

EXECUTIVE SUMMARY

Organic food is a myth in modern days ?, If someone is trying to be passionate on it and trying every possible to be organic – cannot success as a business ?, it is hypothetical dream and not a real ?, is it a trend or are there genuine buyers for such products ?

These visions may seem beyond reach or reaching dreams. In this case study of Saaraketha reveals that, we can in fact change the world in ways that seem unbelievable.

Saaraketha Holdings (Private) Limited is a dream of Mr. Prasanna Hettiarachchi who has an unshakable motivation to propel the innovation that is necessary for a society to tackle its most serious ills. Saaraketha works with rural farmer communities to find a new hope to cure the serious ills they face. This is through three pronged approach. Firstly, Saaraketha introduces high value with best quality organic foods to farmers and provides them with technical assistance and know-how of best agricultural practices in ethical manner. Secondly, by establishing a reliable and non-exploitive supply chain including global market place. Thirdly, by creating a brand for exotic organic products.

An integral part of Saaraketha business model is the formation of social networking, relationship and commitment with farmers. The idea has become well accepted among the rural farmers. In addition to more than two thousand five hundred small-holder farmers who are working with Saaraketha, an array of customers has sprung up to buy Saaraketha's products at a premium price.

Saaraketha is not just looking for an economically viable business model but is also engaged in new ideas and opportunities that positively impact agriculture, society and the environment. Saaraketha has proved that social entrepreneurial venture can operate economically viable business model, while retaining core environmental and social values.

The authors will be narrating the story of Saaraketha based on the qualitative and quantitative data collected. This will reflect how the social entrepreneurial traits with symbiotic relationship with farmers have resulted in achieving the sustainable community developments.

This case study will be constructed with the objective of learning the insights of how Saaraketha has been able to achieve economic viability, as well as environmental sustainability and social responsibility.