



*Jerry Knecht founder NAI*

## Story of Jerry Knecht (founder NAI)

Bali Seafood International, a subsidiary of US based NAI, is a supplier of frozen seafood to North-American and European supermarkets & wholesalers.

As a seafood industry veteran in the US, with a reputation for innovation and strong insight into fishery management practices, Jerry Knecht, the founder of NAI moved to Bali, Indonesia in 2006 with a new business idea. The idea was to establish an integrated business model that helps meet the growing worldwide demand for responsibly harvested seafood and fair trade practices. Jerry has always been a strong believer in “Doing good by doing well” as it ensures the benefit of all stakeholders now and in the future.

By capturing fish quality at the source in under connected artisanal fisheries, while preserving the health of the fish stocks in the fisheries, protecting the perpetuity of fishers livelihoods and providing a high value certified sustainable product to developed markets. The integrated business model helps meet the growing worldwide demand for responsibly harvested seafood and fair trade practices.

Since then, BSI has been a leader in encouraging food safety standards in Indonesia, helped establish fishery improvement projects and piloted traceability initiatives to encourage sustainable fishery management practices.

## Aavishkaar (AFF) SME Profile

### North Atlantic Inc (NAI)



**AFF Investment Amount:**  
USD 2 million



**Sector:**  
Fisheries



### North Atlantic Inc. (NAI)

In partnership with the Indonesian government, the company has developed a fisheries project, which will re-configure the artisanal fisheries supply chain. The project includes building processing plants, ice-making and cold storage facilities – all close to the remote fishing villages, beginning with the island of Sumbawa, in eastern part of Indonesia. This project will procure fish directly from the artisanal fishermen, and in the process help reduce waste by as much as 40%, and also introduce a new transparent, pay for grade compensation system. AFF recognized the potential for such a commercially sponsored fishery management model and its investment will help fuel this project, and scale its impact to improve livelihoods of fisher families in Indonesia.



*Mario De Alwis one of the founders of Ma's Foods*

## Story of Mario & Suzette De Alwis (founders Ma's Tropical Foods)

Founded by Mario & Suzette De Alwis, Mas Foods is a well-known brand in Sri Lanka recognized for its suite of premium products, including processed foods, seasonings, spices and coconut derivatives, many being fair-trade and/or organic certified. Born out of the age old Asian custom of tasteful family recipes being passed down from mother to daughter, Ma's is a trusted supplier to many premium private label companies in the Netherlands and the rest of Europe and Japan, counting the likes of DOIT, FTO and GEPA. In Sri Lanka, the company has Nestlé, Unilever, The Colombo Hilton and Sri Lankan airlines in its list of customers.

In July 2016, the company celebrated its 30th anniversary, and as Mario recalls – it wasn't an easy journey. Having begun as a micro-industry with five employees in 1986 in Dambulla, then considered the country's second most under-developed region, Ma's today boasts of three manufacturing facilities, five brand families and a workforce of 300 people. Mario is a strong believer in inclusive business and the company has strong and supportive ties to the community and its people. Ma's helped organize farmers committed to sustainable agriculture into an associated named SafeNet (Small Farm Enterprise network), which supports the farmers in meeting international certification standards of free trade and organic agriculture. The company also provides free accommodation, meals and other facilities to most of their employees on campus in all their processing facilities. Today Dambulla is one of Sri Lanka's fastest growing towns and fast becoming the country's agribusiness capital, and the De Alwis family and Ma's has been an integrated part of this development

## Aavishkaar (AFF) SME Profile

### Ma's Tropical Fruit



**AFF Investment Amount:**  
USD 2 million



**Sector:**  
Food processing



### Ma's Tropical Foods

A family owned enterprise for 30 years, Aavishkaar Frontier fund, is the first external investor in Ma's Tropical Foods. With its deep commitment to empowering the community and improving livelihoods, Ma's is planning to set up its next processing facility in Northern Sri Lanka – an area worst affected by the ~30 year civil war. The company plans to be one of the first to tap into the vast agricultural potential of the region by working with war widows on farming, and will produce a new suite of products in that facility while creating value for the regions communities. If on target, in December 2016 the processing facility will open its doors to 75 direct employees and 150 downstream partners. With an excellent management team and a bold vision of becoming the country's first Organic & Fair Trade certified company to be listed, Aavishkaar has partnered with Ma's Tropical Foods on this journey.

# Dutch Good Growth Fund



Ministry of Foreign Affairs of the Netherlands

Dutch Good Growth Fund



## Story of Mr. Anisul Islam and Mr. Faizal Hamid (founders Cloudwell)

Bangladesh is one of the fastest growing markets in the world for Mobile Financial Services (MFS), adding more than 8 million subscribers in 2015. Between 2009 and 2012, while the country continued to witness substantial growth in both internet usage & increase in mobile money accounts, there is immense untapped potential for expansion of the suite of digital financial services that can be provided to these customers.

While leading the largest online merchant service provider company in the country, Mr. Anisul Islam learnt that most consumers (MFS users/credit card holders) are unwilling to use their credit cards & wallets online due to fear of info. being stolen, uncertainty of delivery & poor in-store experience. He shared this finding with his childhood friend, Mr. Faizul Hamid who had a diverse career in banking and together, they envisioned creating a platform that will provide consumers - seamless, secure online purchasing experience by bringing the online stores closer to them in their neighborhoods – via a retail network.

The company aspires to become the nation's multi-product single payment platform and with the investment from Aavishkaar Frontier Fund (in which DGGF has made an investment), they are set on the path to reach 30,000 agents in 2 years, with an intention to catalyze entrepreneurship and increase economic benefit to PayWell retailers and enhance ease and accessibility to financial services in urban and rural Bangladesh.

## Aavishkaar (AFF) SME Profile

### Cloudwell Limited



**AFF Investment Amount:**  
USD 2 million



**Sector:**  
Technology for development (Payments)



### Cloudwell Limited

PayWell is a first of its kind retail network in Bangladesh leveraging cutting edge technology to provide convenient transaction solutions to customers. A typical PayWell agent is a small shop in the neighborhood, where customers can use PayWell's point-of-sale (POS) system / mobile apps / web apps to buy mobile talk-time, pay utility bills, make bus/train ticket purchases, as well as conduct mobile banking activities. The company currently has a network of over 5,000 retailers across 37 of 64 districts in the country and its partners include some of the biggest telecom operators, the electricity board, railway authorities, and the two biggest mobile financial services providers – bKash & DBBL.