Welcome to the presentation on Indian Noni Contract Cultivation & MultiLevel Cultivation
Good Evening!

I welcome you to this presentation on Indian Noni Cultivation.

I request you to listen to this presentation in a way to make a difference in your life to take a decision for your future.

This presentation has the potential to change your life, for better, for ever.

I request you to participate fully and get the full benefit of this presentation.
I request you to listen today

1. For opportunities and possibilities.
2. With a commitment to make a big difference in your life.
3. To study this programme thoroughly.
4. “To choose” or “not to choose” to be a Noni Cultivator.
Today I am going to discuss about the fruit of a plant called Morinda citrifolia (NONI)

Noni Fruit has been extensively used by millions of people world over as a food supplement that is connected directly with people's health and livelihood.

This fruit contains more than 150+ neutraceuticals that are required by our body on a daily basis.

Noni has proved to be an amazing health enhancer for all kinds of modern health Conditions.

More than 40 Universities in the world are undertaking research on the amazing health enhancing properties of this fruit.

More than 500 research papers are published on Noni. There are more than 30,60,000 weblinks on the Internet that speak about its immense popularity in the world.

The market size of this Fruit is over Rs.300 crores per annum.
Extensive research since last 5 years

Manufactured, Marketed and exported

Presence in all the state and union territories of India.

Strong base in Indian and in the world market.

Indian Noni is moving by the power of the product.

Massive DEMAND for the product in the future.

Requires SUPPLY of huge quantity of raw material/fruits.
An Integrated company

Plant → Product → People

★ Research & Development
★ Mass Organic Cultivation
★ State-of-the-Art Processing
★ World Class Product Manufacturing
★ Marketing & Exporting
Indian NONI™ is Strong in “FORWARD INTEGRATION”
(Product Manufacturing and Marketing)

★ Global presence
★ Expected to Expand to 63 Countries in the next 3 Years
★ 108 Products Formulated - all Based on Noni.

NOW LAUNCHING

“BACKWARD INTEGRATION”
(Cultivation)
Indian NONI™

Has created a strong foundation
With its scientific and systematic approach through

Contract Cultivation

Promoted by

iNCc

(Indian Noni Cultivation Council)
A unit of Web Fund Foundation Pvt. Ltd, Chennai

MISSION

‘Healthy People - Healthy Nation’ by 2020!
Why Cultivate Noni?

1. To Empower Indian Farmers to fulfill their dreams

2. To protect the earth and Humanity by promoting Organic Farming

3. To make Indian Noni Available to common man at an affordable price

4. To make Indian Noni available on goingly without any short supply.
   a. To meet the exploding future Demand.
   b. To carry forward the Wellness revolution to reach every Human Being.
Basic Data on Cultivation

1. Soil
Noni plant grows very well in any kind of soil whether it is alkaline or saline. However, it performs very well in sandy loam soil too.

2. Climate & Temperature
The ideal season for planting is June-October i.e. before the onset of monsoon. However, it can be also planted between January and March, where irrigation facilities are available.

3. Planting Season
Noni can be grown in varying climatic conditions irrespective of whether it is very hot or cold, low rainfall or high rainfall. It is grown in tropics to sub tropics, heavy rainfall to drought hit areas or very heavy wind.

4. Seedling
Needs about 290 seedling /acre with a spacing of 12' X 12' and Pit size of 2' X 2' X 2'.

5. Preparatory Cultivation
Ploughing and leveling the land to optimum field condition is necessary.
6. Irrigation
Noni plant thrives with moderate irrigation and can survive even in drought conditions once the plant is established.
Irrigate regularly during the early stage of the plant to enable it to establish better.
As we are cultivating Noni for the commercial purpose, we require the presence of water for better yield and growth as per our guidance and projections.

7. Weeding
It can be controlled by following drip irrigation system.
You can carry out weeding as and when necessary.

8. Pest and diseases
Normally Noni is resistant to pests of diseases.
However if required it can be controlled easily by organic pesticides

9. Harvesting
Noni plant starts flowering in 8-10 months after planting. But we suggest to remove all the flowers upto 18 months for better growth and bushy plant. Flowering and fruiting is continuous throughout the year. But 60% of the yield will be from February to June.
Noni Plant is capable of giving upto 150 kg/Tree under ideal cultivation after 7 years.
Our Strategy

To promote Noni cultivation among Indian Farmers as a profitable venture
With an inbuilt integrated service and unique support system.

This contract cultivation module has been scientifically and systematically designed
to provide the entire support under one roof as an umbrella coverage.

Contract cultivation is a concept where the Produce (Fruit) is procured from the Cultivator at a predetermined price by the company.

Features of Contract Cultivation

of
iNCC
Indian Noni Cultivation Council

1. Off the Field Support
2. On the Field Technical Support
Off the Field Support

1. 100% Support
   Farmers get an unmatched support from Conception to Completion i.e. from land selection to fruit transport.
   
   ★ Prompt personalized service and guidance.
   ★ Easy access to INCC trained Agri professionals.
   ★ Quality service from Seedlings to Harvesting.

2. Crop Insurance
   You can insure the crop against AOG (Act of God), any natural calamities.

3. Institutional support
   a). Project evaluation and project report preparation as per the requirement of the banker.
   b). Appraisal to authorities, if required.

4. Marketing support
   a) 100% Buyback guarantee with a pre determined price.
   b) Enter into a Registered Legal Agreement (MOU)
On the Field Technical Support

1. Pre-cultivation
   INCC helps the cultivator for soil testing, water testing, land selection, land preparation, Irrigation planning etc. All the guidance required before cultivation.

2. Cultivation
   Technical Advice while taking the pits, mixing of organic manures and Bio inputs etc.

3. Crop Maintenance
   Timely advise to the cultivators by INCC Technical professional regarding pests & diseases, control measures, manuring, weeding etc.

4. Harvest
   Training for harvesting and post harvest technology to the cultivators shall be provided.

Special Support

★ Continuous information, interaction and periodical training to the cultivator at our regional NRTC (Noni Research and Training Center).

★ Regional Field research stations in different states.

★ Continuous plant/tree improvement and research by our Tissue Culture Laboratory and Center for Organic Indian Noni (COIN)

★ Dedicated morinda research centers first time in the world.
Cost of Cultivation

Investment

The total cultivation cost is Rs. 29,800/- per acre during the first year

| Programme Cost :  
| (Includes Plant Material, Technical Support, Training & Other Services till the first Harvest) | Rs. 15,800 |
| Other cost (Land preparation, Digging of Pits, Weeding, labour, manure, Pesticides etc)  
| (The labour and other expenses may vary place to place) | Rs. 14,000 |
| **Total** | **Rs. 29,800** |

From second year of planting the maintenance cost will be approx Rs. 40/- per tree.

The total cultivation cost is Rs. 12,000/- per acre (Approx.), per annum from the second year onwards.

★ Minimum land required for cultivation is 5 acres.
Output & Returns

- Starts yielding after 2 years.
- Break-even in 3 years after first harvest.
- Increasing of fruit yield year after year.
- Minimum guaranteed buy back price of Rs.5000/- per tonne.

Benefits of Cultivation

<table>
<thead>
<tr>
<th>Year</th>
<th>Cultivation Expenses A (Rs)</th>
<th>Avg. yield (Kgs) acre/year B (Kgs)</th>
<th>Income / Acre / Annum C (Rs)</th>
<th>Profit / Acre / Year D (Rs.)</th>
<th>Profit / 5 Acre / Year E (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29,800</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>12,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>12,600</td>
<td>2900</td>
<td>14,500</td>
<td>1,900</td>
<td>9,500</td>
</tr>
<tr>
<td>4</td>
<td>13,230</td>
<td>5200</td>
<td>26,000</td>
<td>12,770</td>
<td>63,850</td>
</tr>
<tr>
<td>5</td>
<td>13,892</td>
<td>8700</td>
<td>43,500</td>
<td>29,608</td>
<td>148,040</td>
</tr>
<tr>
<td>6</td>
<td>14,587</td>
<td>11600</td>
<td>58,000</td>
<td>43,413</td>
<td>217,065</td>
</tr>
<tr>
<td>7</td>
<td>15,317</td>
<td>17,400</td>
<td>87,000</td>
<td>71,683</td>
<td>3,584,15</td>
</tr>
<tr>
<td>8</td>
<td>16,083</td>
<td>21,750</td>
<td>1,08,750</td>
<td>92,667</td>
<td>4,63,335</td>
</tr>
<tr>
<td>9</td>
<td>16,887</td>
<td>26,100</td>
<td>1,30,500</td>
<td>1,13,613</td>
<td>5,68,065</td>
</tr>
<tr>
<td>10</td>
<td>17,731</td>
<td>29,000</td>
<td>1,45,000</td>
<td>1,27,269</td>
<td>6,36,345</td>
</tr>
<tr>
<td>11</td>
<td>18,618</td>
<td>34,800</td>
<td>1,74,000</td>
<td>1,55,382</td>
<td>7,76,910</td>
</tr>
<tr>
<td>12</td>
<td>19,549</td>
<td>34,800</td>
<td>1,74,000</td>
<td>1,54,451</td>
<td>7,72,255</td>
</tr>
</tbody>
</table>

**Note:** The above figures given are to the nearest mean average for easy calculation purpose and the yield and income will be based on the location, soil and maintenance and may vary marginally from place to place. The above calculation is based on average yielding as 3rd year 10Kgs, 4th year 20Kgs, 5th year 30Kgs, 6th year 40Kgs, 7th year 60Kgs, 8th year 75Kgs, 9th year 90Kgs, 10th year 100Kgs, 11th year 120Kgs.

Noni gives returns more than 40 years.
It is a highly profitable crop when compared to the other commercial orchard crops like Mango, Sapota, Coconut etc.
Introducing MultiLevel Cultivation (MLC) for the First time in the World.
MultiLevel Cultivation is all about Teamwork and Making every cultivator succeed. in short Empowering Cultivators.
MultiLevel Cultivation

★ It is about creating Green Pension.
★ It is about creating Permanent Income.
★ It is about fulfilling dreams of Indian Farmers.
★ It is about Creating Certainty for the Future.
★ It is about improving the quality of life of Indian farmers.

In short, It is about Empowering Cultivators!
If you have 5 Acres of Cultivable Land

You can choose to start

Indian Noni MultiLevel Cultivation (MLC)
by
Registering yourself
as a
MLC Cultivator
How to start?

A) Fill in the application form.

B) Send an advance commitment fee of Rs. 5000/- per acre by DD for registration.

C) On receipt of your payment INCC Tech - Cell shall visit the field for necessary Technical Evaluation and Guidance.

D) On acceptance, send the balance payment of Rs. 10,800/- per acre by DD before 60 days of registration.

E) Sign the Contract Cultivation Agreement and Multilevel Cultivation Agreement with the company.

F) Within 30 days of receiving your full payment planting material (Seedling) will be delivered at your land.

G) You will be guided in field preparation and planting.

H) After planting, periodical visits for technical support and plant growth monitoring shall be done by the Tech - Cell of INCC once in a month.

Join now to create your Agricultural income.
As a Noni Cultivator you can earn:

**Harvest Income (HI)** from your own harvest.

by supplying the fruits to the INCC.

as per the contract cultivation agreement.

You can also earn additional income as **Harvest Bonus (HB)**

by participating in the Multilevel Cultivation Programme (MLC)

.

Earning in MLC Programme is based upon the harvest and supply of fruits

by you to the council

and

other Cultivators of your cultivation network, provided, you meet the

qualifying requirement.
Noni MultiLevel Cultivation has the most dynamic, powerful and unique Bonus earning plan.

First time in the World Agro Industry!

Making Monthly payouts for the harvest and supply of Noni fruits made by you and your Cultivator Teams
How to do MLC?

**Step I**
You take up Indian Noni Contract cultivation by registering in MLC by signing the agreement. (*No Registration Fees*) and Start your Harvest Unit (HU)

**Step II**
You develop two cultivator's teams by sponsoring Cultivators on the left and on the right side of your Harvest Unit.

You start building ONE Noni Cultivator network that begins on the left side of your Harvest Unit and ANOTHER Cultivator network that begins on the right side of your Harvest Unit by recommending Indian Noni cultivation and support them for harvesting and supplying fruits to the council.
Teach your Cultivators to Duplicate what you did (Step I and Step II)

Harvest Unit

You will not be paid any harvest bonus for sponsoring Cultivators. All harvest bonus will be paid only on qualifying for the Harvest Bonus by sponsoring two Cultivators and Each Cultivator supplying 1000 kgs (1 tonne) Noni Fruits each in addition to your Harvest supply of 1 tonne Fruits.
# Harvest Bonus Plan

Every one tonne (1000kg) supply of your own harvested fruit shall be taken as one Harvest Count.

<table>
<thead>
<tr>
<th>1,000kgs = 1 tonne = 1 Harvest Count</th>
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<tbody>
<tr>
<td>Step I</td>
</tr>
<tr>
<td>2 tonnes (1 + 1)                      = Rs.1000/-</td>
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<tr>
<td>3 tonnes (1 + 2)                      = Rs.1000/-</td>
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<td>4 tonnes (1 + 3)                      = Rs.1500/-</td>
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<table>
<thead>
<tr>
<th>Steps</th>
<th>9 tonnes (3 + 6) Total (9) = Rs.3500/-</th>
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<tbody>
<tr>
<td>I</td>
<td></td>
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<tr>
<td>II</td>
<td>9 tonnes (3 + 6) Total (18) = Rs.3500/-</td>
</tr>
<tr>
<td>III</td>
<td>9 tonnes (3 + 6) Total (27) = Rs.3500/-</td>
</tr>
<tr>
<td>IV</td>
<td>9 tonnes (3 + 6) Total (36) = Rs.3500/-</td>
</tr>
<tr>
<td>V</td>
<td>9 tonnes (3 + 6) Total (45) = Rs.3500/-</td>
</tr>
<tr>
<td>VI</td>
<td>5 tonnes (2 + 3) Total (50) = Rs.3500/-</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Balance Ratio 1:2</th>
<th>1/3 : 2/3</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>L 3 : 6R</td>
</tr>
<tr>
<td></td>
<td>L 6 : 3R</td>
</tr>
</tbody>
</table>

First 50 tonnes of Harvest (1st Orbit) = Rs.21,000/-

For Every Additional Orbit = Rs.15,000/- (Approx)

1. Harvest Bonus is paid monthly based on the Harvest Counts.
2. Every 5 Acre shall be treated as one Harvest Unit and will be allotted one ID.
3. You shall qualify to receive Harvest Bonus by the following:
   (a) by supplying of fruit 1000 Kg (1 tonne) of fruit from your cultivated land.
   (b) by two of your personally sponsored cultivators supplying their fruit 1000 Kg (1 tonne) each to INCC from their cultivated land.
Indian Noni

MultiLevel Cultivation Programme is

★ For people who have Patience, Persistence and Perseverance!
★ For people willing to wait for the Harvest!
★ For people who wish to promote Agriculture!
★ For people who love Earth and Humanity!
★ For people who love Evergreen Money Tree Income!
★ For people who want Multiple Streams of Income!
Please make a Decision **Now**

to take up

**Indian Noni Contract Cultivation**

with

**Indian Noni Multilevel Cultivation programme**

to

**Create your Permanent agricultural income**

Thank you

*Cultivate Noni to create your future*