



What is MokshaYug Access (MYA)?

MYA is a commercial enterprise with a social conscience that strives to ensure income-certainty for rural Indian farmers while delivering positive returns to shareholders. The company conducts all of its Responsible Supply Chain management business under the MYA brand, and is the parent company for the consumer-facing Milk Route and Good Chain retail brands.

Where Does MYA Source Its Products?

MYA sources from over 15,000 farmers spanning 1,014 villages in 23 village clusters across a 4,200 km transport network through its Responsible Supply Chains.

What Are Responsible Supply Chains (RSC)?

Responsible Supply Chain (RSC) solutions business, map each and every piece of it. It is through our participation that we can influence the adoption of economically and socially responsible practices of stakeholders operating throughout the value chain.

At the very heart of MYA's RSC are the people at the first mile of the supply chain - the rural farmers. We build revenue certainty for our rural producers, make transformational increases to the quality of their produce and ensure that they receive fair value for their produce.

What are Clusters?

MYA organizes farmers into clusters consisting of a minimum of 2,500 farmers to supply the company with milk and produce. We invest significant resources in terms of people, services, yield improvement programs, procurement and cold storage infrastructure, and logistics to ensure that every farmer-centric rural cluster runs efficiently and effectively.

What Is Milk Route?

Drawing its name from the historic Silk Route trading network, The Milk Route encompasses a series of liquid milk products including:

1. Pasteurized Toned Milk (Shelf Life of 2 days)
2. UHT Toned Milk in pillow pouch pack (Shelf Life of 60 Days)
3. UHT Low Fat Milk in pillow pouch pack (Shelf Life of 60 Days)
4. UHT Toned Milk in Tetra Pack in pillow pouch pack (Shelf Life of 120 Days)
5. UHT Low Fat Milk in Tetra Pack in pillow pouch pack (Shelf Life of 120 Days)

What is the Golden Hour?

The “Golden Hour” the first hour after the milk is poured from the cow's udder during which it holds the highest possible levels of nutrient value and quality. MYA hygienically aggregates milk and produce from farmers within the first critical hour after collection to ensure maximum freshness.

How Does One Become a Milk Route Re-Seller?

Please visit the [Downstream section](#) of our website to contact a sales representative.



What is Good Chain?

Launched in 2012, MYA's Good Chain retail stores connect Bangalore shoppers directly with vegetable, fruit and milk farmers from the remotest Karnataka villages through the company's Responsible Supply Chain.

Good Chain stores stock only the freshest and highest quality local ingredients, are purely focused on regional agricultural products, and do not sell other products or consumables. Produce is also tagged with 'food miles' indicating the distance the item has travelled between the farmer to the city, and many items are time-stamped to verify freshness.

Where is the Good Chain Store?

The first Good Chain retail store can be found at Sarakki Main Road, JP Nagar 2nd Phase, Bangalore.

What Are MYA's Origins?

MYA was incorporated in October 2005 under the Companies Act, 1956 (No.1 of 1956) and the company is limited. The company launched operations in April 2006 and has continually developed a comprehensive model for wealth creation that incorporates upstream and downstream food production, processing, and sales operations.

What is MYA's Mission Statement?

To be the most trusted company in Rural Procurement by delivering profits to MYA's shareholders and by creating wealth for rural producers through efficient access to premium markets and transformational increases in the quality & quantity of their produce.

What Is MYA's Vision Statement?

To create robust rural economies, thereby enabling every rural citizen to access everything indispensable for human progress.

Key Officers:

Harsha Moily: Founder and CEO

Vishwanath Hegde: Chief Operating Officer - Upstream Business

Prasad Kumar: Head of Survey and Project Execution

Gurudatta Shenoy: Head of Accounts

Board of Directors:

Rohtash Mal on behalf of Khosla Impact Fund

Bharath Sessa

Raman Mangalorkar

Harsha Moily