

Seminar on Indian Noni and Cultivation

(Combined Version)

Good Morning and Welcome.

I welcome each and every one of you to Indian Noni Seminar.

Today I am going to share with you something, which has a potential to change your life for better forever. I want you to listen to me today with a commitment to make a difference in your life.

Given your commitment to participate in today's Seminar, a new possibility will open up in your life for you and for your family.

First I present to you Indian Noni, a total Health Enhancer.

Indian Noni health enhancer is made from the fruit *Morinda citrifolia* commonly known as Noni combining other powerful Indian herbs.

Noni is very popular in the world as a food supplement. There are more than 30,60,000 weblinks on the Internet.

More than 40 Universities in the world are undertaking research on the health enhancing properties of this fruit. This fruit contains more than 150+ nutraceuticals that are required by our body on a daily basis. These nutraceuticals are available in an easily absorbable form and in the right combination. Indian Noni nourishes the cells of our body to stay healthy.

Indian Noni is a powerful detoxifier removing toxins from our body. Our body is being toxified everyday by the food we eat, the air we breath, the water we drink, the cosmetics we use and also through the detergents. Indian Noni has the power to clean the toxic layers on the cell membranes, to allow the food and medicines we take to be absorbed by our body. Detoxification of our body helps to save us from diseases and it also helps to live a healthy life by proper absorption of micronutrients from our food.

Indian Noni builds every cell of our body to stay healthy. If cells are healthy our tissues are healthy, if tissues are healthy our organs are healthy, if our

organs are healthy our body systems become healthy and if body systems are healthy, our body is healthy. Similarly when the cells are weak and sick, our tissues, organs and our systems become weak and diseased and we become sick.

Thus as a food supplement and a cellular food Indian Noni helps healthy people to stay healthy and sick people to become healthy faster with medication.

Indian Noni is a powerful pain reliever without any side effects.

Indian Noni is also proved to be a stress buster which helps the body to secrete enough of Serotonin and Endorphine, which are feel good chemicals.

As a immune system modulator Indian Noni helps to maintain proper immune system of our body.

Indian Noni is proved to be a powerful antioxidant preventing free radical damage of our body cells.

Indian Noni is also proved to be an adaptogen. What is an adaptogen ? Adaptogen is a substance which makes the body system to work to normal levels with proper balancing and harmonizing.

Indian Noni helps to maintain bio chemical reactions of the body by supporting the secretion of Nitric oxide.

Indian Noni is not a medicine, it is food for our cells, which are fundamental to our life. Indian Noni helps the body's self-healing system to be stronger and healthy.

Indian Noni is a food supplement for healthy people and for the sick people. It works through its basic cellular activity and by building the body cells to stay healthy.

You will enjoy an extraordinary experience of energy, vitality, stamina and power. It also increases the memory, alertness and clear thinking.

Whoever you are, Indian Noni is for you.

It is natural and safe. There is no side effects and require no dietary restrictions.

Indian Noni is manufactured by Health India Laboratories which has been certified by International Organizations for ISO, GMP (Good manufacturing Practices), HACCP (Hazard Analysis and critical control points), HALAL and SKAL International Organic Certification.

Indian Noni is manufactured under strict standards of quality, safety and hygiene conditions.

We are an integrated organization undertaking research, cultivation, processing, manufacturing, marketing and exports.

Today we have our presence in all the states and union territories of India and we have our presence outside India also. Indian Noni has proved its efficacy and is moving by the power of the product.

We have done extensive research on this particular species *Morinda citrifolia* (NONI) for the last 6 years and products have been manufactured, marketed and exported by us for the last 4 years.

Now I present you Indian Noni Organic Contract MultiLevel Cultivation Programme.

Based on the growth of Indian Noni, we see a massive **demand** for the product in the future. This requires supply of large quantity of raw materials – Indian Noni Fruits.

Our **forward integration** [i.e. manufacturing and marketing of the product] has got a strong base in India and we have planned to take Indian Noni to 63 countries in the world in the next 3 years. Seeing the growth and potential of this product and to meet the future raw material requirement of the Indian Noni Industry, we have commenced our **backward integration** [i.e. Cultivation] in a contract cultivation module by Indian Noni Cultivation Council (INCC)

Why we need to Cultivate - Indian Noni

Firstly - To meet the future Demand. As the demand for the product Indian Noni is growing everyday we have planned to meet our future demand and supply requirements.

Secondly - To make Indian Noni Available to common man at an affordable price – the vision of our beloved chairman is to bring down the cost by which Indian Noni can reach all the segments of the society.

Thirdly - To provide a new life to Farmers - Indian Noni Cultivation is not only going to change the life of the farmers but also change the life style of the farming community.

Forthly - Creating Green pension for the farmers – by providing permanent income through Indian Noni Cultivation to fulfill their dreams.

Fifthly - To promote Organic Cultivation- the whole world is changing from Chemicals to Naturals. Organic cultivation poses no challenge to the health, no fear of soil declination, no pollution and no damage to our environment. To advocate the same we have set up our own bio fertilizer manufacturing facility namely Indian Noni Organic Inputs (INOI).

Now let us discuss about the technical aspects of Indian Noni Cultivation.

Indian Noni plant grows very well in varied kinds of soils and performs best in sandy loam soil. It can be grown in any adverse climatical condition whether it is very hot or cold, whether the area receives high rainfall or it is drought hit. Noni can grow in tropical and sub tropical areas.

The ideal season for planting is before the onset of monsoon or it can be planted any time of the year if irrigation facilities are available. For one acre it needs about 300 seedling per acre with a spacing of 12 X 12 and with a pit size of 2'X2'X2'. Ploughing and leveling the land to optimum field condition is necessary before planting.

Indian Noni plant thrives with moderate irrigation and can survive even in drought conditions once the plant is established. Irrigate regularly during the early stages of the plant to enable the plant to establish better.

As we are going to take up Indian Noni for the commercial cultivation, we require the supply of water for better yield and growth as per our guidance and projections. Weeds can be controlled by following drip irrigation system.

You can carryout weeding as when necessary. Normally Indian Noni is resistant to pests or diseases. However if required it can be controlled easily by organic pesticides.

Indian 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 healthy plant. Flowering and fruiting is continuous throughout year. But 60% of the yield will be from February to June depending on the seasons.

Indian Noni Plant is capable of giving upto 150 kg/plant under ideal conditions of cultivation after 7 years.

Why Organic Cultivation of Indian Noni ?

Organic Cultivation prevents soil depletion and it assures environmental safety. Organic Cultivation generates eco-friendly products which are safe for consumption and ensures good health. Our Strategy is to promote Morinda cultivation among Indian Farmers through Organic contract farming as a profitable venture with inbuilt integrated service and support system to ensure their profit and success.

Why Contract Cultivation of Indian Noni ?

Contract cultivation guarantees the cultivator quality seedlings, technical guidance, service and more importantly assured market at a pre-determined price for the produce along with exclusive crop insurance coverage. This contract cultivation module has been systematically designed to provide the entire support under one roof as an umbrella service. We offer delivery of quality plant materials at your land and 100% buyback of the fruits at a predetermined price at your land creating a Win Win situation for both the farmers and the Organisation.

Why MultiLevel Cultivation of Indian Noni ?

MLC generates team work, sharing and caring among the cultivators. The cultivators can enjoy residual/permanent income for generations. It creates certainty for their future and helps ordinary people to live an extraordinary life.

Following are the features of Indian Noni Organic contract cultivation providing the support “OFF THE FIELD” and “ON THE FIELD”.

What are “On the Field Technical Support” ?

- **Pre-cultivation:** INCC helps the cultivator for soil testing, water testing, land selection, land preparation, Irrigation planning, etc., all the guidance required before cultivation.
- **Cultivation:** Technical Advice while taking the pits, mixing of organic manures and Bio inputs etc with monthly visits.
- **Crop Maintenance:** Timely advise to the cultivators by INCC Technical professional regarding pests and diseases control measures, manuring, weeding etc.
- **Harvest:** Training for harvesting and post harvest technology to the cultivators shall be provided.
- **INCC also offers continuous information, interaction, inspiration and periodical training to the cultivators at our regional NRTC.**

We have our regional Field research stations in viz. Maharashtra, Tamilnadu, Karnataka, Andhra Pradesh, Orissa, Kerala and Madhya Pradesh and plans to extend to more states. Further we are committed to continuous plant research and improvement in our Tissue Culture Laboratory (TCL) and Center for Organic Indian Noni (COIN) our primary field research center. These are the dedicated Morinda Cultivation Research centers for the first time in the world.

What are “Off the Field Support” ?

The Farmers get an unmatched support from conception to completion i.e. from land selection to fruit transport.

- Prompt and personalized service and guidance.
- Easy access to INCC trained Agri professionals.
- Quality service from seedlings to Harvesting.

- We insure the crop against Act of God- natural calamities.
- We can support to get finance from the Bank provided the farmer fulfills all the requirements of the bank as per the banker's norms. Project evaluation and project report preparation are provided by us at a nominal cost. INCC does not finance for any project.

Marketing is the area where we are strong at and this is one of the Major sectors where most of the farming industries face the challenge because there are no forward integration. But Indian Noni already has a strong forward integration (manufacturing and marketing).

INCC provides

100% Buyback guarantee with a pre-cultivation price through a Registered Contract Cultivation Agreement with prices assured for the first 10 Harvest years.

Now let us discuss about the Economics of the Indian Noni Cultivation.

Let us see the cost of Cultivation

There are two types of costs

1 PROGRAMME COST : (Includes Plant Material, Technical Support, Training & Other Services including insurance till the first Harvest)	Rs. 15,800
2 OTHER COST : (Land preparation, Digging of Pits, weeding, labour, manure, pesticides etc).	Rs. 14,000
(The labour and other expenses may vary place to place) Total	Rs. 29,800

From second year of planting the maintenance cost will be from Rs. 40/- . per plant [Rs12,000/- per acre] approx.

Now Let us list the returns

- Harvest starts from 24th Month onwards
- Increased fruit yield year after year.
- Break-even in 3 years after the first harvest.
- Minimum guaranteed buy back price of Rs. 5000/- per tonne.

Indian Noni yields fruits for 40 and above years.

Indian Noni is a highly profitable crop compared to other commercial orchard crops like mango, sapota, etc.

We offer for the first time in the world a Revolutionary Organic Contract **MultiLevel Cultivation (MLC)**.

MultiLevel Cultivation is all about Teamwork.

It is about making every cultivator succeed.

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 Indian Farmers !

How to start Cultivation and earn ?

If you have 5 Acres of Cultivable Land. You can choose to Start Indian Noni Organic Contract MultiLevel Cultivation (MLC) Programme by registering yourself as a MLC Cultivator.

As a Indian Noni MLC Cultivator you can earn: **Two types of income**

1. **Harvest Profit (HP)** From your own harvest by supplying the fruits to the INCC as per the Organic contract cultivation agreement.

2. **Harvest Bonus (HB)** You can also earn additional income as Harvest Bonus (HB) by participating in the MultiLevel Cultivation Programme (MLC) of Indian Noni Family.

Indian Noni MultiLevel Cultivation has the most dynamic, powerful and unique Harvest Bonus earning plan, First time in the World Agro Industry making monthly payouts for the harvest and supply of Indian Noni fruits made by you and your Cultivator Teams.

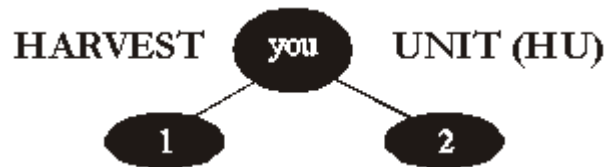
Earning in MLC Programme is based upon the harvest and supply of fruits by you and other Cultivators of your cultivation network, to the council provided, you meet the qualifying requirement.

How MLC works ?

Step I : You take up Indian Noni Organic Contract MultiLevel Cultivation by registering in Indian Noni MLC Programme by signing the agreement. (No Registration Fees) and set up your Harvest Units (HU) of 5 Acres / each.

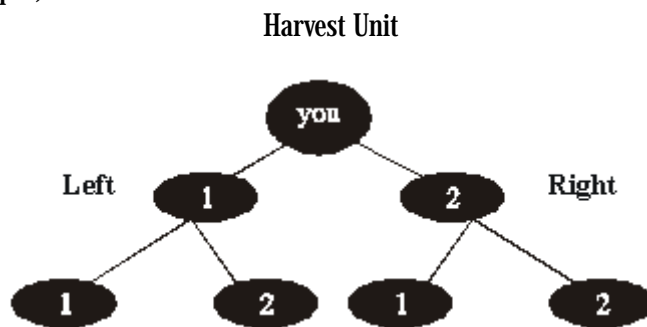


Step II : You develop two cultivator's teams by sponsoring one or more Cultivators on the left side and one or more on the right side of your Harvest Unit.



You start building ONE Indian Noni Cultivator's Network that begins on the left side of your Harvest Unit and another Cultivator's network that begins on the right side of your Harvest Unit. By recommending Indian Noni Organic Cultivation and supporting them for harvesting and supplying fruits to the council.

Step III : Teach your Team of Cultivators to Duplicate what you did (Step I and Step II)



You will not be paid any 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 a minimum of 1000 kgs (1 tonne) Indian Noni fruits each in addition to your supply of 1 tonne Fruits.

How to register as a Indian Noni Cultivator and start

- a) Fill in the “Indian Noni” MultiLevel Cultivation Registration form.
- b) Send a refundable advance commitment fee of Rs 5,000/- per Acre for registration with your form.
- c) On receipt of your payment INCC Tech-Cell shall visit the field for necessary Technical Evaluation and Guidance within 30 days.
- d) Within 15 days of field visit you shall receive the feasibility report from INCC with approval or non approval of your application.
- e) On approval of your application you shall sign the Contract MultiLevel Cultivation Agreement with the Company within 30 days.
- f) You shall send the balance payment of Rs. 10,800/- per acre by DD before 60 days of approval.
- g) Within 30 days receiving your full payment, planting material (Seedlings) will be delivered at your land.
- h) You will be guided in field preparation and planting by INCC Tech-cell before delivery of the plant materials.
- i) After planting, **monthly visits** for technical support and plant growth monitoring shall be done by the Tech-Cell of INCC.

Highlights of Indian Noni Organic Contract MLC

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| a) A highly profitable crop. | b) Requires low farm input. |
| c) Low recurring investments | d) Simple cultivation method. |
| e) Less Labour intensive. | f) Assured return upto 40 plus year. |
| g) Tax exempt returns. | h) Time tested product. |

- i) Simple system.
- j) Generous Team work.
- k) Win Win opportunity.
- l) Peramenent
- m) Continuous income.
- n) No losers.

Now I invite all those who are interested to participate in Indian Noni Multilevel cultivation programme.

I appreciate your presence, listening and participation. [Answer questions if any]

Now I request you to take a decision today to cultivate Indian Noni to create a future for you and your family.

Thank you