



Project author or developer:  
**KNIDS Green**

Where:  
**IN / India / Distretto di Patna**

Website:  
**[www.knidsgreen.in/index.html](http://www.knidsgreen.in/index.html)**

KNIDS GREEN Pvt. Ltd., registered as a Private Limited Company under The Companies Act, 1956, was founded by management professionals from the top B-Schools of India having wide experience in the field of agri-business and retailing.

It started its journey in January 2008, with a small outlet and a unique concept of selling vegetables through branded Refrigerated Push Carts under the brand name of Samriddhi. Since then, it has taken big strides towards achieving its goal of organizing the informal farm fresh supply chain by empowering street vendors and growers to achieve livelihood security, generate higher incomes, provide social security, and generate livelihood opportunities by creating market space, shopping malls, Bazaars and other market areas in order to connect street vendors and growers to the mainstream market.

Samriddhi is an initiative of KNIDS GREEN Pvt. Ltd. It was founded by management professionals from top B-Schools in India in the year 2007 with a small outlet and a unique concept of selling branded pre-packaged farm fresh produce through branded AC Push Carts under the brand name of Samriddhi.

Samriddhi focuses on mobilizing and organizing informal and fragmented vegetable sector (resource poor SMAL vegetable growers and vegetable vendors) of Bihar with the goal to create opportunities of Gainful and Dignified self -employment for urban and rural population, especially disadvantaged sections, ensuring sustainable livelihood, enriched environment, improved quality of life and good human values.

