

FAARMS (Fully Automated Animal Repellent Messenger System)

1. What problem is your venture targeting to solve? How are the affected people (customers/consumers) coping with the problem?

Ans. Raiding animals are one of India's primary causes of crop damage; every year, India loses one-third of its harvest due to such incursion; According to statistics published by the Union Minister, Tamil Nadu ranks second only to Andhra Pradesh in the number of occurrences involving human-animal conflict.

As a result, wild animal attacks pose a unique challenge to farmers all over the world.

Farmers' current efforts for avoiding the aforementioned problem are as follows:

- Agricultural fences
- Natural repellents
- Bio-physical barriers
- Electronic repellents

These approaches are somewhat feasible but do not solve the issue entirely. Moreover, nearby forest farmers have to stay up at night to protect fields by risking their lives.

Through a unique engineering solution and business strategy, FAARMS provides a one-stop solution to all of the listed concerns. FAARMS is a revolutionary agro-based solution that will revolutionize agricultural monitoring.

Source: [7,562 cases of crop-raiding by wild animals reported in last three years across Tamil Nadu- The New Indian Express](#)

2. What is the current stage of your venture? (Idea stage, Business Model stage, Proof-of-Concept, Client Pilot, Prototyping, Early-stage revenue, Growth-stage, or Any Other)

Ans. FAARMS has successfully tested the first prototype with positive results. Aside from that, there is ongoing engagement with farmers and users, and their input is being evaluated for further development. We are looking forward to deploying our test module in fields for more robust testing and future issues identification.

Once we are done with various field testing, market launch will be our next target

More progress may be viewed by clicking on this link: [Proof-of-Concept](#)

3. What is the intended customer segment or target customers of your venture?

Ans. Because India is an agricultural country, FAARMS can be used in crop fields, orchids, gardens, and other agricultural and non-agricultural sectors where monitoring is required.

Our intended customer base is B2C, and our clients include:

- Farmers
- Land lords
- Orchid owners
- Nursery owners
- Forest departments

4. Who are your current competitors? (Please mention both direct and indirect competitors if applicable)?

Ans. Direct: KYARI-ANIDERS

Indirect : Electric Repellent Fencing System

5. How will your venture generate revenue? What are the factors affecting your costs and revenues? Also highlight any growth opportunities in future.

Ans. Revenue Models:

- Pay-per-Use
- Commission Revenue
- EMI based

Product characteristics such as battery backup and monitoring range vary depending on the farmer's demands.

Regarding future opportunities:

- FAARMS will be equipped with a real-time monitoring system that includes night vision cameras. These functionalities are available to farmers/users via a mobile app.
- We are also interested in collaborating with various forest research departments and top agricultural commercial firms.

6. How does your idea and marketing strategy differentiate your startup from your competitors and help you create demand for your product/service? Mention your IP (Intellectual Property) advantage if any.

Ans.

Advantages for users:

- Easy to assemble
- No need of external batteries
- Access to your farm is one tap away
- Portable and easy to use
- Eco Friendly
- Even works for non-smartphone users

FAARMS aims to connect rural areas of India with agri-tech and reduce human-animal conflict cases.

All available current products for preventing animals from farm invading are either harming animals or not totally successful to make them leave the field as a result sometimes animals are injured severely also farms are affected.