

Slide 1: Blank

Slide 2: Problem Statement

India has approximately 150 million farmers, with 85% owning less than 5 acres of land

The Problem: A Massive Industry, Yet Farmers Struggle

- > Small Lands – 85% own less than 5 acres, limiting growth opportunities.
- > Language Barriers – Limited access to crucial farming knowledge and training.
- > High Equipment Costs – Modern machinery is too expensive for most farmers.
- > Low Earnings – Average farming household income is just ₹10,218/month.
- > Wasted Resources – Seasonal farming leaves land and equipment idle for months.
- > Lack of Banking Access – Farmers rely on informal lenders with exorbitant interest rates.

Slide 3:

Solution - ModernKisan Platform(India's first ai kisan mitra enabled integrated platform)

- An integrated "all-in-one" AI-integrated digital platform addressing multiple farmer challenges simultaneously
- Combines equipment marketplace, knowledge hub, direct market access, financial services, and resource optimization
- AI-powered voice agent "Kisan Mitra" enabling voice-based platform navigation in 10+ regional languages
- AI-based crop price estimator providing future price predictions and market insights
- Eliminates the need for multiple apps with a unified interface tailored for farmers
- Available in multiple vernacular languages to ensure accessibility across regions

Slide 4: Market Size

And some more info --

- Indian farming market valued at ₹30,314.1 billion (USD 372.94 billion) in 2024
- Projected to reach ₹66,270.7 billion by 2033
- Robust CAGR of 8.63% from 2025 to 2033
- Over 1,554 agritech startups operating in India as of February 2024
- Significant increase in investment in agritech, with tenfold growth in the past three years

Slide 5: Need Analysis

- Indian agriculture contributes 30.23% to Gross Value Added, up from 24.38% in 2015
- Annual sector growth rate of approximately 5% between 2017 and 2023
- Two-thirds of population involved in rural economy, with over 58% dependent on agriculture for livelihood
- Less than 4% of Indian farmers currently implementing modern sustainable farming practices
- Rising smartphone usage in rural areas creating opportunity for digital platform adoption
- Government support through Digital India initiative enhancing rural connectivity
- Increasing recognition of agritech startups (2,800+ recognized by Startup India)
- Growing adoption of precision farming techniques, drones, and innovative cultivation methods
- Shift toward digital payments, formal credit, and insurance in agricultural sector

Slide 6: Services Offered

Services Offered

Kisan Mitra - AI Voice Assistant:

- Voice-based navigation of the platform in 10+ regional languages
- Accessible for farmers with limited literacy or digital skills
- Answers agricultural queries
- Facilitates transactions and service access through voice commands

AI Crop Price Estimator:

- Machine learning algorithms predicting future crop prices
- Analysis of historical data, weather patterns, and market trends
- Personalized selling recommendations based on price projections
- Risk assessment tools for crop selection and market timing

Equipment Marketplace:

- EMI payment options, insurance coverage, and doorstep delivery
- Trading platform for second-hand equipment
- Equipment rental service for temporary needs

Knowledge Hub:

- Vernacular masterclasses on modern farming techniques
- Training modules on advanced techniques (hydroponics, drone farming, smart agriculture)
- Access to expert advice and best practices
- Community forums for knowledge sharing

Direct Market Access:

- Commission-free platform for buying/selling
- C2C marketplace connecting farmers directly to buyers
- Elimination of middlemen to increase profit margins

Slide 7: TAM, SAM, SOM Analysis

Total Addressable Market (TAM):

- 99,689.0 Billion in 2024 - entire Indian agricultural market
- 150 million farmers across all states and territories

Serviceable Available Market (SAM):

- Farmers with smartphone access and internet connectivity
- Estimated at 45-55% of total farmers (approximately 70-80 million)

Regions with better digital infrastructure and literacy

Serviceable Obtainable Market (SOM):

- Initial target of 5-8 million farmers in Year 1
- Focus on state are with higher technology adoption rates
- Smallholder farmers (less than 2 acres) as primary target segment
- Early adopters interested in agricultural technology solutions

Slide 8: Go-To-Market Strategy**Phased regional rollout:**

Phase 1: Launch in 3 states with strong digital infrastructure and progressive farming communities

Phase 2: Expansion to 10 additional states

Phase 3: Pan-India presence

Strategic partnerships:

- Agricultural extension services for farmer education and outreach
- Financial institutions (SBI, NABARD, NBFCs) for integrated financial services
- Equipment manufacturers for marketplace inventory and special offers
- Local agricultural universities for knowledge content
- Weather data providers and market intelligence firms for AI price estimator

Customer acquisition:

- Digital literacy programs in target communities
- Farmer field demonstrations and training camps
- Village-level "Digital Champions" as platform ambassadors
- Success stories and testimonials from early adopters
- Referral incentives for existing users
- Voice assistant demonstrations showcasing Kisan Mitra

Localization strategy:

- Content and services in 10+ regional languages
- Region-specific crop advice and market information
- Adaptive UI for varying levels of digital literacy
- Cultural adaptation of AI voice assistant personalities

Slide 9: Revenue Streams

----- ppt

<https://www.canva.com/design/DAGiceXeQ4s/fMLSpuyuiiCwGcLwfladJg/edit>

Slide 11: Growth Plan -

Phase 1 (Year 1)

Platform Development:

- Launch core features: equipment marketplace, basic knowledge hub
- Beta release of Kisan Mitra voice assistant in 3 languages
- Initial version of AI crop price estimator for 5 major crops
- Mobile-first approach with offline functionality
- Support for 3 regional languages initially

Geographic Focus:

- Pilot in 4 states: Punjab, Haryana, Bihar, Uttar Pradesh and mp
- Target 100 districts with strong agricultural activity
- Aim for 1 million active users by end of Year 1

Strategic Initiatives:

- Initial partnerships with 2-3 major financial institutions
- Onboarding of 200+ equipment dealers
- Development of 100+ vernacular training modules
- Establishment of 500 village-level "Digital Champions"
- Data collection infrastructure for AI model training

Key Performance Indicators:

- Monthly active users (MAU)
- Transaction volume on marketplaces
- User engagement with knowledge hub
- Voice assistant adoption rate
- Accuracy of price predictions

Slide 12: Growth Plan - Phase 2 (Years 2-3)

Platform Enhancement:

Introduction of premium subscription model

Launch of financial services marketplace

Enhanced AI capabilities for personalized recommendations

Kisan Mitra expansion to 7+ languages with advanced functionality

Crop price estimator coverage expanded to 15+ crops with improved accuracy

Integration of IoT sensors for advanced farming insights

Support for 10+ regional languages

Geographic Expansion:

Expansion to 10 additional states

Coverage of 300+ districts across India

Target of 8-10 million active users by end of Year 3

Strategic Initiatives:

Deeper integration with financial services providers

Launch of mobile app with advanced offline capabilities

Establishment of ModernKisan support centers in key agricultural hubs

Development of predictive analytics for crop planning and pricing

Voice-based transaction capabilities for Kisan Mitra

Key Focus Areas:

Scaling customer support infrastructure

Enhancing data analytics capabilities

Optimizing unit economics

Building strategic partnerships across the agricultural ecosystem

Improving AI model accuracy and training efficiency

Slide 13: Growth Plan - Phase 3 (Years 4-5)

Platform Maturity:

Pan-India presence across all agricultural states

Comprehensive suite of services covering entire agricultural value chain

Advanced data analytics offering predictive insights

Full integration with government schemes and services

Kisan Mitra available in all major Indian languages

AI price estimator with 90%+ accuracy for 30+ crops

Expansion Initiatives:

Exploration of international opportunities in similar agricultural markets (South Asia, Africa)

Diversification into additional agricultural services

Development of specialized vertical solutions for different crop categories

Enhanced fintech offerings including digital banking for farmers

Expansion of AI capabilities to include pest detection and yield prediction

Strategic Positioning:

Establish ModernKisan as the dominant digital platform for Indian agriculture

Target of 25-30 million active users by end of Year 5

Preparation for potential IPO or strategic acquisition

Creation of ModernKisan Foundation for agricultural research and innovation

Future Growth Vectors:

Climate-smart agriculture solutions

Sustainable farming certification and marketplace

Supply chain integration with food processing industry

Carbon credit marketplace for sustainable farming practices

Advanced AI-driven agricultural decision support systems

Slide 14: Implementation Challenges & Mitigation

Digital Literacy Barriers:

Challenge: Limited technological familiarity among target users

Mitigation: Voice-first interface with Kisan Mitra, intuitive UI/UX design, village-level training programs

Rural Infrastructure Limitations:

Challenge: Poor internet connectivity and unreliable electricity

Mitigation: Offline functionality for critical features, low-bandwidth optimization, partnership with telecom providers

AI Performance Accuracy:

Challenge: Ensuring reliable crop price predictions and voice recognition in diverse dialects

Mitigation: Continuous model training, phased rollout of features, transparent confidence levels for predictions

Trust and Adoption Issues:

Challenge: Resistance to new platforms and digital transactions

Mitigation: Transparent operations, secure payment systems, local community champions, early success stories

Financial Constraints:

Challenge: High initial development and customer acquisition costs

Mitigation: Phased rollout approach, focus on high-value services first, strategic partnerships to share costs

Regional Variations:

Challenge: Diverse agricultural practices, languages, and needs across regions

Mitigation: Localized content and features, regional partnerships, adaptive service offerings, dialect-specific voice training

Data Security Concerns:

Challenge: Ensuring protection of sensitive farmer data

Mitigation: Robust data protection policies, secure infrastructure, transparent data usage guidelines