

# SHRI YASHAARTHI VIGHNHARTA FARMING PRIVATE LIMITED

## About Us

Rooted in nature and nurtured by vision, Shri Yashaarthi Vighnaharta Farming Pvt. Ltd. stands as a testament to sustainable agriculture and conscious living. Founded in April 2020 as part of Vision 2020 of Dr. APJ Abdul Kalam, our company flourishes under the inspired guidance of Dr. Veekkas Mahamuni, Chairman & Founder of Yash Group of Companies. Through his visionary leadership and entrepreneurship, we have blossomed into a holistic agricultural enterprise that harmonizes traditional wisdom with modern innovation.

Our journey began in the fertile lands of Pollachi, Tamil Nadu, where we specialize in procuring tender coconuts, semi-husked coconuts, copra, coconut oil, and other allied by-products. With a procurement network spanning 2100+ acres within a 300 km radius of Pollachi, we've expanded our footprint across South India. Today, we carefully source premium tender coconuts from Tamilnadu, Karnataka, Andhra Pradesh, and Kerala while building sustainable partnerships with local herbs and spices cultivators.

Beyond coconuts, we nurture diverse fruit plants, herbs & spices, timber plants, exotic decorative plants, and vegetable saplings, creating a biodiverse agricultural ecosystem.

What truly sets us apart is our "Farmer First" ethos. We measure real growth not just in yields, but in the smiles of our farming partners. By ensuring fair prices and ethical practices, we create a virtuous cycle where farmer prosperity energizes our products with positive vibrations. This spiritual connection between land, farmer, and consumer forms the foundation of our exceptionally effective products.

This philosophy finds delicious expression in our "O...Coco Kaka" franchise, where we blend fresh coconut milk with 21+ varieties of fruit pulps to create nutrient-fiber-rich shakes that delight the senses while enhancing gut microbiome health.

Yet our commitment extends beyond taste. In our closed-loop, zero-waste ecosystem, every fruit byproduct transforms into Ayurvedic beauty and home care solutions, where ancient wisdom meets modern science to create products as natural for your skin as they are nurturing for the earth.

At our core beats a profound reverence for nature's intelligence. Through mindful cultivation practices and spiritual energization, we create more than products—we cultivate carriers of positive energy that nourish from the outside in. Each offering celebrates our fundamental beliefs:

- That business should - HEAL
- That agriculture should - SUSTAIN
- That every transaction should honor the sacred connection between Soil, Soul, and Society.

## Our Vision

*Dr. Veekash Mahamuni's vision is crystal clear. He refused to accept the idea*

**“ PROGRESS MUST POISON PEOPLE AND THE PLANET. ”**

***He firmly believes in the idea --- “ A world where wellness heals both people and the planet where every home thrives on chemical-free purity, every community grows through dignified work, and every farmer celebrates the soil they steward.”***

## The Circular Ecosystem of our Products

| Stage           | Process                                 | Planetary Impact                      |
|-----------------|-----------------------------------------|---------------------------------------|
| 1. Input        | Fruit/vegetable waste + herbs           | Prevents landfill methane emissions   |
| 2. Fermentation | Anaerobic bio-processing                | Creates bioactive compounds           |
| 3. Products     | Home/Health/Beauty/<br>Agriculture Care | Chemical-free human & home wellness   |
| 4. End-of-Life  | Expired/used products → Soil amendment  | Regenerates farmland (zero pollution) |

## Zero-Pollution

Our products:

- Won't contaminate water (rivers, oceans, groundwater)
- Won't poison soil (heavy metals, synthetics)
- Won't emit toxins into air (VOCs, microplastics)
- Instead, they become nutrient-rich soil builders."

## **Our Mission**

### **Creating 100% natural products :**

Our Mission is to create 100% natural products from **farm** and **home** waste we want to **free families from toxins and medical expenses.**

### **Rural & Urban livelihoods :**

Our Mission is to create sustainable job opportunities and livelihoods in both **Rural and Urban** areas through manufacturing and marketing. **Our prime objective is to bring a bag of opportunities and livelihoods to every single district and taluka in India.**

### **Protecting our environment :**

Our Mission is to make such products that ensure **zero pollution** to air, water and soil.

### **Keeping farmers happy :**

Our Mission is to bring back the smiles on the face of every associated farmers by valuing their **agricultural products** and “**honouring their role as Earth’s guardians.**”