



NOOR AGRO GROUP

Established in 1993

PROFILE



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China Representative

Hainan Jinying Import and Export Company Ltd.

Hainan, China

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INTRODUCTION

Noor Agro Group (NAG) is for profit, non-sectarian and non-political, independent company established in 1993. The initial objective of the company was to actively contribute to the agriculture sector by providing certified wheat seeds to the farmers as well as provision of other agricultural inputs such as high quality fertilizers, agro machinery, farm irrigation instruments, and green houses, to name a few. The business partnership has gradually expanded to neighboring Tajikistan, Dubai and China. With the expansion of business, NAG's area of intervention and networking with the local farmers, other likeminded organizations, donors and local governance as well as line ministries has increased substantially. The major donors to NAG to date are: USAID, FAO, USDA, European Commission, Chemonics, IRD, ARD, PRTs, FAO, IFDC, PHDP, HLP, World Vision, Madera, Ministry of Agriculture and DACCAR. To date NAG has successfully implemented 24 projects in the agriculture sector.

VISION

NAG'S vision is to be a reliable, effective and innovative pioneer in the agricultural sector. The overarching vision is to assist in sustainable and economically viable agriculture practices and the process of food security efforts in Afghanistan.

MISSION

To empower the local farmers and marginalized sections of the society by providing them good quality seeds, machinery and training to boost their production and economy.

LEGAL STATUS

Noor Agriculture Group (NAG) is a legal entity and is registered with the Ministry of Commerce, the Islamic Republic of Afghanistan, bearing license number 15280, attached as Annex-1 to this document.

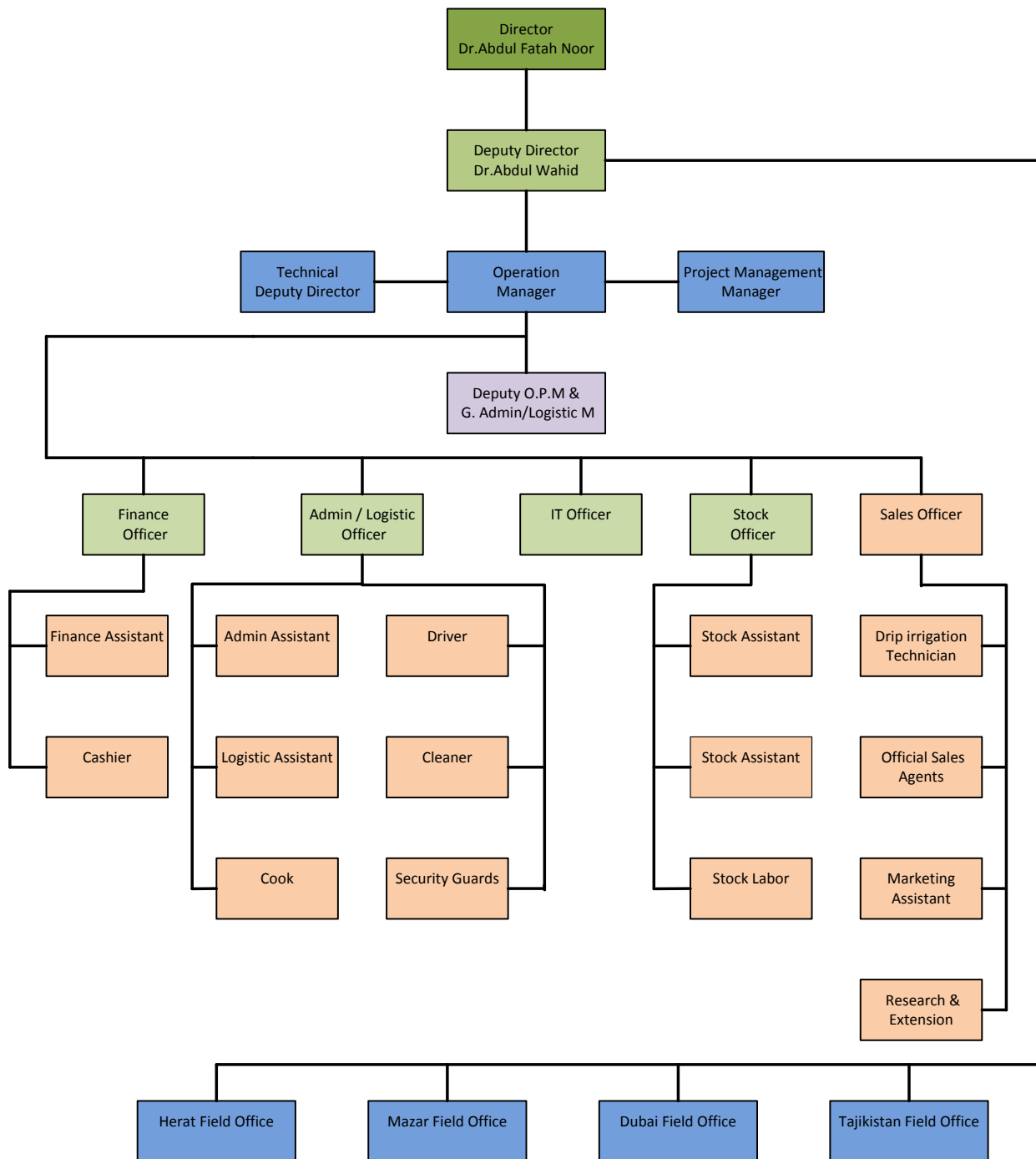
ORGANIZATION STRUCTURE

The Director of NAG is Dr. A. Fatah Noor and is the highest authority to set or dissolve policy. The director has the authority to decide on NAG's progress and expansion. He is supported by his deputy and a team of departmental managers. The managers are responsible for sales plans and project implementation. The departments consist of Sales, Administration and Human Resource, Finance, Operations, Communications and Outreach. The current staff strength totals to 50, inclusive of staff in Kabul and regional offices in Hirat and Mazar-e-Sharif.

NAG management brings many years of successful agro-based business experience and have made continuous progress since its establishment in 1993. The team comprises of managers, technical experts and sales representatives from across the country. NAG is considered a reliable Company because it is well positioned to implement big projects due to its experience and sustained relations with the line Ministries especially the Ministry of Agriculture, farmers in remote and far flung villages across Afghanistan.



NOOR AGRO GROUP ORGANIZATION CHART:



SERVICES

- Provision of certified seeds to farmers via different mechanisms:
Import and sale of cereal crops with particular focus to wheat seeds through agriculture depots established by NAG
- buying back the wheat harvest from the farmers with no middleman bottlenecks to farmers
- import and sale of other seasonal crop and hybrid vegetable seeds to farmers
- provision of agro based irrigation equipment such as sprinklers, drip irrigation
- green houses
- import and sale of fertilizers, herbicides, insecticides and fungicide
- provision of other farm based tools and equipments such as tractors with spare parts, threshers, shears, sprayer pumps, drip irrigation, green houses etc.
- regular training, mentoring and orientation to farmers prior to introducing any new product
- horticulture, orchard and nursery management, colonel root stocks
- provision of veterinary medicines, milking machines, animal feed/fodder
- Construction and rehabilitation of agro based canals, karizes, wells, protection walls and small scale dams to service the agriculture sector.

BRIEF ON AGRICULTURE DEPOTS

In the year 2007 with funding from USAID, NAG established 300 Ag Depots across 19 Provinces across the country. It was a positive step towards building a sustainable and progressive farming community. NAG's good relationship at the grassroots levels over the years was an asset in achieving the establishment of these depots. NAG provides agri-based inputs: crops and vegetable seeds, fertilizer, machinery and the depots are buying and selling hubs in the villages.



IN-COUNTRY PARTNER COMPANIES & MEMBERSHIPS

NAG envisions that for sustainable impacts of its efforts to promote and excel in the agriculture sector, it must promote membership of like minded companies and institutions. As a result, the following companies have joined NAG:

Company Consortium Membership

- 1) NoorHeraviBrothersCompany (NHBC)
- 2) Noor Agriculture Seeds Company (NASC)
- 3) SabzAndeshan Company (SAC)
- 4) Mazar-e SabzCompany (MSC)
- 5) Durukshan Agriculture and Social Association (DASA)

General Memberships

- 1) 300 Ag-Depots (rural farm stores) in 19 provinces
- 2) Approx 500 contract grower farmers in the rural area of Afghanistan

STRATEGIC ALLIANCES - REGIONAL AND INTERNATIONAL

In addition to a large in-country network, NAG has garnered support of regional and international partners and service providers in the region and in international markets. To build a sustainable business and for continuous business promotion, it is paramount to build partnership globally. With some of the companies NAG has a sole dealer agreement while with others NAG is a registered member.

- 1) US Agro-seeds
- 2) Bonanza –Seed USA
- 3) Hytic seed USA
- 4) Barenbrug – Holland
- 5) Bakker Brothers Holland Seed
- 6) HET Seed Company From United States of America
- 7) Valmont Center Pivot From United States of America
- 8) Jains Pipe from India
- 9) ARS shears from Japan
- 10) HYMATIC Sprayer Pumps From India
- 11) Member of American Seed Trade Association (ASTA)
- 12) Member of International Seeds Federation (ISF)
- 13) Member of Asia and Pacific Seed Association (APSA)

PAST PERFORMANCE AND ACHIEVEMENTS

NAG has continuously built its capacity in project management and worked towards improving the quality of service delivery. The Company has been recognized as a reliable partner in the agriculture sector by local farmers, donors, central, provincial and local government entities and line Ministries, Ministries of Agriculture Livestock and Irrigation, Finance and Commerce.



NAG imports certified seeds and agro based machinery and equipment and has linkages with markets for selling the products of the contract growers as direct marketing strategy from the farm gate to regional/international markets via its Dubai and Tajikistan offices.

NAG has good stocking capacity in three new large stocking facilities in Kabul city with the stocking capacity of more than 10,000 metric tons. In addition, four large stocking facilities are in Hirat province with a capacity of 15,000 metric ton, and one each facility in Balkh, Kandahar, Helmand, Jalalabad and Mazar-e-Sharif with a capacity of 5,000 metric ton. NAG also has storage facilities in the borders of Afghanistan, boarding Pakistan with the storage capacity of more than 10,000 metric tons of goods.

NAG has approx. 500 contract grower farmers in the rural areas of Afghanistan. Certified wheat seeds are supplied to these contract grower farmers annually on credit basis to grow the wheat seed under the direct supervision of NAG agronomists. Based on our contract with UNFAO during the harvest time, FAO has the right to certify or reject produced wheat seed by contract growers.

Some projects that were successfully implemented are summarized below:

No	Project Title	Description of Activities	Location Province/District	Client Name and Phone #	Start and End Dates	Subcontractor or Prime Contractor
Agriculture						
1	Provision of Two Wheel Tractors	Supplying of 2000 two wheel tractors & providing of trainings to the farmers	Kabul, Kunduz, Hirat&Mazar	IRD:0798 656 533	7 Feb 2011 to 15 June 2011	IRD
2	Provision of improved wheat seed	Provision of 18.5 metric ton of improved Wheat Seed	Kabul &Mazar	IRD: 0798 656 533	13 Dec 2010 to 31 Dec 2010	IRD
3	Provision of improved wheat seed	Provision of 149.5 metric ton improved Wheat Seed	Kabul &Mazar	IRD: 0798 656 533	13 Dec 2010 to 31- Dec 2010	IRD
4	Provision of improved wheat seed	Provision of 580 metric ton improved Wheat Seed	19 Northern provinces of Afghanistan	IRD: 0798 656 533	5 Oct 2010 to 31 Jan 2011	IRD
5	Provision of Two Wheel Tractors	Supply of 100 two wheel tractors & provision of training to farmers	Hirat province	IRD: 0798 656 533	5 Oct 30 Nov 2010	IRD
6	AVIPA PLUS	Goods Warehousing and Voucher Redemption	19 Provinces in the northern zone of Afghanistan	IRD: 0798 656 533	5 Oct 30 Nov 2010	IRD
7	AVIPA PLUS	Transportation of 8915 metric ton improved wheat Seed	19 Provinces in northern zone of Afghanistan	IRD: 0798 656 533	5 Oct 2010 to 15 Feb 2011	IRD
8	AVIPA PLUS	Provision and Transportation of 17830metric ton Urea and DAP 8915 metric ton	19 provinces in northern zone of Afghanistan	IRD: 0798 656 533	5 Oct 2010 to 15 Feb 2011	IRD
9	AVIPA PLUS HELMAND	Provision 9150 metric ton of DAP and Urea 7600 metric ton Fertilizers	Helmand province	IRD: 0798 656 533	Mar 2010 to April 2010	IRD
10	AVIPA PLUS HELMAND	Provision of 8.6 metric ton improved Seed	4 districts of Helmand province	IRD: 0798 656 533	Dec 2009 to Jan 2010	IRD
11	AVIPA PLUS HELMAND	Provision of Hybrid Vegetable Seed, DAP & Urea fertilizer	4 districts of Helmand province	IRD: 0798 656 533	Dec 2009to July 2010	IRD
12	Afghanistan voucher for increased production in agriculture (AVIPA PLUS)	Distribution of certified Wheat Seed and Fertilizer in villages and districts of 18 provinces of Afghanistan	In 14 districts of Hirat, 4 districts of Badghiz, 5 districts of Farah, 5 districts of Ghor, 7 districts of Faryab, 8 districts of Balkh, 3 districts of Jawzjan, 3 districts of Samangan, 4 districts of Sari-Pul, 4 districts of Kunduz, 6 districts of Baghlan, 8 districts of Takhar, 6 districts of Badakhshan, 3 districts of Bamiyan, 5 districts of Parwan, 11 districts of Kabul, 4 districts of Kapisa and 5 districts of Panjshir provinces.	IRD: 796110093	15 Oct 2009	IRD
13	Animal feed distribution program	Supply, storage and distribution of animal feed in Farah province	Center of Farah provinces	ARD/NW 708889893	5 April 2009 to 5 Sep 2009	ARD (US Company)
14	Afghanistan voucher for increased production in agriculture (AVIPA) III	Provision and distribution of DAP & Urea fertilizers to 5 provinces in north of KBL/Afghanistan	7 districts in Parwan, 5 districts in Kapisa, 5 districts in Panjshir and 7 districts in Kabul	IRD: 796110093	1 31 May 2009	IRD

No	Project Title	Description of Activities	Location Province/District	Client Name and Phone #	Start and End Dates	Subcontractor or Prime Contractor
Agriculture						
15	Ministry of Agriculture , Livestock and Irrigation (MAIL)	Spraying Pumps	Kabul	Ministry of Agriculture	25 Feb 1 May 2009	Ministry of Agriculture
16	Afghanistan voucher for increased production in agriculture (AVIPA) I & II	Distribution of certified Wheat Seed and Fertilizer in 14 provinces of Afghanistan	In 11 districts of Jozjan, 7 districts of Samangan, 3 districts of Hirat, 6 districts of Ghor, 4 districts of Faryab, 6 districts of Farah, 6 districts of Balkh, 3 districts of Badghiz, 5 districts of Sari-Pul, 7 districts of Badakhshan, 7 districts of Kundoz, 15 districts of Takhar, 15 districts of Baghlan and 7 districts of Bamiyan provinces.	IRD: 796110093	13 Oct 2008 to 31 May 2009	IRD
17	Animal Feed Distribution	Animal Feed Supply and Distribution	Helmand, Lashkargah and Kandahar, Center	ADP/SW 079651739	14 Jan 2007 to 10 May 07	Chemonics
18	Provision of Certified Wheat Seed and its Distribution	Supply of Certified Wheat Seed and Distribution	Helmand, Lashkargah	Crown Agents, UK 00442087106741	16 Sep 2008 to 30 Oct 2008	Crown Agents, UK
19	Certified Wheat Seed distribution	Supply of Certified Wheat Seed and Distribution	Helmand, Lashkargah and Nad Ali districts	British Embassy, Kabul	30 Sep 2008 to 15 Nov 2008	British Embassy, Kabul
20	Chemical fertilizer Distribution	Supply and Distribution of Chemical Fertilizers	Helmand, Lashkargah	ADP/S 079651739	16 Sep 2008 to 1 Nov 2008	Chemonics
21	Agro chemical distribution	Insecticides, Fungicides, Herbicides & Acaricide	Different provinces of Afghanistan	Different companies	January 2008	Different companies
22	Supply and distribution	Animal drugs and livestock services	Different provinces of Afghanistan	Different companies	January 2008	Different companies
23	Supply and distribution	Agriculture machinery	Different provinces of Afghanistan	Different companies	January 2008	Different companies
24	Agriculture protect technology	Establishment of Green houses equipped with Drip irrigation system	Different provinces of Afghanistan	Different companies	January 2008	Different companies
25	Certified Seeds/Chemical Fertilizer (Voucher)	Distribution of vegetable seeds and fertilizer	Northern Afghanistan	Different Provinces	2005	IFDC

AUDIT REPORTS

Initially audits were limited to internal records which were maintained manually in ledger books and files. With the rapid expansion of business, NAG adopted the Quickbooks system to track all its transactions. An internal as well as an external audit is conducted annually and records are maintained in NAG's central office in Kabul.

COMPANY ASSETS

With the growth of the company, its assets have also gradually increased over the years. NAG is constantly looking for opportunities to expand its presence in the agricultural sector. The major fixed assets are its office buildings and premises in Kabul and Hirat. Other assets include farm equipment and machinery, seeds and fertilizers stocked at different stocking facilities and vary at different periods due to rolling sales and stocking.

APPRECIATION LETTERS

NAG has been appreciated for its immense contribution in the agriculture sector from various donors and partners. The dedication of the Company to serve its clients consistently has been applauded. A few appreciation letters are attached, refer to Annex-2.

New:
 Renew:



Islamic Republic of Afghanistan
 Ministry of Commerce
 Business Licensing Department
 License for Business Corporation



Code Number: - -
 Number of License:

Name of the Business: GROUP ZERATI NOOR-LTD Year Established: 2010
 Date of Issuance: 14-03-2012

President		Vice President	
Name/ last Name:	<u>ABDUL FATAH</u>	Name/last Name:	<u>ABDUL MANED</u>
Father's name:	<u>NOOR UDIN</u>	Father's name:	<u>NOOR UDIN</u>
ID No. (Tazkera)	<u>90397</u>	ID No. (Tazkera)	<u>214287</u>
Nationality	<u>AFGHAN</u>	Nationality	<u>AFGHAN</u>
Address :Permanent:	<u>HERAT PROVINLE</u>	Address : Permanent:	<u>HERAT PROVINLE</u>
Present:	<u>KABUL CITY</u>	Present:	<u>KABUL CITY</u>
Business Address: <u>ARIANA MARKET</u> <u>DEH AFGHANA KABUL-AFL</u>		President:	Vice President
		Phone: <u>NO</u>	Phone: <u>NO</u>
		Mobile: <u>075209296</u>	Mobile: <u>0799305096</u>
		E-Mail: <u>'</u>	E-Mail: <u>'</u>
		Fax: <u>'</u>	Fax: <u>'</u>

Authorized Signature:

TIN:

This License is valid for one year from the date of issue

APPRECIATION LETTER

TO WHOM IT MAY CONCERN

This is to certify that Noor Agriculture Group (NAG) is a pioneering Company in the Agri-based industry of Afghanistan. NAG works through a consortium of 5 other companies that focus in the agriculture sector. The Noor Agri. Group have made immense contribution in the agri-business through import of good quality fertilizer, certified seeds and farm machinery to modernize agriculture practices to increase production. Their distribution capacity is well demonstrated through the projects the Company implemented either directly for the Ministry of Agriculture, NGOs and other donors that work closely with the Ministry.

The Company is well positioned and has demonstrated strong capacity in the import and distribution of large consignments of quality fertilizers, certified seeds, pesticides, herbicides and farm mechanization equipment. NAG works through a large network of farmers, sales representatives and 300 Ag. Depots they have established across the 34 Provinces of Afghanistan.

NAG's contribution in the distribution of fertilizers and seeds is highly appreciated as the farmers even in remote areas have access to these quality products through their well mobilized Ag. Depots, farmer sales representatives and extension workers. Through their large stocking facilities in Kabul, Hirat, Mazar, Kandahar and Jalalabad NAG is able to meet market demands and supply. In our observation NAG and its group of companies have delivered the services with speed and efficiency. MAIL's provincial offices across Afghanistan have appreciated the contribution made by NAG in meeting the needs of fertilizer, seeds and tools of farmers even in Provinces that are remote.

Abdul Ghani Ghuriani
Deputy Minister Technical Affairs
Ministry of Agriculture, Irrigation and Livestock
Islamic Republic of Afghanistan
Dated: 11th March, 2012

تقدیر نامه

مقام ولایت کابل و اداره زراعت این ولایت با در نظر داشت نتیجه بدست آمده و اظهار نظر دهاقین این ولایت از توزیع کود کمیای که در بهار سال جاری ذریعه انجمن زراعتی و اجتماعی درخشان، برادران نور هروی و دفتر IRD به همکاری مالی USAID درین ولایت صورت گرفته بود که باعث ازدیاد حاصلات زراعتی درین ولایت گردیده است، فلذا بخاطر توزیع مواد با کیفیت که از طریق انجمن زراعتی و اجتماعی درخشان توزیع شده بود این تقدیر نامه برایش تفویض شد.

Mr. Zabiullah Mojadedi, Kabul Governor and Mr. Ab. Karim Farzam Kābul – Agriculture President, Appreciates **DASA** that has distributed High Quality of Fertilizers, under **IRD** Project funded by **USAID** and caused increasments of the products.

تشکر

دوکتور ذبیح الله مجددی
سرپرست ولایت کابل

عبدالکبیر فرزام
رئیس زراعت آبیاری و مالداري
ولایت کابل





Accelerating Sustainable Agriculture Program (ASAP)



January 31, 2008

TO WHOM IT MAY CONCERN


This is to certify that Durukhshan Agriculture and Social Association (DASA) is a 100% private sector entity solely established to procure and supply quality agro-inputs through its network of 300 Rural Farm Stores (RFS), called AG-DEPOTS.

DASA has its HQ in Kabul with regional hubs in Herat, Charikar, Kunduz and Mazar from where it supplies agro-inputs to its RFS dealers located in 19 provinces of Kabul, Panjsher, Kapisa, Parwan, Bamyan, Wardak, Logar, and Ghazni in the Central Region; Balkh, Kunduz, Jawzjan, Faryab, Sari Pul, Samangan, and Baghlan in the Northern Region; and Herat, Farah, Ghor, and Badghis in the Western Regions.

DASA is a grantee to the ASAP project funded by USAID and currently sells more than 300 agro-inputs comprising of:

- Improved seeds
- Insecticides, fungicides, herbicides
- Fertilizers (both containing macro and micro nutrients)
- Tools and equipment

ASAP supports DASA and its dealers by providing technical advice, training in business management, proper use of various agro-inputs, and linking them with manufacturers and suppliers of agro-inputs both inside and outside Afghanistan to ensure that it procures and sells highest quality agro-inputs. DASA is striving to become one of the few private sector entities in the country engaged in agricultural development, thereby participating in the prosperity of Afghanistan. In this endeavor, it works closely with the Government, NGOs, donor funded projects, and farmers.


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