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## Hansaria Food – Not a Firm, But a Family

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Do we ever wonder how we get food on our tables? Well, it's evident that our mothers do a relentless job of keeping us fed all day but do we ever think about who are the ones that keep the process going? The most obvious answer is our country's hardworking farmers, but even the farmers need help to continue their noble job. This is where Hansaria Food Pvt. Ltd. comes in the process. Recently an acquaintance of mine who's been working in the agriculture sector for years introduced me to the process of trading crops. I was intrigued to know that such an important process was not streamlined and yet it helps to keep us all alive in its literal sense. While learning more about the field, I was told about a company founded by Mr. Gopal Agarwal, Hansaria Food Pvt. Ltd., which has helped farmers and other stakeholders of the sector by creating a platform that facilitates the trade of crops, with the vision of giving the rightful recognition and respect to each farmer as our own.

After my part of the research and upon having first-hand conversations with the clients of this company I got to know about the value they were creating for the farmers of this nation. Later, through one of these acquaintances/clients, I got the opportunity to meet the founder and his team to know more about their business. In a span of 12 years in this market, Hansaria Food always aimed to provide the best solutions to their “family of farmers”. With the innovation brought into the sector by Hansaria Food, and digitalizing the entire process, they have helped farmers connect with the supply chain and increase the efficiency of these farmers' produce. By using high-quality data management and cutting-edge technology they have managed to evaluate the pre-harvest and the post-harvest to make the maximum of the efforts put in by our farmers to grow even the last grain. Being the largest corporate brokerage house in India, it provides a common platform between their farmers and buyers which is served with the latest data and streamlined work management systems that enable a successful accomplishment of a trade. With each trade made on their platform, they charge a shoestring brokerage as low as 0.001%.

In this fast-moving world, the Indian agricultural sector was left behind while also being overshadowed by bringing the latest advancements in sectors that weren't even remotely responsible to sustain life. That's when Hansaria Food came up with new innovations and solutions to keep the farmers of this nation in-level with the world and pace up as everyone else. I believe each farmer who works in the relevant crop sector should know about such firms. But is this brokerage firm doing so differently to make an impact? Well, majorly two things:

### Elimination of mediator

(No more middleman)

With the fast-pacing world, the MNCs and other corporate firms dominated the agricultural sector with their big green bags full of money, there was a huge cut taken by the traditional “Mandi Wala” or the local broker which ended up making holes in the persevering farmer's

pockets. Farmers used to follow the traditional method of selling their entire yield to Mandi Wala or other local brokers who then sold the produce at higher rates to big MNCs. The local brokers also charged a high amount of brokerage from the framers. Hansaria Food removed the middleman by getting the farmers in direct connection with the big MNC. Now, the farmers were their own dealers and could enjoy the full authority of negotiating with the MNCs. While facilitating this trade and assisting these farmers at each step to get the best prices, they charged the lowest brokerage (where our charges for maize, bajra, corn, etc are 0.002% and for Soya the charges are 0.001%).

### Rejection of crops due to quality

In an unfortunate situation where a farmer's yield has quality-related issues, the common practice of a local broker, even today, is to reject the entire produce which makes the farmer suffer huge losses. Whereas when farmers sell with Hansaria Food's assistance, crops with similar product rejection issues are inspected by highly qualified quality inspectors. Upon which the product is sold to specific customers who may need such a quality of the same product for a specific use and where the crop (or the kind of quality/ stage of ageing) will be accepted. This came as a relief to many of such innocent farmers who could sell their crops at acceptable rates.

### Services They Provide

- **World Class Broking Experience:** Hansaria Food Pvt Ltd (HFPL) operates at various national and international levels with the help of their free apps (compatible with both Android and iOS). These apps help the buyers to connect directly with the farmers so that farmers get the best price for their commodity. HPFL only registers genuine buyers and sellers after a thorough background check which helps them authenticate the users and provide a hassle-free experience.
- **Market Intelligence and Analysis Report Provided by Them:** This is done by providing insights into the business's target consumers, its growth potential, market opportunity, and competitor analysis as well as other future goals. They work diligently for the improvement of their client's position by helping them invest in the right projects and avoiding losses. Few major benefits of this service:
  - Helps you anticipate what lies ahead by guiding your business's decision-making with the help of actual industry data and by cutting through the noise out there in the market.
  - They provide sowing reports both state-wise and commodity-wise.
  - Regular weather reports which may affect the produce of crop-specific areas.
  - Actual demand and supply compatible with the international market.
  - Integrated Crop Management and Soil Management systems that include: Cropping Strategies, Crop Nutrition, Crop Fertilization, Pest Management Seed & Planting Material, and Water Management.
- **Portfolio Management:** Depending on the investment objective and requirements of the clients, their professional portfolio managers create a diversified portfolio by investing in different commodities in institutional and individual firms which have the highest rating. Since Hansaria Food considers its clients as their family, each of the clients is provided with a dedicated portfolio manager who works as per their needs and requests. With the experience of many decades in the industry, the assistance provided by HFPL's side is nothing less than a ladder to success for their associates.

### Commodities they trade in

- Maize
- Wheat
- Millet

- Broken Rice
- Soyabean D.O.C
- Mustard D.O.C

**Please Note:** Hansaria Food Pvt Ltd (HFPL) deals with authentic buyers and sellers who continue to stand with any bargain done even when there is a variation in the market rate.

### **Why Choose Hansaria Food?**

As mentioned above, the core principle of this firm is “inclusion”. Instead of considering the hardworking farmers just another piece of this machinery, HFPL treats their farmers as family.

To achieve their goal, they have established one-to-one communication between our farmers and manufacturers so that the farmers get the best possible price for their commodities and are honoured for their hard work. They also take care of the agricultural portfolio of the company at a minimum service charge.

Quoting the founder, Mr. Gopal Agarwal himself, “In our organization, we keep the priorities of our farmers first so they always feel wanted by us and also provide the best assistance and help to make them feel satisfied with the service we provide to them. Not only do we just provide the service to fulfil the requirement of our farmers but we also assist to solve common issues faced by them and help them adapt to new technology so they can produce more than they do usually.”

It was an enthralling experience to get in touch with a firm that has been so true to its fundamental principles and has still provided the rightful value to the farmers of our nation. A company that has been in the business for so many years and has never failed its clients and has managed to advance with the challenges faced by it. There are very few businesses in the crop supply chain that care about the sentimental value and the livelihood of the wo ones who work hard to grow these crops, Hansaria Food is one such firm.