

अश्वत्थामा

~Ashwatthama

for Jawan to become किसान

Youth Disinterest

Yield Loss & Nutrient Deficiency

Profitability & Empowerment

Lack of Trends & Market Insights

Rural youth prefer not to be farmers: Survey

Youth in rural India are often forced to work in their family farms, but they prefer joining the army or becoming engineers, teachers or nurses, the survey shows

Home > India > Karnataka >

'Youth losing interest in agriculture'



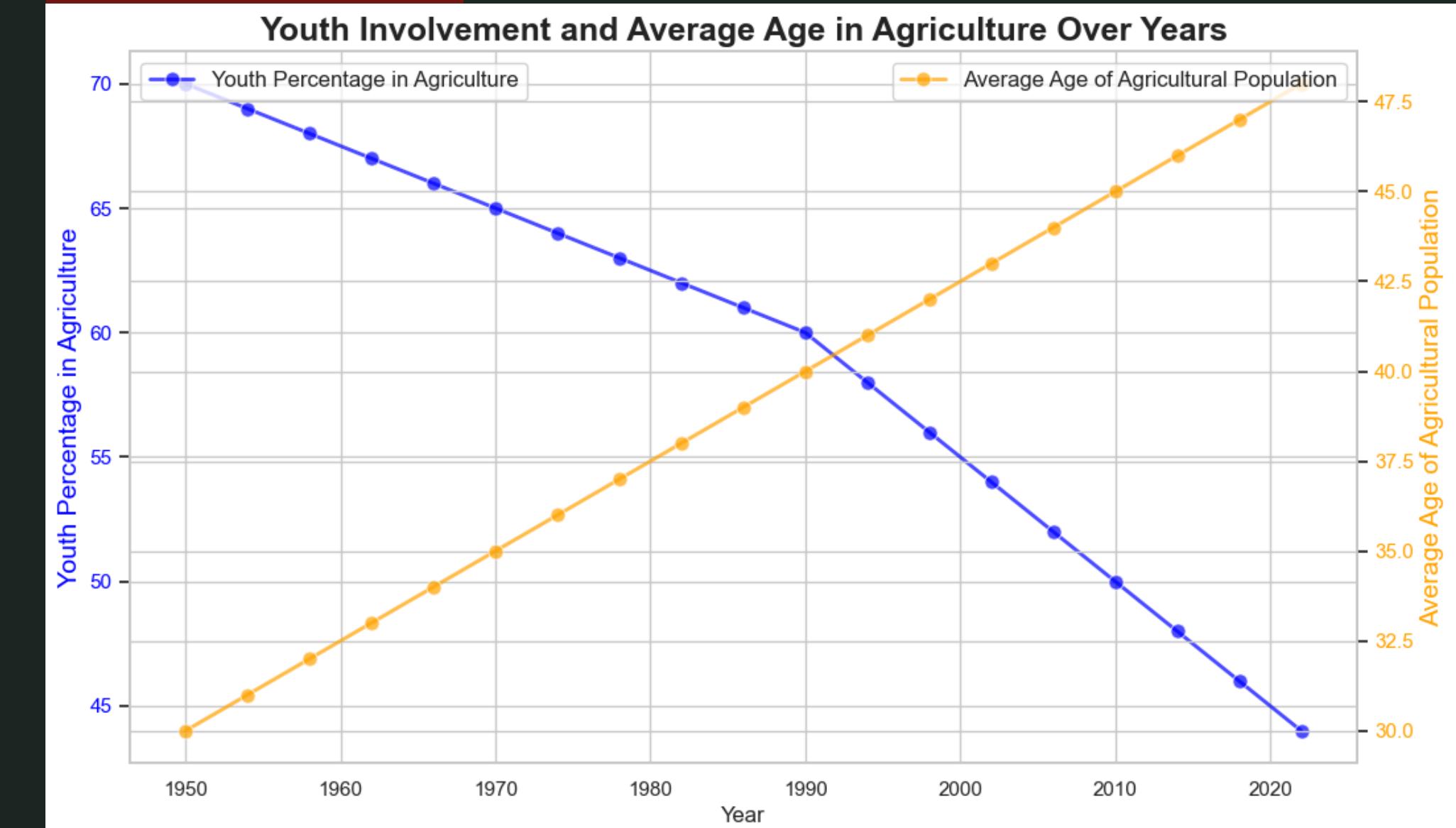
DHNS

Last Updated : 01 December 2014, 22:57 IST

Agriculture

India's agrarian distress: Is farming a dying occupation

Farmers across the globe are quitting their business, while the rural youth population is increasing. Who will grow our food?



2020 :
Percentage : 38%
Average Age : 48 years

Yield Loss & Nutrient Deficiency

India losing 5,334 million tonnes of soil annually due to erosion: Govt

November 26, 2010 05:35 pm | Updated 05:35 pm IST - New Delhi

[Home](#) / [Industry](#) / [Agriculture](#) / More than 50% marginal farmers reported losing crops due to extreme weather

More than 50% marginal farmers reported losing crops due to extreme weather

The study suggested buffering of water in reservoirs, and the recharge of groundwater through check dams and watersheds for water in agriculture

Incorrect use of fertilisers ruining soil, farmers unaware

Hindustan Times | By Surinder Maan, Moga

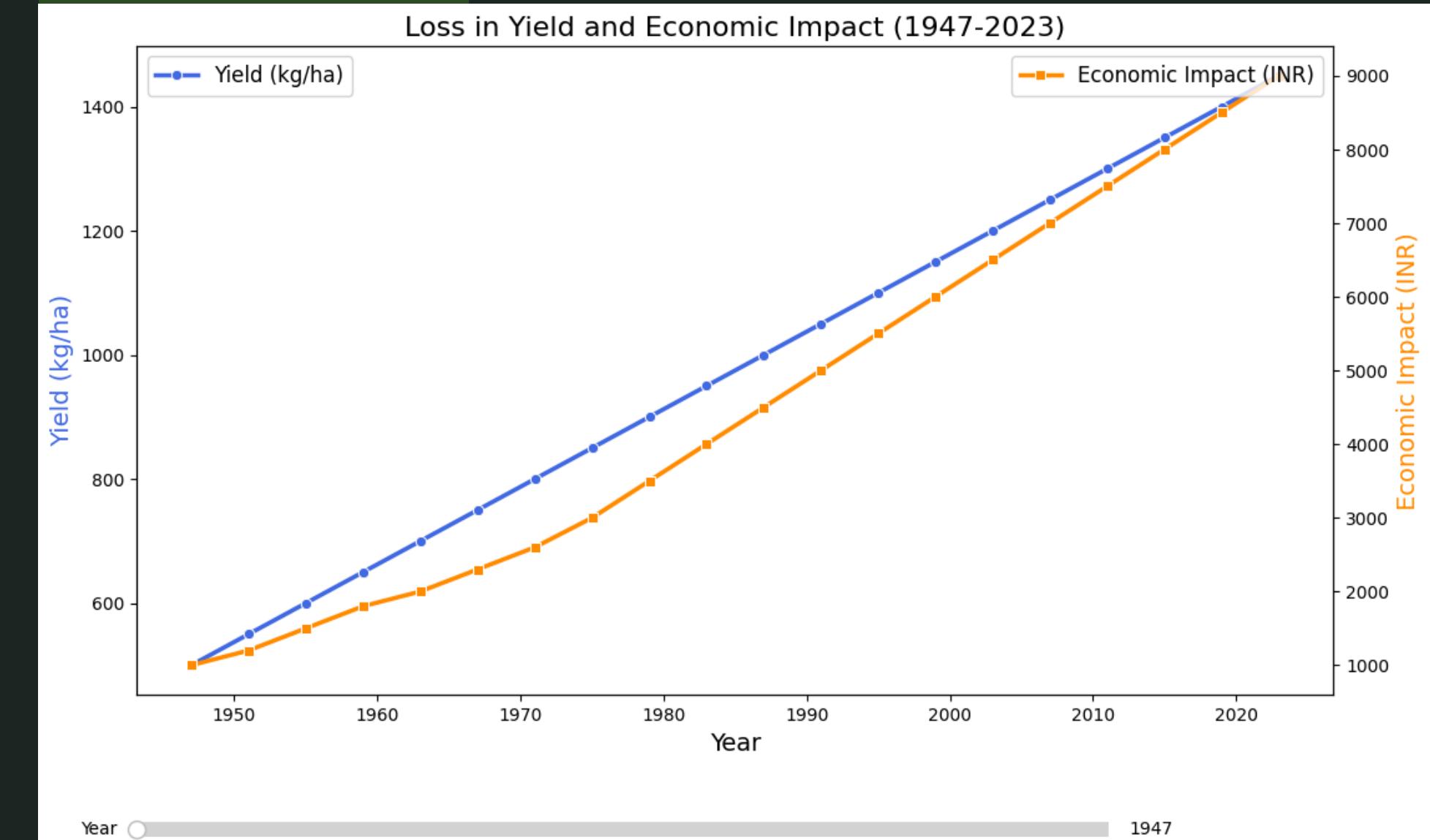
Karnataka

Increasing nitrogen pollution in soil affecting farm sector, says report

The report recommended effective management of nitrogen pollution by promoting sustainable practices, agroforestry, stricter regulations on use of fertilizers, capacity building and awareness.

Profitability & Empowerment

Lack of Trends & Market Insights



2023 :
Yield Loss : 1450 kg/ha
Economic : INR 9000/ha

Profitability & Empowerment

Lack of Trends & Market Insights

Vijayawada: Onion touches Rs 180, but farmers sell for only Rs 30

Venu Lanka / TNN / Dec 9, 2019, 04:36 IST



Home / Amritsar / Scarcity of labour huge concern for Amritsar district farmers

Scarcity of labour huge concern for Amritsar district farmers

Migrant workers from other states not coming to the state

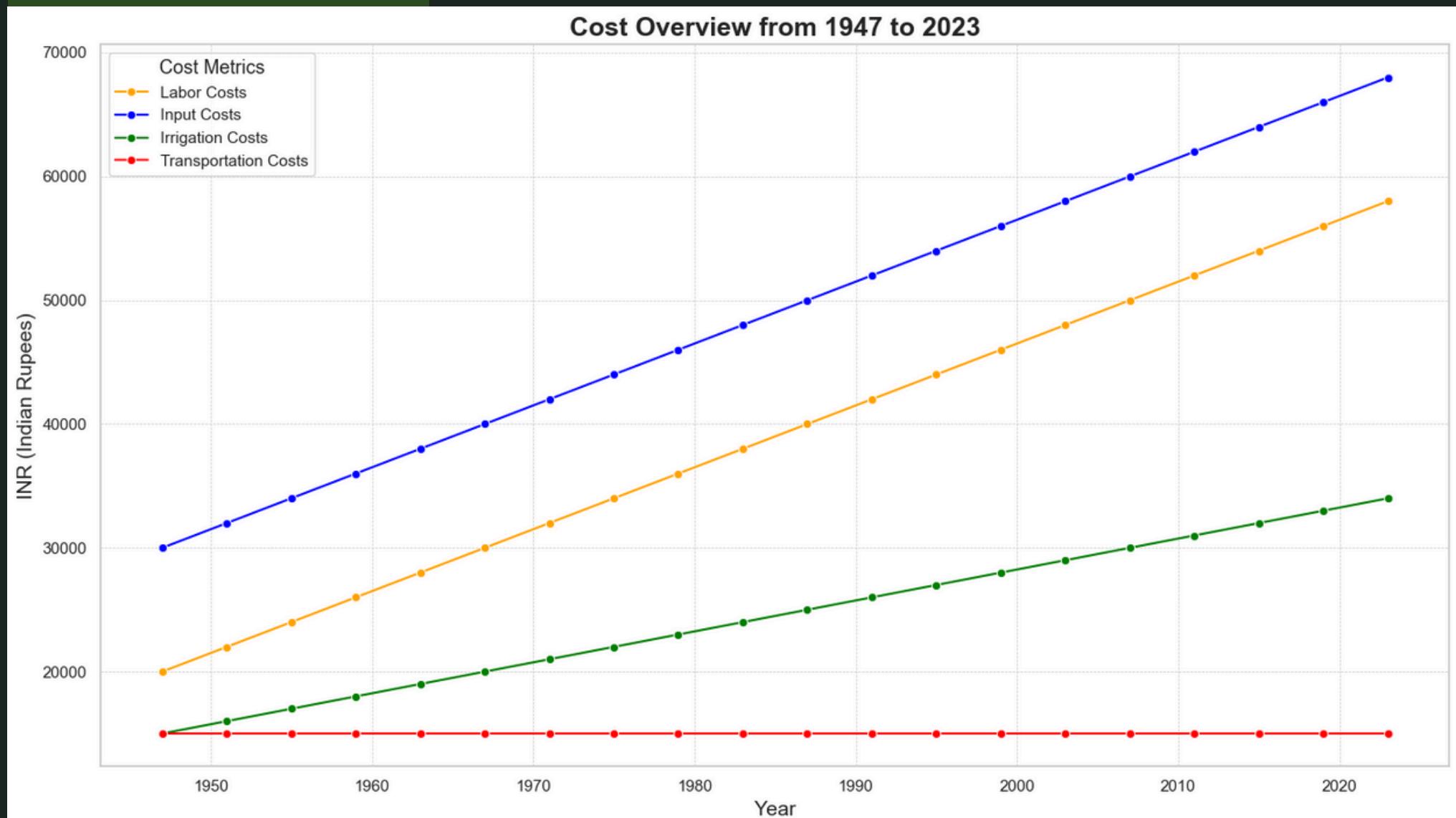
Maharashtra farmer travels 70km to sell 512kg onions, gets cheque for Rs 2

Abhijeet Patil & Tushar Pawar / TNN / Updated: Feb 24, 2023, 22:02 IST



The question of MSP: Is income support for farmers better than pricing that is delinked from market demand?

Madhya Pradesh and Haryana have demonstrated the feasibility of guaranteeing MSP on crops other than rice, wheat and sugarcane. A nationwide scheme of price deficiency payments with 50% Central funding could incentivise other states to follow their example.



In 2023:
Labor Costs (INR): 58,000
Input Costs (INR): 68,000
Irrigation Costs (INR): 34,000
Transportation Costs (INR): 15,000

Lack of Trends & Market Insights

Huge Fluctuations in Prices of Crop Needs Moderation

[Home](#) / [Economy](#) / [News](#) / Onion price drop by up to Rs 10/kg in consuming mkts on govt action

Onion price drop by up to Rs 10/kg in consuming mkts on govt action

Wholesale onion prices fell by up to Rs 10 per kg in consuming markets such as Delhi, Mumbai and Chennai with increase in arrival of the perishable commodity after the government imposed stock limits

Onion prices touch ₹75 per kg, respite likely after November 15

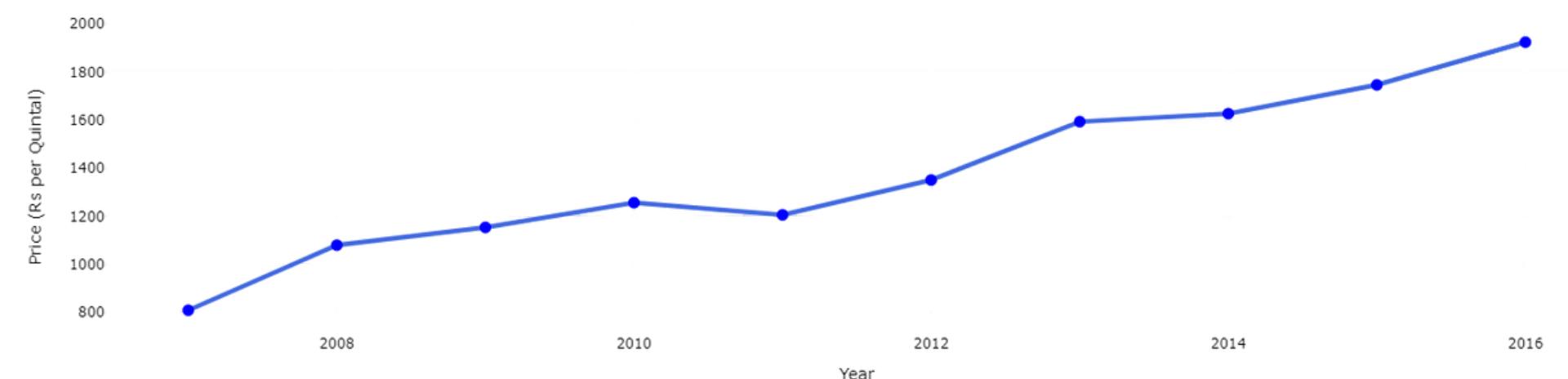
Ashish Mehta / Oct 30, 2023, 08:31 IST



Indian policymakers get it wrong because farmers' lack of market access is not the problem

Farmers are the only producers who don't get to declare the price of their produce in market. And this is highly unfavourable.

WHEAT HARVEST PRICE (Rs per Quintal) over the years in Nagpur, Maharashtra



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~Objective

Convenience & Automation

- Fertilizers Recommendation
- Crop Recommendation & Price Prediction
- Automated Water Irrigation System

Agribusiness Ecosystem

- Industrial & Farmer Medium
- Labour Hiring Service
- Farming Equipment Rental Service

Market & Economic Insights

- Remote Yield Analysis (Satellite Images)
- Visualization of Crop Yield Production (2000 - 2017)
- Visualization of Crop Price (2000 - 2017)



REAL TIME MARKET TRENDS

Product

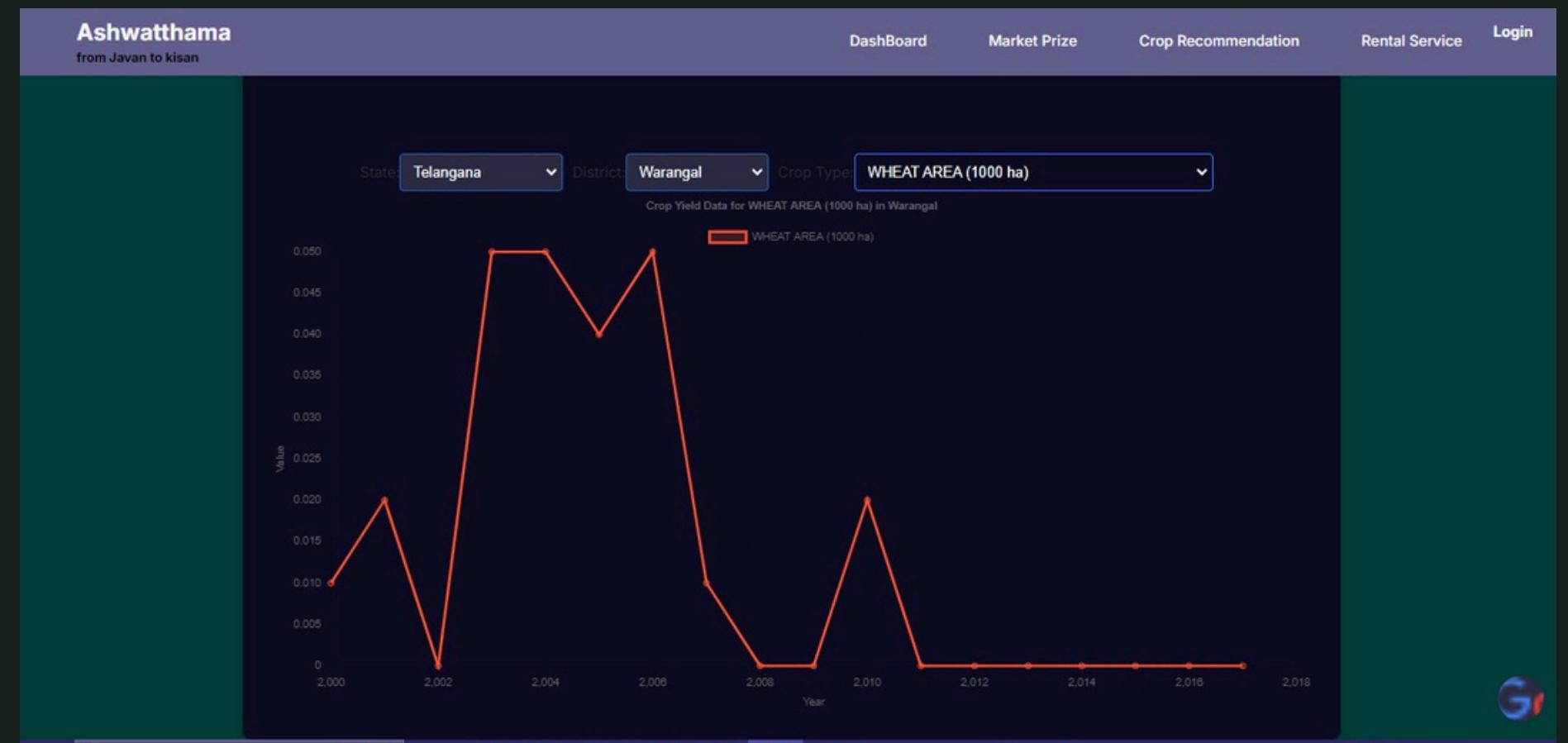
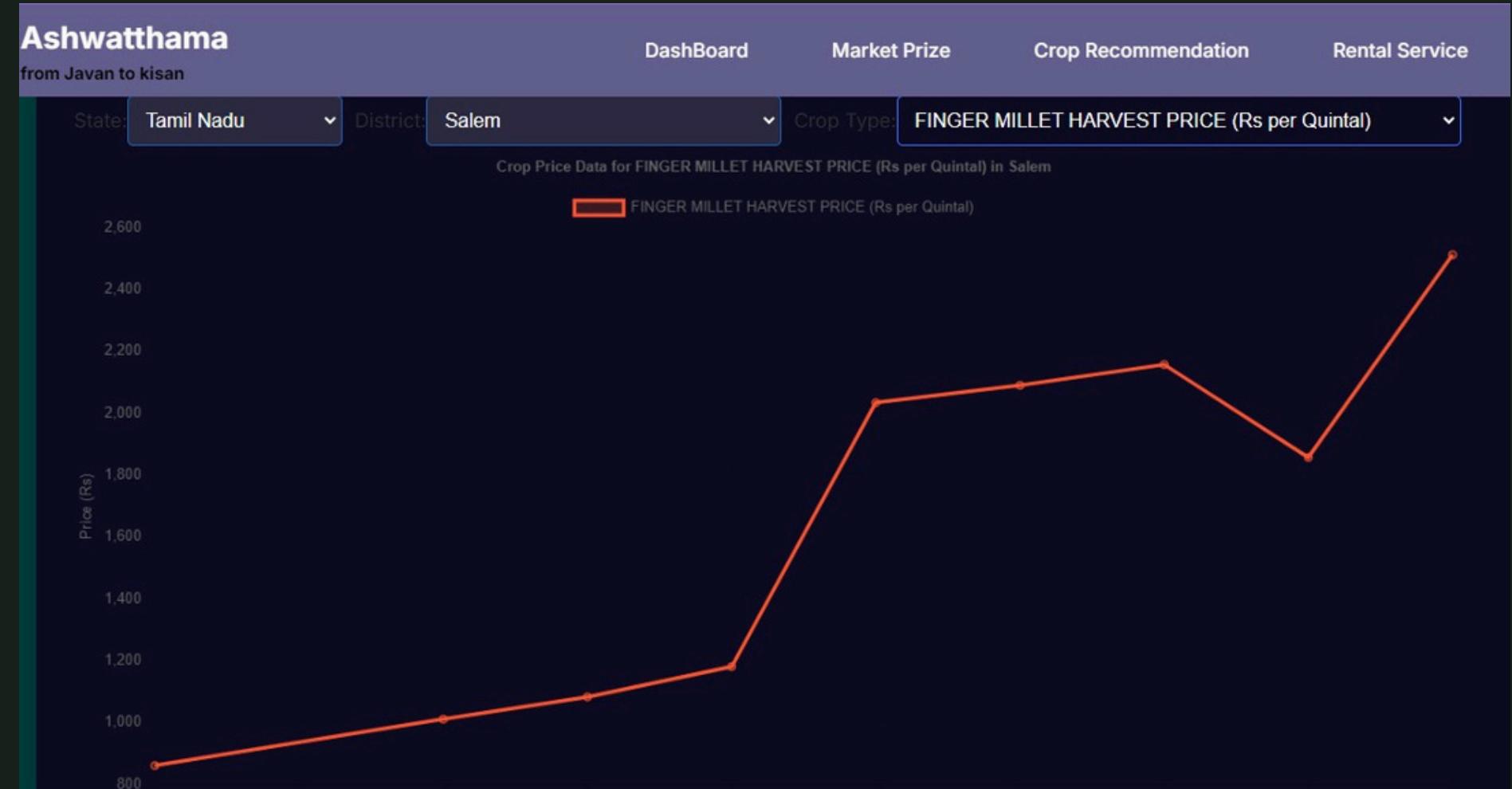
Providing real-time updates on market prices, demand, and supply for various crops.

Business Insight

Subscription Model: Offer a premium subscription service where farmers can access real-time market data at a monthly or annual fee.

Problem Solving

Addresses the lack of timely market information faced by farmers.



EQUIPMENT RENTAL

Product

Facilitating the rental of agricultural equipment, providing access to necessary tools without upfront investment.

Business Insight

Rental fees for equipment usage, with potential for commission-based partnerships with equipment suppliers.

Problem Solving

Addresses the challenge of limited access to equipment for small-scale farmers

Ashwatthama from Javan to kisan

Dashboard Market Prize Crop Recommendation Rental Service Login

Category	Item	Owner	Rent	Action
Tractor	Tractor	Rohan	\$500	Get
JCB	JCB	Aditya	\$2000	Get
Combi	Combine Harvesters	Ashish	\$5000	Get
Plows	Plows	Pranav	\$4000	Get
Seed	Seed Drills and Planters	Sham	\$2000	Get
Sprayer	Sprayers	soham	\$1500	Get

Highcharts.com

Highcharts.com

Ashwatthama from Javan to kisan

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Plows	Plows	Pranav	\$4000	Get
Seed Drills and Planters	Seed Drills and Planters	Sham	\$2000	Get
Sprayers	Sprayers	soham	\$1500	Get

Add Machine For Rent

Available Quantity

Provider

Rent Amount

Vehicle Type

Contact Number

Add Machine

Highcharts.com

Highcharts.com

LABOUR HIRING

Product

Connecting farmers with skilled and reliable laborers for farm tasks.

Business Insight

Commission-based fees on each successful labor placement, with potential for subscription-based services for premium features like background checks.

Problem Solving

ddresses the difficulty of finding reliable labor for agricultural activities.

The screenshot shows a dark-themed web application for posting labor requests. At the top, there are dropdown menus for 'Select State' and 'Select City'. Below them is a blue button labeled 'Post Hiring'. To the right, a section titled 'Request For A Labour' contains several input fields: 'Why do you need the labor?' (with placeholder 'Purpose'), 'How much will you pay per hour?' (with placeholder 'Payment'), 'For how many days do you need the labor?' (with placeholder 'Days'), 'City' (with placeholder 'City'), and a large blue 'Submit Request' button at the bottom.

The screenshot shows a dark-themed web application displaying a list of available labor requests. At the top, there are dropdown menus for 'Select State' and 'Select City'. Below them is a blue button labeled 'Post Hiring'. To the right, a section titled 'Available Labour Requests' lists four items with small thumbnail images: 'cleaner' (455 per hour, 4 days), 'Soya Cutter' (300 per hour, 3 days), 'Gardening' (400 per hour, 2 days), and 'Field Plowing' (700 per hour, 5 days). Each item has a blue 'Check Out' button to its right. A vertical scrollbar is visible on the far right edge of the page.

INDUSTRY CONNECTIONS

Product

Connecting farmers directly with industries, eliminating the need for middlemen.

Buisness Insight

Transaction Fees: Charge a commission on each transaction facilitated through the platform.

Value-Added Services: Offer premium features and data analytics to both farmers and industries for additional revenue.

Problem Solving

Addresses the issue of exploitation by middlemen and offers more direct market access for farmers.

The screenshot shows the Ashwatthama platform interface. At the top, there is a navigation bar with links for DashBoard, Market Prize, Crop Recommendation, Rental Service, and Login. The main area is divided into two sections: 'Request For A Industrial Service' on the left and 'Requirements From Industrialist' on the right. The 'Request For A Industrial Service' section contains four input fields: Company Name, Crop Production Requirement, Quantity, and another Quantity field. Below these fields is a blue 'Request' button. The 'Requirements From Industrialist' section displays two cards. The first card is for a 'Farm Cleaner' position, listing 'AgriTech Solutions' and 'Cleaning and Area maintenance' as requirements, with '1 of farm' specified. It includes 'Accept' and 'Reject' buttons. The second card is for a 'Farm Worker' position, listing 'Green Farms Ltd.', 'General farm work including planting and harvesting', and 'Rural Area 2'. It also includes 'Accept' and 'Reject' buttons. At the bottom of the interface, there is a small illustration of a farmer working in a field.

किसान DASHBOARD

 Shivanand

Crop Production Recommender
Remote Farm
Fertilizer Recommendation
Water Requirement

Overall Strategy

Temperature
 25.3 °C

Air Quality


Temperature vs Humidity


Soil and Water Data

N 14.5	P 8.2	K 20.1	PH 6.8	Soil Moisture 40%	Water Level 78.2 %
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Predict Crop

Recommended Crops:

- pigeonpeas: 56%
- watermelon: 4%
- mango: 4%
- maize: 4%
- blackgram: 3%

 Shivanand

Crop Production Recommender
Remote Farm
Fertilizer Recommendation
Water Requirement

Fertilizer Recommendation

Crop Type:
Region:

Area Size (acres):
Soil Type:

Irrigation Method: **Get Recommendation**

 Shivanand

Crop Production Recommender
Remote Farm
Fertilizer Recommendation
Water Requirement

Farm Remote Monitoring



Start Water Control **Stop Water Control**

BUISENSS MODELS (AS A WHOLE PRODUCT)

Business Model 1: Subscription-Based

- Tiered Plans: Offer basic, standard, and premium plans with increasing features.
- Freemium Access: Provide essential features for free, with advanced options for premium subscribers.
- Value-Added Services: Include extra services like educational content in higher tiers.
- Long-Term Discounts: Offer discounts for annual subscriptions to ensure steady revenue.

Business Model 2: Commission-Based Marketplace

Transaction Fees: Charge a commission on transactions for equipment rentals, labor, and sales.

Listing Fees: Implement fees for posting equipment, labor, or crop listings.

Premium Listings: Offer enhanced visibility options for a fee.

Partnerships: Generate revenue through sponsored content and partnerships with agricultural companies.