture productivity is woefully low. If we overcome the challenges; Household income of millions of farmers will increase and fertility of millions of acres of land will also be enhanced – Land which needs to remain healthy for future generations.

## **How we started ?**

A 15-year journey, started as a single product manufacturing unit in 2007, then product line extension (specialty fertilizers and bio-fertilizers) and since 2015 as a service-oriented business.

## **What kept us moving?**

Wide variety of interventions demonstrated that knowledge and technology led to value creation for farmers and for other stake holders.

## **What we aspire?**

To become a significant service provider in developing countries with large small holder farming community; connecting them with markets and enabling them to produce efficiently leading to increased profitability in a sustainable manner.

## **What we have done thus far?**

A unique business model that focuses on building linkages and harnessing access to finance, knowledge and technology for increased agricultural productivity

## **What we want in the short to medium term?**

Increase our footprint and expand to include major crops and horticulture.



# Who we are?

We act as a hub of knowledge of agriculture best practices and services. We facilitate access to quality inputs, access to credit, access to extension services, soil analytical services, crop specific nutrition planning access to agri-machinery on rental, formal training and access to market. We provide our services through the establishment of an agri center (**Vital agri Centers**) referred as **COBO** to act as a one window solution for farmers.

# What we do?

We design and execute gate area(s) development in coordination with our partner value chain players (Sugar Mill, Rice, corn, cotton, horticulture processes) to significantly enhance;

- Productivity
- Consistency
- Quality
- Recovery

to (and) ensure that quality crop is supplied in a consistent and sustainable manner.



# Current and Target Agri Value Chains



Sugarcane

Horticulture

Corn

Cotton

Rice

# Product Portfolio





# Our Services



**Gate Area  
Development**



**Model Plot  
design and  
Execution**



**Nutrition  
Planning and  
Soil Analytics**



**Financial  
Services**



**Field Training  
Services**

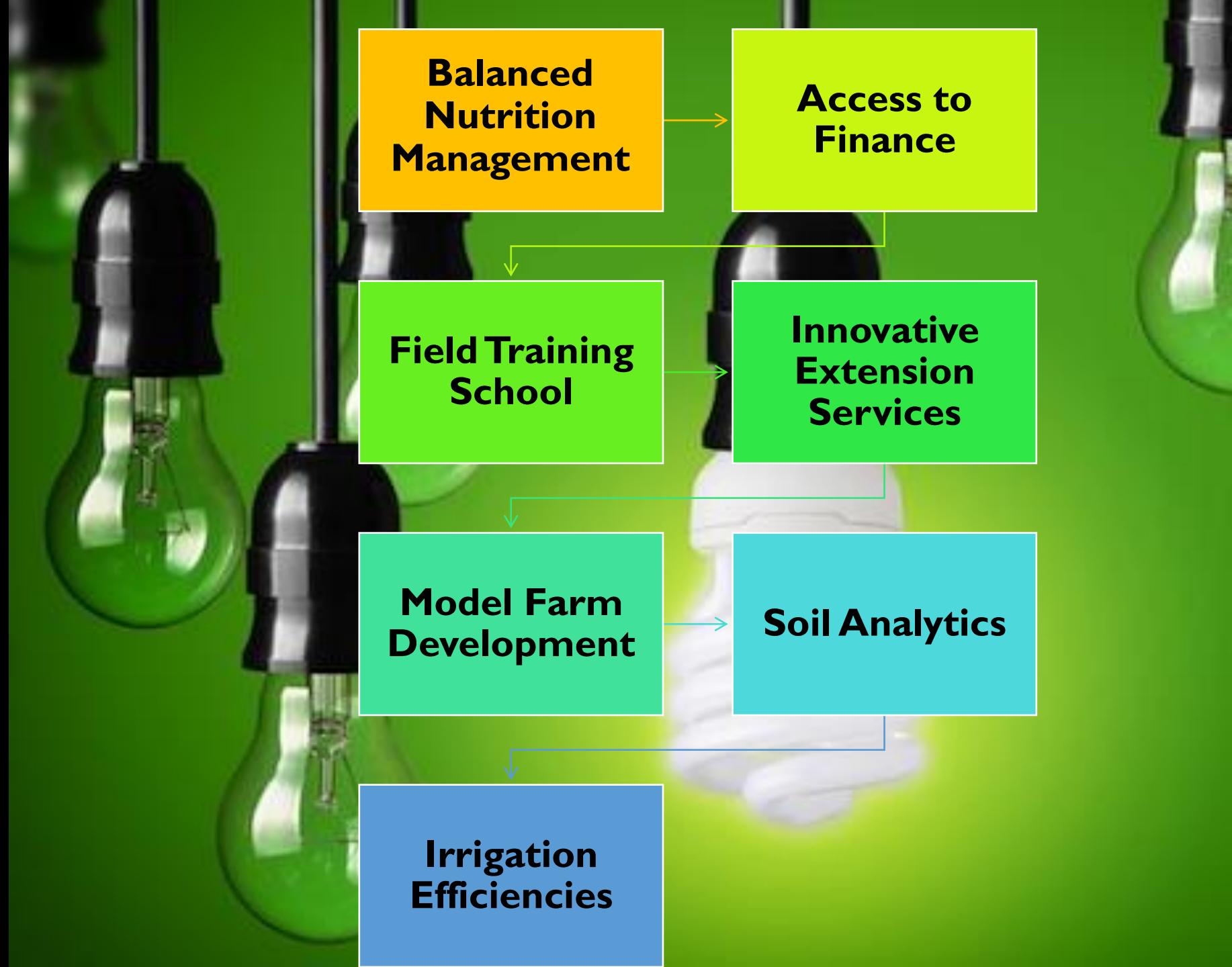


**Farm  
Management**



**Machine Rental**

# Key Interventions and Initiatives



# Our Foot Prints



VAC 001 Ramzan Sugar Mill, Chinot



VAC 002, Ramzan Sugar Mills, Circle II, Adda Khewa



Shakrganj Limited

VAC 003, Shakrganj Suagr Mills II, Bhone



Shakrganj Limited

VAC 004, Shakrganj Sugar Mills, Jhang



VAC 005, Popluar Sugar Mills, Sargodha



JAUHARABAD  
Sugar Mills Limite

VAC 006, Jauharabad Sugar Mills, Jauharabad



VAC 007, Hunza Sugar Mills, Faisalabad



VAC 008, Kashmir Sugar Mills, Shorkot



VAC 009, Siraj Sugar Mills, 18-Hazari Jhang.



FARAN SUGAR MILLS LTD.

VAC 0010, Faran Sugar Mills, Sheikh Bhirkhio, Sindh.



YD

VAC 0011, Deewan Sugar Mills, Sajawal, Sindh.



TWO  
INDUS

VAC 0012, Two Star Sugar Mills, Kamalia



VAC 0013, Engro Eximp Agriproducts, Sheikhupura



VAC 0014, Chilli Value Chain Center, Kunri



VAC 0015, Banana Value Chain Center, Tando Allyar



VAC 0016, Tomato Value Chain Center, Thatta



VAC 0017, Matiari Sugar Mills, Matiari



VAC 0018, Ramzan Sugar Mills, Sub Circle Bhowana, Adda



SHEIKHOO SUGAR

VAC 0019, Shiekhoo Suar Mill, Kot Addu

# Our Partners



پاک ایگری مارکیٹ  
پاکستان کی آن لائن زرعی مارکیٹ



HRSG







## A typical workday of Our Field Team

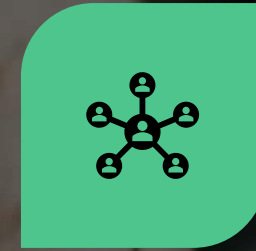
- Farmer gathering 3 /Week
- Farmer interactions- 10/day
- Supervising inputs Applications
- Supervising Crop health status
- Documenting field data



# Impact



ECONOMIC



SOCIAL



ENVIRONMENTAL



ImpAct



## Economic

Direct Employment generated- **+100**

Indirect employment generated- **75**

Productivity increase by **25%** for **7,500** farmer

Household annual Income increase by PKR **45,000**/acre





ImpAct



**Social**


Food security- Increased productivity over  
**150,000** Acres

Financial inclusion (Access to marketplace and institutional credit)  
to **5,000** Farmers by end 2021

Improved skill set of **1,500** farmers through formal training  
programs by end 2021



ImpAct



## Environmental impact

Water saving – more crop per drop-

Millions of liters of fresh water

Soil health improvement – increasing organic matter

Reduced crop residue burning

Reduced conventional fertilizer and pesticide applications

# Vital Green Pvt Ltd

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