

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding is entered on 5th December at Mumbai

Between

Village Social Transformation Foundation, Department of Rural Development and Panchayat Raj, -
Government of Maharashtra

And

Happy Roots Foods & Beverages India Private Limited a Company incorporated under the Companies Act, 2013(or 1956), having its Corporate Office at Address A-101, Nakshatra apartments, Erandwane, Pune - 411004

Preamble

Maharashtra has large number of farmer promoted Community Based Organisations (CBOs) including Farmer Producer Organisations, Cluster Level Federations and Primary Agriculture Cooperative Societies. These Community Based Organisations are actively engaged in enhancing value accruals to its farmer member base by facilitating backward and forward linkages. There is a strong need to enhance and expand market access of CBOs and integrate them within the organised supply chain of Corporates, SMEs and Start-ups.

Government of Maharashtra intends to support development of inclusive and competitive agriculture value chains by facilitating promotion of Productive Partnerships between Community Based Organisation and Private Sector (Buyers) through its various ongoing and upcoming initiatives.

About Buyer / Company /SME/ Startup : Happy Roots is a National award winning company that makes high-nutrition, contemporary snacks from traditional Indian grains. Happy Roots aims to become a global food brand that represents rural women and marginal farmers from India. The company through it's inclusive food supply chain and rural women entrepreneurship initiatives has created over 1,000 rural women entrepreneurs and network of 15,000 farmers in the state of Maharashtra and has increased community incomes by over 100%.

Purpose of MoU

The purpose of this MOU is to establish a framework for cooperation between Government of Maharashtra and Happy Roots Foods & Beverages India Private Limited to support and develop

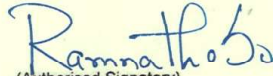
Productive Partnerships with Community Based Organisations in Maharashtra which would help in development of long term, voluntary and commercial relationship that will help the participating partners to improve their competitiveness in terms of price, cost, productivity, quality and market access

Happy Roots Foods & Beverages India Private Limited intends to work on below mentioned agri-commodities with Community Based Organisations in Maharashtra.

| Sr. No | Agri-Commodities | No. of Famers |
|--------|------------------|---------------|
| 1 | Millets | 5000 |
| 2 | Rice | 1000 |
| 3 | Wheat | 5000 |
| 4 | Cereals | 3500 |


The Government of Maharashtra through its nodal agency/ projects under which Community Based Organisation are supported will provide active assistance to facilitate development of Productive Partnerships as per applicable policies.

For and on behalf of
Village Social Transformation Foundation,
Rural Development and Panchayat Raj
Government of Maharashtra



(Authorised Signatory)
Name: Ramanath Subramaniam
Designation: CEO
Email: ceo@mvstf.org

For Happy Roots Foods & Beverages India
Private Limited



(Authorised Signatory)
Name Reema Sathe
Designation Founder & Managing Director
Contact +91 9769108818
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Department