



# Capacity Building for Entrepreneurship Centered Around Trees Outside Forests

**Module 4: Start-up Opportunities Based on Trees Outside Forest in  
India**

Lecture 4: Case studies on Start-ups

## 1. Abrosaa:

Founder: Shivani Bundela

- Abrosaa is on a mission to bring back the forgotten glory of the Indian Jujube.
- Craft the finest jujube products, ranging from delectable ber-infused chocolates to nutritious ber masala chatkara and much more.
- Collaborated with horticulture authorities for Ber plantation projects.
- Abrosaa has successfully planted over 3000 Ber trees on barren and arid lands in Bundelkhand and Rajasthan, transforming these landscapes into thriving orchards. This initiative not only revitalizes the land but also provides a sustainable livelihood for local farmers and their families.

## 2. Lakkarwala:

- AI-based Platform to provide best value to Tree Farmers.
- Connects Farmers, local contractors to buyers for selling and buying of wood logs.
- Wood log's Quality assessment through MI/AI-based Technology brings trust and transparency in Timber Market.
- Simple Calculator(Research-Based) to estimate Poplar Weight and Value on their Farms.
- Negotiate better with local contractors and prevent exploitation.
- Can sell directly to Factories through Lakkarwala APP.
- Enhanced income.



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## Questions:

1. How did you come up this idea?
2. What inspired you to start this business?
3. About your journey.
4. What were your challenges and how did you overcome it?
5. What are the raw materials required ?
6. Where did you procurement raw materials from?
7. What are challenges during processing of the raw materials to final products?
8. What are market demands?
9. How to know the market trends?
10. What are the challenges in tree based entrepreneur?
11. How to get financial support ?
12. What are government led financial support to start new venture?
13. What are the pros and cons of agroforestry entrepreneur ?
14. How and why would you encourage an individual to become entrepreneur in tree based entities?

