

Name of the Student : Upare Saurao Madhukar

Roll no : 21f1000355

Project Title : Data analysis of Product & Services of Agrotech Enterprise

BDM Project Proposal

Data Analysis of Product & Services of Agrotech Enterprise

Summary

A store named Upare Agro Enterprises located in Chandrapur from the last 8 years and took recent data from his store for analyzing the selling of the Gandul Khat (Manure made from Earthworms/Organic fertilizers) around 21-2022. So this project analysis will include the owner facing a problem in sale of Organic Manure, Skilled laborers in agrotech, decrease in the selling of subsidized agro machineries etc in the past year whereas the chemical fertilizers were comparatively sold more than organic manure.

Upare Agro Enterprises

This is a store owned by Mr. Premkumar Upare in our nearby locality. He solemnly started this business after doing his studies, he wanted to set up a business where all agricultural work will be done by him and people would rent the farm to him for a year. But while doing this endeavor he encountered a problem of equipment and tools for particularly organic and modern farming where not easily available in his area and started this venture(Upare Agro Enterprises) in 2014 individually.

It is a B2B and B2C type of enterprise where B2B selling is done on a small scale while B2C selling is done on a large scale as nearby Chandrapur there is a more fertile land in the north of the city along Tadoba Buffer region.

Firstly, I started from grocery shops and supermarkets store and asked for their data but got a denial after searching a few store I landed up here and set up 2 meet with the owner of the Upare Agro enterprise and discussed the problems faced by him such as sale of Organic Manure, Skilled labors in agrotech, decrement in the selling of subsidized agro machineries etc.

Location : Tadoba Road Tukum, Near Matoshri Vidyalaya, Biyani Nagar, Chandrapur-442401

Photo of the Store :



Problem Statements :

1. Decrement in the sale of Organic Manure in past year
2. Subsidized Agricultural Machineries leading to decrement of sale
3. Less availability of Skilled laborers in the Agrotech business.

Background of the Problems :

Decrement in the sale of Organic Manure in past year

Less awareness among the farmers about its nutritional content for plants and less environmental damage

Less shelf life of the fertilizers and high production cost.

Subsidized Agricultural Machineries leading to decrement of sale

The farmers have to pay a high cost for the machinery in advance then after purchasing they will get the subsidized amount, making it not feasible to purchase such items at a high cost.

Less availability of Skilled laborers in the Agrotech business.

For such a local enterprise there are no skilled workers in the nearby region due to lack of training and education in the Agrotech sector and if some are available they have high salary demands, which cannot be fulfilled by such an enterprise.

Problem Solving Approach

For Decrement in the sale of Organic Manure in past year

First of all, tackling the awareness issue can be done with the help of two methods; Online mode and offline mode.

Online mode : The online mode consists of marketing the products over various social media platforms and reaching a large number of people through it.

Offline mode : Printing holdings, banners, pamphlets and organizing various workshops on Organic farming.

Now to minimize the production cost, increasing the production volume by opening various pits in organic farming centers and giving attractive discounts on the organic manure products.

The intended data taken by me shows that the selling of the organic manure such as Gandul Khat(manure made by Earthworms), Neem khat(neem manure) etc is only in few months such as July 21 and Oct 21 and few months in next financial year which says that the product is sold unevenly and the sale is not regular.

To Tackle the data I have used Google Sheets, pivot tables, cleaning and formatting data, sorting, quick sum and different functions. Using charts and bars to comparatively show the selling in each month.

For Subsidized Agricultural Machineries leading to decrement of sale

The enterpriser will give the needy amount to the farmers upon subscription model. So that the needy farmer can purchase the products/tools in advance according to his requirements.

The data taken by me in a certain period of time shows that the sell of the various crop protection products, irrigation machinery pumps and various tools are seasonally purchased by the farmers.

The Tools used by me include Google Sheets, pivot tables, cleaning and formatting data, sorting, quick sum and different functions. Scatter plot for various comparative studies with respect to different tools.

Expected Timeline :

The expected timeline taken by me is from March -21 to November-22 which includes various trends of Agricultural Machinery, Gardening tools, Organic fertilizers.

Expected Outcome :

- Increasing the sales of the enterprise
- Creating social and environmental impact
- Economic growth of region
- Employment for various workers