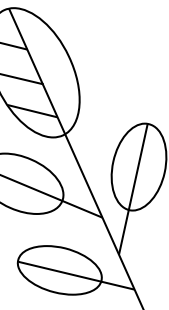


FARM-E-TAIL

Bringing farm to store





PROBLEMS TO BE SOLVED

1

FARMERS EXPLOITATION BY MIDDLEMEN

Getting connected to us through FPO's farmer will get MSP prices for crops

2

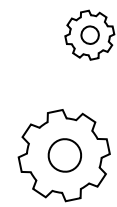
RETAILERS SURVIVAL IN COMPETITION WITH MEGASTORES

Regulated and high margin for retailers as compared to market

3

BLACK MARKETING AND WASTAGE

We will be able to track crops from farm to store, warehouse management to reduce wastage





SOLUTION

1. We are forming a centralised network that will provide a direct link between the farmers and the retailers.
2. We will form storage units in some villages where the farmers will be able to store their produce.
3. Contracts will be handed over to transportation agencies or with the help of registering FPOs in the KisanRath app so that a group of farmers can jointly pay for the transportation costs, thus making it more economical.
4. Since prices of goods vary in different markets, we will form an algorithm which will give us the best possible profit after reducing all the expenses.





OUR PLANS



Forming FPOs at village levels.
Attract government benefits given out to FPOs.

**FPO AND
RETAILER
COOPERATIVES**



Forming databases to store stock data.
This can be used to optimise the supply chain.

DATABASE



App and website support to take inputs about stock data.
Retailers can pre-book produce via the app or website.

APP SUPPORT



Transportation will be done through the help of Kisanrath app by registering our FPOs in it

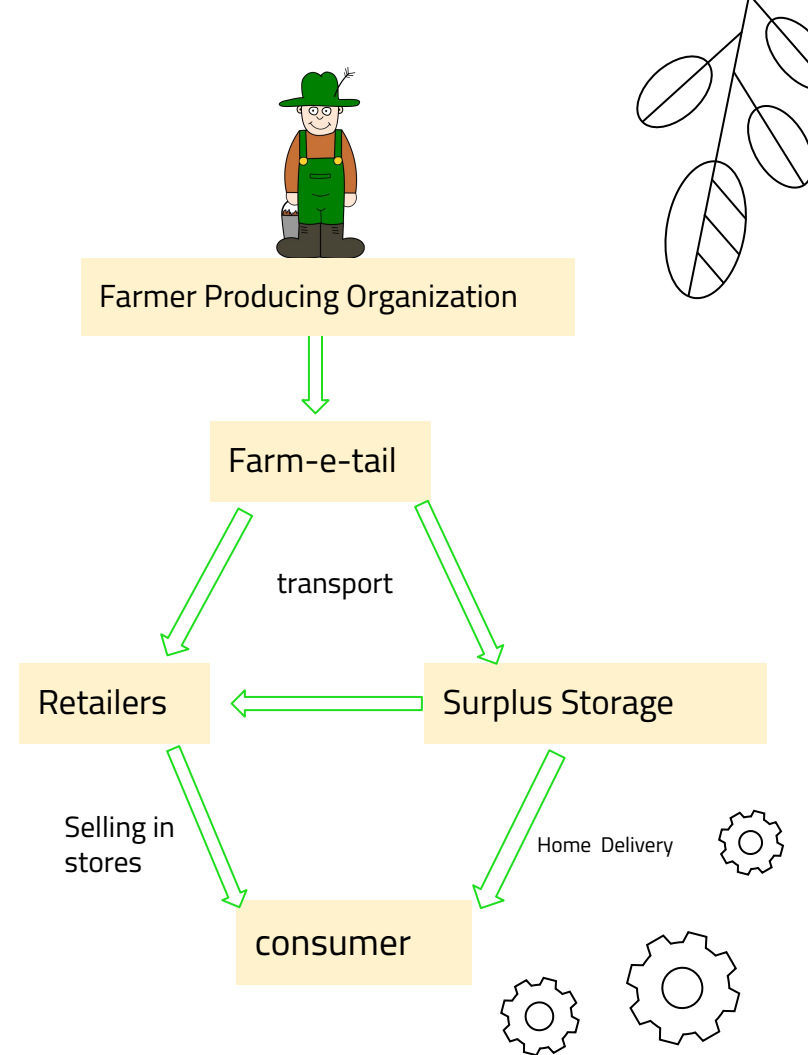
TRANSPORTATION

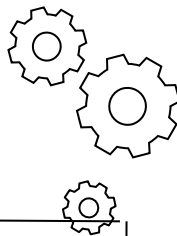


STARTING MANAGEMENT PLAN

We thought to apply this model on West Bengal initially

1. Starting the deal with 2 FPO's, in West Medinipur making approximate of produce
2. Transporting them to kolkata, to the retailers with pre booking.
3. Storing surplus in rented warehouse, from where we aspire also to start home delivery
4. And slowly expanding this, to other parts of Bengal.



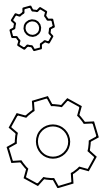


KEY ELEMENTS

- Getting supply data from FPO's personal accountant, displaying data to Retailers
- For instant demand fulfilment of retailers nearby warehouse will do.
- Vision to fulfil demand of 50% items of a retailers shop, depending on variety of produce by FPO's .
- Perishable is not to be stored longer

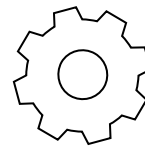
RISK FACTOR

- Damaging of products in warehouse - Should we sold at any nearby mandi, to reduce wastage loss
- Crop failure will reduce supply can be met when we will work on a large network



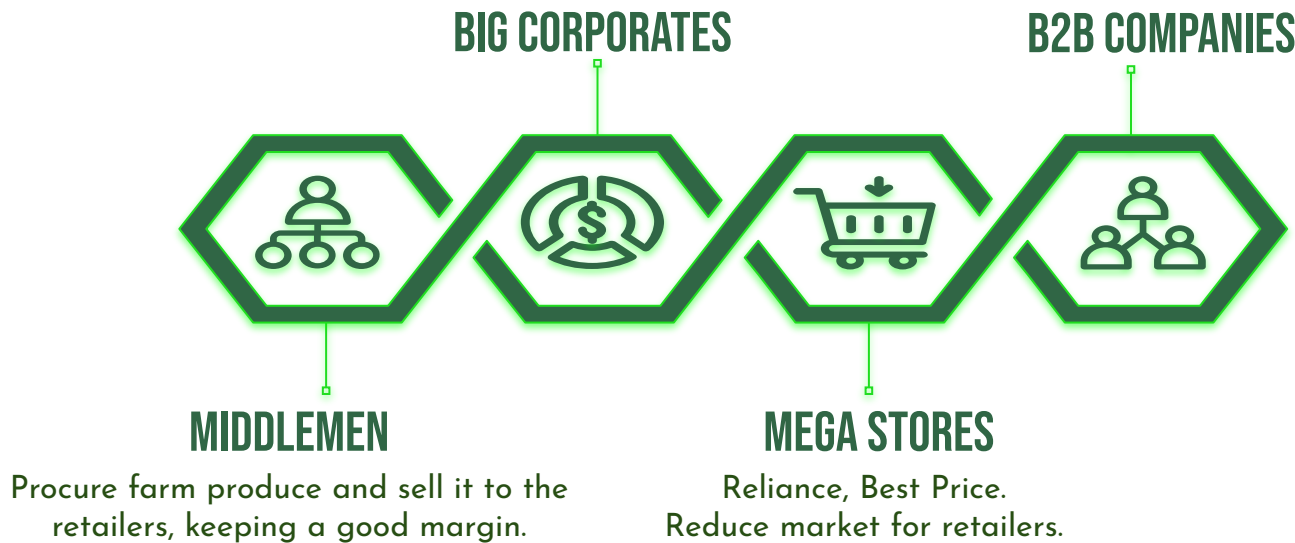


COMPETITORS



Grofers, Spencers, Big Basket.
Online delivery will reduce market for our
retailers.

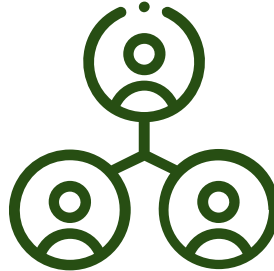
NinjaCart, DeHaat, KrishiHub also
work in supply chain in agriculture
sector.



COMPETITIVE ADVANTAGES

Network and data analysing for profit maximization will make model effective. We will also be able to trace the crop from farmer to consumer with the help of the app.

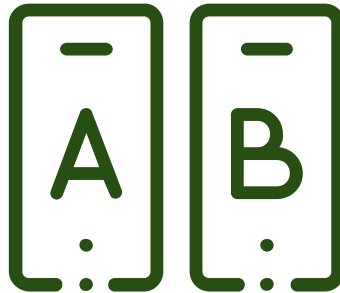
Forming groups, will provide all the information of efficient route for buying and selling and mutual development.



Storing crops in rented warehouses will enable us to work on home delivery of the vegetables and crops.

FUTURE PLANS

Cure the fault in supply chain at each and every level. Funds will be raised for the groups when they join, along with government grants which FPO get.



Introduction of organic Farming. This startup can be a bootstrap, also we'll have skill development workshops for the farmers and their families.

CONCLUSION



The startup idea is an low investment, meant for social cause and have the market changing capability.



Growth from one place to other forming two stranded chain, of farmers and retailers interlinked.



Introduction of organic farming increased earning will allow to invest on several small refining units for crops, and machine farming with us of commonly owned machine.



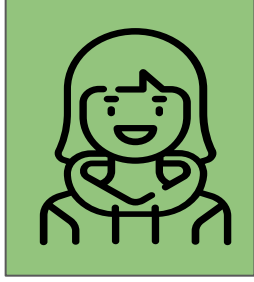
We'll maximize off season earnings by the use of self storage, and supply of surplus to other locations.

THANK YOU

Our Team



Gautam



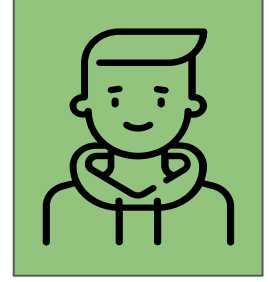
Pallavi



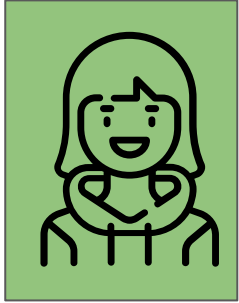
Arnav



Alankrita



Nikhil



 **Angel**



Akashdeep



Ankit



Archa



Shantanu



Denny



THANKS!

