



Sharing experiences for Advancing fruit tree cultivation (Dragon Fruit/Pitaya)

Story of The DragonFlora Farms LLP

Speaker : Dr. Sunila Kumari





Est. 2019



DragonFlora Farms LLP (ड्रैगन फ्लोरा फार्मस) Welcomes You

(One Stop Solution For Dragon Fruit)

A GOI recognized Start-Up Incubated at IGKV,
Raipur (CG) (R-ABI) under RAAFTAR scheme



#startupindia



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Pioneering Dragon Fruit Revolution in India

Scientific Innovation & Agricultural Excellence

Dr. Sunila Kumari, Founder

Established: 2019

www.dragonflora.com



“Vibrant, nutritious, and remarkably adaptable, dragon fruit stands today as one of the most promising enterprises in modern agriculture. It represents innovation, climate resilience, and a new chapter for India’s farming future.”



Dragon Fruit: The Global Superfruit Imperative

Nutritional Powerhouse



Rich in Antioxidants

Betalains, hydroxycinnamates, and flavonoids



High in Fiber

Excellent dietary fiber for digestion



Vitamins & Minerals

Vitamin C, iron, magnesium, calcium



Therapeutic Benefits

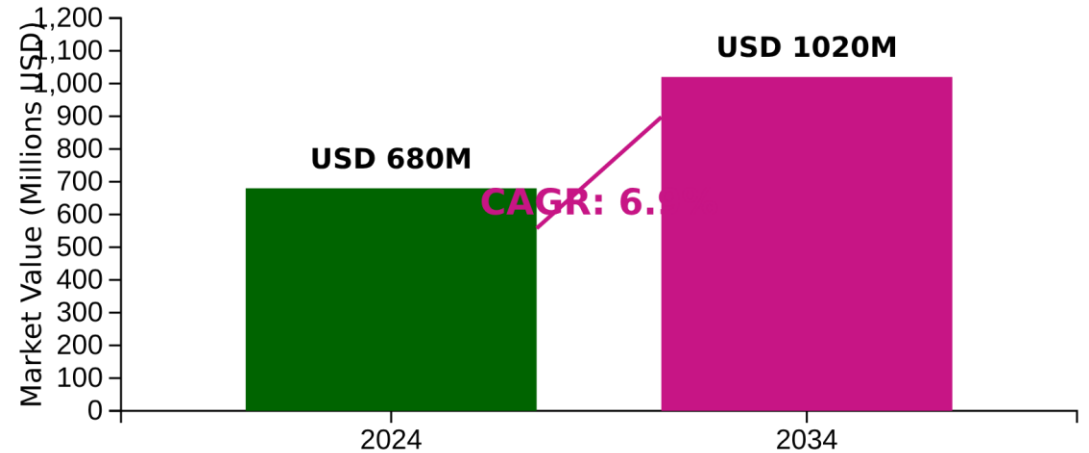
Lowers blood sugar, reduces inflammation

Global Market Dynamics

- Market valued at USD 680 million
- Projected to reach USD 1.02 billion by 2034
- Growth rate of 6.9% CAGR
- Key producers: Vietnam and Thailand



Dragon Fruit Market Growth

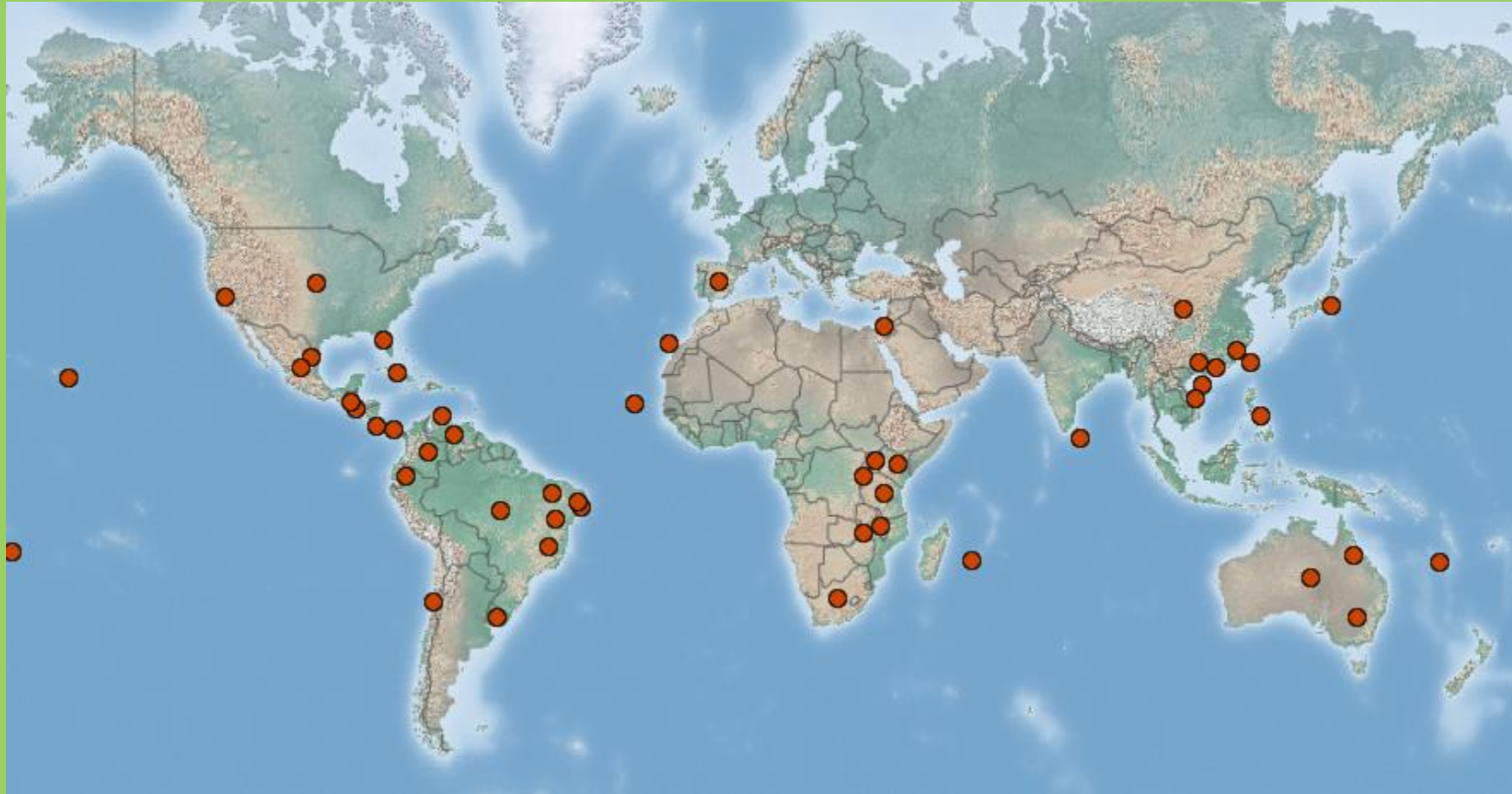


Key Market Drivers

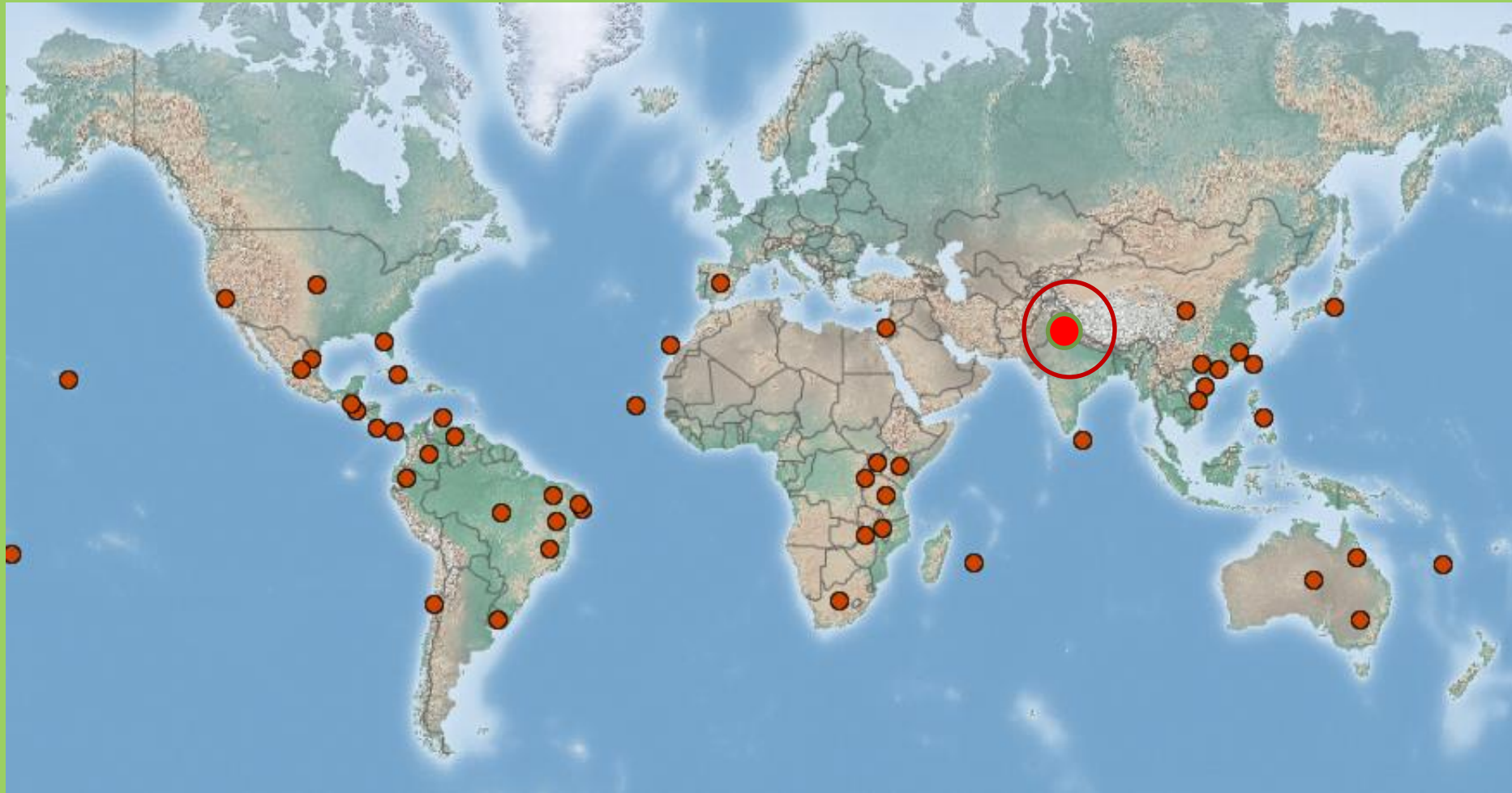
- ✓ Increasing consumer awareness
- ✓ Rising demand for exotic fruits
- ✓ Growing focus on health and wellness



Dragon Fruit Current Areas!! We are currently non significant!!



**DRAGONFLORA's DREAM this big SPOT....
GOLBAL LEADER!**



The Global Dragon Fruit Market is projected to register a CAGR of 6.7% over the forecast period.

- Worldwide it is traded in >40 countries and territories.
- China is biggest consumer and importer. (200 Thousand MT, worth US \$ 400 million (99% is imported from Vietnam)
- Vietnam is biggest producer (over 1 million metric tons) and exporter of fresh dragon fruit (80% goes to China alone!)
- Currently area under dragon fruit is approx. 6000+ Hac in India and 1.12 lac + Hac globally.

WHY INDIA?

- We have the required climate
- We have huge land masses which can be utilized for its cultivation
- Cost of cultivation in comparison to other developed countries is less
- The crop is hardy and can survive in any type of climatic condition favorable for flowering and fruiting and soil condition provided with good drainage

India's Dragon Fruit Opportunity

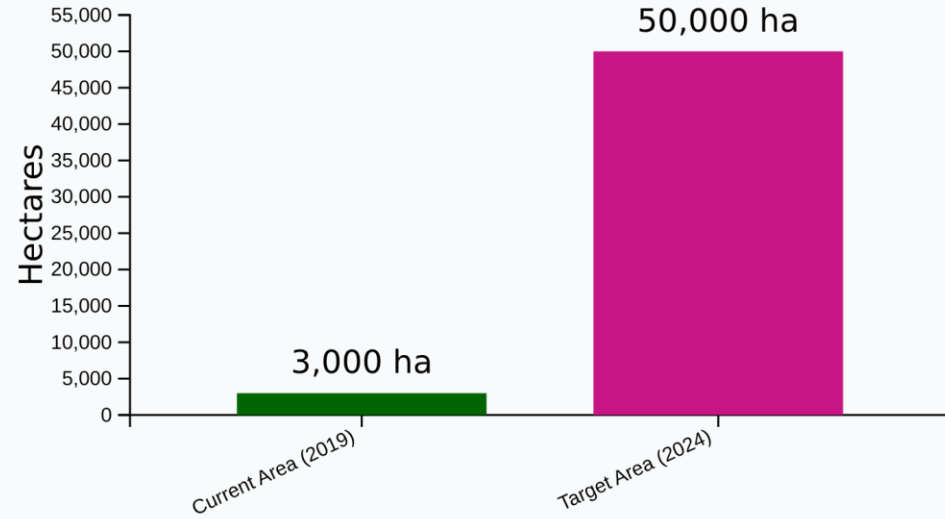
Government Support

- Mission for Integrated Development of Horticulture (MIDH)
- Subsidies on input costs for farmers
- Financial assistance for sustainable practices

Advantages for Farmers

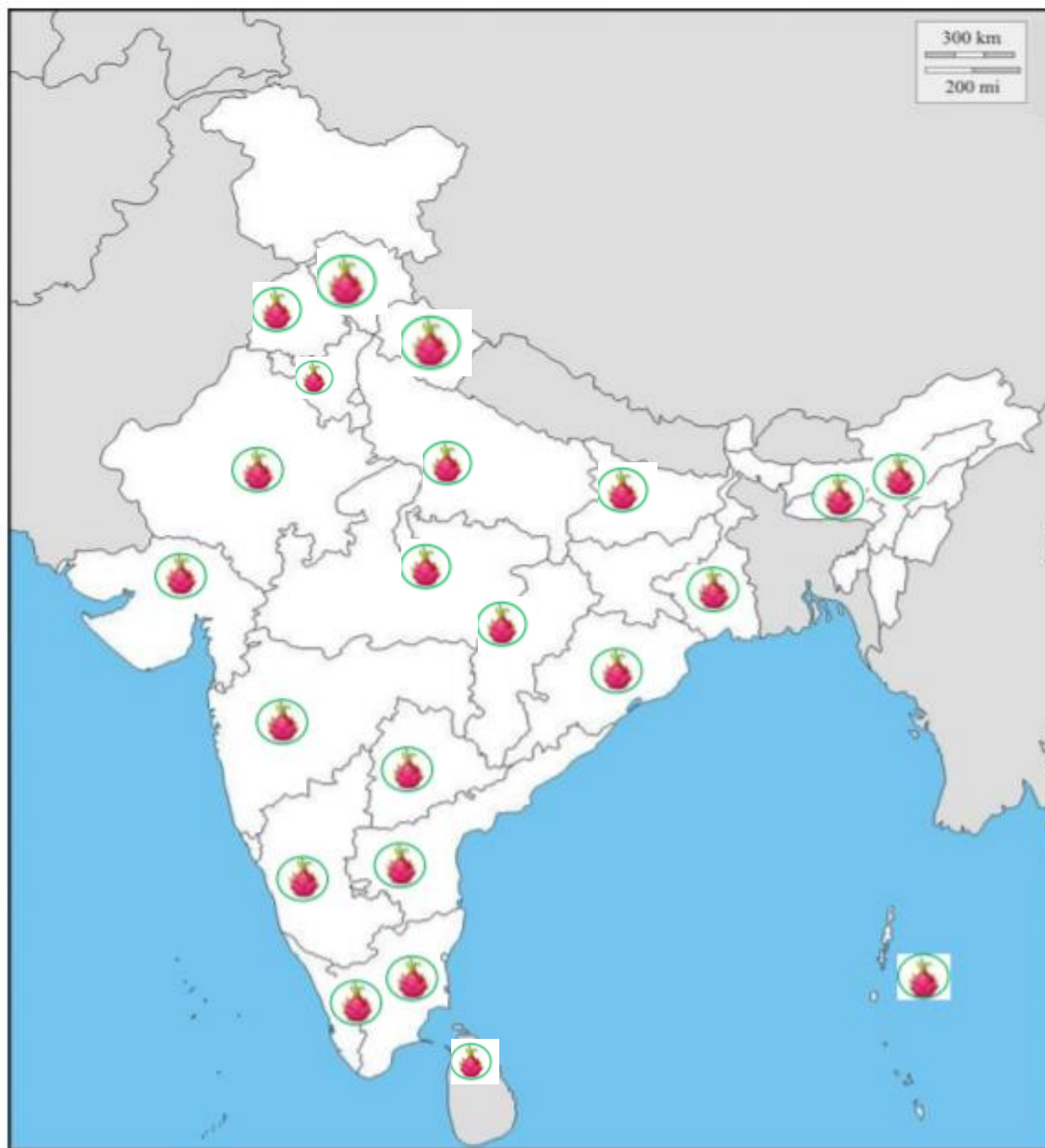
- Adaptable to various climatic conditions
- Low water requirements
- Suitable for arid and semi-arid regions

Expansion Plan



Profit Potential

Farmers can achieve potential net profits of **₹5-10 lakh per acre**



. Major dragon fruit producing states of India

Meet the founders



Dr. Sunila Kumari is a PhD in Horticulture, having more than 12 years of experience working in both Government as well as Corporate sectors. She had held progressively challenging job profiles covering extension, research and teaching. She is also Six Sigma Black Belt Certified Professional by Tata Chemicals Ltd. Currently she is responsible for companies R&D, HR, Sales and Strategy.



Hon. Flying Officer, Jai Singh Chahal, have more than 30 years of project management, team management and resourcing. He takes care of our product resourcing, vendor management, logistics management.

DragonFlora's VISION

Making Dragon Fruit the 'Fruit of India's Future'

DragonFlora envisions a future where dragon fruit transforms Indian agriculture—bridging cutting-edge science with grassroots practice to create unprecedented prosperity for farmers. What began as an exotic curiosity is now emerging as a national opportunity, offering sustainable incomes and nutrition security across diverse agro-climatic zones.



The Beginning of DragonFlora

Foundation & Vision

DragonFlora was founded on three pillars: **innovation, sustainability, and comprehensive farmer training.** What started as an experimental orchard quickly evolved into a nationally recognized model for dragon fruit cultivation.

Today, DragonFlora stands as a trusted brand in dragon fruit research, quality nursery production, and farmer capacity building—transforming agricultural landscapes nationwide.

Early Milestones

Our pioneering work included rigorous soil testing, systematic variety trials, and development of precision fertigation models. These foundational efforts established best practices that farmers across India now follow.





The Problem Statement & Current Alternatives

What gaps do you fill and for whom?

Current Problems

- For Farmers:
- Reducing availability of irrigation water
- Deteriorating soil health
- Unsustainable, non-profitable farming
- Low income per unit area
- For consumers:
- People look for healthy, natural alternatives to stay healthy. Demand for organic, non-GMO food

Current Alternatives

- For Farmers
- Grow arid crops
- Adopt organic farming and use INM
- Adopt High income high investment crops
- For Consumers:
- Highly priced organic products
- Overpriced natural health drinks

GAPs we Fill:

**We provide handholding to farmers throughout to ensure success
provide assured pre-determined price for the produce
and enable profitability in a sustainable way.**

For consumers we:

Provide healthy products at affordable price ensuring that these are powered by farmers' happiness.



Innovation & Value Addition

Varietal Development

Two superior varieties developed through careful selection— optimized for Indian conditions with enhanced yield, superior taste, and extended shelf life

Our innovation pipeline transforms dragon fruit from a fresh produce crop into a comprehensive value chain, multiplying income opportunities while reducing post-harvest losses.

Value-Added Products

Diverse product line including premium tea, refreshing juice, nutritious powder, artisan jam, and therapeutic nutraceuticals

Entrepreneurship Opportunities

Creating sustainable livelihood pathways for rural women and youth through micro-processing units and value-added enterprises



DF Sel 1



DF Sel 2



DragonFlora's Scientific Innovation

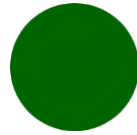
Scientific Approach

After six years of rigorous research, DragonFlora Farms has developed scientific solutions specifically for Indian farming conditions.



Proprietary Selections

- DF Selection 1: High yield, disease resistance
- DF Selection 2: High Yielding, Bigger fruit size, sweet flesh, enhanced shelf life
- Optimized for Indian climate and soil conditions



Organic Practices

- Promotes organic and precision farming
- Minimizes chemical use
- Ensures sustainable cultivation methods



Agronomic Packages

- Customized input packages for regions
- Scientific planting material
- Minimizes costs, maximizes yields



End-to-End Support

From planting to post-harvest, DragonFlora provides comprehensive support including sorting, packaging, and marketing assistance.

Overcoming Agricultural Challenges

⚠️ Key Challenges



Low Farmer Awareness

Limited knowledge about dragon fruit cultivation potential



Knowledge Deficits

Lack of region-specific cultivation techniques



High Initial Investment

₹7-15 lakh per acre required

💡 Solutions Implemented



Knowledge Hub

Educational centers with training sessions and materials



Training & Guidance

Scientific support from Dr. Kumari's team



Entrepreneurship

Franchise opportunities for sustainable growth

“ Transforming challenges into opportunities ”

Measurable Impact and Success Metrics

Farmer Training

25k+

Scientific guidance provided to farmers across India

Geographic Reach

17+

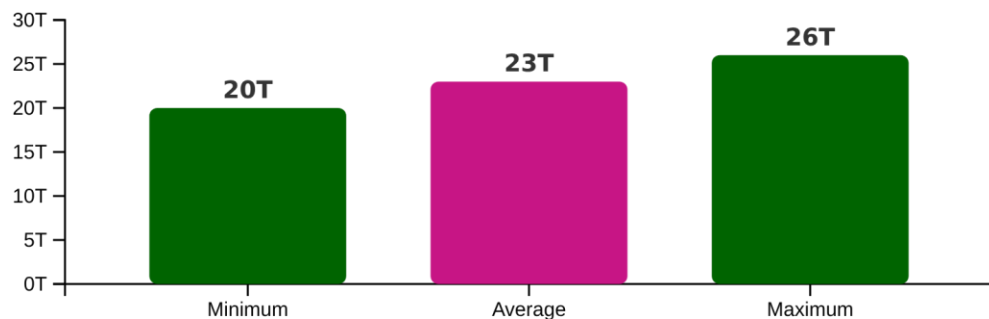
States where DragonFlora Farms has expanded operations

Market Price

₹300/kg

Retail price often achieved, with minimum ₹100/kg

Average Yield (Trellis system)



20-26 tonnes per acre of high-quality dragon fruit

Investment Recovery



Farmers recover initial investment within **2 years**

Catalyzing National Expansion

DragonFlora's comprehensive ecosystem empowers farmers across India



Quality Planting Material

Scientifically prepared planting material with guarantees, ensuring consistent yields



Agronomic Guidance

Continuous scientific support from planting to post-harvest management



Marketing Support

Building social media presence and purchasing produce directly from farmers



Value-Added Processing

Training in processing techniques for jams, juices, and other products

Farmer Empowerment



Promoting Women Entrepreneurship

Special focus on skill development and financial independence



Franchise Opportunities

Creating entrepreneurial opportunities for nurserymen and agronomists



ASSAM

17 STATES

100+ acer

150k+ saplings

100+ Hobbyist

MAHARASTRA

PUNJAB

HIMACHAL PRADESH

UTTRAKHAND

MADHYA PRADESH

HARYANA

GUJARAT

TAMIL NADU

BIHAR

ODISHA

UTTAR PRADESH

TALENGANA

2000+ online attendees

KARNATAKA

RAJASTHAN

100+students interns

WEST BENGAL



Scientific Collaboration and Research Excellence

Research & Development Focus

Pollination Optimization

Enhancing yield through scientific pollination techniques tailored to Indian climatic conditions.

Disease Management

Developing eco-friendly strategies to combat region-specific pathogens affecting dragon fruit cultivation.

Region-Specific Practices

Identifying best practices tailored to different agro-climatic zones across India.

Sustainable Methods

Promoting organic and precision farming techniques to ensure environmental sustainability.

Scientific Approach

"Our scientific rigor ensures that DragonFlora's methods are credible, sustainable, and continuously evolving to meet the dynamic needs of dragon fruit farming."



Strategic Partnerships

- Collaborations with agricultural research institutes
- Partnership with scientists for region-specific solutions
- Knowledge sharing with farming communities



Est. 2019

DragonFlora Farms LLP

(One Stop Solution For Dragon Fruit)



Our Services:

- ✓ Best Quality Planting material
(High TSS, Biotic & Abiotic stress tolerant varieties)
- ✓ Agronomic support
- ✓ Fresh and Processed Dragon Fruit
- ✓ RTS, Nectar, Jam, Fruit leather
- ✓ Training/workshop
- ✓ Contract farming
- ✓ Turnkey projects
- ✓ R&D



Our products for consumers



Dragon-Mango Smoothie



Dragon Fruit – RTS, JAM



Fresh Dragon Fruit



Dragon Fruit Shrikhand

DragonFlora's National Impact



Region-Specific Packages

Customized cultivation protocols tailored to local soil, climate, and water conditions across different agro-ecological zones



Technical Guidance

Comprehensive support on nutrition management, integrated disease control, and precision irrigation systems



Strategic Partnerships

Collaborative networks with Krishi Vigyan Kendras, State Horticulture Missions, and Agricultural Universities, Farmer Groups

Through these integrated efforts, DragonFlora has been instrumental in popularizing dragon fruit cultivation across India, making it accessible and profitable for diverse farming communities.





Empowering Indian Farmers

200+

Local Workshops

Hands-on training conducted across 17 states

20K+

Farmers Reached

Through webinars and digital media platforms

5K+

Direct Training

Farmers receiving personalized handholding support

3-5 x

Income Increase

Average earnings compared to traditional crops

Our comprehensive training approach combines classroom learning with field demonstrations, ensuring farmers gain both theoretical knowledge and practical skills. The dramatic income improvements demonstrate dragon fruit's potential as a game-changer for rural livelihoods.

Our Journey so Far (Est. 2019)

2020-2021

4 farmers, 1 Institute

- Sold plants > 8000
- Incubated at IGKV RABI
- Secured Govt. Grant



2021-2022

10 farmers 3 Institutes

- Sold plants >15000
- Made value-added products and created awareness
- Media coverage
- Recognition from GO Haryana



2022-2023

25+ farmers, 4 Institutes

- Haryana Govt started subsidy on DF plantation and many other states followed.
- Got Recognition as DF expert from Govt of Haryana.
- Delivered expert talk at 1st National Conclave organized by GOI
- Sold plants >40,000
- Customer validation of RTS
- Selling fresh fruits
- Established captive plantation of 3 acer (hi- density 14000 plants)
- Secured 25 lac private funding from investor
- Covered by media and leading Youtubers



2022-2023

35+ farmers, 6 Institutes

- Central govt declares 50,000 Hac target for DF in next 5 years
- Sold plants >70,000
- Captive plantation started fruiting
- Got trademarks
- Started container-grown dragon fruit plants for urban growers
- Selling fresh and value added DF fruits
- Secured 20 lac private funding from investor
- Covered by various media and leading Youtubers



Cont..



2023-2024

50+ farmers, 50+ Hobbist, 10 Institutes

- Sold plants >50,000
- Selling fresh fruits
- Captive plantation started yielding
- Secured additional 30 lac private funding from investor
- Covered by various social media and leading Youtubers
- Started training academy for students internship and farmer training
- Explored UAE market
- Assisted in DPR prepration for Uttrakhand Govt Scheme



2024-2025

70+ farmers, 100+ Hobbist, 12 Institutes

- Sold plants >70,000
- Establishing model farm and nursery in MP
- Container-grown dragon fruit plant yielding and becoming popular among urban growers
- Selling fresh and value added DF fruits
- Covered by various media and leading Youtubers
- Expansion in MP, UK, UP



'Sehat bhi, Aay bhi' Campaign

Promoting Health and Income Together

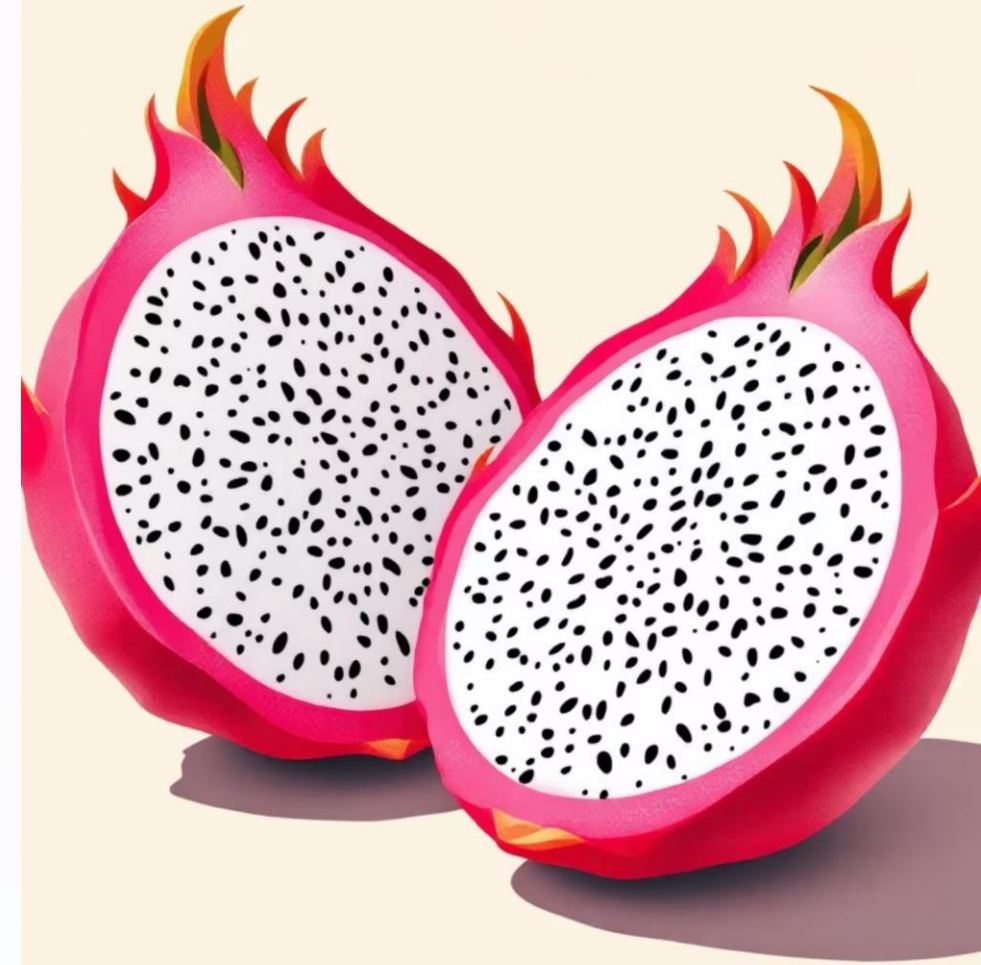
Farmer Education

- Cultivation best practices for maximum yield
- Market linkages and value realization strategies
- Sustainable farming for long-term profitability

Consumer Awareness

- Rich in antioxidants and essential nutrients
- Benefits for digestion and immunity
- Natural support for chronic disease management

This dual-focused campaign bridges the gap between production and consumption, educating farmers about income potential while highlighting dragon fruit's remarkable nutritional and medicinal properties to consumers. By promoting both economic prosperity and public health, we're contributing meaningfully to India's wellness and prosperity goals.



Sustainability & Social Impact

Environmental Stewardship

Promoting organic cultivation practices and water-efficient irrigation systems that conserve precious resources while maintaining high productivity

Biodiversity Conservation

Strategic intercropping systems that enhance soil health, support beneficial organisms, and create resilient agricultural ecosystems

Women's Empowerment

Specialized training programs for rural and tribal women, building skills and confidence for agricultural entrepreneurship

Green Livelihoods

Integration with Davik Bhoomi Foundation to create sustainable, climate-smart income opportunities in underserved communities



Way Forward – Research Priorities

01

Climate-Resilient Breeding

Developing varieties with enhanced tolerance to heat, drought, and disease pressures—ensuring productivity under changing climate conditions

02

Organic Nutrition Schedules

Creating region-specific organic fertilization protocols that optimize yield while maintaining soil health and environmental sustainability

03

Post-Harvest Innovation

Advanced research on storage technologies, cold chain logistics, and quality preservation to reduce losses and extend market reach

04

Institutional Integration

Strengthening partnerships with ICAR institutions and National Horticulture Mission programs for scaled research impact





Way Forward – Policy Support

Building an Enabling Ecosystem for National Growth

Program Integration

Include dragon fruit cultivation under National Horticulture Mission and PM Formalization of Micro Food Processing Enterprises schemes for wider adoption

Subsidy Framework

Provide financial support for quality planting material, modern irrigation infrastructure, and precision fertigation systems to lower entry barriers

Cluster Development

Establish Farmer Producer Organizations and processing clusters specifically for high-value fruit crops, ensuring economies of scale

National Consortium

Create a National Dragon Fruit Consortium for unified branding, quality standards, domestic marketing, and international export promotion

Community-Based Model: Empowering Tribal & Women Farmers

Tribal Cluster Development



Focused implementation in Madhya Pradesh districts—Shahdol, Anuppur, Dindori, and Mandla—where dragon fruit offers transformative income potential for tribal communities

Women-Led Enterprises



Self-Help Groups managing nursery production and micro-processing units, creating ownership and leadership opportunities for rural women

Institutional Collaboration



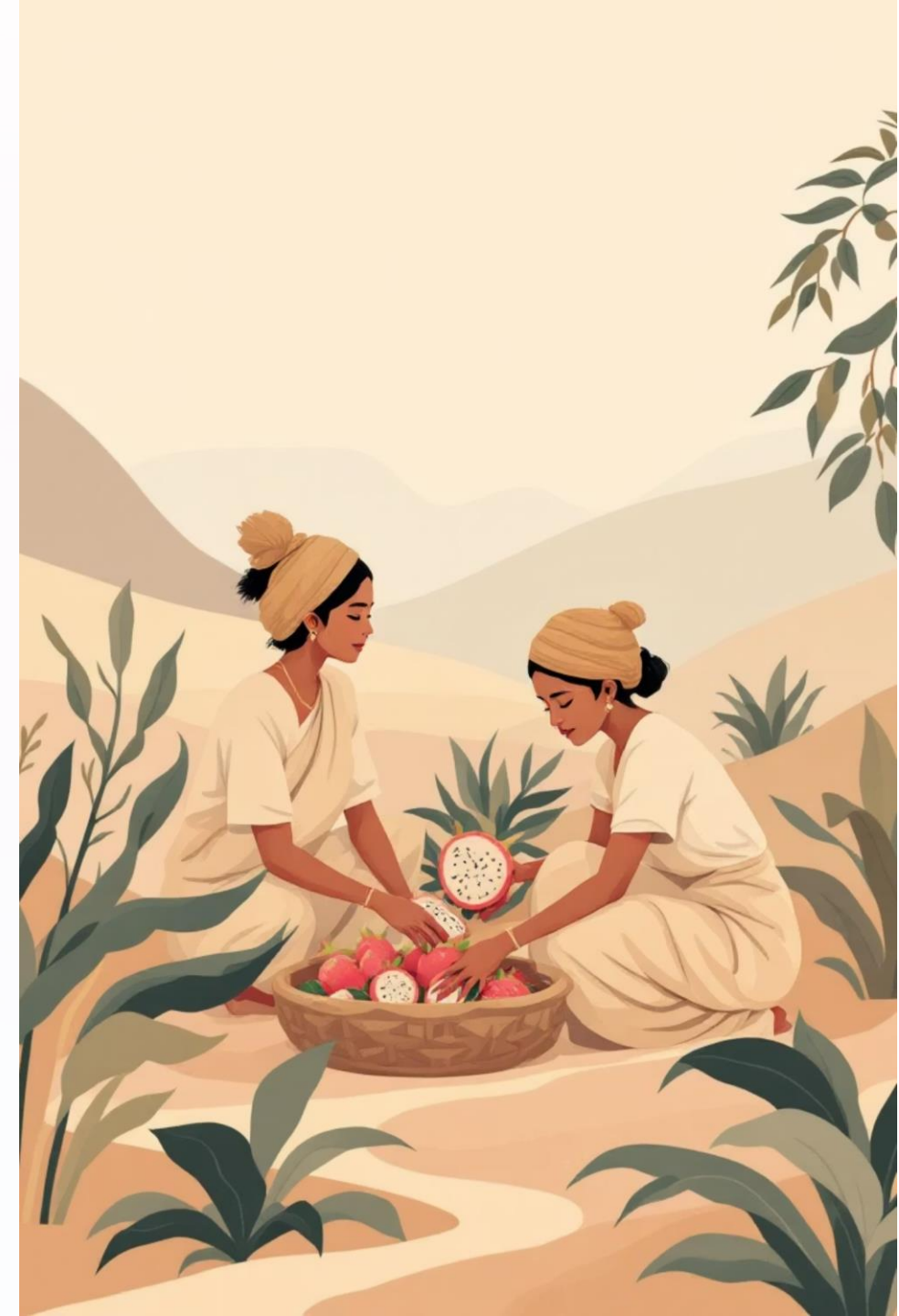
Strategic partnerships with KVKs, State Horticulture Departments, and DragonFlora ensuring technical excellence and market linkages

Digital Integration



Modern marketing platforms and traceability systems enabling rural entrepreneurs to access premium markets and build consumer trust

This inclusive model demonstrates how dragon fruit cultivation can drive equitable rural development, particularly for marginalized communities.



Sustainable Future Vision

We envision a transformative journey where fruit trees become catalysts for change – delivering enhanced income, improved nutrition, and true empowerment to rural communities across India.



Local Innovation

Pioneering sustainable farming practices that work for Indian soil and climate



National Transformation

Scaling proven models to create impact across states and communities



Global Leadership

Positioning India as the world's premier hub for dragon fruit production

Our mission creates a virtuous cycle: **healthy people** nourished by fresh produce, **prosperous farmers** earning sustainable livelihoods, and **green villages** thriving with environmental stewardship. Together, we're cultivating not just crops, but communities.





The Path Forward

"India's horticultural growth will come not from scale alone, but from synergy – between research and farmers, policy and practice, sustainability and growth."

Purpose

Building resilient agricultural systems that honor our land and traditions

Passion

Fueling innovation with dedication to farmer prosperity and food security

People

Empowering communities through knowledge sharing and inclusive growth

Let's grow together with purpose, passion, and people at the heart of everything we do.



Urban landscape



Hi-Tech Farms, IOT/AI/ etc



Farmer Fields



The Future of DragonFlora: Vision 2030

"Dragon fruit: the fruit of the future, transforming India's agricultural landscape"

2019



Processing Expansion

- Develop innovative processing techniques
- Create diverse value-added products
- Establish sustainable processing facilities

2025



Market Development

- Domestic market penetration
- Global market expansion
- Build brand recognition and demand

2030



Agricultural Integration

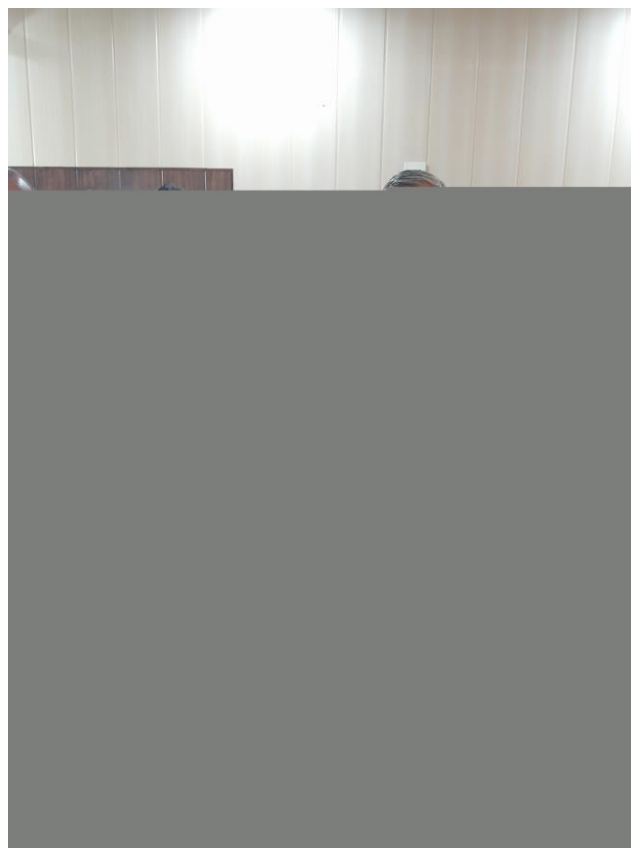
- Secure dragon fruit as staple crop
- Train farmer communities
- Ensure sustainable farming practices

 Join the DragonFlora Revolution





Hon Ex CM Haryana



Hon Ex Agriculture Minister



Respected Ex DDG Horticulture Haryana





2022



2023



2024



2025

Planting till Marketing



June 2024



Jul 2024



Aug 2025

Planting till harvest



**First year,
First Harvest**





Customer feedback



Honoured and thankful to Dr Arjun Saini, DG Horticulture, GO Haryana he mentioned us in tweet regarding dragon fruit farming. Our 3 yrs efforts are appreciated and big financial assistance in Haryana to establish new dragon fruit orchards



Dr. Arjun Singh Saini @arj... · 08 Jul :
 Staff Knowledge sharing with Dr Sunila Chahal, a leading expert in Dragon Fruit. Haryana is promoting this crop as new initiative. @cmohry @JPDALALBJP @sumitamisra @horticulturehry @Agriculturehry @icarindia #horticulture #dragonfruit



OUR Proud achievement



Dr. Arjun Singh Saini @arju... · 07 Jul :
 हरियाणा सरकार ने ड्रैगन फ्रूट की खेती को बढ़ावा देने के लिए विशेष अनुदान योजना लागू की है। योजना के तहत किसानों को ड्रैगन फ्रूट के बाग लगाने पर सरकार ₹1,20,000 प्रति एकड़ अनुदान दे रही है। लाभ उठाने के लिए hortnet.gov.in पर आवेदन करें! @cmohry @JPDALALBJP @sumitamisra



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8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

एगो भास्कर

देन ते सुहरतरे तक जाके ताप

दिसर, गुरुवार 21 नवंबर, 2019

दैनिक भास्कर

लीक से हटकर • सालाना 18.5 लाख का पैकेज, मेट्रो सिटी की लज्जरियस लाइफ छोड़कर कैथल की डॉ. सुनीला उतरी फील्ड में किसानों को सिखा रहीं ड्रेगन की खेती, अब तक चार हजार किसानों को दे चुकी फ्री ट्रेनिंग

अंशु शिखर | दिल्ली

एक नामी कंपनी में सॉल्यूटिस्ट रही कैथल की डॉ. सुनीला चहल ने नये दौर की खेती का बीड़ा उठाया है। सालाना 18.5 लाख का पैकेज, मेट्रो सिटी और लज्जरियस लाइफ सब कुछ था, मगर किसानों की हालत सुधारने के लिए डिप्लोममेंट के नये सपने की जमीन तैयार करने में जुटी है। सॉल्यूटिस्ट सुनीला ने लज्जरियस लाइफ छोड़कर प्रदेश की छोटी खेत के ज्योत वाले किसानों को कॉमर्शियल स्तर पर उठाने के लिए गाइडेंस देनी शुरू की। कॉमर्शियल फार्मिंग की किसानों को फ्री साइटिफिक ट्रेनिंग देकर ड्रेगन की खेती के लिए अवेयर कर रही हैं। वह 4 हजार किसानों से जुड़ी हुई है। उसकी खुद की ड्रेगन फ्रूट की नर्सरी है। उनकी देखरेख में अलग-अलग जगह किसान करीबन 100 एकड़ में ड्रेगन की खेती कर रहे हैं। एचएयू और हरियाणा का डॉटिकल्चर डिपार्टमेंट डॉ. सुनीला को मदद से हरियाणा में ड्रेगन फ्रूट की खेती की सम्भावनाओं को एकाएक कर रहे हैं। जिसमें पहली खेती इंडो इन्वाइल सेंटर ऑफ एक्सप्लॉस मागेआना में डिप्लोम कर रहे हैं।

पहली बार में 1 एकड़ में 4 लाख तक का खर्चा और उत्पादन 25 साल तक

इसकी खेती में एक एकड़ में 3 से 4 लाख तक का खर्चा आता है। इसमें पौध के साथ पोल का खर्चा होता है। इसके बाद इस खेती में मुनाफा शुरू हो जाता है। पहली साल में एक एकड़ में 1 टन की फ्रूटिंग होती है। वहीं दो साल होने पर करीब 2 से 3 टन, 3 साल पर 3-5 टन, 4 साल पर 5 से 7 टन, 5 साल पर 7 से 9 टन, 6 साल पर करीब 10 टन तक की फ्रूटिंग होती है। इसके बाद वह स्टेबल हो जाता है। और करीब 25 साल तक फ्रूटिंग होती रहती है।

ड्रेगन फल के फायदे : 500 से 700 रुपए किलो बिक रहा यह फ्रूट

ड्रेगन फ्रूट मार्केट में 500 से 700 रुपए किलो तक में बिक रहा है। एक्सपर्ट्स की मानें तो यह फ्रंटीअंक्सिडेंट है। इसके छोटे बीज केसर से लड़ने में मदद करते हैं। डाइबिटीज और वेट लूज में फायदेमंद है। थिरामिन से भरपूर यह थायरोइड और कॅन्सेरटॉल को घटाने में मदद करता है।

टेम्पेचर अनुकूल और कम केयरिंग की वजह से बन रहा बेस्ट ऑप्शन



भारत में तापमान ड्रेगन फ्रूट की खेती के अनुकूल रहता है। बदलते क्लाइमेट का इस फसल पर कम प्रभाव पड़ता है। अन्य फसलों की अपेक्षा इसमें पानी की अधिक मात्रा की जरूरत नहीं होती है। काटे होने की वजह से इसे जानवरों के खाने का कोई खतरा नहीं है। एक समय में खेत में मल्टीपल क्रॉप ली जा सकती है। ड्रेगन की पौध लगाने के बाद खाली जगह को मक्खियों व मोसमै फसलों के लिए यूज किया जा सकता है।

सही तकनीक का प्रयोग करने से किसानों मिल रहा ज्यादा लाभ, इसलिए चुना ड्रेगन फ्रूट



ड्रेगन फ्रूट की खेती हरियाणा के लिए नई थी। सही तकनीक से इसकी खेती की जाए तो किसान पारंपरिक खेती से ज्यादा प्रॉफिट कमा सकते हैं। मेरी शुरुआत से पहले देश के कई हिस्सों में ड्रेगन की खेती हो रही थी। मगर सही तकनीक का प्रयोग न करने पर किसान लॉस में नजर आए। एक प्रॉब्लेम कंपनी में सॉल्यूटिस्ट रहते कन्स्टमर फ्रेंडलाइज तैयार किए थे। इसके बाद किसानों को प्रॉफिट हुआ। इसके बाद उसने ठाना कि सही तकनीक से खेती करे तो सभी को प्रॉफिट मिले, इसलिए ड्रेगन फ्रूट की ट्रेनिंग हरियाणा व अन्य राज्यों में देना शुरू किया। ड्रेगन फ्रूट मुख्यतः दक्षिणी देशों में होता है। अब सभी देशों में इसके फायदों को देखते इसकी खेती शुरू की है। हरियाणा में कैथल, जिंदराणा, जुलाना, मागेआना और हिसार में इसकी खेती शुरू की गई है। हिसार के फस लुप्तम में भी इसकी शुरुआत होगी। एचएयू में डॉ. सुनीला को मदद से ड्रेगन की खेती हो रही है।

— जैसा कि डॉ. सुनीला ने बताया

FUND RAISING

Seeking 2.5 Cr investment:

Plan to invest in establishing climate control, state of art nursery to supply quality planting material, automation of existing model plot, new variety collection and new variety development.

ROI for Growers:

Considering maximum input and minimum output at average downside price, Per acer 10 lac investment yields a minimum of 1 Cr over 15 years yielding a **16.59% annualized ROI and NET 900% ROI**

Let's Connect



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Director – Davik Bhoomi Foundation

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