**Q&A with Yachneet Pushkarna, Founder of HARI:BOL**

 **From Hospitality Magazine**

**1. The Dairy industry has become very busy with lots of new brands propping up all over. How is HariBol different and what is your number one USP?**

*Between the humble farmer and aggressive FMCG companies, there are lakhs of dairy products and brands vying for a place on our kitchen shelves. However, since their marketing focus is always on the final product, information regarding the source of milk used for making the product and its purity, is often brushed under the carpet. And so, over the years this has become the norm. Have you seen any dairy product Ad talking about their milk source? At Haribol, we are trying to break this norm!*

*By creating a system of end-to-end traceability, we are empowering our consumers with real-time information about the source of the milk, health and stress levels of the cows, farm cleanliness, etc. Consumers can trace this info using just their smartphones! This is being done through a unique chain of technology interventions, imported from all over the world, making Haribol an industry-first technology-based experiential dairy. Such a transparent channel also enables consumers to validate our ethos of being a CRUELTY-FREE AHIMSA A2 Dairy.*

**2. In the institutional market, do you think niche brands have an advantage over mainstream brands?**

*In high-end restaurants across India, we are seeing a marked shift in raw material procurement policies post Covid. There is a growing focus on quality, Natural, Organic, A2 ingredients, due to an increased demand, global exposure and spending power of consumers in the premium segment. As an example, we have seen increased growth in orders from some high-end restaurants in Mumbai and Delhi, who have starting using our A2 Cow Ghee for many of their signature dishes and savouries. It is no secret that mass market brands can never match the quality of niche brands, but the growth in demand for such niche products only shows that trend is here to stay.*

**3. How do you address concerns about scalability and the ability to meet growing demand while maintaining your commitment to sustainability and organic practices?**

*For a sustainable dairy and organic farming model, it is important to illustrate the economic viability along with the environmental impact of the project. We are very happy to inform you that in our first cohort we have demonstrated both commercial success as well as positive environmental impact through our micro economic models in Gujarat, Maharashtra & Uttarakhand. While the per capita income of our dairy farmers has grown multi-fold, the positive impact on the soil has become a case study for City University of New York. We are now looking at replicating these models to create a sustainable macroeconomic network across the country, which can scale-up to meet the growing demand of our products.*

**4. How do you measure success beyond just financial metrics, and what kind of social or environmental impact goals do you set for your company?**

*Since Haribol is an initiative of Asia’s first UN awarded project for Rural Development and Environmental Sustainability, we have always been an organization with a climate-first, sustainability-first, farmer-first ethos. This has always been at the core of building our brand. Hence, our success matrix is always a measure of how many rural families have benefited from the project and the positive impact on soil/water quality in our farms. On the frontend, besides our goals on commercial suitability, our main success indicator is the brand trust factor i.e. do our customers come back for more and how well they react to a new products.*