

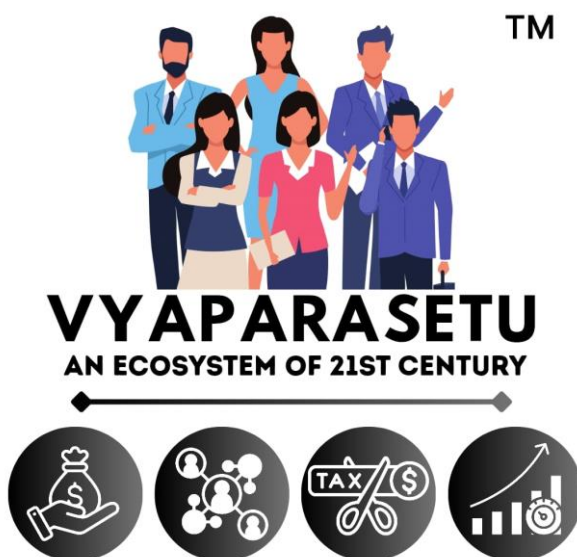


Pure Karma = True Devotion

SANATANA ESSENTIALS

Pooja Samagri Packaging & Distribution Unit

Under Vyaparasetu Ecosystem Enabling Partner (VEEP) Initiative



1. INTRODUCTION

India is a civilization built on rituals, symbolism, devotion and cultural continuity. Every action, from sunrise to sleep, is infused with dharmic practices — lighting the lamp, offering naivedyam, applying tilakam, chanting mantras, observing festivals, performing vrathas, conducting homams, celebrating life events such as marriages, housewarmings, naming ceremonies, annaprasanams, and annual samskaras.

However, despite the massive devotional economy, the Pooja Samagri sector in India remains **highly unorganized, inconsistent, unhygienic and unstandardized**. Items like kumkum, haldi, camphor, agarbatti and ghee-based deepam oils are often:

- Mixed with adulterants
- Unlabeled and untested
- Manufactured in unhygienic home units
- Packaged without safety or quality checks
- Sold without expiry norms or brand accountability

This creates a **trust gap**, especially when consumers seek purity in spiritual practices.

SANATANA ESSENTIALS, incubated under NGO - YOHWYWA's Vyaparasetu Entrepreneur Ecosystem, fills this gap by establishing **ethically guided, carefully supervised, scientifically packaged devotional micro-industries** that offer:

- **Consistent quality**
- **Hygienic packaging**
- **Transparent branding**
- **Standardized products**
- **Ethically compliant sourcing**
- **Assured market linkages**
- **Spiritual credibility under NGO supervision**

This business allows the entrepreneur to participate not only in commerce but in **cultural preservation, ethical trade, and devotional service**, while also building a **stable, predictable and high-margin revenue model**.

SANATANA ESSENTIALS is not merely a product line — It is an **identity, a trust system, a cultural bridge, a devotional lifestyle brand,** and a **continuous income source** rooted in 5000+ years of Sanatana Dharma traditions.

2. VISION AND MISSION

VISION — Purity in Every Ritual, Prosperity in Every Home.

The vision of SANATANA ESSENTIALS is to elevate the devotional economy of India by establishing a modern, standardized and trustworthy brand that becomes the **first choice for every household and temple** seeking authentic Pooja Samagri.

It aims to build **one stop solution devotional industry by 2027**, run by empowered entrepreneur and supported by NGO-YOHYWA's institutional backbone. Each unit will become a **cultural steward**, ensuring that purity and devotion remain untarnished in India's sacred practices.

MISSION — “To Create Ethical Entrepreneur Through Devotional Commerce.”

The mission focuses on:

- Empowering youth & women to operate spiritual commerce unit
- Standardizing Pooja Samagri to match modern packaging norms
- Eliminating impurity, adulteration and unorganized trade practices
- Creating sustainable livelihoods through low-risk devotional trade
- Connecting entrepreneur to temples, pundits, cultural institutions
- Building an omni-channel marketplace for devotional products
- Developing eco-friendly, biodegradable packaging for pooja items

This initiative is a **fusion of business, devotion, ethics and empowerment.**

3. WHY THIS OPPORTUNITY IS UNIQUE

The SANATANA ESSENTIALS project stands apart because it merges **entrepreneurship + devotion + cultural economics + ethical packaging + NGO credibility** into one powerful business.

Here is a more detailed breakdown:

A) Guaranteed Market Demand — Not Trend-Dependent

Most startups fail because they depend on trends, seasonal demands or shifting customer habits.

But the **devotional economy never collapses**, because:

- Faith is permanent
- Rituals are generational
- Festivals are cyclic
- Temples operate daily
- Spiritual needs never decline

Pooja samagri ranks among India's **top 5 most consistently consumed product categories**.

B) Multi-Channel Revenue Streams

You are not limited to one type of buyer. Your potential customers include:

1. **Households** (daily rituals)
2. **Temples** (bulk buyers)
3. **Pandits** (ritual kits)
4. **Marriage planners**
5. **Event organizers**
6. **Festive stalls**
7. **Corporate Gifting (Devotional Kits)**
8. **Vyaparasetu outlets & affiliate district distributors**

This diversified buyer base ensures **income stability**, even if one channel slows down.

C) Low Investment, High Emotional Value Products

Unlike FMCG items such as biscuits or soaps, devotional products are:

- High-margin
- Emotionally purchased
- Not easily negotiated
- Less price-sensitive
- Purchased repeatedly

When the product connects to spirituality, customers choose **trust over price**.

D) NGO-Assured Purity & Supervision

In a market filled with adulteration (chemical kumkum, synthetic haldi, diluted oils), consumers prefer **NGO-certified devotional products** that guarantee authenticity.

Your entrepreneurial unit operates under:

- Ethical protocols
- Packaging guidelines
- Purity standards
- Monthly audits
- Brand checks

Thus, SANATANA ESSENTIALS builds **instant trust**.

E) No Manufacturing Risk - Packaging + Distribution only:

- No machinery breakdown
- No technical labour required
- No production wastage
- No dependency on skilled operators
- No machinery maintenance costs

This is a **light asset, low-risk, high-output** business.

F) Festival-Based Super Boosters

India celebrates **over 180 festivals annually**, meaning there is a **natural sales spike every 10–15 days**.

This business thrives on:

- Navaratri (9 days)
- Karthika Masam (30 days)
- Diwali (week-long)
- Shravan Masam (30 days)
- Ugadi, Sankranti, Shivaratri, Rakhi, Varalakshmi Vratham, Ganesh Chaturthi, Dussehra

Thus, **your revenue cycle is never flat**.

G) Expansion Potential into 50+ Products

After 12 months, the unit can expand into:

- Deepam oils

- Herbal powders
- Govardhan ghee diya kits
- Aesthetic gift boxes
- Spiritual décor items
- 108-item Satyanarayana Pooja kits
- Temple wholesale supplies

The brand grows with you.

4. PRODUCT PORTFOLIO

SANATANA ESSENTIALS handles a curated range of products divided into **7 major devotional segments** to ensure a holistic pooja experience.

Segment 1: Daily Ritual Essentials

These are the backbone of the business because they are purchased frequently.

- Kumkum (Red, Maroon, Turmeric Mixed)
- Bhasmam (White & Black varieties)
- Turmeric Powder (Erode premium grade)
- Chandan Powder (Temple-grade)
- Gopi Chandan Sticks
- Camphor (Regular, Bhimseni, Tablet forms)
- Deepam Cotton Wicks
- Agarbatti (Sandal, Jasmine, Rose, Sambrani)
- Deepam Oil Mix (Pre-packed in 50ml–500ml)

Segment 2: Temple & Homam Essentials

These items are in continuous bulk demand.

- Homam Samagri Mix
- Dry Coconut Pieces
- Betel Nuts
- Panchagavya Components
- Vibhooti with herbal blends
- Cow Dung Diya Cups
- Sambrani Cups & Powders

Segment 3: Vrat & Weekly Pooja Essentials

Pre-packed kits for:

- Monday Shiva Vratham
- Tuesday Hanuman Vratham
- Thursday Sai Baba Vratham
- Friday Lakshmi Pooja
- Saturday Shani Pooja
- Sunday Surya Pooja

Segment 4: Festival Kits (Monthly)

These are specially curated seasonal bestsellers:

- Sankranti Harvest Kit
- Mahashivaratri Pooja Kit
- Ugadi Panchanga Kit
- Sri Rama Navami Panakam Kit
- Vinayaka Chavithi Modak & Pooja Kit
- Navaratri Golu & Kumkum Kit
- Diwali Lakshmi Pooja Kit
- Karthika Masam Deepam Kit

Segment 5: Life-Event Pooja Kits

Fixed-format, NGO-approved packaging templates for:

- Gruhapravesham Kit
- Marriage Ritual Kit
- Satyanarayana Swamy Vratham Kit
- Nama-Karanam Kit
- Annaprasana Kit
- Navagraha Pooja Kit
- Vastu Dosha Nivarana Kit

These are high-ticket offerings with strong repeat demand.

5. BUSINESS MODEL

The SANATANA ESSENTIALS Packaging Unit operates under a **“Curate–Pack–Distribute–Repeat”** model.

Step 1: Raw Material Procurement via NGO

This removes uncertainty and fraud risk.

You receive:

- Pure materials
- Vendor bills
- Quality-certified inputs
- Standard packaging guidelines

Step 2: Hygienic Packaging Operations

Your unit performs standardized packing:

- Measured weights
- Heat-sealed pouches
- Tamper-proof packaging
- Label application
- Barcode application
- Batch & expiry marking

Packaging is the heart of this business — **not manufacturing**.

Step 3: Distribution Channels Activation

You distribute to:

1. PKC App, PKC Outlets and Vyaparasetu District Distributors
2. Temples (Monthly Contracts)
3. Pandit Networks
4. Local kirana & fancy stores
5. Festivals & exhibitions
6. Housing society stalls
7. Religious organisations
8. Online marketplaces (Amazon, Flipkart, Etc.,)

Step 4: Monthly Audit + Forecasting

NGO reviews:

- Sales flow
- Stock rotation
- Festival demand schedules
- Seasonal replenishment patterns

This ensures your business never suffers from:

- Overstocking
- Understocking
- Mispricing

6. SETUP COST & INVESTMENT STRUCTURE

Total Project Cost: ₹6,00,000

Breakdown includes:

A) Infrastructure & Equipment – ₹2,00,000

- Industrial Weighing Scale
- Multiple Mini Weighing Scales
- Heat Sealing Machine
- Impulse Sealers
- Label Printers
- Storage Racks
- Lighting & workspace arrangement

B) Initial Inventory – ₹2,50,000

Includes premium raw materials:

- A-grade Kumkum
- Erode Turmeric
- Chandan
- Camphor
- Cotton wicks
- Dry coconut
- Homam samagri
- Panchagavya components
- Agarbatti
- Oil components

C) Packaging & Branding Material – ₹40,000

- Printed labels (high gloss)
- Zip-lock pouches
- Transparent pouches
- Kraft paper bags

- Tamper-proof stickers
- Packaging boxes

D) Documentation, Branding & Setup – ₹30,000

- MSME
- GST
- Branding rights
- Label design
- Digital templates

E) Shelving, Bins & Space Setup – ₹30,000

- Food-grade bins
- Vertical shelves
- Storage units
- Sorting trays

F) Miscellaneous & Transport – ₹50,000

Funding Structure

- **Entrepreneur:** ₹5,00,000
- **NGO Subsidy:** ₹1,00,000 (Non-refundable support)

7. NGO SUPPORT STRUCTURE

NGO-YOHYWA's Vyaparasetu Ecosystem does not merely “support” entrepreneurs — it **architects the entire business foundation**, minimizes risk, optimizes performance, and embeds each unit into a powerful devotional commerce network.

NGO support is divided into **10 major pillars**, each ensuring the business never derails, never stagnates, and never suffers from the common mistakes seen in unorganized Pooja Samagri businesses.

Pillar 1: Institutional Credibility & Brand Governance

SANATANA ESSENTIALS cannot be built like random market products. Devotional products require:

- Trust
- Emotional equity
- Ethical procurement
- Cultural respect

NGO-YOHYWA provides:

- A brand identity with spiritual resonance
- Hygiene & purity protocols
- Standard product naming conventions
- Unified packaging aesthetics for all units

This ensures that **every SANATANA ESSENTIALS product looks and feels premium**, regardless of which unit produced it.

Pillar 2: Vendor Verification & Raw Material Sourcing

Raw materials in devotional products must be:

- Unadulterated
- Ethically sourced
- Chemical-free
- Culturally compliant

NGO-YOHYWA provides:

- Verified suppliers for kumkum, haldi, chandan, camphor, oils, agarbatti
- Bulk purchase rates
- Quality certificates
- Supply chain coordination

This removes the risk of buying cheap adulterated materials from unreliable vendors — a major problem in the public market.

Pillar 3: Packaging Design & Brand Assets

The NGO provides:

- SANATANA ESSENTIALS logo pack
- Packaging templates in multiple sizes
- Recommended color schemes
- Label layouts
- Ingredient & batch label templates

- Branding guidelines
- Festival kit branding sheets

All of this is pre-approved and ready for use, ensuring **zero design struggle**.

Pillar 4: Legal & Compliance Framework

This includes guidance for:

- MSME UDYAM
- GST (if turnover exceeds compulsory threshold)
- Trademark usage
- Label compliance
- Advisory for FSSAI-related items (if required)
- Batch & expiry coding compliance
- Tax filing support

Pillar 5: Quality Assurance & Audit Mechanisms

The NGO performs:

- Monthly sampling
- Purity inspection
- Packaging consistency audit
- Storage hygiene checks
- Festival kit composition checks
- Market feedback analysis

Your unit stays aligned with the brand's quality standards at all times.

Pillar 6: Market Integration & Sales Network

YOHYWA integrates the unit into:

- Vyaparasetu Retail Network
- Devotional outlets and store partnerships
- Temple procurement desks
- Pandit & purohit supply chains
- Festival mela stalls
- Apartment society stalls
- Dharmic association tie-ups

Thus, **you never struggle for customers**.

Pillar 7: Pricing Strategy & Festival Demand Forecasting

NGO provides:

- MRP guidelines
- Bulk order pricing
- Seasonal demand charts
- Monthly festival sales forecasting sheets

This ensures your stock quantity stays **perfectly matched** with upcoming demand cycles.

Pillar 8: Entrepreneur Training & Mentorship

Includes:

- Inventory rotation methods
- Packaging hygiene SOP
- FIFO & batch control
- Stock ageing prevention
- Negotiation techniques
- Distribution planning
- Micro-market mapping

Training is continuous, not one-time.

Pillar 9: Digital Support & Marketing Tools

The NGO provides:

- Digital posters for festivals
- Product catalog PDFs
- Branding for social media sales
- Template-based WhatsApp ads
- Marketplace listing guidance

Pillar 10: Long-Term Expansion Support

After 12 months, entrepreneurs can:

- Add premium products
- Launch bulk supply channels
- Set up mini-outlets under SANATANA ESSENTIALS
- Supply to corporate gifting networks
- Join the Vyaparasetu national distribution line

8. ENTREPRENEUR RESPONSIBILITIES

While the NGO provides institutional backing, the entrepreneur must uphold the **operational discipline and brand sanctity** of SANATANA ESSENTIALS.

Entrepreneur responsibilities fall into **six structured domains**:

Domain 1: Operational Discipline

The entrepreneur must:

- Maintain a clean & sacred packing environment
- Ensure humidity-free storage for powders
- Follow FIFO (First In – First Out) inventory rotation
- Keep daily production logs
- Ensure precise measurements for each pack
- Maintain consistency in product appearance

Failure in operational discipline directly impacts **brand trust**.

Domain 2: Hygiene & Purity Protocol Compliance

- Zero adulteration policy
- Use only NGO-approved raw materials
- Maintain separate bins for each ingredient
- Wear gloves, mask, cap during packing
- Use stainless steel equipment only
- Avoid mixing batches

Purity is the **non-negotiable foundation** of devotional commerce.

Domain 3: Packaging Standards

Entrepreneur must:

- Use only approved packaging material
- Apply labels without wrinkles or misalignment
- Maintain barcode or batch marking consistency
- Ensure heat seals are firm and tamper-proof
- Comply with branding guidelines fully

Packaging determines **first impression**.

Domain 4: Reporting & Audit Cooperation

Entrepreneur must submit:

- Monthly sales reports
- Monthly stock sheet
- Expenditure sheets
- Profit calculation
- Festival demand projections

Transparency creates long-term stability.

Domain 5: Distribution Responsibility

- Maintain punctual delivery
- Build local retailer relationships
- Supply to temples & pandits on schedule
- Fulfil festival kit orders in advance
- Keep proper transport arrangements

Distribution is the **lifeline of sales**.

Domain 6: Ethical & Cultural Integrity

- No disrespectful handling of sacred materials
- No counterfeit or duplicate materials
- No misrepresentation of brand
- Maintain humility in dealing with temples & purohits

Entrepreneurs under this initiative must carry **devotional maturity**.

9. FINANCIAL PROJECTIONS

Your business model operates across **three phases**:

PHASE 1: Foundation Stage (Months 1–3)

- Market entry
- Customer acquisition
- Product familiarization

Typical monthly revenue : **₹1.00 – ₹2.00 Lakhs**

Net Profit Margin : **18–22%**

Key activities :

- Reach nearby temples
- Build pandit networks

- Participate in local melas
- Introduce festival kits

PHASE 2: Stability Stage (Months 4–6)

- Multiple retailers on boarded
- Steady returning customers
- Bulk temple orders begin
- PKC App Orders Scale

Typical monthly revenue : **₹2.00 – ₹4.00 Lakhs**

Net Profit Margin : **22–28%**

Key activities :

- Expand to housing societies
- Build referral networks
- Supply to monthly vratham groups

PHASE 3: Expansion Stage (Months 7–12)

- Strong footing
- High festive demand
- Offline + online sales integration

Typical monthly revenue : **₹4.00 – ₹8.00 Lakhs**

Net Profit Margin : **28–35%**

Annual Gross Turnover : **₹25 – ₹40 Lakhs**

Annual Net Profit : **₹5 – ₹12 Lakhs**

ROI Achieved in : 6–10 months.

10. LEGAL FRAMEWORK AND COMPLIANCE TERMS

SANATANA ESSENTIALS operates under a **legally binding ecosystem framework** to ensure:

- Brand protection
- Ethical operations
- Consumer trust
- Entrepreneur safety
- NGO accountability

LEGAL CLAUSE 1: Subsidy Governance

The ₹1,00,000 NGO subsidy is:

- Non-transferable
- Non-refundable
- Cannot be claimed as a liability
- Cannot be used to determine ownership share

It represents **support**, not investment.

LEGAL CLAUSE 2: Brand & Intellectual Property Rights

The following belong exclusively to the NGO:

- SANATANA ESSENTIALS trademark
- Logo, colors, packaging, templates
- Festival kit concepts
- Label designs
- Taglines
- Brand guidelines

Entrepreneur holds **usage rights only**, not ownership rights.

LEGAL CLAUSE 3: Operational Compliance

If the entrepreneur fails to maintain:

- Hygiene
- Purity
- Reporting discipline
- Packaging standards
- Ethical conduct

NGO reserves right to:

- Suspend
- Terminate
- Reassign unit

LEGAL CLAUSE 4: Non-Compete & Confidentiality

Entrepreneur cannot:

- Start a competing brand
- Share supplier details externally

- Use brand identity for unauthorized products
- Misrepresent brand in any manner

LEGAL CLAUSE 5: Withdrawal & Exit Policy

If entrepreneur wants to exit:

- 6-month prior notice
- Complete audit must be passed
- Only entrepreneur's ₹5,00,000 is refundable (machinery exclusion)
- NGO subsidy remains with NGO
- Business setup will be transferred to next eligible aspirant

LEGAL CLAUSE 6: Jurisdiction

All legal disputes fall under:

Hyderabad, Telangana Jurisdiction Only.

0 ANNEXURE A – FINANCIAL TRAJECTORY & PROFIT MODEL

This annexure provides a comprehensive financial roadmap, detailing how the SANATANA ESSENTIALS unit's revenue stabilizes and scales over time. It captures predictable outcomes, seasonal variations, festival-driven demand cycles and long-term profitability.

A.1 Monthly Revenue Flow Structure (Highly Detailed)

The table below illustrates the expected performance pattern across three operational phases. Values are conservative projections based on NGO field data, cultural consumption patterns and market studies.

Operational Phase	Estimated Monthly Revenue (₹)	Approx. Gross Margin (%)	Net Margin (%)	NGO Ecosystem Contribution (10% of Net)	Entrepreneur Retained Profit (₹)
Phase 1: Month 1–3	1,20,000 – 2,00,000	45–50%	18–22%	2,000 – 4,400	22,000 – 44,000
Phase 2: Month 4–6	2,00,000 – 4,00,000	48–52%	22–28%	4,400 – 11,200	40,000 – 72,800
Phase 3: Month 7–12	4,00,000 – 8,00,000	50–55%	28–35%	11,200 – 28,000	91,000 – 210,000

A.2 Festival-Based Revenue Boosts

Unlike typical FMCG businesses, the devotional product sector shows **predictable revenue spikes** aligned with Indian festival calendars:

- **Shivaratri:** 200–300% increase on chandan, bhasmam, deepam oil, bilva kit
- **Ugadi:** Panchanga kits, puja combo packs up by 150%
- **Vinayaka Chavithi:** Modak mix, haldi, kumkum up by 180%
- **Navaratri:** Kumkum, turmeric, wicks, deepam oil — 200% rise
- **Diwali:** Lakshmi Puja Kits up by 300%

These festivals significantly elevate the annual turnover.

A.3 Yearly Financial Snapshot

- **Total Gross Turnover (Year 1):** ₹25 – ₹40 Lakhs
- **Net Profit (Year 1):** ₹5 – ₹12 Lakhs
- **Net Profit (Year 2 onwards):** ₹12 – ₹22 Lakhs (post stabilization)
- **ROI Achieved:** Within 6–10 months
- **NGO Contribution:** ₹60,000 – ₹1,20,000 annually

A.4 Cash Flow Hierarchy

1. **All sales revenue → Entrepreneur account**
2. **Monthly audit → NGO verification**
3. **10% ecosystem donation → YOHYWA account**
4. **Balance → Working capital + Expansion capital**

0 ANNEXURE B – NGO SUPERVISION & INCUBATION WORKFLOW

This annexure explains how the NGO supervises, nurtures and supports the entrepreneurial unit through structured processes.

B.1 Operational Hierarchy

1. Entrepreneur:

- Primary operator, responsible for packing, stock management, delivery, documentation.

2. NGO Incubation Lead:

- Point of contact, overseeing project stability.

3. Vyaparasetu Procurement Desk:

- Coordinates raw material procurement & supply chain.

4. Distribution Network Coordinator:

- Manages temple, pandit, retail outlets & festival networks.

5. Audit & Compliance Desk:

- Ensures purity, branding, financial transparency.

B.2 NGO Supervision Cycle (Weekly, Monthly, Quarterly)

Pre-Setup (Week 1)

- Entrepreneur screening & approval
- MoU and legal compliance briefing
- Orientation on purity, packaging & cultural protocols

Setup Phase (Week 2–3)

- Equipment installation
- Branding implementation
- Sample packaging trials
- Vendor onboarding & first inventory delivery

Trial Production (Week 4)

- Sample packs produced
- NGO quality inspection
- Packaging and label compliance check
- Production readiness certificate issued

Operational Cycle (Monthly)

- Weekly review calls
- Monthly sales-audit mapping
- Demand forecasting for next month
- Market expansion planning

Annual Review Cycle

- Trend analysis
- Festival kit success analysis
- Territory expansion plan
- Renewal of brand usage authorization

B.3 Compliance Audit Cycle

The NGO retains the right to conduct:

- **On-site surprise inspections**
- **Raw material purity test checks**
- **Packaging consistency checks**
- **FIFO inventory audits**
- **Monthly ledger & sales verification**
- **Retailer/pandit network feedback checks**

Non-compliance triggers corrective action pathways.

0 ANNEXURE C – LEGAL & COMPLIANCE MATRIX

This annexure defines the statutory, ethical and operational compliance standards governing SANATANA ESSENTIALS.

C.1 Statutory Registrations

License / Registration	Purpose	Authority	Status
UDYAM MSME	Official recognition of enterprise	Ministry of MSME	Mandatory
GST Registration	Tax filing for interstate supply	Central GST Dept.	Mandatory once turnover crosses limit
Trademark Licensing	Brand usage rights	YOHYWA	Compulsory
FSSAI (Applicable on edible items)	Compliance for ghee, oil mixes, Panakam powders	FSSAI Regional Office	Conditional
Local Trade License	Permissions for commercial activity	Municipal Authority	Mandatory

C.2 Legal Obligations of Entrepreneur

- Usage rights granted for SANATANA ESSENTIALS cannot be transferred.
- No competing brand under similar categories may be launched.
- Raw materials must be sourced **only from NGO-approved vendors**.
- Packaging cannot deviate from NGO-approved designs.
- Price manipulation outside permitted margins is prohibited.
- Full transparency of accounts is mandatory for renewal eligibility.

C.3 Intellectual Property Safeguards

The following are protected under the Copyright Act (1957):

- SANATANA ESSENTIALS name
- Logo & emblem
- Label designs

- Packaging patterns
- Taglines
- Festival kit structures
- Instruction manuals
- Training material

Entrepreneur is licensed only for production & distribution usage.

0 ANNEXURE D – RAW MATERIAL SUPPLY CHAIN STRUCTURE

D.1 Vendor Network Overview

NGO-approved vendors operate across:

- Karnataka (Kumkum, Turmeric, Chandan)
- Tamil Nadu (Agarbatti, Sambrani)
- Andhra Pradesh (Cow dung diya units)
- Maharashtra (Camphor suppliers)
- Telangana (Oil mixers, packaging material units)

D.2 Supply Chain Flow

1. Vendors →
2. Vyaparasetu Procurement Desk →
3. Entrepreneur's Unit →
4. Packaged Products →
5. Retail/Pandit/Temple Networks

D.3 Quality Parameters for Raw Material Acceptance

- Particle size uniformity
- Zero synthetic additives
- Pure aroma retention
- Moisture below accepted limit
- No artificial colouring
- No prohibited stabilisers

Each lot is tested before dispatch.

0 ANNEXURE E – RISK ASSESSMENT & MITIGATION FRAMEWORK

E.1 Market Risk

Very low due to ever-present devotional demand.

Mitigation:

Festival kits + temple contracts + pandit networks ensure continuous sales.

E.2 Operational Risk

Minimal since manufacturing is absent.

Mitigation:

Simple packaging machinery; NGO training avoids process errors.

E.3 Inventory Risk

Low shelf-life items are avoided.

Mitigation:

FIFO rotation & periodic audits ensure no stock wastage.

E.4 Competition Risk

Market largely unorganized; branded devotional products niche still untapped.

Mitigation:

SANATANA ESSENTIALS brand identity + NGO trust advantage.

E.5 Ethical & Cultural Risk

Devotional products require utmost respect.

Mitigation:

Strict protocols, continuous audits & cultural sensitivity training.

ANNEXURE F – QUALITY CONTROL & CERTIFICATION PROTOCOL

G.1 Daily Quality Standards

- Clean workspace
- Stainless steel tools
- Gloves, mask usage
- Zero contamination policy

G.2 Weekly Packaging Standards

- Label alignment check
- Seal quality testing
- Weight verification
- Aroma preservation

G.3 Monthly Purity Testing

- Random samples sent to Vyaparasetu Authorized lab
- Moisture & adulteration checks

G.4 Annual Renewal Audit

- Production record verification
- Packaging layout revalidation
- Brand compliance testing

Only units passed by audit retain brand rights.

0 ANNEXURE G – ENTREPRENEUR SUSTAINABILITY PACKAGE (ESP)

If an entrepreneur follows all guidelines yet faces losses after 12 months, NGO activates ESP:

- Rent assistance (up to 3 months)
- Electricity reimbursement
- Packing material support
- 0% interest recoverable support fund

This ensures **no entrepreneur collapses due to temporary setbacks.**

0 ANNEXURE H – SOCIO-ECONOMIC IMPACT MATRIX

Impact Parameter	Short-Term (6 Months)	Long-Term (24 Months)
Direct Employment	3–5 people	7–10 people
Women Participation	40%	60%
Local Economic Multiplier	₹1 → ₹3.5	₹1 → ₹5
Devotional Ecosystem Strength	Moderate	High
Cultural Preservation	High	Very High

0 ANNEXURE I – BRAND INTEGRITY & IP GUIDELINES

Entrepreneur must:

- Use brand assets exactly as provided
- Avoid private label branding
- Maintain cultural sanctity
- Avoid repackaging non-approved materials
- Maintain quality as defined

Any violation leads to immediate termination.

0 ANNEXURE J – EXIT POLICY & REFUND PROTOCOL

- Written notice: **6 months**
- Full audit requirement
- Entrepreneur's investment refunded (excluding consumables)
- NGO subsidy remains with NGO
- Setup transferred to new candidate

0 ANNEXURE K – LONG-TERM VISION & NATIONAL REPLICATION MODEL

SANATANA ESSENTIALS aims to become:

- A national-level devotional lifestyle brand
- A network of micro-industries empowering youth & women
- A temple-certified supplier network
- A digital marketplace for pooja kits
- A global exporter of authentic Indian devotional products

By 2030, SANATANA ESSENTIALS aims to establish:

- **500+ micro devotional units across India**
- **State-wise regional distribution hubs**
- **Exports to 20+ countries with Hindu diaspora**