

Concept Note

Presented To

**Dr. Maninder Kaur Dwivedi
Managing Director, Small Farmers'
Agri-Business Consortium**

**By
CA. Aditya Sesh**

Entrepreneur, Agri Asset Manager and Writer

✉ sesha@basizfa.com ☎ +91 82860 08554

CHIKKI -

**Energy Bar of
the Nation**



Chikki - the Energy Bar of the Nation

There are 2,578 products listed on the Dial 4 Trade portal under the section, 'Chikkis in India'. Most of them produce the traditional chikkis made of ground nuts. However, some of them also have millet-based chikkis, especially those made with Rajgirha. That being said, very few of them are branded or are hyper-local or local brands. On the same subject, it is interesting to note that chikkis are consumed in Bangladesh and Pakistan, apart from India.

There is an interesting conundrum here. Despite the fact that traditional chikkis have been around for a long time in the household space and in the commercial space since the 19th century, the famous brands that are visible in the retail grocery shops are imported energy bars or well-organized brands like that of General Mills, EAT Anytime, Yoga, Fit and Unibic. These are well-funded and have deep distribution capital as well as advertising money to spend. They generate demand and then have it stocked ensuring quick turnover. Apart from this, there are individual sweet makers that also have listed themselves on Amazon.

Market Size Of India Energy Bar Industry



Lately, one can also see that FPOs are now producing energy bars including traditional bars and healthy millet bars. They are bringing them to the market via 'Mystore.in" and ONDC. These FPOs have direct connections with the farmers. This means any energy bar sold by these FPOs actually increases the value and yield from the raw agricultural product, which would otherwise have been sold in the Mandis as a commodity.

The two critical questions that need answers are:

Firstly, how do you bring these FPOs into a digital & virtual market? The solution is available and under implementation. Cookies and bars are already being listed in the ONDC-sponsored Mystore. in.

Secondly, how do the FPOs with their limited budgets, management bandwidth and relatively limited marketing support advertise their presence? Any kind of mass campaign for the food industry needs large budgets and considering the micro nature of the industries here, this may not be easy.

There could be a simpler suggestion to push this product. This can be done using the MyGovSaathis, farmers, homemakers & students collectively called as volunteer customers. I detail the thought process below:

A cursory glance at mygov.in portal reveals that it has enrolled 3.29 Crore MyGovSaathis (citizen volunteers), who have submitted 14.27 lakh tasks, made 54.48 lakh comments, voted in 20 lakh polls and 2.22 crores participated in quizzes. They have been part of many Abhiyans (initiatives) including those relating to Swacchata. Around 51,000 citizens took part in Swach Bharat campaigns and completed 13 lakh tasks. This included testimonials and selfies which were uploaded. Similarly, farmers can also do the same as other volunteers. Such a force can be deployed with good effect as follows:

1. Prepare a campaign with district-wise details for those districts that produce such millet chikkis ;
2. Release the campaign to the volunteers (these volunteers are Stage 1 target customers) mentioned above with campaign objectives
3. Seek clearances from MyGovSaathi portal to reach to to such volunteers
4. Send invitations to My Government Saathis, farmers, homemakers and students to be a part of this campaign
5. Conduct reach-out, briefing, enrollment and education sessions for the MyGovSaathis and other volunteers like farmers, homemakers and students.
6. Simulate and test demand and supply in controlled environments with turnaround delivery as per commitment
7. Ensure that the products, product literature, packing plan details and inputs are in stock at the FPO end
8. Assist FPOs in listing their energy bars in the Mystore.in the portal along with product specifications and photos
9. Create online systems through which the FPOs can confirm that they can deliver the demand if generated within 24 hours to prevent customer dissatisfaction
10. Nudge the MyGovSaathis and other volunteers to buy the product and consume them
11. Award prizes, write blogs, hold discussions and, quizzes, obtain video testimonials and prepare social media responses and tags
- 12. Boost this through social media with a specific target zone. Additionally, request the Honorable PM and Agriculture Minister to tweet about this or speak about the campaign**

13. Study the impact of social media boosting; if it has worked well, traffic should then flow to Mystore.in from unconnected customers or real customers
14. Enroll distributors who will then connect with retailers. This needs a distribution plan in detail. At this point, enough demand should be created for retailers to stock this
15. Ensure that ONDC support is in place from steps 2 to 9

This strategy could help in leveraging the reach of the MyGovSaathis with telling effect. It is also likely that some of the MyGovSaathis themselves are distributors and could add tremendous value to this activity.