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WHITEPAPER

KESAR COIN

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Index

KESAR COIN

Saffron Backed Coin is an innovative cryptocurrency that uses blockchain technology to provide traceability for its users. It is a transparent and secure platform for users to transact with each other and also view their transaction history. The coin is backed by Saffron, an asset-backed token, and is designed to provide users with a secure and efficient way to store and transact digital assets. The traceability feature makes sure that all transactions are immutable and secure, while also providing users with full transparency.

PROBLEM STATEMENT

The saffron market faces multiple challenges such as traceability, adulteration, high cost, climate change and labor-intensive harvesting that impact the quality, availability, and price of the product and most importantly the trust of customer.

FACTORS OF FOCUS - Trace The Saffron Trail

Unlocking the potential of Blockchain for Traceability and Quality Assurance is the main objective of this whitepaper. Blockchain technology can potentially address some of the issues facing the saffron market, including:

Traceability: The quality and price of saffron depends a lot on where it is grown .Blockchain helps to track the origin and movement of saffron, ensuring that they are sourced from ethical and sustainable suppliers.

Adulteration: By recording the entire supply chain on a transparent and immutable ledger, blockchain can ensure that the saffron is genuine and has not been adulterated.

High Cost: Blockchain can potentially reduce the cost of transactions and eliminate intermediaries, such as brokers or middlemen, who increase the cost of saffron. This can make it more affordable for consumers, while also providing a fairer price to saffron farmers.

Climate Change: Blockchain can help to track the environmental impact of saffron production and consumption. By recording carbon emissions, water usage, and other environmental data on a blockchain, it can help saffron producers to adopt more sustainable practices and reduce their carbon footprint.

Labor Intensive: Blockchain can be used to create a decentralized marketplace for saffron, connecting producers directly with consumers. This can reduce the need for intermediaries and potentially increase the income of saffron farmers.

Political Instability: Blockchain can provide a secure and decentralized platform for saffron trading, which is resistant to political instability and censorship. This can help to stabilize the saffron market and ensure a consistent supply of saffron.

Overall, blockchain technology has the potential to create a more transparent, efficient, and sustainable saffron market by addressing some of the key challenges facing the industry.

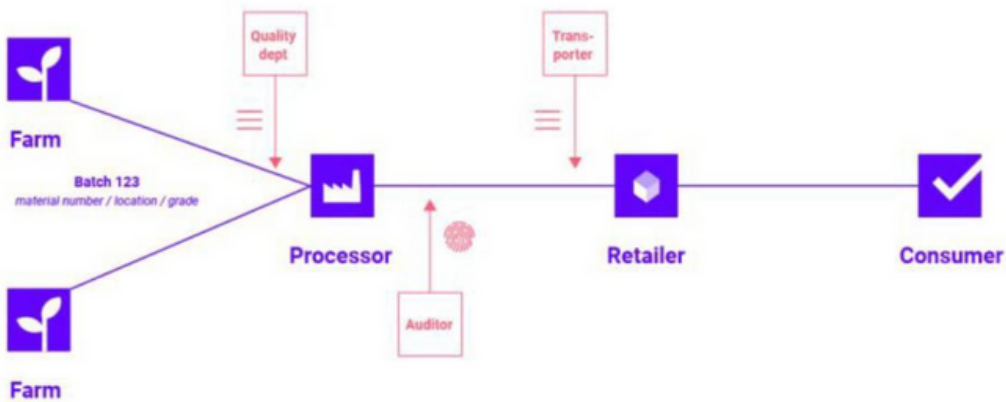
SCALE OF BUSINESS OPPORTUNITY

Saffron, the most expensive spice in the world, is highly prized for its unique flavor, fragrance, and medicinal properties. Due to its high value, there is a considerable risk of fraud and counterfeiting in the saffron industry. However, by integrating blockchain technology into the supply chain management of saffron, it is possible to enhance transparency, traceability, and authenticity of the product.
Blockchain is a decentralized, distributed ledger technology that enables secure and transparent transactions. It is immutable, meaning that once a record is added to the blockchain, it cannot be altered or deleted. This makes it an ideal technology for creating a tamper-proof record of the saffron supply chain.
By integrating blockchain into the supply chain management of saffron, it is possible to create a digital ledger of all the transactions that take place throughout the supply chain, including the production, processing, packaging, and distribution of saffron. This ledger can be accessed by all the stakeholders in the supply chain, including farmers, processors, distributors, retailers, and consumers.

THE MAGNITUDE OF SCALE

The saffron market is primarily driven by the increasing demand for natural and organic food products, as saffron is widely used as a natural colorant, flavoring agent, and medicinal herb. The market is also driven by the rising popularity of traditional and gourmet cuisines, as well as the increasing demand for high-quality saffron in the pharmaceutical and cosmetic industries. However, the market growth is hindered by the high cost of saffron, as well as issues related to adulteration.

According to a report by IMARC Group, the global saffron market size was valued at around USD 932 million in 2020. The report also forecasts that the market is expected to reach a value of USD 1.42 billion by 2026, growing at a CAGR of around 6.5% during the forecast period (2021-2026).



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TOKENOMICS

Tokenomics is a term used to describe the economic principles behind the creation, distribution, and use of tokens on a blockchain platform. When it comes to integrating blockchain supply chain management for traceability of saffron, tokenomics can play a vital role in incentivizing and rewarding participants for their contributions to the supply chain.

INTRODUCING KESAR COIN - The Value Metric Of The Coin

We have decided to release a token named Kesar Transparency Coin as a ticker. The utility token will allow a smooth expereince for all participating members of the ecosystem.

When it comes to integrating blockchain supply chain management for traceability of saffron, a utility token can be used as a means of incentivizing and rewarding participants for their contributions to the supply chain. Utility tokens are digital tokens that are issued on a blockchain platform and can be used to access goods or services within that platform's ecosystem.

Here are some ways in which a utility token can be used in the saffron supply chain management system:

- Rewarding farmers: Saffron farmers can be rewarded with utility tokens for producing high-quality saffron. These tokens can be used to purchase goods and services within the saffron supply chain ecosystem or exchanged for other cryptocurrencies or fiat currencies.

- Tracking the supply chain: Utility tokens can be used to track the saffron supply chain from the farm to the consumer. Each participant in the supply chain can be rewarded with tokens for their contributions to the process. This can include farmers, processors, distributors, and retailers.

- Quality control: Utility tokens can be used to incentivize quality control measures within the saffron supply chain. For example, processors can be rewarded with tokens for ensuring that saffron is free of contaminants and meets quality standards.

- Building a community: Utility tokens can be used to build a community around the saffron supply chain. This can include consumers who are interested in learning more about the origins of their saffron and the farmers and processors who produce it. By building a community around the saffron supply chain, it is possible to create a sense of trust and transparency.

- Transparency and accountability: Utility tokens can be used to incentivize transparency and accountability within the saffron supply chain. Each transaction on the blockchain can be recorded using tokens, which can be used to verify the authenticity of saffron products and ensure that all participants in the supply chain are held accountable for their actions.

Overall, a utility token can play an important role in incentivizing and rewarding participants in the saffron supply chain management system. By creating a token-based economy, it is possible to increase transparency, accountability, and trust in the saffron industry, while also promoting quality control and rewarding participants for their efforts.

TOKENOMICS - Touching Aspects

SECURING THE NETWORK

The Kesar network offers a unique opportunity for companies using our ERP and supply chain management tools. They can cover their subscription fees by using Kesar at a reduced price compared to FIAT. This creates a strong incentive for companies to become validators and secure the network, while simultaneously promoting decentralization.

SUBSCRIPTION FEES

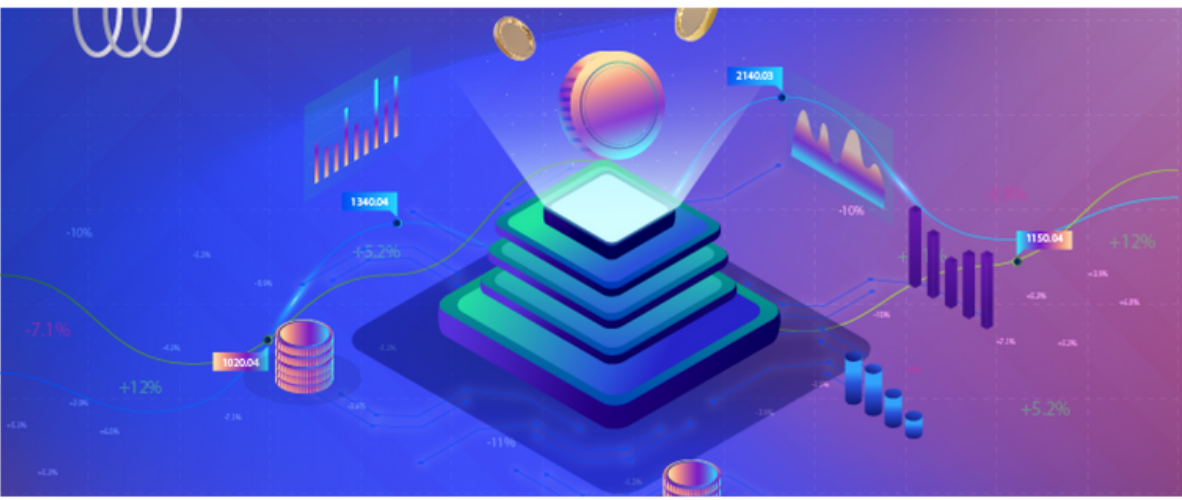
By staking Kesar as validators, companies can earn rewards while contributing to the network's security. This results in a mutually beneficial relationship, where companies can reduce their subscription fees and contribute to the network's decentralization. The Kesar Network uses a Proof-Of-Stake consensus mechanism with the Kesar Transparency Token as the native asset. Validators will have to stake their Kesar to be able to approve transactions and be rewarded for securing the network. The subscription fees to the platform will be in according the the product quantity, supply, validation for the quality assurance and the transport distribution network scale.

AVAILABILITY

We have chosen Elrond as the foundation for the Kesar Network due to their dedication to making blockchain technology accessible to everyone. The Maiar Mobile wallet, which enables users to exchange funds with just a herotag, is a perfect example of their user-friendly approach to decentralized finance.
By integrating Kesar into the Maiar wallet and working with multiple exchanges to support its use, we aim to provide a seamless and intuitive experience for anyone with a smartphone to buy and spend Kesar. Our goal is to make Kesar a widely used and trusted token in the organic farming industry and beyond.

REWARD SYSTEM

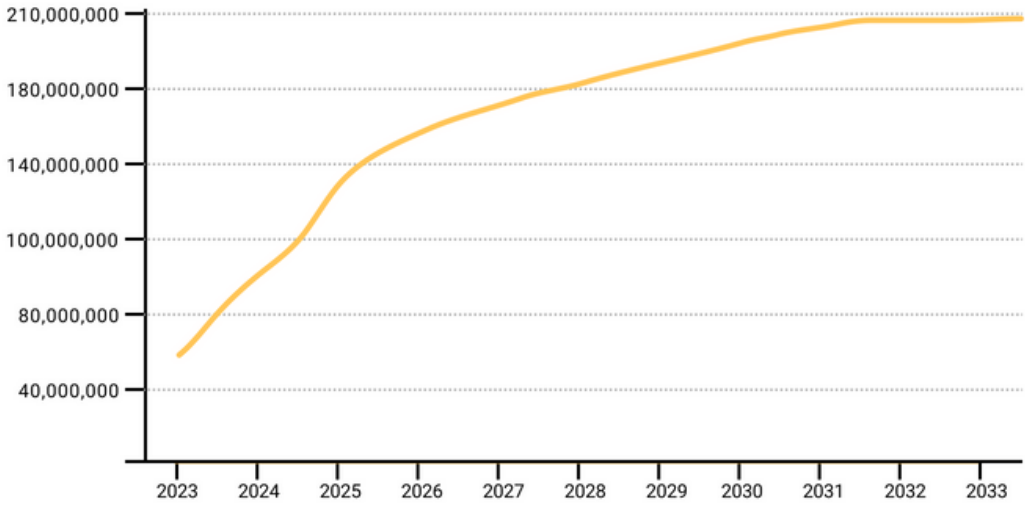
KesarCoin provides benefits to both community members and consumers. Through our reward system, users can receive tokens based on their purchases and support of the companies participating in the Kesar network. In addition, retailers can choose to become validators or stake their KesarCoin to a validator owned by a company they want to support, which offers additional benefits and staking rewards.



TOKEN SUPPLY

A LIMITED SUPPLY OWNED BY THE COMMUNITY

***INITIAL SUPPLY*: 180,000,000 KESAR COIN**
***TOTAL SUPPLY*: 210,000,000 KESAR COIN**



SUPPLY LOGIC - Hard Cap And Soft Cap

The Kesar Coin Transparency Token has a hard cap of 210,000,000 to allow the token to gain value as the project gains adoption and there reward early supports. The total supply was decided to allow a vast distribution while being seen as valuable token even if held in a smaller amount.

The project involves a total market size of 210 million units of saffron agricultural produce per year, and the tokens are designed to be used as a means of payment for goods and services on the platform, the maximum supply of tokens with rgard to this must be set at 210 million Kesar Coins. As it is important to consider the demand for the tokens from various stakeholders, such as farmers, distributors and retailers. For instance, taking into consideration that there are 10,000 farmers on the platform, and each farmer selles an average of 30 units of produce per year, the demand for the tokens from the farmer alone could be 300,000 Kesar Coins. Similarly, if there are 100 distributors and retailers on the platform, and each distributor and retailer transacts an average of 5000 units of produce per year, the demand for the tokens from the dsitributors and retailors would be 500,000 units.
Considering the above factors, the maximum supply of the tokens for Kesar Coin could be set at 210 million units, This would provide enough tokens to meet the demand of all the stakeholds while maintaining the value of the token.

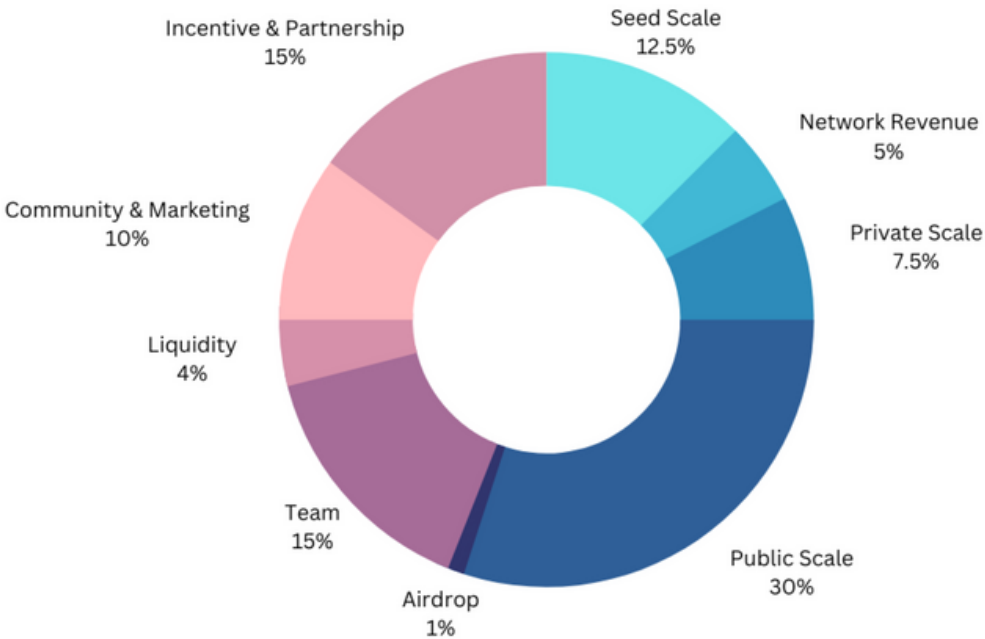
The initial supply will be 180,000,000 Kesar Coins with over half being locked through vesting periods that will be discussed on page 6.

The total supply will be reached after a 10 year period where the transaction volume should suffice to incentive valudators to stay active through the utility token.

TOKEN DISTRIBUTION

A COMMUNITY OWNED TOKEN

When it comes to token distribution among token holders for a saffron supply chain management based on blockchain, it is important to consider factors such as the purpose of the token, the number of tokens available, and the role of each participant in the supply chain.



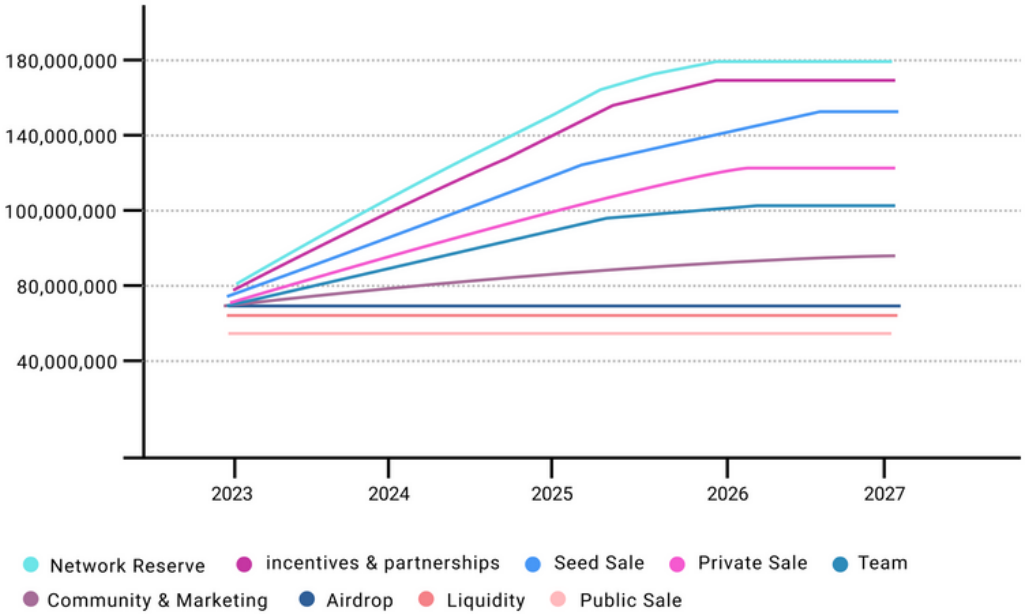
DISTRIBUTION LOGIC

After drawing inspiration from successful projects with healthy tokenomics, we have decided to allocate 50% of KesarCoin's supply to both institutional and retail investors, with a significant focus on the latter. We firmly believe that to achieve a truly decentralized network, the supply needs to be distributed as widely as possible.

In our long-term goal of achieving full decentralization of the Kesar network, we have earmarked 30% of the supply for retail investors and community members. This creates a strong foundation for the voting power of the Kesar community for years to come.

While the seed and private sale phases offer KesarCoin at a more favorable price, we have established a vesting period to reduce exposure to high sell pressure while creating a steady stream of liquidity for new participants.

TOKEN VESTING



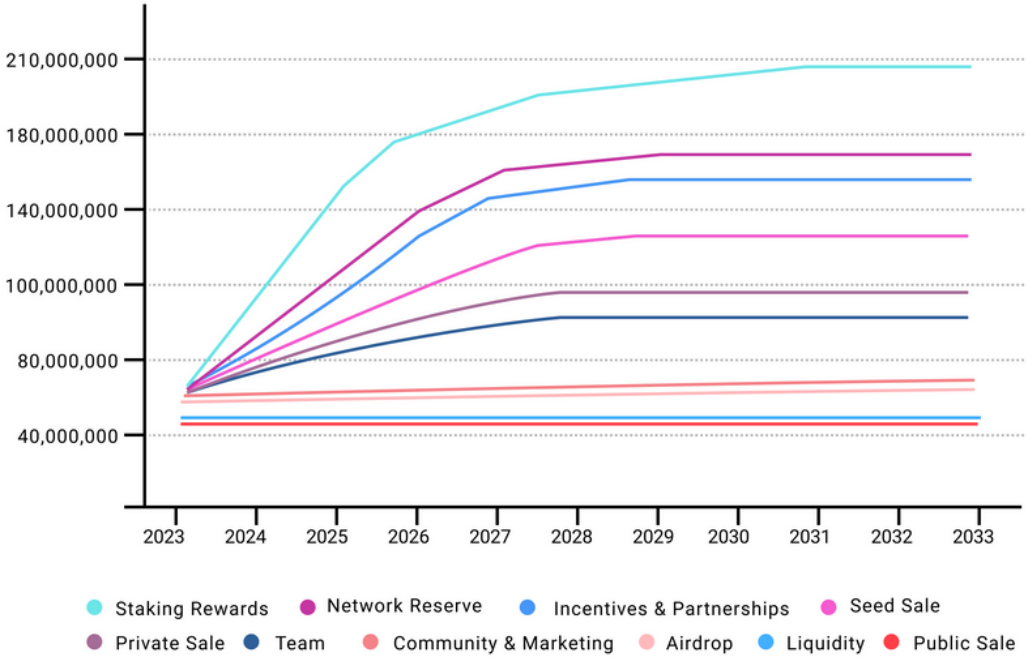
CLIFF AND VESTING PERIODS

We are excited to announce that the KesarCoin public sale has a fair distribution model, as illustrated in the graph and table below. Unlike some projects that have a distribution cliff or vesting schedule, we believe in giving the community immediate access to their tokens so that they can start trading, staking, and using them right from the launch date.

To ensure a healthy growth of the Kesar network, the remaining tokens will be distributed over a vesting period. This approach will help mitigate the potential negative impact of large amounts of tokens flooding the market and provide a steady stream of liquidity for new participants. Moreover, we plan to leverage the liquidity of Elrond's native token (EGLD) to enable a decentralized exchange for KesarCoin, creating additional opportunities for our community.

	% initial supply	% total supply	Tokens	Cliff	Vesting
Seed sale	12.5%	9.38%	18,750,000	12 months	5% monthly
Private sale	7.5%	5.63%	11,250,000	6 months	5% monthly
Public Sale	30.0%	22.50%	45,000,000	N/A	N/A
Airdrop	1.0%	0.75%	1,500,000	TBA	TBA
Team	15.0%	11.25%	22,500,000	N/A	3% monthly
Liquidity	4.0%	3.00%	6,000,000	N/A	N/A
Community & Marketing	10.0%	7.50%	15,000,000	N/A	10% for 3 months
Incentives & Partnerships	15.0%	11.25%	22,500,000	N/A	2% monthly
Network Reserve	5.0%	3.75%	7,500,000	N/A	2% monthly

STAKING DISTRIBUTION



STAKING REWARDS

The Kesar Network incentivizes validators to secure the blockchain by rewarding their efforts. Validators can earn rewards from two sources:

- The remaining 50,000,000 KesarCoins, which are distributed gradually to early validators to encourage decentralization.
- The 90% of all transaction fees, which are allocated to validators to increase their returns as more transactions take place on the network. This rewards system aims to foster a strong and secure blockchain network that benefits all participants.

STAKERS

In addition to active validators, Kesar network users who delegate their tokens to a validator will also receive rewards. These rewards are based on the revenue generated by the validator, minus fees. This system allows any user to participate in the network and receive tokens for doing so, making the network more accessible and decentralized.

EXPECTED RETURNS

In addition to active validators, Kesar network users who delegate their tokens to a validator will also receive rewards. These rewards are based on the revenue generated by the validator, minus fees. This system allows any user to participate in the network and receive tokens for doing so, making the network more accessible and decentralized.

COMPLIANCE AND REGULATION

Compliance and regulation are essential components of any successful utility token project. In most jurisdictions, utility tokens are subject to regulatory oversight, particularly when they are offered to the public as part of an Initial Coin Offering (ICO).

In India, the regulatory landscape around utility tokens and cryptocurrencies is still evolving, and there is currently no clear regulatory framework for utility tokens. However, the Reserve Bank of India (RBI) has issued several statements warning the public about the risks associated with cryptocurrencies and utility tokens.

In 2018, the RBI issued a circular that prohibited regulated entities from dealing with cryptocurrencies and providing services to any individual or business dealing with cryptocurrencies. This circular was later challenged in the Supreme Court, which in 2020 struck down the circular, allowing cryptocurrency exchanges and businesses dealing with cryptocurrencies to operate in India.

While the RBI circular has been struck down, utility token issuers and businesses dealing with cryptocurrencies in India are still subject to a range of regulatory and compliance requirements. For example, they must comply with the Prevention of Money Laundering Act (PMLA) and the Foreign Exchange Management Act (FEMA), which require them to follow AML/KYC norms and report suspicious transactions.

In addition, the Securities and Exchange Board of India (SEBI) has issued guidelines on the issuance of digital tokens, which apply to utility tokens as well. The guidelines require issuers to disclose information about the project, the token, and the risks associated with investing in it. They also require the issuer to conduct due diligence on investors and obtain necessary approvals from regulatory authorities.

Implementing a blockchain solution in the saffron market would require compliance with various regulations and standards, including:

Data privacy regulations: Compliance with data privacy regulations of a country like The Digital Personal Data Protection Bill, 2022 of India, the European Union's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) needs to be adhered.

Food safety regulations: Saffron producers would need to ensure that their product meets food safety standards, such as those set by the India FSS Act, US Food and Drug Administration (FDA) or the European Food Safety Authority (EFSA). The blockchain solution should provide traceability and transparency in compliance with food safety regulations.

Intellectual property rights: The blockchain solution should not infringe on any intellectual property rights, such as patents, trademarks, or copyrights.

Certification and audit standards: Compliance with various certification and audit standards, such as the ISO 22000 food safety management standard or the Fairtrade certification standard may be needed.

THANK YOU