



## **THE ENTERPRISING AGRONOMIST**

### **MICRO-BIOGRAPHY OF:**

**Mr. Laxmi Prakash Semwal**

**CMD at Annamrit farmers as owners' foundation;  
Dehradun, Uttarakhand, India.**

**Father Name: Late Shri Mahesha Nand Semwal**

**Date of birth: 4<sup>th</sup> October 1966**

**Marital Status: Married**

**Nationality: Indian**

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**“To make agriculture sustainable, the grower has got to be able to make a profit.” – Sam Farr**

## **THE ENCAPSULATION (The saga of the 90s)**

Everyone's eyes were on the activities being organized by the NGO but a naïve looking man who was an accountant by profession was brainstorming at an alarming speed. Just helping the cultivators was not enough, he had to effuse professionalism and management to build a staunch support system for the community.

**Who thinks on such an astronomical level for the farmers and that too with a combination of empathy and governance?**

**Well, he is Mr. Laxmi Prakash Semwal.**

On that day his ideology germinated a revolution in the scenario. He went on to set up Shri Jagdamba Samiti in 1991, to introduce CDC (Citizen Driven Change). Mr. Semwal is highly visionary so he did this with intricate strategic expertise to bring about a counterbalance between enterprises and development corporations. His out-of-the-box thinking brought about radical reformations in the agriculture arena and has illuminated the lives of numerous farmers too.

## **THE ATTRIBUTES OF THE PROFESSIONAL AGRICULTURIST**

**Mr. Laxmi Prakash Semwal is an acclaimed and accoladed social innovator of Agribusiness. He is currently the Director of Annamrit Farmers as Owners Foundation. Besides he is simultaneously the Chairman of Shri Jagdamba Samiti Director and FFT Himalayan Fresh foods Pvt. Ltd too.**

Quite astonishingly, Mr. L.P. Semwal, a prominent agronomist & entrepreneur started his career as a Finance Manager at 'Rampal & Co.' His educational competence is due to 3 years of Practical training in the Institute of Chartered Accountants of India from September 1984 - September 1987. Besides that, he also undertook an Orientation course on micro-enterprise management and an in-depth Orientation course on participatory community development.

TOT course of joint forest management was another feather in his cap. To bring about additional methodologies he also completed a Course on successful project formulation on energy environment and climate change at, university of Twante, The Netherlands & HRD in NGO at IRMA, Gujrat, India.

Eventually, due to his passion for agriculture and philanthropy, he carefully imbibed the nuances and synergistically worked on them.

## **THE POIGNANT JOURNEY:**

The memorable travail began in 2003 when he began the conceptualization of a business-driven partnership model in the Agri space of Uttarakhand. He was deeply fascinated by the apple value chain in particular. For four years he diligently sweated for the germination of his ideologies. Finally in 2007, in collaboration with Dutch social investor, SHGW, and Fresh Food Technology Pvt Ltd, The Apple Project took birth. He was appointed as the Chairman of the Board and Managing Director of FFTH,

Owing to his virtuous and methodical strategies Mr. Semwal led the company to the epitome of profitability. In the process, he ensured that there was no compromise on its commitment to the prosperity of the local apple growers. In 2011 his voracious desire and dream to engage with the local women apple growers and produce value-added products materialized and became a significant reality. He commemorated the launch of a sister concern of the Apple Project – Himalayan Fresh Juice Pvt Ltd (Mountain Love – brand name).

During this phase as a futuristic entrepreneur and philanthropist, he was acutely concerned about the financial security of the farmers. So, in 2015, Mr. Semwal constituted the “Annamrit Farmers” as Owners' Foundation. This was an astronomical step to fuel the scale of promoting the prosperity of farmers through the model of social businesses. This Foundation’s philosophy is to invest in propitious agri-businesses, to start within the Himalayan states, but with the perpetual futuristic vision of supporting budding Agri-enterprises across India.

It is not every day that you come across a business tycoon devoting his life to Agrarian development. It has taken herculean efforts and countless hours to strategize but he never lost his zeal for the upliftment of farmers. Working nonchalantly and passionately for nurturing rural prosperity he is widely acknowledged as a serial-social entrepreneur.

He is also the author of several papers on topics relating to agri-businesses, titled ‘Partnering for Rural Prosperity: Farmers as Owners’, and ‘Partnerships with producers through meso credit and value chain approach’.

## **Honours & Awards highlighting his herculean efforts**

ICT application in Agriculture

Issued by Manthan Award South Asia & Asia pacific · Nov 2013

## **MR. SEMWAL'S ACCLAIMED TURNAROUND MODEL FOR SOCIAL BUSINESS APPROACH TO AGRIBUSINESS**

Due to his competence in Rural Development, Entrepreneurship, and Organizational development, he has designed a significant systematic approach model to Agribusiness effused with a social approach.

**The system is flabbergasting since it includes the rationale for setting up producer's collectives with an insight into profit potential based on a sound business model. It also takes care of the repayment plan of investment and transfer of ownership of the enterprise.**

It simultaneously highlights the experiential knowledge from the SJS initiative related to apple growers. The ultimate goal is to illustrate how such collaboration may function exponentially better than the cooperative model as well as Self Help Groups. The reason being it has more experts and professionals involved in it than the cooperatives. The most outstanding feature is that it provides access to much-needed loan and credit facilities than SHG.

### **Collaboration with businesses for prosperity:**

This partnership is targeted toward shared business benefits in the value chain for a mutually beneficial alignment. The system focuses on the role of corporate business partners strengthened and merged with a sound impactful business model, value-add products, supply chain management, market linkages, etc. Special emphasis will be on how a corporate business partner aligns its engagement with its social inclusion areas

The need of the current scenario is the financial security of farmers which is synergistically taken care of in this efficient model. This will be ensured by the fact that farmers and their collectives will have permanent linkages with companies. Mr. Semwal has designed the model in such a way that it will focus on the role of financial institutions in scrutinizing business models, structuring loans, and transfer of ownership to farmers or farmer bodies in due course. This will ensure that proper governance structures are in place for managing insurance, advisories on futures trading, etc.

**VISION: Organising farmers and motivating all enterprises to understand the financial as well social returns on investment in the agriculture sector to secure foods and sustainability of farmers. A profound Investment in the Agri value chain with business rigor associated with the active involvement of farmers (approach for wise investment in agriculture for structured solution)**



## **MR. SEMWAL'S STAUNCH SUPPORT SYSTEM AND HIS LIFELINE**

**“Prosperous farmers mean more employment, more prosperity for the workers and the businessmen of every industrial area in the whole country.” — Franklin D. Roosevelt**