



**Kay Bee Exports**

**PPP-IAD 2014-2015**



## ❖ **Draft for Success Story:**

Kay Bee Exports was founded by Mr. Prakash Khakhar as a proprietorship concern in 1989. Starting with mangoes, it has moved to handling a large range of fruits and vegetables. Mr. Kaushal Khakhar is the CEO of Kay Bee Exports. Kay Bee is vertically integrated as it owns a large part of the value chain. It has its own farming operations, tightly integrated contract farming production, fleet of 22 vehicles, own freight forwarding and customs clearance operations and a distribution company in UK. The main products handled are Okra, Karela, Chillies, Dudhi, Curry Leaves, Mangoes and Pomegranates. The main customers are European retail chains like Tesco, Asda, Marks and Spencer, Waitrose, Morrisons and Sainsbury.



This is the first project of Kay Bee Exports and government under Public Private Partnership for Integrated Agriculture Development.

### ➤ **Company Contribution:**

Kay Bee's contract farming model is very unique and the first of its kind in India. Kay Bee's technical team minutely observes each plot and adopts integrated pest management practices based on modern agronomic principles. Kay Bee offers a fair-priced fixed contract rate to the farmers. Because of ongoing value addition to the farmers, there is no default by the farmers in supply. Farmers also have the assurance of a full buy-back from Kay Bee and do not have to worry about marketing their produce. This unique contract production model from Kay Bee has been a catalyst in building Kay Bee as a most trusted brand amongst farmers in Maharashtra.



With government intervening in the project, the best practices of the agronomy can be spread among more farmers, enabling them to produce better quality vegetables and fruits. With the improved quality and quantity the farmers can increase their earning to the



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extent of 100% from the current as the company would provide with fixed price contracts and also full buy back of the specified production. Government would enable the company to reach a substantial number of farmers and help in containing pests attack with its service of pesticides in its undertaken farms.

The Company is in the process of building an infrastructure which would help in **process optimization and also process integration** thus benefitting the farmer category by **increasing their produce quantity by 100%** and also **improving the quality to meet the exportable standards.**

➤ **Initiatives/Major efforts taken by Kay Bee Exports**

We have tested **soil and water** to optimize the cost of nutrients for proper recommendation of fertilizers and micro nutrients based on soil test reports and improvement in yield and gave training to farmers for taking soil sample.



We arranged a **Farmer's Training Program** for increasing awareness of farmers about agriculture like better crop management, improve the quality of produce.





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As per the requirement of importing countries, need to maintain the **MRL**'s below the specified limits by correct recommendations / schedules / application of plant protection chemicals. We have designed crop protection schedule according to export requirements.



**Global GAP certificate** is must for exporting the produce to most of the European destinations. Company is creating awareness on benefits of Global GAP certificate and helping farmers in registration of Global GAP certificate to improve earning by exporting the produce.

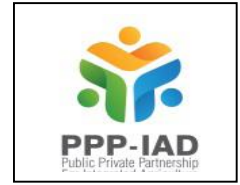


**Mulches** have been used for years with great results for production of earlier, better quality vegetable harvests, mulches help increase soil temperature, retain soil moisture, provide weed control, decrease leaching of fertilizers, and decrease the need for general cultivation around the plants.





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**Integrated Pest Management (IPM)** is an effective and environmentally sensitive approach to pest management that relies on a combination of common-sense practices. IPM programs use current, comprehensive information on the life cycles of pests and their interaction with the environment



**G fab Insect Net** useful to prevent the pest & diseases from entering the main field. It helps to increased co2 percentage of covered area which is very beneficial for plant growth. It is a barrier for entrance of the wild animals into the plot. It helps to avoid the entry of the pests who cannot jump more than 8feet e.g Thrips.



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**Involvement of Farmers :**

**394 farmers** were covered under PPP-IAD 2014-2015 for the Okra, Bottle Gourd and Bitter Gourd crop in Phaltan (Satara District), Baramati (Pune District ) and Indpur (Pune District) of Maharashtra.

➤ **Marketing**

Company created the linkage between farmers and exporters along with good local purchasers. The fresh produce was duly procured by the procurement officers of the Company as per the day to day demand in the market. The majority of the produce was exported.





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➤ ***Processing***





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➤ **Photographs of various stages**



## KAY BEE EXPORTS

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के.बी. एक्सपोर्ट कंपनी मु.पो. सस्तेवाडी ता. फलटण जि. सातारा येथे कंपनी कार्यरत आहे व मुख्य कार्यालय ठाणे येथे आहे. गेल्या २९ वर्षांपासून कृषी निर्यात क्षेत्रात काम करत आहे. कंपनीचे काम मुख्यतः फलटण, बारामती, माळशिरस, इंदापूर, सासवड तालुक्यात घालू असून भेंडी, कारले, दुधीभोवळा, वांगी, मिस्वी या भाजीपाल्यांची तसेच डाळींब व आंबा फळांची देखील निर्यात युरोपीयन देशात केली जाते.



**कंपनीचे विविध उपक्रम :**

१) **कंपनी परिसरात स्वतःचा मॉडेल फार्म :**

- ❖ उद्देश : वेगवेगळ्या प्रकारचे प्रयोग करून त्या प्रयोगाची माहिती शेतकऱ्यांपर्यंत तांत्रिक अधिकाऱ्यांमार्फत पोहचविणे.



India's leading integrated fruits and vegetable exporter

**२) करार शेती : (Contract Farm)**

- ❖ उद्देश : शेतकऱ्यांची आर्थिक उन्नती करणे.
- ❖ वैशिष्ट्ये : १) वर्षभर हमी भाव  
२) सुधारित वाणांचा (Variety) पुरवठा करणे  
३) तज्ञांकडून औषधे पुरवठा व त्यांची फवारणी.  
४) मोफत तांत्रिक मार्गदर्शन



**३) लीज फार्म : (Lease Farm)**

- ❖ उद्देश : शेतकऱ्यांमध्ये आधुनिक तंत्रज्ञानाची जागृती व उत्पादन वाढीस चालना देण्यासाठी प्रत्यक्षात त्याच परिसरात चावणी घेऊन त्यांचे अनुभव शेतकऱ्यांना प्रत्यक्षात निदर्शनास आणून देणे
- ❖ वैशिष्ट्ये : १) आधुनिक तंत्रज्ञानाचा वापर व त्याच्या उपयुक्ततेबाबत शेतकऱ्यांना प्लॉटवरच मार्गदर्शन  
२) एकात्मिक किड व रोग नियंत्रण पद्धतीचा वापर व उपयुक्तता  
३) जैविक किड नियंत्रण यामध्ये चिकट सापळे, गंध सापळे यांचे महत्त्व  
४) एकात्मिक खत पद्धतीचा अवलंब व त्याची उपयुक्तता.





**४) पॉलीहाऊस शेती : (Polyhouse Farm)**

- ❖ उद्देश : प्रत्येक निर्यातक्षम पिकाचे अर्धकारण पोहचविणे.
- ❖ वैशिष्ट्ये : १) यामध्ये कंपनीने स्वतः ५ एकर क्षेत्रामध्ये निर्यातक्षम पिके घेत असून त्याचे अर्धकारण शेतकऱ्यांना पटवून देणे.



**kay bee**

**गुणवत्तेनुसार पिकांची माणके :**

कृषी निर्यात करत असताना विशिष्ट वाणांना (Variety) परदेशात मागणी आहे. त्यामध्ये प्रत, प्रमाणके ठरलेली असतात. काही ठराविक वैशिष्ट्ये (Specification) पिकानुसार खालील प्रमाणे आहेत.

|    | माजीचा प्रकार / पीक  | निर्यातीसाठी विशिष्ट गुणवत्तेचे माणके (Standards)  |
|----|--|--|
| १) | <p>भेंडी</p>  | <ul style="list-style-type: none"> <li>● हिरवीगार, ८ ते १० सेमी. लांब</li> <li>● वजन १० ग्रॅम पेक्षा कमी/फळ</li> <li>● सरळ व टोक (Pointed) असलेली</li> </ul> |

| भाजीघा प्रकार / पीक  | निर्यातीसाठी दिशिक्ष गुणवत्तेचे माणके (Standards)   |
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| २) दुधी भोपळा<br> | <ul style="list-style-type: none"> <li>● फिफ्ट हिरवा, २५ ते ३० सेमी. लांब</li> <li>● वजन ४०० ते ५०० ग्रॅम/फळ</li> <li>● लांबगोलाकार व त्याच्यावर बारीक लव असलेला</li> <li>● देठ १ ते २ सेमी.</li> </ul> |
| ३) कारले<br>      | <ul style="list-style-type: none"> <li>● गर्द हिरवा व काटेरी २० ते २५ सेमी. लांब</li> <li>● वजन १०० ते १२० ग्रॅम/फळ</li> <li>● सरळ व फिड विरहित</li> </ul>  |
| ४) मिरची<br>      | <ul style="list-style-type: none"> <li>● गर्द हिरवी, ७ ते ८ सेमी. लांब</li> <li>● देठ हिरवागार व २ ते ३ सेमी. लांब</li> <li>● सरळ व टोक (Pointed) असलेली</li> </ul>                                     |

वरील सर्व प्रमाणकाबरोबर सर्वात महत्वाचे मानक म्हणजे या सर्व फळभाज्या रासायनिक अवशेष विरहित (Residue Free) व किडमुक्त (Pest Free) असाव्यात. विशेषतः कारले या पिकात फुलकिडे व फळमाशी मुक्त माल पाठविणे हे बंधनकारक आहे.

परदेशामध्ये माल निर्यात करण्यासाठी आणि सुव्यवस्थेत पोहचविण्यासाठी कंपनीने शीतगुहाची व्यवस्था केलेली आहे. यामुळे मालाची प्रत सुव्यवस्थेत राहून माल परदेशात व्यवस्थित पोहोचतो.

**• अधिक माहितीसाठी •**

❖ श्री. सचिन बबनराव यादव - ९६७३००३०६०  
(मॅनेजर)

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|--|--|
| ❖ श्री. अमलन रॉय चौधरी<br>(टेवर्नलॉजीस्ट) - ९६७३००३०५८       | ❖ श्री. विकास विलास नागवडे<br>(ऑरीरट, मॅनेजर) - ९८७०९७९७७८     |
| ❖ स्नेहल संग्राम गायकवाड<br>(डेव्हलपमेंट ऑफिसर) - ९७६६९६६४९९ | ❖ श्री. संदीप मोहनराव शिंदे<br>(जनसंपर्क अधिकारी) - ९८२२३३४४०० |



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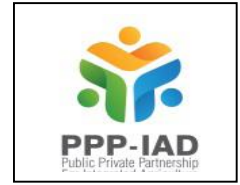


**Farmer's Training Program held on 2<sup>nd</sup>  
August, 2014 at Koregoan under PPP-  
IAD 2014-2015**





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**Farmer's Training Program held on 9th December, 2014 at Kay Bee Exports under PPP-IAD 2014-2015**

