

HOSTEL ID 84 PRESENTS:

krishi
konnect



Grow, Connect, Thrive – Organically!



Ramesh is a local farmer. He harvests organic crops in his small field.

Ramesh works hard for months, battling unpredictable weather, pests, and rising costs.

He struggles to find direct consumers and is forced to rely on middlemen.

The middlemen offer unfairly low prices, leaving Ramesh with minimal profit.

Every season, Ramesh faces the same struggles, with no way to improve his situation.

With low earnings, he takes high-interest loans, falling into financial stress.

Unable to sell all his produce, he watches some of it rot or sells it at a loss.



**Now,
what is the solution??**

What Do People Think ?

What do the organic store owners of Guwahati think ?

1 How did you come up with the idea of starting an organic grocery shop ?

COVID-inspired **health awareness** led us to start this shop for well-being and start our own business journey.

2 Have you noticed a difference in organic goods sales versus regular products ?

Organic Products **attract higher income groups** mainly, hence neither produced nor consumed in masses.

3 Why don't you deal in fruits and vegetables ?

Fruits and vegetables have **lower shelf-life** and local production is not sufficient to incorporate that in our business.

What do the organic farmers of Guwahati think ?

1 Can you explain your current process for growing and selling your produce ?

We grow chemical-free crops, mostly **sold locally or to traders**, but struggle with **low prices** due to **limited market access** and direct sales opportunities.

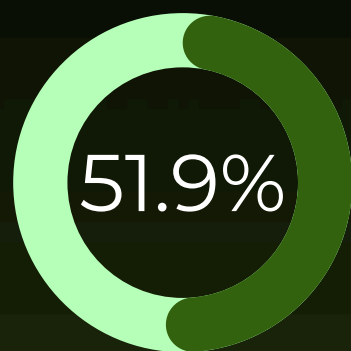
2 Would natural crop protection tips and weather updates help you ?

Yes, it would help a lot. If I know when it will rain, I can plan better. I also want to **learn about natural ways** to stop pests.

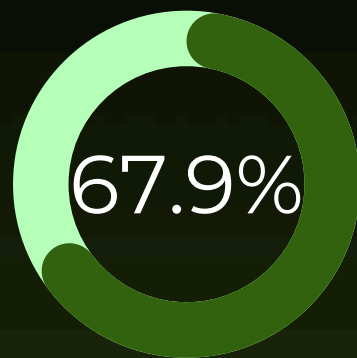
3 Have you heard about organic certification? Are you certified?

Yes, I know about it, but don't fully understand it. Some villagers got certified, but it's **time-consuming and costly**, and I can't afford it.

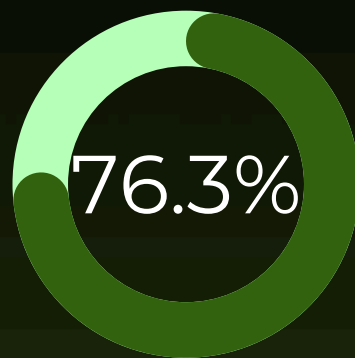
Survey Insights



Prospective consumers who are inclined toward purchasing organic products.



People that are finding it difficult to buy organic products due to limited availability



People trusting government certifications to verify organic products



KEY FACTORS INFLUENCING ORGANIC PRODUCT CONSUMPTION



HEALTH BENEFITS

81.7 %



FOOD SAFETY

57.3 %



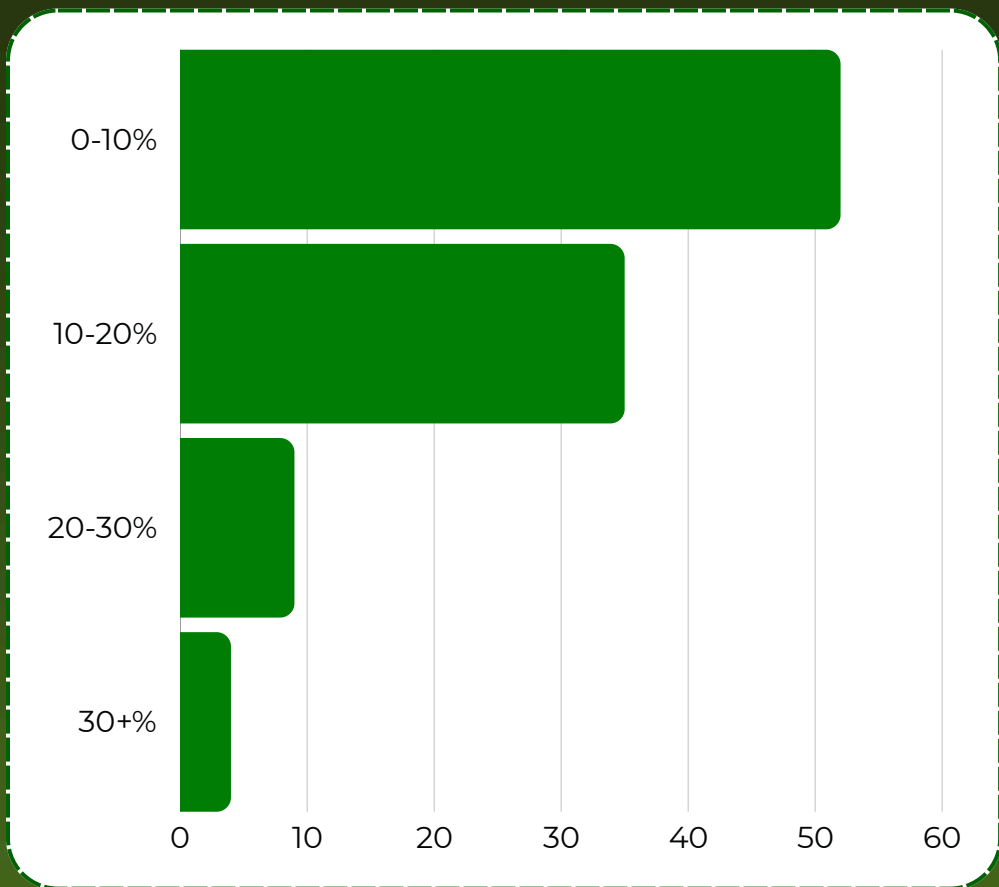
FOOD TASTE

35.1%



ENVIRONMENTAL IMPACT

27.5 %



52% Willing to pay upto 10% premium.

35% Willing to pay 10–20% premium.

9% Willing to pay 20–30% premium.

4% Willing to pay more than 30% premium.

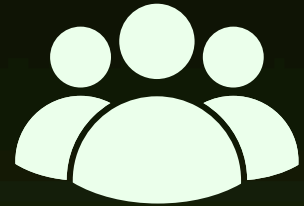
Survey results:

Problem Identification

App feedback

Consumption Survey.

Problem Identification



CONSUMER

- Demands better availability of organic products
- Requires organic products to be home delivered
- Struggles to find a marketplace for organic goods
- Concerned about authenticity of organic products



SMALL SCALE FARMER

- Needs direct access to consumer market
- Suffers due to unpredictable Weather & climate
- Needs an easier process to get organic certification
- Involvement of middlemen reduces his/her profits



LARGE SCALE FARMER

- Wants to expand his crop to more buyers
- Limited access to buyers who really want to pay appropriate price for organic product
- Suffers due to unpredictable Weather & Climate

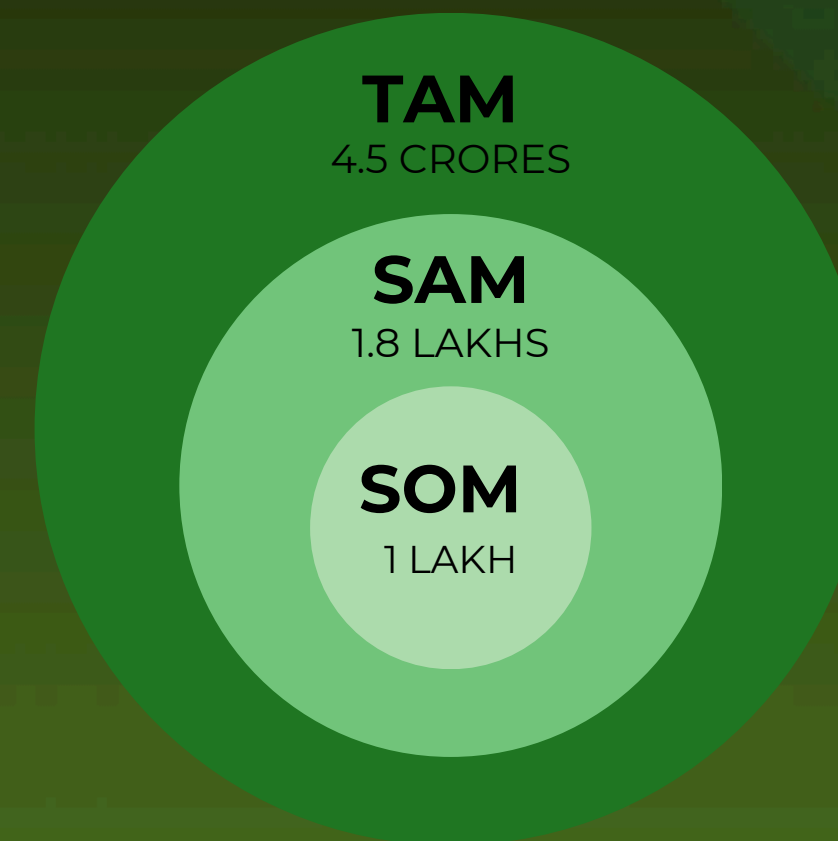
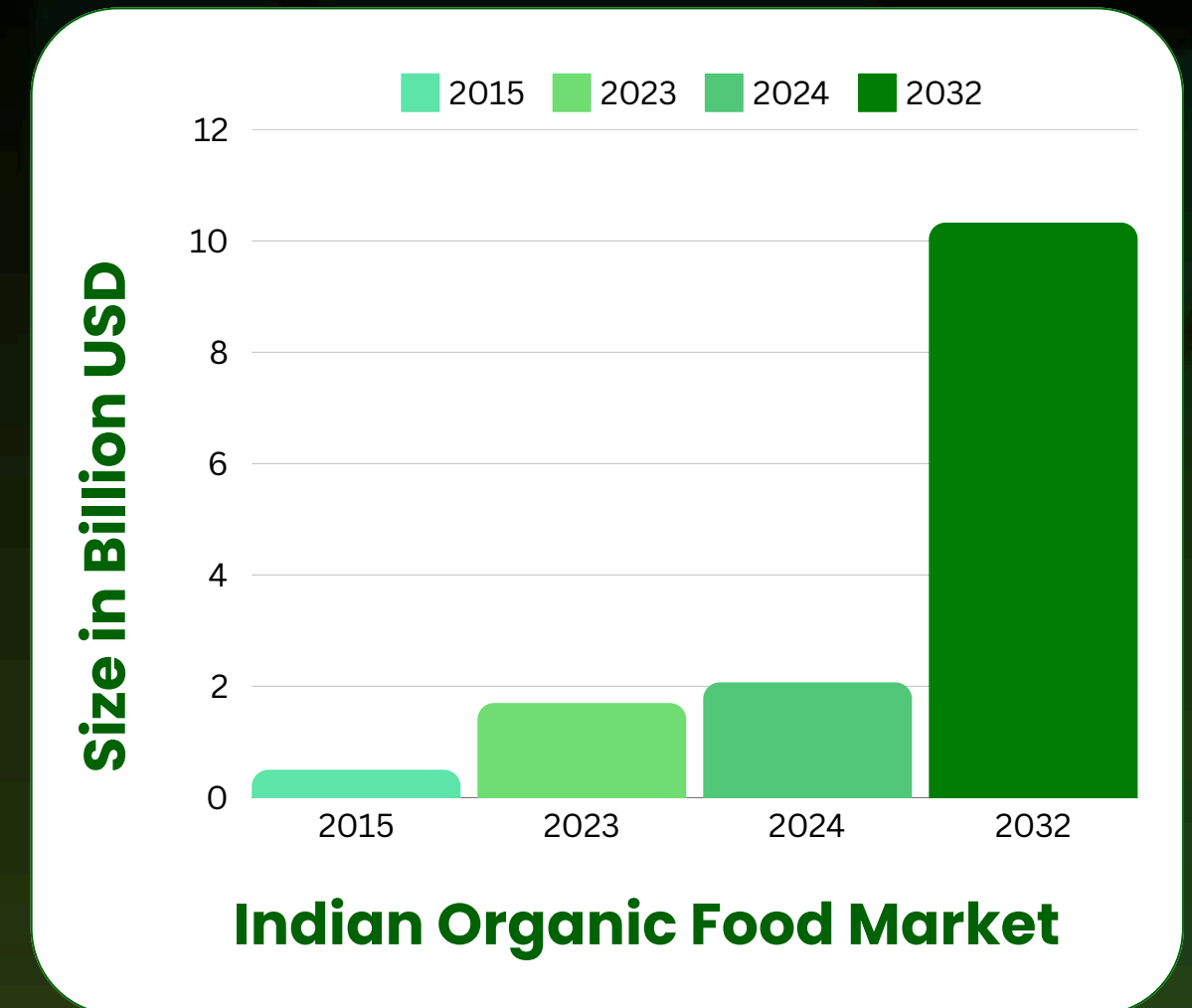


OFFLINE MARKET PLACE

- Suffers due to lack of awareness among consumers
- Inconsistent supply of organic products
- Struggles to gain consumer trust

Market Analysis

- The **Indian Organic Food Market** was valued at **USD 1.7 Billion** in **2023**.
- The organic food industry is projected to grow from **USD 2.07 Billion** in **2024** to **USD 10.329 Billion by 2032**, exhibiting **CAGR of 22.20%** during the forecast period (**2024 - 2032**).
- While there are people willing to buy and sell organic, **lack of direct communication** and **transparency** make it necessary to **build trust** and a **consistent marketplace**.
- People are becoming more **health conscious** and recent economic trends have **increased the spending power** of middle class who are now **willing to pay a premium** for these products.
- **Government** is also **actively promoting organic farming** due to **environmental and health** reasons.



ORGANIC PRODUCE
TOTAL SUPPLY : **2 LAKH TONNES**
TARGETED SUPPLY : **1 LAKH TONNES**

Our solution: Krishi Konnect

NOTIFICATION

Helps farmer stay alert
about weather updates.



SELECT LANGUAGE

Helps farmer to operate
the app
in their preferred
language



krishi
konnect

Select Language

- ☐ English
- ☐ हिंदी
- ☐ অসমীয়া



OUR SOLUTION

The solution that we came
up for bridging the gap
between farmer and
consumer

FARMER / CONSUMER

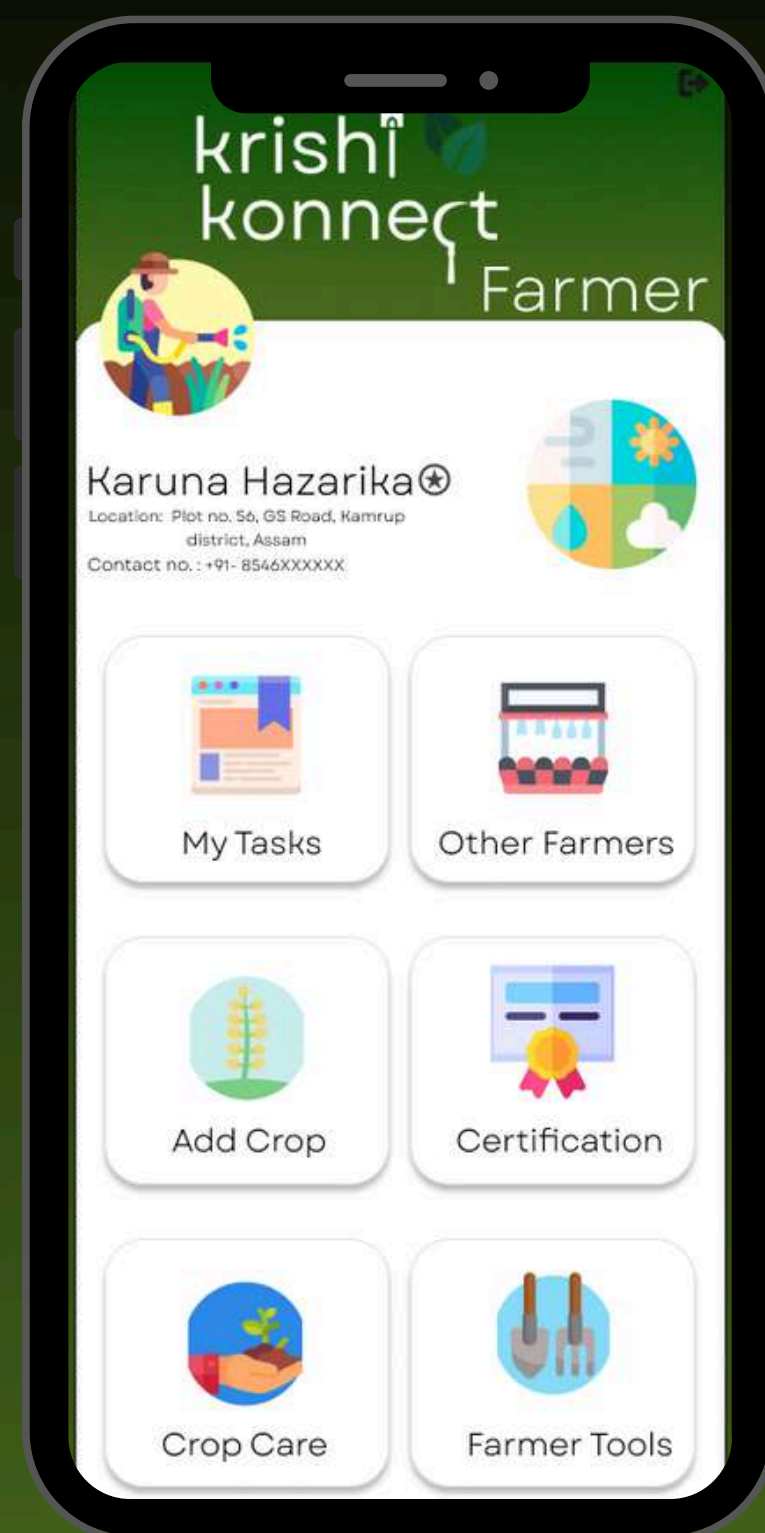
Sell/Buy Organic
Products



Have a look at our prototype : Click Here

User Interface

FARMER INTERFACE



My Tasks

Reminds farmers of daily tasks to enhance crop yield



Crop Care

Farmers can gain deeper insights into their crops



Add Crop

Farmers track and list their crops



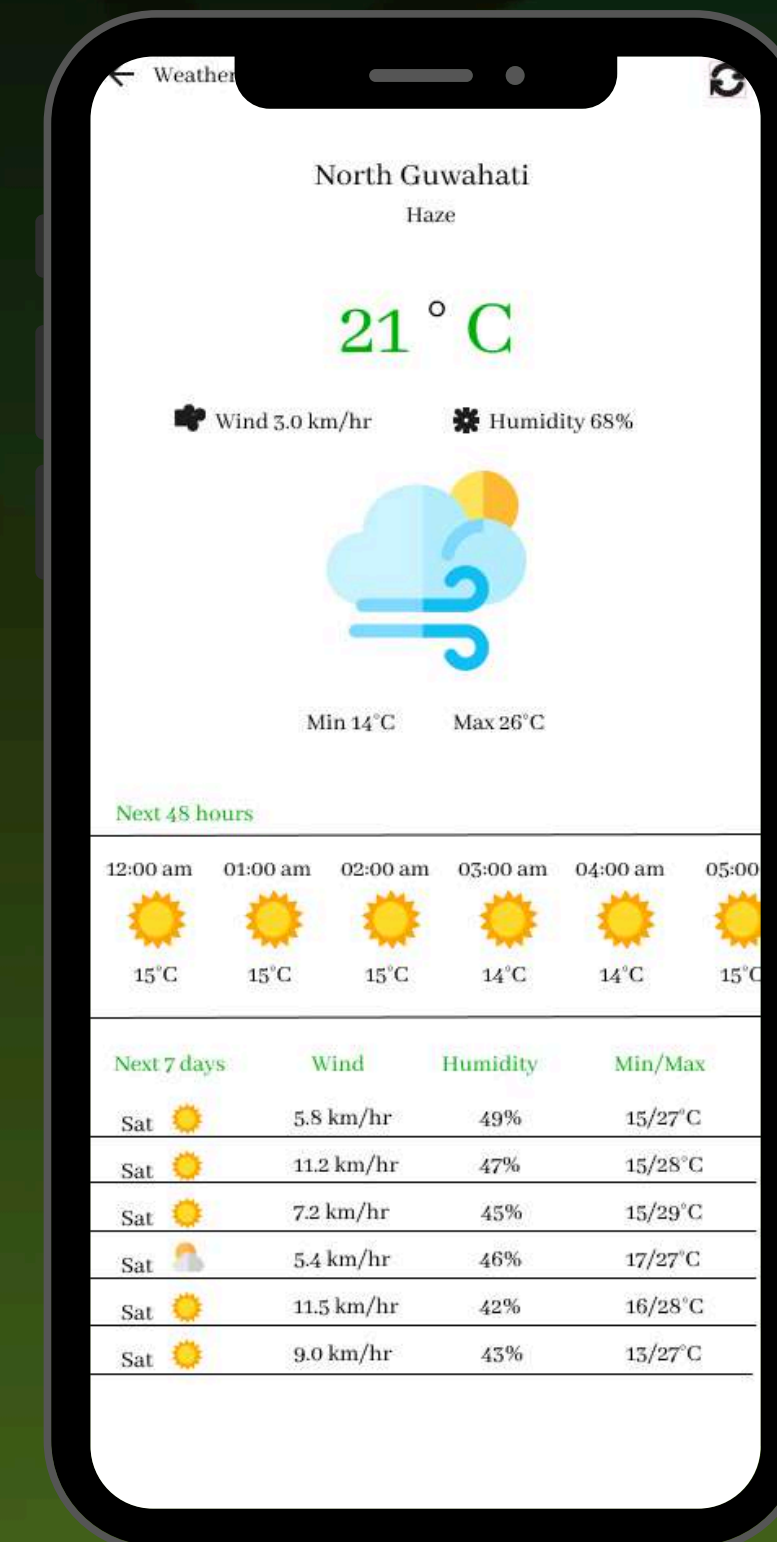
Other Farmer

Helps farmer to build a community



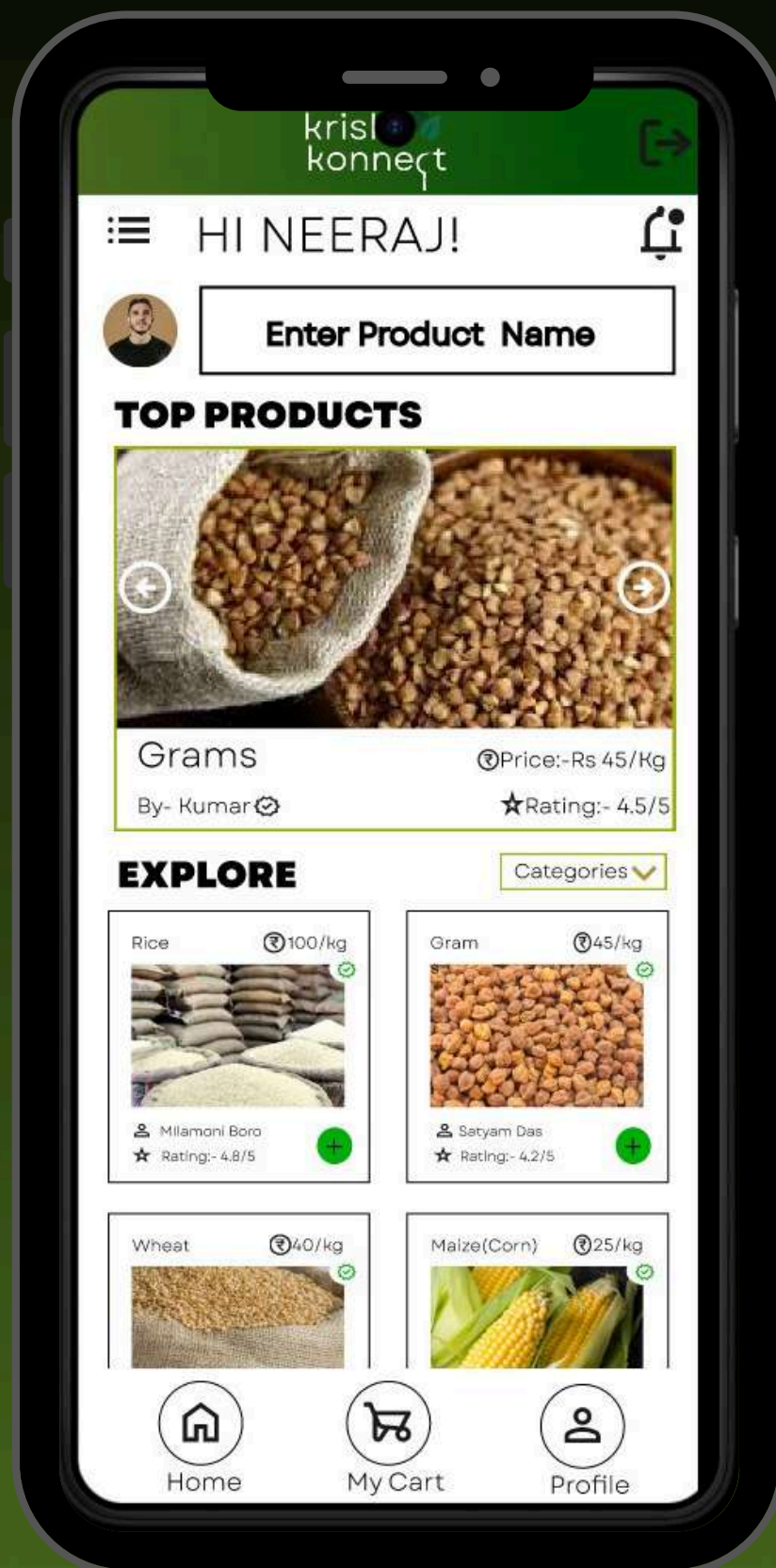
Weather Insights

Helps farmer to know more about weather condition and increase their yield



User Interface

CONSUMER INTERFACE



Top product

shows the top selling product of the day



Search

Helps to search on basis of crop or farmer



Explore

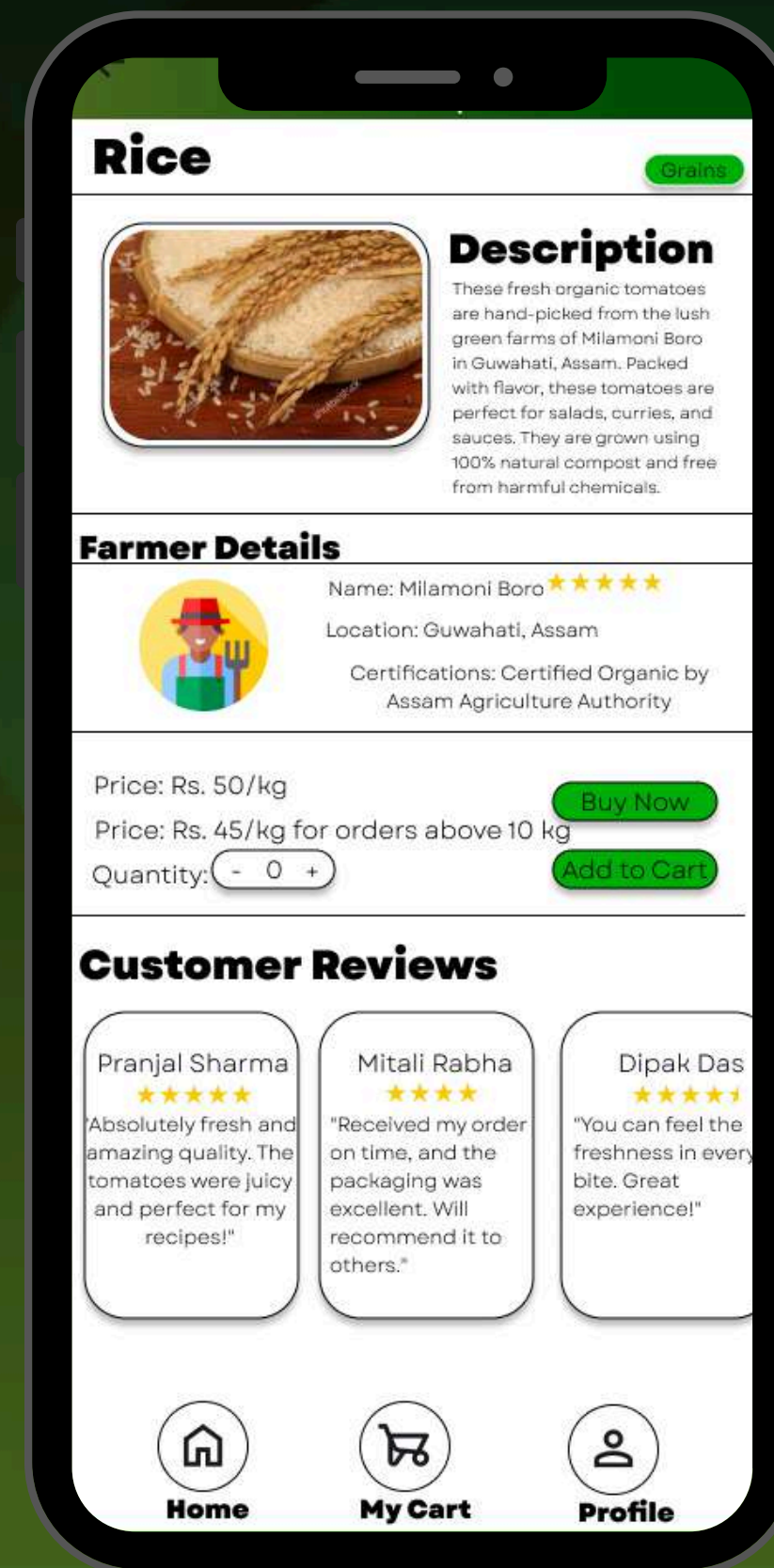
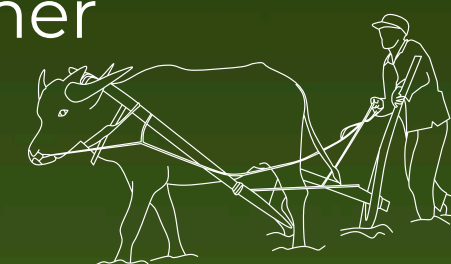
Explore section provides you multiple options



Farmer's Details

Helps to know more about farmer

- Farmer personal details
- Farmer certification details
- Farmer crop details
- Farmer reviews by customer
- Crop Price



Competitor Analysis

COMPANIES/ FEATURES	CONSUMER- FARMER INTERFACE	METEROLOGICAL INSIGHTS	FARMER TASK REMINDER	CONSULTING SERVICES
 KRISHI KONNECT	✓	✓	✓	✓
 JAIVIK BHARAT	✓	✗	✗	✗
 AGRIBEGRI	✗	✗	✗	✓
 PLANTIX	✓	✓	✗	✓
 YOUR ORGANIC STORE	✓	✗	✗	✗
 KISAN GATEWAY	✓	✗	✗	✗

!! PLANTIX IS A MARKET PLACE FOR FARMER TO FARMER ONLY

BMC

Key partners

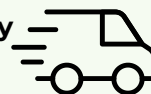
Local organic farmers



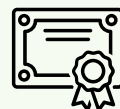
Weather data providers



Delivery and logistic company



Food safety certification body



Organic stores and other bulk order stakeholders



Software managing company

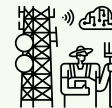


Key activities

farmer onboarding and verification



weather monitoring and alert system management



order processing and delivery coordination



Key Resources

mobile application



weather data integration system



farmer and consumer database



logistics network



technical support team

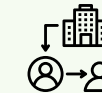


Value proposition

access to urban market



better profit by eliminating middlemen



weather and agricultural advisory



demand prediction based on consumer behavior



simplified logistics and delivery management



direct access to customers



access to organic products



direct link with farmers



seasonal product recommendation



customizable pre-order options



Consumer relationship

Fostering trust with transparency



Personalised recommendations



Easy-to-use app experience



community development

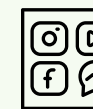


Channels

Mobile app



Social media platforms



Email Newsletter



Customer Segments

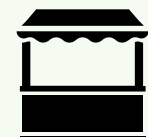
Organic farmers in assam



Health-conscious urban consumers



Organic Stores



Segmented Market



Cost Structure

Technology development



Providing weather and farming insights



Customer acquisition



Marketing



Logistics and delivery



Revenue Streams

Subscription model for farmers



Premium model for consumers



Advertising on the platform



Platform fees (charged to customers for transactions)



Delivery charges



Revenue Sources

B2C (Delivery Charges)

Revenue Source:
Delivery charges per order.

Value Proposition:

- Fresh, certified organic produce delivered with quality assurance.
- On demand quick delivery with additional charges.

Premium Model (Consumers)

Revenue Source:
Premium subscription fees.

Exclusive Benefits:

- Quick, charge-free delivery for organic products.
- Early access to fresh, high-quality produce.
- Bulk discounts, regular offers, and pre orders.

Product Advertisements

Revenue Source:
Paid promotions from organic agriculture support providers.

Strategy:

- Sponsored listings & featured products for better reach and access to farmers.

Subscription (Farmers)

Revenue Source:
Monthly/annual fees.

Exclusive Benefits:

- Consultancy services.
- Assistance in farm aid inputs/tools.
- Priority product listing for better visibility.
- Advanced Weather Insights.

B2B (Bulk Order)

Revenue Source:
Bulk order profit margins.

Target Market:

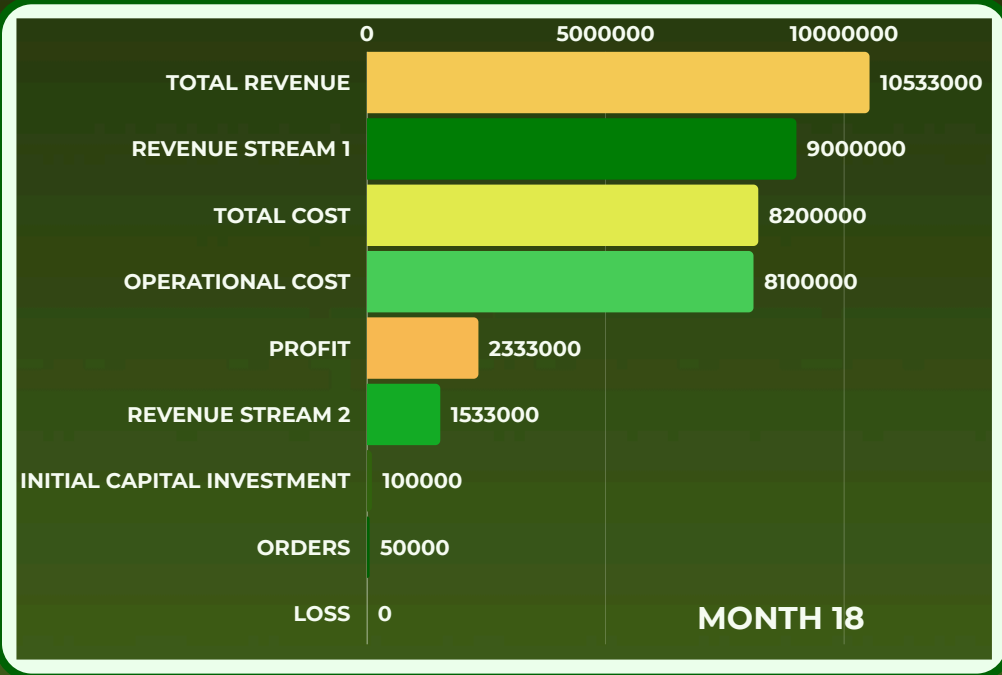
- Organic retailers and institutional buyers needing high-volume organic supply.
- On demand quick delivery with additional charges.

FINANCIAL BREAKDOWN

ESTIMATED APP TRAFFIC



ESTIMATED FINANCIALS



GUESSTIMATE

WEIGHTED AVERAGE DELIVERY COST



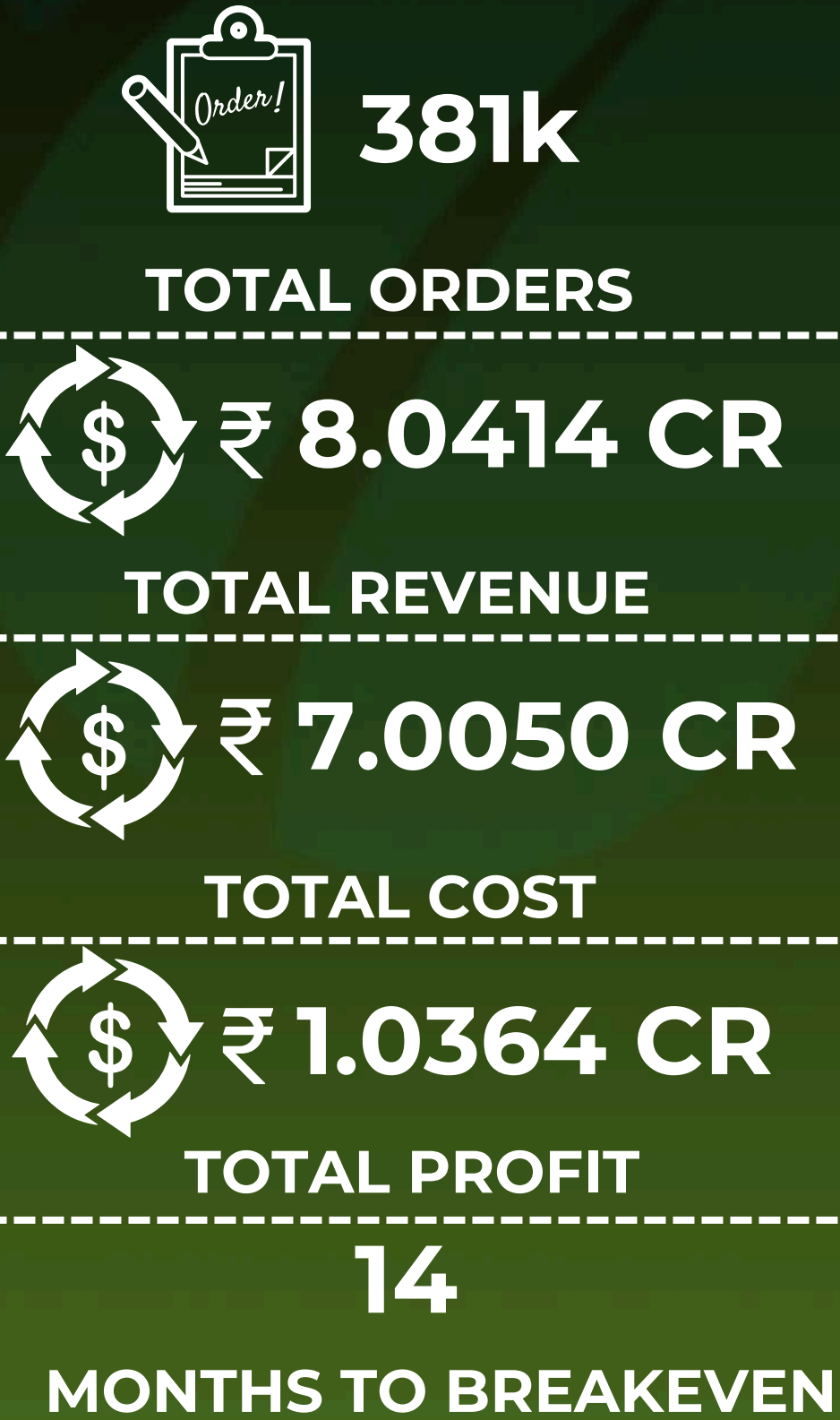
DISTANCE FROM WAREHOUSE	10 KM	20 KM	30 KM
DELIVERY COST	40 INR	140 INR	240 INR
TOTAL COST	100 INR	200 INR	300 INR

WEIGHTED AVG. COST = $100 * 0.6 + 200 * 0.3 + 300 * 0.1 = 150 \text{ INR}$

DELIVERY COST FOR USER = 180 INR

PROFIT PER DELIVERY : 30 INR

STATISTICS AFTER 18 MONTHS



GO-TO-MARKET STRATEGY

1. Market Research & Pilot Testing



- **Conduct surveys** to understand farmer needs, pain points, and platform preferences.
- Launch **pilot programs** in select regions to test usability and refine the app.
- Use insights from pilots to enhance the app's features and functionality.

2. Localized Content & Accessibility



- Provide **multilingual support** and easy navigation.
- Develop guides, **video tutorials**, and marketing materials in regional languages.
- Create **culturally relevant marketing materials** to engage diverse user groups.

3. Strategic Partnerships & Government Support



- **Collaborate with NGOs**, farmer associations, and government bodies for outreach.
- Utilize **government-backed schemes** to enhance trust and facilitate large-scale adoption.
- Foster **strategic alliances** to ensure long-term sustainability and impact.

4. Offline Marketing & Community Engagement



- **Organize workshops** on organic certification, app usage, and renewal assistance.
- Set up **kiosks at fairs and expos** for live demonstrations and farmer onboarding.
- Leverage one-on-one interactions and **word-of-mouth** marketing.

8. Performance Tracking & Retention Strategies



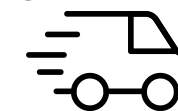
- **Monitor KPIs** (adoption, engagement, retention) and refine strategies based on feedback.
- Implement loyalty rewards, **referral programs**, and subscription benefits to enhance user retention.
- Use analytics to refine strategies and enhance user experience.

7. User Support & Community Building



- Provide helplines, chatbot support, and **create WhatsApp/Telegram groups** for assistance.
- Encourage **peer-to-peer learning** and issue resolution through farmer communities.
- Local bodies organised discussions to share best practices and enhance user experience.

6. Logistics & Infrastructure Development



- Establish **warehouses** and streamline logistics for seamless product distribution.
- Ensure **efficient transportation** and storage for quality maintenance.
- Maintain **optimal storage** conditions to preserve product quality.

5. Digital & Influencer Marketing



- Partner with **agricultural influencers** on Facebook and Instagram to drive engagement.
- Run targeted **digital campaigns** showcasing app benefits and success stories.
- Use **local newspapers** for ground level awareness

TIMELINE

App Development

Logistics Setup

Feature Integration

Marketing & Farmer Onboarding

Customer Acquisition

Expansion

Phase 1



- ◆ DESIGN & PROTOTYPING
- ◆ DEVELOPMENT & TESTING
- ◆ DEPLOYMENT & LAUNCH
- ◆ POST LAUNCH MAINTENANCE

App Performance Metrics



App Store Ratings & Reviews



Phase 2



- ◆ NEWSPAPERS & NEWSCHANNELS
- ◆ INFLUENCER MARKETING
- ◆ UNIONS & NGOS
- ◆ SOCIAL MEDIA

Number of Farmers Onboarded



Conversion Rate from Marketing Campaigns



Phase 3

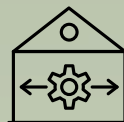


- ◆ WAREHOUSE SETUP
- ◆ DELIVERY PARTNERSHIP
- ◆ BULK TRANSPORT
- ◆ HUMAN RESOURCES

Number of delivery partners



No. of serviceable zones



Phase 4



- ◆ TARGETED MARKETING CAMPAIGNS
- ◆ REFERRAL PROGRAMMES
- ◆ CONTENT MARKETING & SEO
- ◆ PARTNERSHIP & COLLABORATIONS

Customer Acquisition Cost (CAC)



App Downloads



Phase 5



- ◆ FARMER SUBSCRIPTION MODEL
- ◆ CUSTOMER PREMIUM MODEL
- ◆ QUICK DELIVERY
- ◆ ADVANCED WEATHER INSIGHTS

Subscription and Premium Model Adoption Rate
Customer Satisfaction Score (CSAT)



Phase 6



- ◆ EXPAND TO TIER 1 CITIES
- ◆ PAN INDIA DELIVERY
- ◆ MULTIPLE STORAGE UNITS
- ◆ BROADER SUPPLY CHAIN

Number of Cities Expanded To



Pan-India Delivery Coverage (%)



KPIs OBJECTIVES

IMPACT

SOCIAL IMPACT

Empowerment of Farmer



Rural Development

Consumer Awareness and Education



Community Building

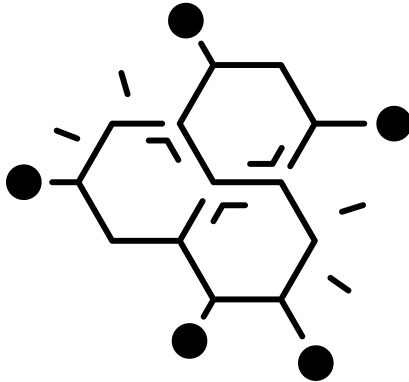


Promotion of Sustainable Practices

Reduced Food Waste

Reduced Carbon Footprint

Reduced Chemical Runoff



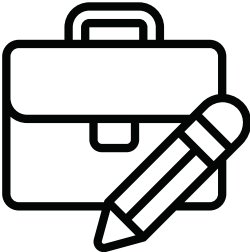
ENVIRONMENTAL
IMPACT

ECONOMICAL IMPACT

Increased Profitability for Farmers



Market Access and Demand Understanding



Job Creation and New Opportunities

Thank You!



