

## **Entrepreneurship club of Poornima Foundation turned students Vision into reality: FARHOM**

**It's an online virtual grocer of fruits and vegetables developed with the assistance of expert faculty members of entrepreneurship club which offered them an array of resources to realize their dream.**

As the online retailing is speeding up in India, there are various new ventures coming up in e-retail sector. One of which is FARHOM catering to consumers in Jaipur city, an initiative by students of Poornima Group of Colleges (Jaipur), immensely supported by its established Entrepreneurship Club which proved a boon for them. With expert faculty guidance students are facilitated to exchange their ideas and creativity to either invent new ways of working on an old business or to create new business ideas. It is solely dedicated to encouraging, educating and nurturing entrepreneurial spirit in young budding graduates who aspire to run their own businesses. The club actively works together to promote learning and networking with other students to build high energy environment for smooth execution of new business ideas. One of their successful accomplishments is FARHOM. The club really helped them set up a strong back-end operational system which includes the purchase system, processing plant, and fine understanding of supply-chain management with good local network for carrying out delivery on time.

### **ABOUT FARHOM-**

Farhom is Rajasthan's first online vegetables and fruits market. It is an extensive online platform which offers a wide range of high quality exotic fruits & vegetables along with ice-creams, world-famous fruit cakes, fruit biscuits of Karachi bakery and noodles at affordable prices excluding the hassle of daily bargaining. It started operating in Jan 2015 and in a months' time it has already acquired decent number of customers in its kitty. Due to city's tiresome commuting, long working hours and a trend of online shopping which has become highly common among working professionals who prefer buying everything just a click away, also in order to avoid the inconvenience of standing in long queue, Farhom has the facility of home delivery service in Jaipur having Cash on Delivery (COD) option with maximum delivery time of 99 minutes only at your doorstep. It has different deals for large customer base like

- 100% replacement offer- if unsatisfied with the product or its quality.
- Introductory Coupons worth Rs 100/- for placing order through website (can be used once) valid for a week.
- Consumers can ask the delivery man for weighing machine to verify weight.
- "PRODUCT OF THE DAY" offer in which a specific item is on sale daily at almost half the market price i.e. SALE! SALE! SALE! So, if you're a value for money shopper then FARHOM is the right place.

The minimum purchase order is for INR 99/- and all products are on offer with guaranteed lowest price in Jaipur. Delivery time is between 7am to 10pm, 365 days a year and order can be placed either through phone or online at [www.farhom.com](http://www.farhom.com). The orders will be delivered on the same day at a cheaper rate than market price.

Currently this e-store caters to specific areas in Jaipur – Rajapark, Tilaknagar, Gurunanakpura, Adarsh Nagar, Jawaharnagar, Janta colony and plans to expand in near future as the business is really picking up. It's a student start-up initiative turning into a profitable venture with a vision to save time and make grocery shopping easier and convenient for consumers.

With good understanding of retail sector, market study, a bit of creative thinking and excellent customer service the founders of Farhom can really build up a great business. We wish them all the very best.

For more details visit-

[www.farhom.com](http://www.farhom.com)

Follow them on twitter at-

[www.twitter.com/farhomindia](http://www.twitter.com/farhomindia)

Like them on Facebook at-

[www.facebook.com/farhomstore](http://www.facebook.com/farhomstore)

Add them on google+ at-

[www.google.com/+farhomindia](http://www.google.com/+farhomindia)

**Place order now: (0141) 2624111**



Special Offer for students of  
Poornima Group of Colleges:  
Get discount of 7% with  
your ID-card.\*

Terms and Conditions

1. This coupon is only valid for orders above Rs. 200.
2. You can only use one offer at a time.
3. This coupon is only valid for one week.



The online quality store  
[www.farhom.com](http://www.farhom.com)

Welcome to Jaipur's First  
Online Fruits and Vegetables  
Megastore



Also Available



Fruit Biscuits from  
Karachi Bakery, Hyderabad



Vadilal Ice Cream



Get delivered within  
99 minutes



Order us at :  
[www.farhom.com](http://www.farhom.com)  
0141-2624111

Key Features

- Delivery time 99 min.
- Minimum order Rs. 99 only
- Free shipping with cash on delivery
- Guaranteed lowest price in Jaipur
- Order first time using our website to get coupon worth Rs. 100
- We provide one product each day at almost half of market price (product of the day)
- 100% replacement warranty for products if products are not fresh
- Fresh and best quality vegetables and fruits
- Delivery time 7am to 9 pm, 365 days a year
- Complete range of exotic fruits and vegetables at affordable prices
- You can ask the delivery man for weighing machine to verify the weight

Delivery Areas

Raja park, Aadarsh nagar, Tilak nagar,  
Jawahar nagar, Janta colony, Gurunanak pura



Order us at :  
[www.farhom.com](http://www.farhom.com)  
0141-2624111

\*Terms and Conditions apply.  
Images shown may be different from  
the original product.

**FARHOM TEAM**

**Sourabh Lakhmara –Co-Founder (Poornima Group of Institutions)**

He is pursuing Engineering from Poornima Group of Institutions, Jaipur in Electronics & Comm. Stream and aspire to be an innovator of things to help people. He always wanted to be an Engineer but since he felt himself to be more of a management guy... FARHOM was what he dreamt with friends/partners to lead a new business in right direction. He has managed and led groups till successful execution of their goals. He dedicates himself to work until completed, and try to motivate people with new agenda and ideas. For that also he joined an NPO (Non-Profit Organization) to enhance his public relation and assisting attributes. He's more of a geek but socializes too. His hobbies are reading and learning much about world, loves travelling around and has travelled almost every part of India. Because it's his belief that if you can't study then travel as much as you can.

**Satyendra Rao – Co-founder (Poornima Institute of Engineering & Technology)**

He is pursuing B.Tech from Poornima Institute of Engineering & Technology, Jaipur in Electronics and Comm. Stream and he thought of it since his childhood too. In FARHOM which is basically his everything now, he manages almost everything as he is the idea generator of the group. And also unusual for many, he loves politics and supports

AAP (Aam Aadmi Party) and even attend every assembly of AAP in Jaipur. A fun loving person who always find ways to crack laughter in mid of silence. He loves watching movies, reading good write-ups, loves his group too and spend a loads of time with them.

### **Praveen Kumar - Co-founder (Poornima College of Engineering)**

He is pursuing Engineering from Poornima College, Jaipur in Electrical Engineering, though average at studies, but he loves doing stuff. Technically he is the one putting brains behind the designs of the FARHOM. It is an amazing venture that they decided to bring in e-retailing. He handles marketing and relationship with people and also logically handles the financial and other strategies of FARHOM. Loves travelling and love adventures too. Though dedicated to his agenda, he likes to help people and spends a lot of time with friends and family.

### **Rakesh Kumar Yadav –Co-Founder (Pooenima Institute of Engineering & Technology)**

Currently pursuing B.Tech from Poornima Institute of Engineering & Technology, Jaipur in Computer Science. Being from a small town of Rajasthan, Sikar, he was completely directionless what to do in life. After his 12<sup>th</sup>, his father sent him to Jaipur to pursue Engineering. But he was not much interested in it; somehow he managed to carry it on. Then came the final year where everyone was rushing for placements, but placements also never fascinated him, in-fact engineering was never his passion. He was depressed about his life and was completely clueless about future.

As it is rightly said, “Don’t rush anything. When the time is Right, It’ll Happen.” Same thing happened; “Farhom” came into existence. It was a ray of hope for him earlier. Farhom is nothing but a technical idea that struck in their minds; it’s a startup of selling fresh veggies, biscuits chocolates etc. online. His hobbies are collecting coins, watching movies and riding bikes. He likes to help strangers.

1<sup>st</sup> of Jan, 2015 was the first day of their business and it went well, it has been a month and the business is gradually gaining success. They meet so many different people daily, some appreciate them, some motivate them, some laugh, some shout on their mistakes but what may be the condition they are very happy with it. May this startup “Farhom” be a huge success, so that they can prove others that “Believe in yourself, and the world will be yours?”