

Situational Analysis

AGRICULTURE

PESTEL

POLITICAL

9,500 crore subsidies
3% of national budget

ENVIRONMENTAL

25% of agricultural land affected by floods
30% arable land degraded

SOCIAL

Population growth stressing resources
Rural-urban migration at 3-4%

Technological

Tech used in:
70% of tilling
30% of irrigation
10% of harvesting

23% of farmers use mobile applications

ECONOMIC

13.3% of BD GDP
40% of the workforce
4% of export revenue

LEGAL

Min farm size requirement: 0.68ha
1,500 inspections/year
Min wage policies



LIFE CYCLE STAGE: GROWTH

- Agriculture yoy growth was 3.4%
- Global market share yoy growth 7%



SUCCESS FACTORS

- Government support
- Resilient crops, research & efficient resources



RECENT CHANGES

- Shifted toward climate-smart practices
- High-yield crop varieties
- Increased mechanization

Situational Analysis

Industry Overview

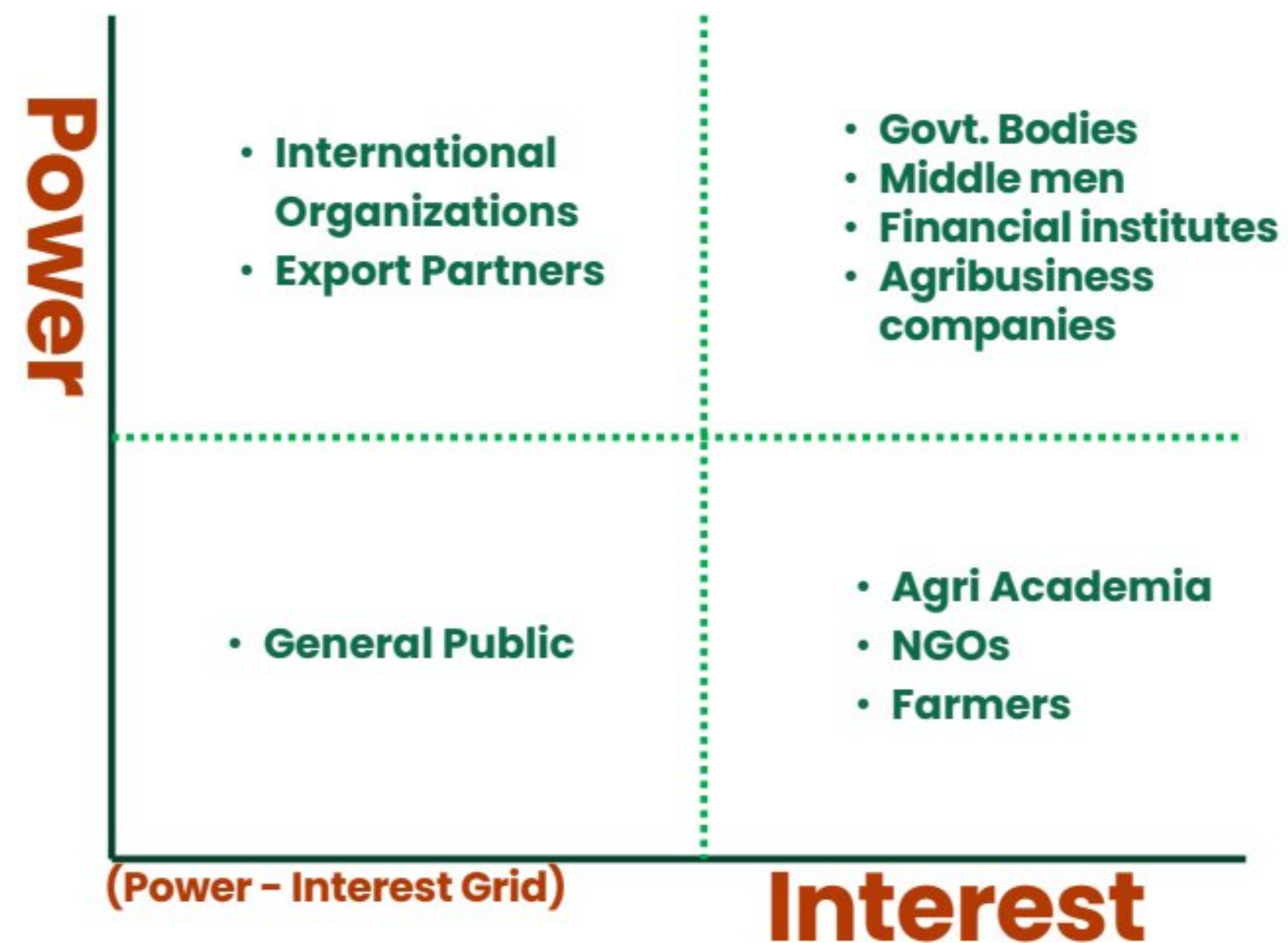
GDP Contribution: 13%

2022-23 FY Export : \$1.16Bn

Employment : 40%

Arable Land : 59%

Key Stakeholders



Notable Unrest Among Stakeholders

Farmers

- Low profit margins
- Long Hours
- Frequent Protests

Customers

- High prices for urban customers
- Price fluctuation

Regulatory Bodies

- Unable to solve the food price hike problem
- Limited Resources & Capacity
- Internal Corruption

INTRODUCIN

G



কৃষি লং



"কৃষকের সাথে, বাজারের
কাছে!"



**Directly connecting farmers and retailers
for transparent, fair trade across Dhaka.**



KRISHI LINK GTM OVER VIEW



Target Consumers

Retailer Type & Size



**Small
Retailers**

Geographic



**Urban
Suburban**

Behavioral



Price-Sensitive Retailers:
prioritizes affordability



Quality-Focused Retailers:
prioritizes quality & value



Innovation-Driven Retailers:
unique offerings focus on
exclusive & trending
products

Retailer Age

3 E's



Emerging



Established



Expanding



KRISHI LINK IN A NUTSHELL



Order Placement by Retailers

Retailers register on the app, browse local products, filter by location, product type, price, and place orders

ORDER NOW

Farmer Registration and Product Listing

Farmers register, list produce details, including price, quantity, harvest date.

Collection and Storage

Goods are collected from farmers and stored in Krishi Link cold Storage ready to be dispatched!

Distribution and Pickup by Retailers

Retailers get app notifications for pickup details, quality checks, documentation.

Feedback

Farmers and retailers provide feedback to enhance quality and transparency.

WE WANT YOUR FEEDBACK



RETAILERS USING KRISHI LINK

Retailers browse products, viewing details like price, quantity, and harvest date.

REGISTRATION

Retailers register on Krishi Link app, accessing local farmers' produce listings.

PRODUCT BROWSING & FILTERING

ORDER PLACEMENT

Retailers select produce, specify delivery preferences, and confirm orders via the app.

Retailers Pick - up their goods from Krishi Link godowns and clear their payments

PRODUCT PICK - UP & PAYMENT RECEIVED

FEEDBACK

Retailers provide feedback on the app to enhance transparency and quality.



KRISHI LINK FROM A FARMER'S POV



REGISTRATION & FARMER CHOOSES HIS SPECIALISATION

Farmers register on Krishi Link, & chooses what he wants to sell.

ACCEPTS ORDERS

Farmers accepts the order and prepare goods.

PAYMENT MADE

Retailers pick up produce; payments go directly to farmers fairly.



RECEIVES ORDERS

Farmers get app notifications from Krishi Link asking for goods.

PRODUCT COLLECTION

Krishi Link collects produce from farmers, transports it to storage facilities farmers can track the goods through out.

Feedback & Evaluation

Farmers give feedback, helping Krishi Link improve services and transparency.

MARKETING

“স্বচ্ছ
লেনদেন, সঠিক
দাম, কৃষক ও
বাজার
একসাথে তাম!”

“সিডিকেট
হটাও, ন্যায্য
মূল্য পাও!”

“মজুদার কে না
বলুন, ন্যায্য মূল্য
কে হ্যাঁ বলুন!”

কৃষক উৎসব

বাংলা ১৪৩৯



**Village Outreach
With
Announcements**

Travel to villages,
playing cultural
music with Krishi Link
slogans to attract
farmers' interest and
engagement.



**Distribute Informative
Pamphlets**

Distribute pamphlets
with clear Krishi Link
details, benefits,
registration steps,
and fair information
as farmers gather.



**Invite to the
কৃষক উৎসব**

Invite each farmer to
the fair, highlighting
entertainment,
benefits, event
details, date, time,
and location.



কৃষক উৎসব

Host cultural
entertainment like folk
dances, putul khela, and
a stage show describing
Krishi Link sessions and
registration booths for
farmers.



**Registration and Free
Compost Distribution**

Set up registration
booths for Krishi Link,
offering 1 kg free
compost as
appreciation for
farmers who register.



Post-Fair Follow-Up

Engage registered
farmers regularly
through updates,
support, calls, and
visits.

৫ নভেম্বর, ২০২৪

স্বচ্ছ লেনদেনে সঠিক দাম কৃষক ও বাজার একসাথে তাঁম!



ডিটেকটিভ হেসেলার তত্ত্বাবধানে
তিনজন স্নাতক শিক্ষার্থী "কৃষি
লিঙ্ক" চালু করেছে, যা হয়তো
খাদ্যের দাম সমস্যা সমাধান
করেছে।

বহু দশক ধরে কৃষক এবং খুচরা
বিক্রেতারা অদক্ষ পরিবহন
ব্যবস্থার কারণে ভুগেছেন,
যেখানে অনেক মধ্যস্থত্বভোগী
এবং একটি অঘোষিত কিন্তু
সুস্পষ্ট সিভিলিটেট খাদ্যের

সরবরাহ ও দাম নিয়ন্ত্রণ করে
ব্যক্তিগত লাভের জন্য। "কৃষি লিঙ্ক"
হলো একটি বিপ্লবী নতুন উদ্যোগ,
যা আধুনিক ডিজিটাইজেশনের
মাধ্যমে সরাসরি কৃষকদের স্থানীয়
খুচরা বিক্রেতাদের সঙ্গে সংযুক্ত
করে, সকল মধ্যস্থত্বভোগী এবং
তাদের বাধাগুলোকে এড়িয়ে যায়।
যদি আপনি খাদ্য খুচরা ব্যবসায়ে
থাকেন, তাহলে "কৃষি লিঙ্ক"
অ্যাপটি ডাউনলোড করুন এবং যে
কোনো তাজা পণ্য ঈষৎ মূল্যে
অর্ডার করুন। আপনি ঢাকার যে
কোনো চারটি গুদাম থেকে এটি
সংগ্রহ করতে পারেন অথবা তাদের
সহযোগী ডেলিভারি সার্ভিসের
মাধ্যমে এটি আপনার কাছে
পৌঁছানো যাবে।

কৃষি উন্নতি ব্যবসার সমৃদ্ধি

Visiting Local Bazaars & Distributing Pamphlets To Small Retailers

we will meet retailers and hand them our pamphlets, briefing them about Krishi Link and inviting them to our কৃষি উন্নয়ন সেমিনার

Host কৃষি উন্নয়ন সেমিনার & Help Retailers Register, Offering Them Discounts

In the seminar we will explain the benefits of Krishi Link and help the retailers register & win exciting deals on their first order!

Advertising Through Newspaper & Mails To Big REtailers

In order to reach big scale retailers we will approach them through Newspapers and Mails and try to have a meeting with them to join Krishi Link



FIXING THE INTERMEDIARY & TRANSPORTATION COST ISSUE

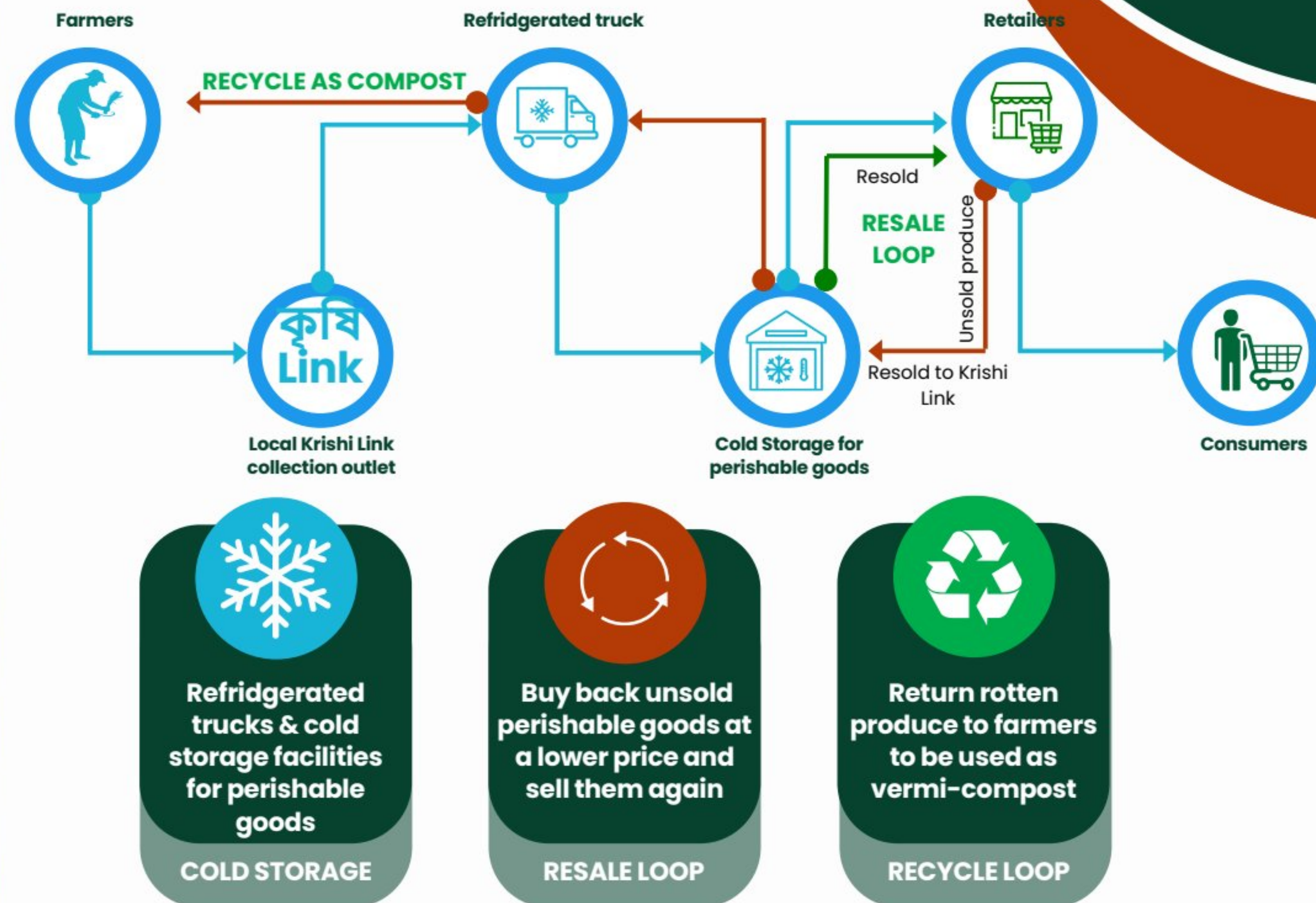


KRISHI LINK

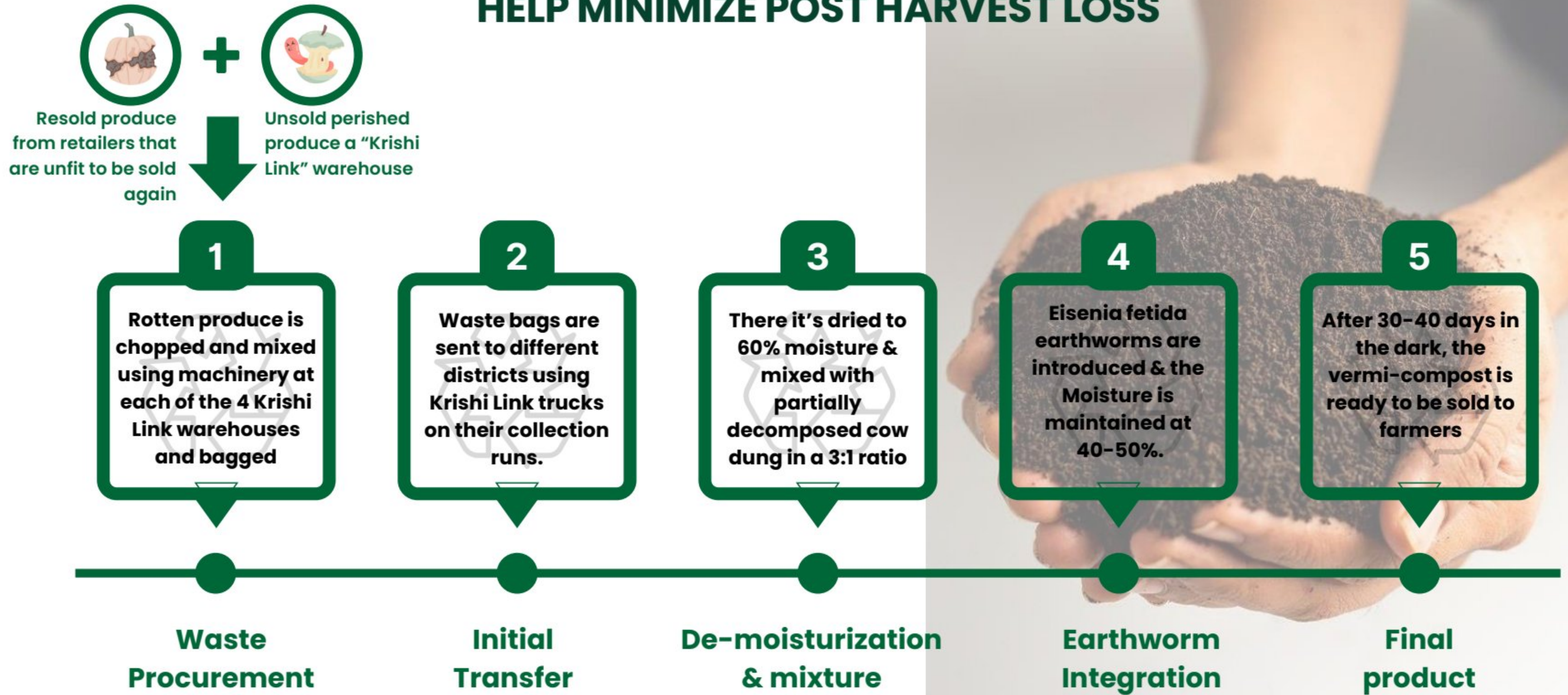


20–44% of fruits and vegetables are wasted in Bangladesh, resulting in estimated annual losses of \$2.4 BILLION

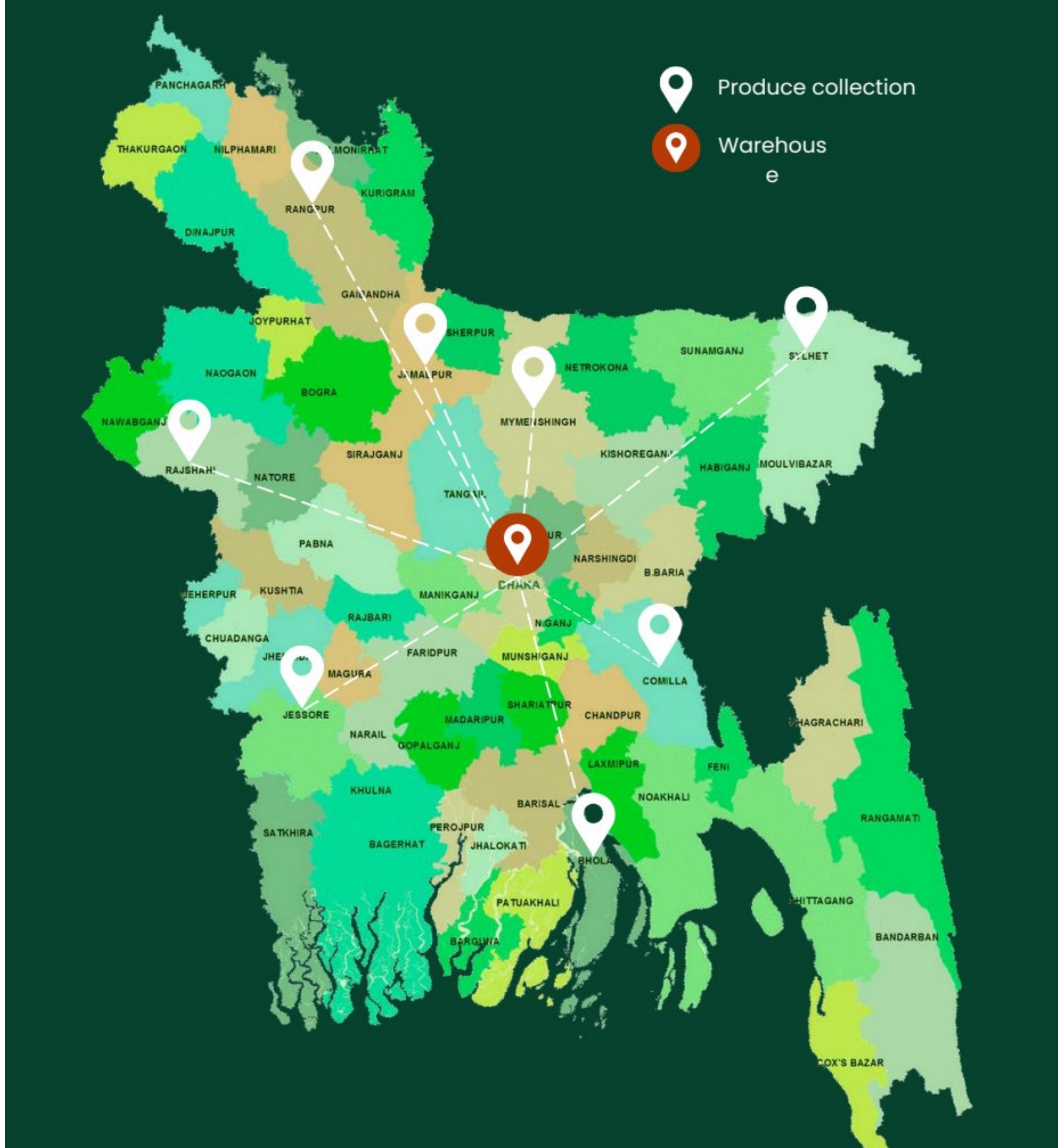
MINIMIZING POST HARVEST LOSS



RECYCLED VERMI COMPOST TO HELP MINIMIZE POST HARVEST LOSS



Sources (Hyperlinked):
[Research Gate](#)
[IDFBD](#)



INITIAL TARGET MARKETS

With food prices rising, Krishi Link will target the districts that are major producers first

TOP PRODUCERS

FISH	MYMENSINGH, CUMILLA, JESSORE
VEGETABLE	JESSORE, RANGPUR, JAMALPUR
RICE	BHOLA, MYMENSINGH
FRUIT	RAJSHAHI, RANGPUR, SYLHET

TARGETS

ESG IMPACT



Social



- Greater profit for farmers



- Reduced food price for all



- Better lifestyle for poor people



Environment



- Reduced food wastage



- Organic compost as byproduct



Government



- Solves the syndicate problem



- Saves resources spent on controlling food prices

KRISHI LINK **SDG**

ALIGN MENT



ALTERNATE EVALUATION

TRADITIONAL
SUPPLY
CHAIN

কৃষি
লং
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Lower Price	More profit for farmers	Reduced post harvest loss	Recycle of post harvest loss	Fewer intermediaries	Transparent Pricing
●	●	●	●	●	●
●	●	●	●	●	●

FINANCIALS

Cold storage unit & Composter Machine Building	3,20,00,000
old storage unit & Composter Machine Maintenance	89,00,000
Truck Rental (Regular + Refrigerated)	18,00,000
App Development	3,00,000
App Maintenance & Updates	1,50,000
Server Cost	3,00,000
Stocker's Salary	50,70,000
Customer Service Representative	15,60,000
Office Rent Expense	9,00,000
Utilities Expense	5,38,000
Misc. Expenses	2,00,000
Advertising Expense	57989800
TOTAL	<u>57989800</u>