

ideas and passion for social change (and live blogging and tweeting, of course!).

We are particularly excited for the panel on "For-Profit and Not-For-Profit" Hybrid Models in which we will be participating. Look for a feature on these Hybrid Models in the January issue of Beyond Profit!

For more information, please email bombay.hub@unltd.org or call +91 22 3222 0475.

Sankalp Corner: Janani Foods



This week in *Sankalp* Corner, we are highlighting the great work of **Janani Foods**. With the objective of providing integrated and comprehensive agriculture related services to farmers, at their farm gate, Janani uses information communication technology to provide farmers with end-to-end services, from extension advisory to market linkages.

Through strategic alliances with the International Institute of Information Technology and with input companies, Janani ensures that the supply chain is managed by trained agricultural scientists. These scientists constantly monitor crops and provide personalized advice on crop management and allied activities to the farmers, from seed to harvesting. Janani generates revenue through appropriate service charges from farmers, commission from service providers, and margins in input and output marketing. The services are delivered through Janani Agro Facility Centers (JAFCS) in villages and districts, which are managed by local franchisees under a revenue sharing model. In 10 years, Janani envisions creating 5,000 opportunities for agriculture graduates and 25,000 opportunities for rural youth.

[View the Janani Foods video from Sankalp 2009](#)

What We're Reading...

- **[Letter from India - Birth Pangs of a Brash New Country](#)**
- **[Aid Workers: When Will We Ever Learn?](#)**
- **[ThinkChange India: A Conversation with Pawan Mehra, Co-Founder of Intellectap](#)**
- **[Why Indians Don't Give Back to Society](#)**
- **[Land of the Rising Son](#)**

Questions at the Bottom of the Pyramid: Real Challenges of Global Intrapreneurs