Team Name : ARUK AGRISOFT

Project Name: AGRISOFT

Track-1 (Innovation Challenge)

Theme: Sustainable Agriculture

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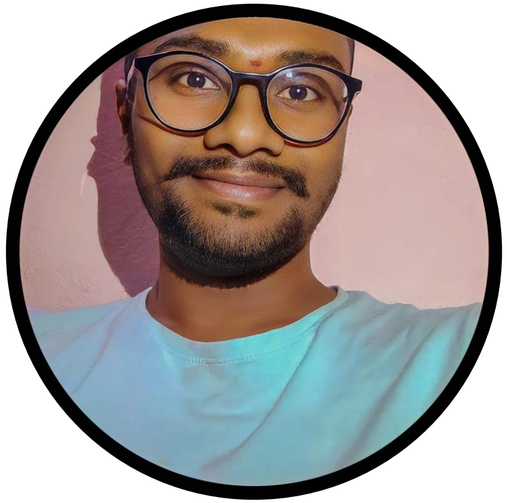

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Let's examine the issue at hand

- Climate change impacts
- Traditional landholding structures limiting arable land
- Reluctance of educated individuals, including BSc students, to enter agriculture
- Landowners' hesitation to lease or sell land for modern farming
- Multifaceted challenges in the agricultural landscape

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Vision & Mission

01. Vision

AGRISOFT pioneers a sustainable, tech-driven agricultural future, overcoming challenges for progress. Our vision is a bright, inclusive future committed to feeding the world and safeguarding the planet, marking a new era in agriculture.

02. Mission

To advance sustainable agriculture through cutting-edge technology, innovation, and inclusive practices. We strive to overcome challenges, ensuring global food security while preserving and enhancing the health of our planet, ushering in a transformative era in agriculture.

Business Model Canvas

Designed for:	Designed by:	Date:	Version:
Tata Steel Tomorrow Lab	A.Raj Kumar	03/12/2023	01

Key Partners

1. Government Agricultural Departments
2. Educational Institutions
3. Technology Companies
4. Financial Institutions
5. Non-Governmental Organizations (NGOs)
6. Farmers' Cooperatives
7. Technology Startups
8. Community-Based Organizations
9. International Agricultural Organizations
10. Environmental Conservation Groups

Key Activities

1. Community Engagement
2. Technology Integration
3. Cooperative Farming Models
4. Financial Package Development
5. Monitoring and Evaluation
6. Marketing, Branding and Capital Building

Key Resources

1. Human Resources
2. Financial Resources
3. Technological Resources
4. Organizational Resources
5. Educational Resources
6. Policy Advocacy Resources
7. Monitoring and Evaluation Resources

Value Propositions

1.Farmers
- Increased Productivity
- Financial Stability
- Community Support

2.BSc Students and Educated Individuals
- Educational Opportunities
- Career Appeal

3.Landowners
- Financial Incentives
- Sustainable Land Use

4.Technology Companies
- Market Access
- Research and Development Partnerships

5.Financial Institutions
- Investment Opportunities
- Risk Mitigation

Customer Relationships

Relationship among :

1. Farmers & Academic Institutions
2. Technology Companies
3. Governments and NGO's
4. International Agricultural Organizations

Channels

1. On-Farm Visits
2. Industry Conferences
3. B-2-B Meetings
4. Mobile Apps for Farmers & landlords
5. Partnership with Agricultural Associations
6. Hands-On Training Sessions

Customer Segments

1. Stakeholders :
   a. Farmers
   b. BSc Students and Educated Individuals
   c. Landowners
   d. Technology Companies
   e. Financial Institutions
   f. Academic Institutions
   g. Local Communities

2. Important customers :
   a. Farmers
   b. BSc Student and Educated Individuals
   c. Landowners

Cost Structure

1. Most Important Costs :
   a. Research and Development (R&D)
   b. Technology Integration
   c. Financial Packages
   d. Cooperative Farming Support

2.Key Resources & Activities that Are Most Expensive :
   a. Research and Development (R&D)
   b. Educational Outreach Programs
   c. Technology Integration
   d. Financial Packages Design
   e. Monitoring and Evaluation

Revenue Streams

1. Subscription or Licensing Fees
2. Technology Integration Partnerships
3. Educational Programs and Workshops
4. Consulting and Advisory Services
5. Financial Services Commission
6. Cooperative Farming Revenue Share
7. Data Analytics and Insights
8. Certification Programs
9. Grants and Funding

Pinnacle Solution

- Agriculture's Historical Significance:
  - Anchored human civilization, providing sustenance, economic stability, and societal well-being for centuries.
- Contemporary Challenges:
  - Agriculture faces threats from climate change, resource limitations, pest control, market access, labor shortages, and waning interest from educated individuals.
- Need for Comprehensive Solutions:
  - Urgent demand for innovative solutions to make agriculture sustainable and appealing.
- AGRISOFT's Holistic Approach:
  - A comprehensive platform addressing challenges through technology, sustainable practices, and education.
- Transformative Future for Agriculture:
  - AGRISOFT's analysis reveals how it mitigates farmer challenges, paving the way for a promising, sustainable future in agriculture.

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Plant Different Kinds of Crops with New Tech

- Legume-Rice Rotation
- Cover Crop Inter-planting
- Three Sisters Planting (Corn, Beans, Squash)
- Crop Rotation with Brassicas
- Agroforestry with Fruit Trees and Crops
- Companion Planting with Herbs
- Inter-cropping with Nitrogen-Fixing Plants
- Sequential Planting with Green Manure Crops
- Diversified Agroecological Zones
- Perennial Poly-culture Systems

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Improved Plant Growth

67%

87%

Diversified crop cycles optimize plant growth through nitrogen fixation, diverse root structures, and natural pest management. Continuous nutrient supply, organic matter accumulation, and sustainable practices ensure long-term resilience and increased yields.

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LET’S MAKE INDIA TO LOOK LIKE A FUTURE

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FEATURE OF NEXT GENERATIONS