



Business models.

PRESENTATION

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What is a Business Model?

A BUSINESS MODEL IS A WIDELY SPOKEN OF BUT RARELY UNDERSTOOD CONCEPT.

PUT SIMPLY, IT IS THE FRAMEWORK OF HOW A PRODUCER SELLS HIS PRODUCE.



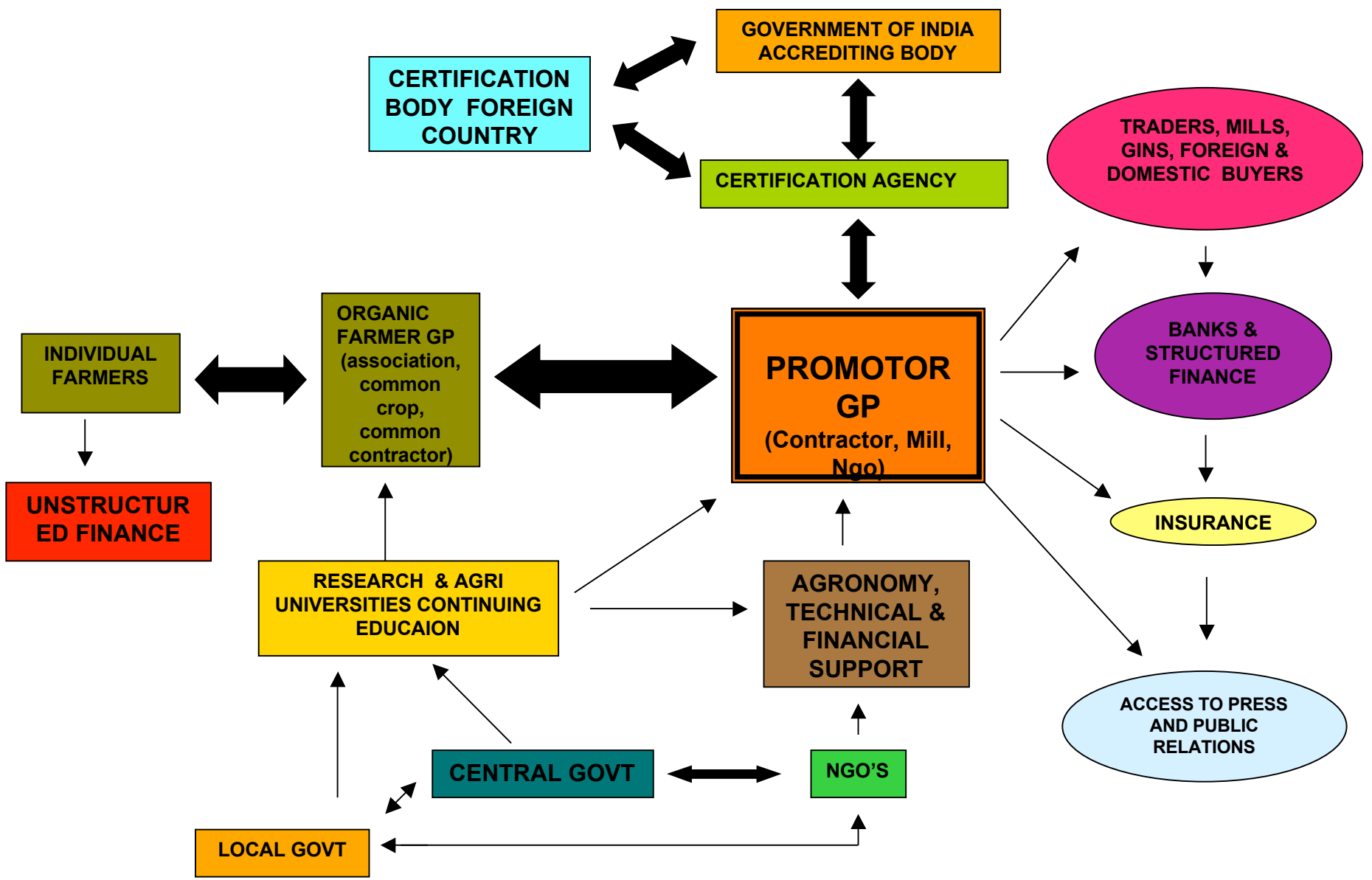


ESSENTIAL INGREDIENT..

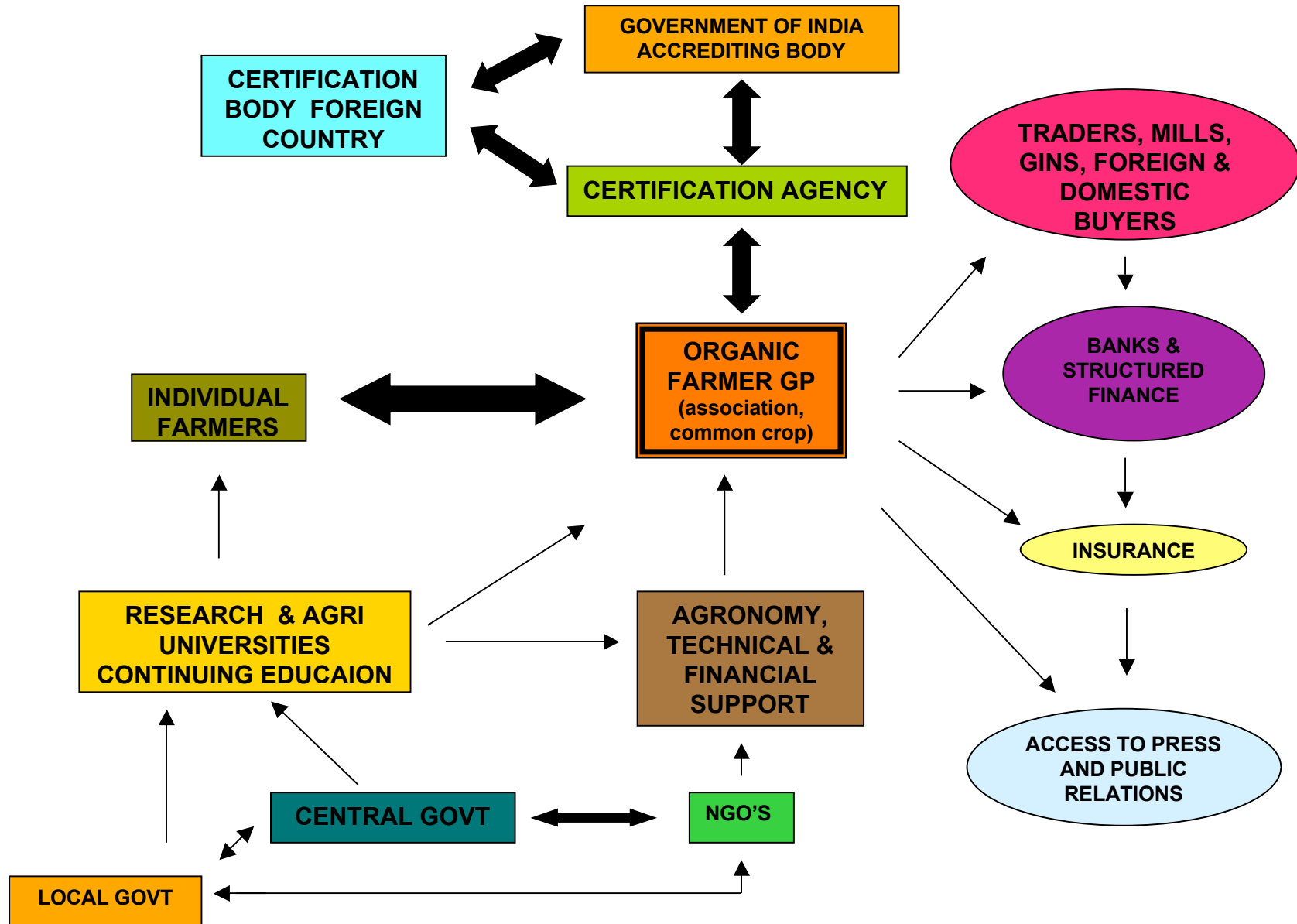
A GOOD BUSINESS
MODEL IS AN
ESSENTIAL ING-
REDIENT OF
SUCCESS



MAJOR EXISTING BUSINESS MODEL FOR ORGANIC COTTON IN INDIA



DESIRED BUSINESS MODEL FOR ORGANIC COTTON IN INDIA





VALUE ADDITION.

GOING UP THE VALUE
CHAIN





EMPOWERMENT

EMPOWERED
THROUGH
KNOWLEDGE
TRANSMISSION

