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| **Key Partners**  Food Production Companies Local Super Marche's Warehouse owners  Raw Material distributers  Logistics and Transportation Agencies  Local Community  Non-Profit Organizations | **Key Activities**  Farming on rooftops in the cities.  Growing food where people live in a sustainable way.  Delivery of food baskets by electric cars to address the climate issue.  Production as per statistics Doorstep Delivery | **Value Propositions**  Sustainable practices implementing the best and advanced way of plant science.  Elastic approach of Farming.  Reduces the overall cost of agriculture.  Production throughout the year to eradicate the hunger issues.  Reinventing a broken food system with the experts. | **Customer Relationship**  Networking the Local Farms and Food Makers.  Direct Doorstep delivery from the Warehouse to Customer.  Community Visits and Open houses to enhance the facilities.  Membership facility | **Customer Segments**  Local Farming Communities  Agricultural Activities  Concentrating on latest technical advancements on sustainable farming practices  Food Production Agencies |
| **Key Resources**  Agricultural Activists  Plant Science experts Marketing Team  Food Inspection and QA Team  Engineers  Infrastructure specialists Farming Estates | **Channels**  Website Marketplace Blog Facebook Instagram Radio |
| **Cost Structure**  Warehouse Maintenance Rooftop Setup Greenhouse Instalments  Maintaining the Workforce (Production Associates, Food Packers, Farmers, Agriculturists, IT Team, Transportation Team, Supervisors)  Training of the associates and their Induction Advertising Costs  Healthy Environment Set-up (Additional covid measures) | | **Revenue streams**  Logistics and Transportation Online purchasing of food baskets Government funding and subsidies Stocks  Customer Partnerships | | |