



Sprint Journey

Start-up Sprint: E-Cell


organigo

Hostel code: 78

The process of forming a startup from 0 and taking it to 1 is a tedious process which requires a lot of mixed approaches.

We as a team took a lot of efforts in order to get the idea up and running. From endless discussions overnight to running to collect insights and data, we did it all.

Phase One – From Zero:

The problem statement was released and we as a team got into solving it right away. Seniors, juniors and freshers all sitting in one place trying to understand the deliverables and the objective of the PS.

The ideation phase marked the beginning of our journey with ***Organigo***, a platform dedicated to revolutionizing organic farming by bridging the gap between farmers and consumers while empowering farmers with actionable meteorological insights. This phase was crucial in shaping our understanding of the problem statement and setting the foundation for the subsequent stages of our startup development.

1. Understanding the Problem Statement

Our initial task was to thoroughly dissect the problem statement provided by the E-Cell Club under KRITI'25's *Startup Sprint*. The objective was clear: to create an innovative solution that connects organic farmers directly with consumers, reducing the dependency on middlemen, and integrating weather-based insights to optimize farming productivity and sustainability.

To achieve this, our team engaged in multiple brainstorming sessions where we delved deep into the current challenges faced by organic farmers and consumers alike. We analyzed the existing gaps in the supply chain, focusing on issues like inefficient distribution channels, lack of transparency in product sourcing, and the limited access farmers have to real-time weather data that could influence their farming decisions.

Phase Two – Data Collection And Ideation :

Phase Two: Collection of Data and Insights

The second phase of our journey with ***Organigo*** was dedicated to gathering crucial data and insights to validate our ideas and refine our solution. This phase was pivotal in understanding the real-world challenges faced by both farmers and consumers, and it helped us shape a user-centric platform.

1. Interviews with Farmers and Consumers

To gain firsthand insights, we conducted in-depth interviews with local organic farmers and consumers. The farmers shared their struggles with accessing markets directly, the unpredictability of weather affecting their yields, and their need for transparent pricing mechanisms. Consumers, on the other hand, expressed concerns about the authenticity of organic labels, the high prices of organic products, and the limited availability of fresh, local produce.

These interviews provided us with valuable perspectives that highlighted the gaps in the current system and confirmed the necessity of a direct marketplace integrated with weather advisory services.

2. Research Papers and Academic Studies

We delved into numerous research papers and academic studies to gain a deeper understanding of the organic farming landscape. These studies shed light on the economic and environmental benefits of organic farming, the barriers to entry for small-scale farmers, and the role of technology in enhancing agricultural productivity. This academic grounding helped us ensure that our solution was both scientifically sound and practically viable.

3. Surveys and Data Collection

We designed and distributed surveys targeting both farmers and consumers to gather quantitative data. The surveys received over 115 responses, offering a broad spectrum of insights. Key findings included

the need for better market access for farmers, the demand for transparent product information from consumers, and a strong interest in weather-based farming advisories.

The data collected from these surveys played a critical role in shaping the features of our platform and prioritizing the needs of our target users.

4. Visits to Organic Sellers and Markets

To observe the existing organic supply chain in action, we visited *Pabbhoi Green Store* and other organic sellers in the city. These visits allowed us to understand the operational challenges faced by retailers, such as supply inconsistencies and high logistics costs. We also gathered insights into consumer behaviour and preferences when purchasing organic products.

5. Participation in the 1st Himalayan Agro Fest

We attended the *1st Himalayan Agro Fest* held at Assam Engineering Institute, which provided us with an opportunity to network with industry experts, farmers, and entrepreneurs in the organic farming sector. The event showcased innovative agricultural technologies and sustainable farming practices, further inspiring us to integrate cutting-edge solutions into *Organigo*. We were Able to understand the issues firsthand from the farmers themselves and also got hold of another enterprise in Jharkhand which has collaborated with the state government having a similar goal.





6. Discussions with IIT-G Professors

We had insightful discussions with professors from IIT Guwahati to gain expert opinions on our project:

- **Professor Ajay Kalamdhad** from the Environmental Engineering Department provided valuable insights into sustainable farming practices. He also told us about the in house made **Vermicompost** which was developed by him and which he had statistically proven to be able to reduce the pest attacks due to. He was also willing to collaborate with us in this venture and gave insights on this type of vermicompost. He also agreed on providing a sample of 15 Kgs in order to test

the effectiveness of this on organic farming. We also received insights on the use of pig manure in the northeastern regions over cow manure due to it being more readily available and the higher amount of nitrogen in it which will reduce the urea application as well. Through these insights we could improve the ideation phase to the next level.

- **Professor Risha Mal** from the Rural Technology and Agriculture Department shared expertise on rural agricultural challenges and how technology can bridge gaps in the organic farming ecosystem. He also helped us to understand the grievances of farmer to convert and the ways through which we can convert and convince them to shift to organic farming over the conventional farming methods.

Their guidance was instrumental in refining our approach to integrating environmental and rural development considerations into our platform.

7. Engagement with IIT-G Mess Procurement Teams

To explore potential institutional buyers, we engaged in discussions with the mess procurement teams at IIT Guwahati. We explored the feasibility of sourcing organic materials for campus messes, understanding their procurement processes, and identifying barriers to adopting organic produce. This interaction opened up possibilities for ***Organigo*** to cater to institutional clients in addition to individual consumers.

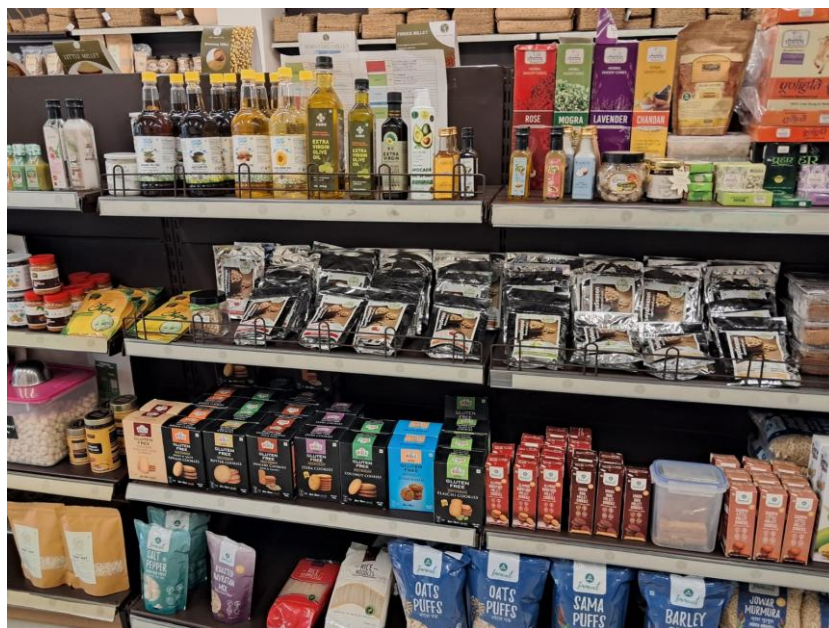
This phase of data collection and insights was invaluable in validating our initial ideas and providing a robust foundation for developing our prototype. The real-world feedback and expert advice we received ensured that ***Organigo*** was tailored to meet the actual needs of farmers and consumers, setting the stage for the next phase of implementation.

[illegible]

(Prices of Organic goods in a organic produce selling shop In Guwahati)



Orgure- A company dealing with organic dairy product
(Product Snippet from the store in Guwahati)



(Glimpse of the products available at shop- Your Organic Stop in Paltan Bazaar Guwahati)



(Assam Seed and Organic certification agency near cotton University in Guwahati, Assam . we visited and got great insights in the process)



(Assam engineering college held the 1st est Himalayan agro festival. Here you can see the data and feed back process that we had)

Phase Three – Finalizing and solution Validation

The third phase focused on finalizing our solution and validating it through extensive engagement with stakeholders across different regions. This phase was essential to ensure that ***Organigo*** was ready for practical implementation and capable of addressing the real needs of the organic farming community.

1. National-Level Conversations with Farmers

To broaden our understanding and validate our solution on a larger scale, we conducted conversations with farmers from various states, including Madhya Pradesh, Gujarat, Bihar, and Assam. In Assam we held with organic farmers in Sonapur and Tezpur. These discussions

provided diverse perspectives on the challenges faced by farmers in different regions, such as varying climatic conditions, logistical hurdles, and regional market dynamics. This helped us ensure that ***Organigo*** could be tailored to meet the needs of farmers across the country.

2. Selecting Guwahati as the Launch City

After extensive deliberation, we decided to initiate our operations in Guwahati. This decision was driven by the fact that our groundwork, including logistics and storage solutions, had been extensively developed in Guwahati. The city's strategic location and growing demand for organic products made it an ideal starting point for ***Organigo***.

3. Engagement with Agricultural University Students

We held productive talks with students from the Agricultural University in Bhopal. These discussions provided us with fresh perspectives on innovative farming techniques and the practical challenges faced by young farmers. Their feedback helped us refine the educational and advisory components of our platform.

4. Pitching to Consumers

To gauge consumer interest and validate our value proposition, we pitched our idea to potential consumers through emails and phone calls. This direct engagement helped us understand consumer expectations, preferences, and willingness to adopt our platform. The positive responses and constructive feedback we received reinforced our confidence in ***Organigo's*** market potential.

5. Partnership with Niubol for IoT Devices

In a significant development, we established a partnership with *Niubol*, a company specializing in IoT device formation for agriculture. This collaboration enabled us to integrate advanced IoT solutions into ***Organigo***, enhancing our meteorological advisory services. We successfully negotiated a deal to procure their products at a discounted rate, making it cost-effective for our farmers to access cutting-edge technology.

Form Data and Insights:

Rate how easily is certified organic food with proper checking parameters available to you?



(Rate how easily is certified organic food with proper checking parameters available to you, question's response on our form)

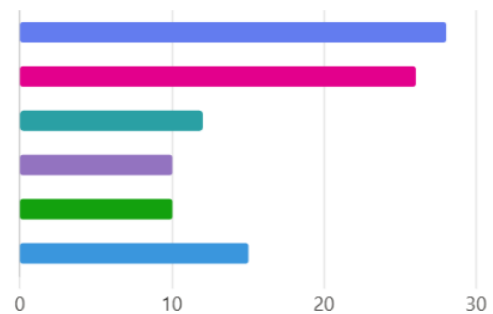
9. Would you be willing to pay an extra charge of 15% on the selling price of veggies, fruits and non perishable goods at the mandis, from a platform which certifies the authenticity and delivers at the ease of your home? Remember the impacts of conventional farming on health include increased chances of cancer, respiratory diseases and hair and derma related issues.



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11. If you eat organic goods then what are the foods which you consume are certified organic?

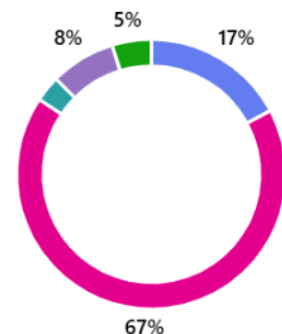
Veggies and Fruits	28
Pulses	26
Grains	12
Oils and nuts	10
Spices an condiments	10
All Organic :)	15



(If you eat organic goods then what are the foods which you consume are certified organic, question's response on our form)

What do you think is the reason for not consuming Organic food completely?

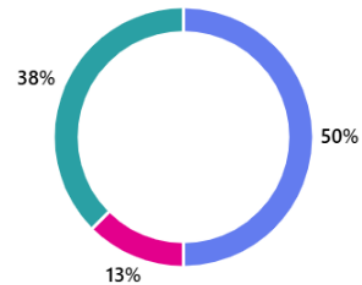
Cost	11
Supply and availability issues	43
I don't believe in the harmful effects	2
Not aware what organic food is	5
I am already using organic produce	3



(What do you think is the reason for not consuming Organic food completely, question's response on our form)

. We would be including the feature of selling produce on the basis of freshness(Example: distinguishing based on quality on our platform). We would be charging a small premium charge on the freshest of the goods and selling the not so fresh at a lower rate. Would you be willing to pay a surcharge for such a feature?

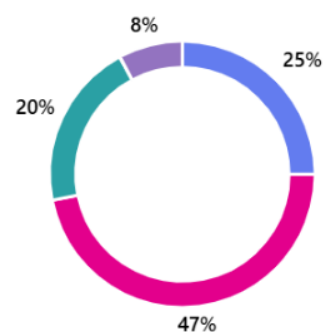
Yes	32
No	8
Maybe	24



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Weekly Vegetable and fruit consumption?

1Kg- 2 Kg or less	16
2-5 kg	30
5-10 Kg	13
10 Kg +	5



(Weekly Vegetable and fruit consumption, Question's response on our form)

Phase four- Initiation and completion of the journey to ONE

The fourth phase marked the official launch of ***Organigo*** in Guwahati, focusing on executing our strategy, marketing the platform, and establishing a strong presence in the city.

1. Why Guwahati?

Guwahati was chosen as the launch city due to its strategic location, vibrant urban population, and proximity to a large number of organic farmers in Assam and neighboring regions. The city's growing awareness and demand for organic products provided a fertile ground for our venture. Additionally, our prior groundwork in logistics and storage solutions in Guwahati gave us a robust operational advantage, making it the ideal location to kickstart our journey.

2. Branding and Marketing

To create awareness and establish our brand presence, we focused on both digital and offline marketing strategies. We developed a cohesive branding strategy that highlighted our mission to support farmers and provide consumers with authentic, fresh organic produce.

3. Poster and Pamphlet Distribution

As part of our offline marketing efforts, we designed visually appealing posters and informative pamphlets that communicated the benefits of *Organigo* to both farmers and consumers. These materials were distributed across key locations in Guwahati, including local markets, community centers, and educational institutions. This helped us reach a broad audience and generate initial interest in our platform.

4. Community Engagement

We organized community meetings and interactive sessions with farmers and consumers to explain how *Organigo* works and the benefits it offers. These events not only helped build trust but also provided a platform for direct feedback, which was invaluable for refining our services.

5. Digital Campaigns

In parallel, we launched digital marketing campaigns on social media platforms to reach tech-savvy consumers and promote our online marketplace. These campaigns highlighted success stories of local farmers, the environmental benefits of organic farming, and the ease of purchasing through *Organigo*.

Our Journey and Reflections

Throughout this project, we dedicated countless hours and immense effort to bring ***Organigo*** from an initial concept to a fully operational startup. From late-night brainstorming sessions to in-depth field research and tireless community engagement, every phase demanded our full commitment and passion. The challenges we faced along the way, whether logistical hurdles or market uncertainties, only strengthened our resolve to create a solution that genuinely impacts the lives of farmers and consumers.

The journey was not just about building a startup; it was about learning, growing, and experiencing the beauty of collaboration and innovation. Every interaction with farmers, consumers, experts, and partners enriched our

understanding and fueled our motivation. Seeing ***Organigo*** take shape and witnessing the positive response from the community was an incredibly rewarding experience. We thoroughly enjoyed every moment of this process, and it has left us with invaluable memories and lessons that will guide us in future endeavors.

Signing Out

