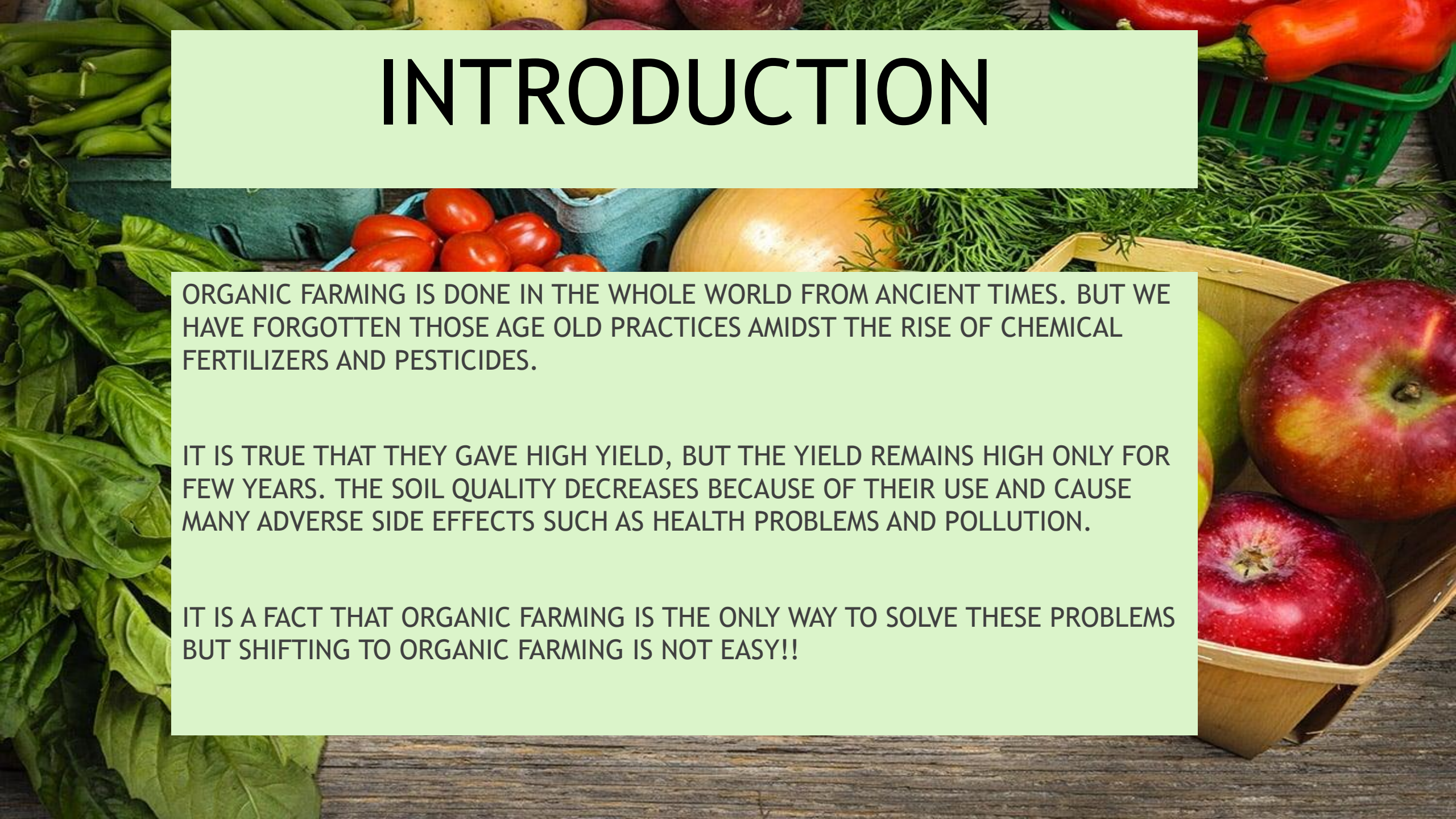




Farmveda

Nourishing nature,
Nourishing lives....



INTRODUCTION

ORGANIC FARMING IS DONE IN THE WHOLE WORLD FROM ANCIENT TIMES. BUT WE HAVE FORGOTTEN THOSE AGE OLD PRACTICES AMIDST THE RISE OF CHEMICAL FERTILIZERS AND PESTICIDES.

IT IS TRUE THAT THEY GAVE HIGH YIELD, BUT THE YIELD REMAINS HIGH ONLY FOR FEW YEARS. THE SOIL QUALITY DECREASES BECAUSE OF THEIR USE AND CAUSE MANY ADVERSE SIDE EFFECTS SUCH AS HEALTH PROBLEMS AND POLLUTION.

IT IS A FACT THAT ORGANIC FARMING IS THE ONLY WAY TO SOLVE THESE PROBLEMS BUT SHIFTING TO ORGANIC FARMING IS NOT EASY!!

PAIN POINTS



- **END CONSUMERS**


- 1. **TRUST ISSUE:** THEY CAN'T TRUST WHETHER THE ITEMS SOLD ON THE NAME OF ORGANIC IS ACTUALLY ORGANIC.
- 2. **HIGH COST:** ORGANIC FOOD ITEMS ARE 20-100% COSTLIER THAN OTHER FOOD ITEMS



- **FARMERS**

- 1. **MANURE:** THERE IS SHORTAGE OF BIO MASS FOR MANURE
- 2. **LOW PRICES:** FARMERS GET ONLY ABOUT 30%-50% OF THE RETAIL PRICE FOR THEIR CROPS.
- 3. **DISEASES:** CROPS GETS DESTROYED BECAUSE OF VARIOUS DISEASES

SOLUTIONS

A pair of hands is shown holding a small, vibrant green seedling with several leaves. The hands are positioned in the center of the frame, with the fingers gently cupping the base of the plant. The background is a soft, out-of-focus green, suggesting a natural, outdoor setting with sunlight filtering through the leaves.

1. We will buy from farmers at higher prices than the market and sell to retailer at lower price as compared to the market.

WAIT! WHAT?
WHAT ABOUT THE PROFIT?



BROKEN SUPPLY CHAIN

SUPPLY CHAIN OF WHEAT:

PRODUCER-> WHOLESALER-> MILLER->
WHOLESALER->RETAILER->CONSUMER

BUT WHAT CAN WE DO? EVERYTHING!!!

OUR SUPPLY CHAIN:

PRODUCER->US->RETAILER->CONSUMER

WE WILL BUY WHEAT,
TRANSPORT IT TO THE CITY,
MAKE ATTA,
DO PACKAGING,
STORE IN OUR WAREHOUSE NEARBY
AND SELL IT TO THE REATILER WHEN ORDERED.



SOLUTIONS

2. PROVIDE FARMERS WITH AN APP WHICH HAS ALL DATA RANGING FROM HOW TO GROW ORGANIC CROPS TO PROCESS OF MAKING MANURE AT HOME TO THE WAY TO CURE DISEASES.

3. WHEN THEY NEED BIOFERTILIZER, BIO PESTICIDES ,ORGANIC SEEDS ETC. THEY CAN BUT IT THROUGH OUR APP.

BUT HOW WILL WE CONVERT CONVENTIONAL FARMERS TO ORGANIC FARMERS?

AFTER A YEAR, WE WILL HAVE A LOT OF DATA FROM WHICH, WE KNOW WHICH OF THE ORGANIC FARMERS ARE MAKING THE MOST PROFIT. THE FARMERS AROUND HIM IN HIS OR NEARBY VILLAGES WOULD BE WILLING TO BECOME ORGANIC FARMERS.

BUT CONVERTING TO ORGANIC FARMING IS
NOT EASY!!

The background image shows a rural landscape with a group of farmers working in a field. In the foreground, several farmers are bent over, tending to lush green crops. They are wearing traditional clothing, including colorful headwraps and patterned dresses. In the background, more farmers are visible, along with a herd of cattle grazing in a field. The sky is clear and blue, and the overall scene depicts a busy agricultural environment.

PROBLEMS

1. **LACK OF KNOWLEDGE:** THE FARMERS DON'T KNOW HOW TO DO ORGANIC FARMING.
2. **COSTLY CERTIFICATES:** GETTING CERTIFICATES IS COSTLY AND HARD FOR A FARMER.
3. **LOSSES:** ALL FARMERS USUALLY OBTAIN LESS PROFITS IN THE FIRST 2-3 YEARS OF ORGANIC FAERMING.

SOLUTION: FPO

1. Appoint a person who visits village (maybe once every 15days) and can teach the farmers to make vermicompost and biopesticide etc. and how to use them
2. For an individual, cost of getting organic certificate is about RS 20000 but for a group of hundred farmers the cost can be as low as RS 100.
3. Farmers get a subsidy of RS 45600 per hectare from the government for first three years to convert to organic farming.



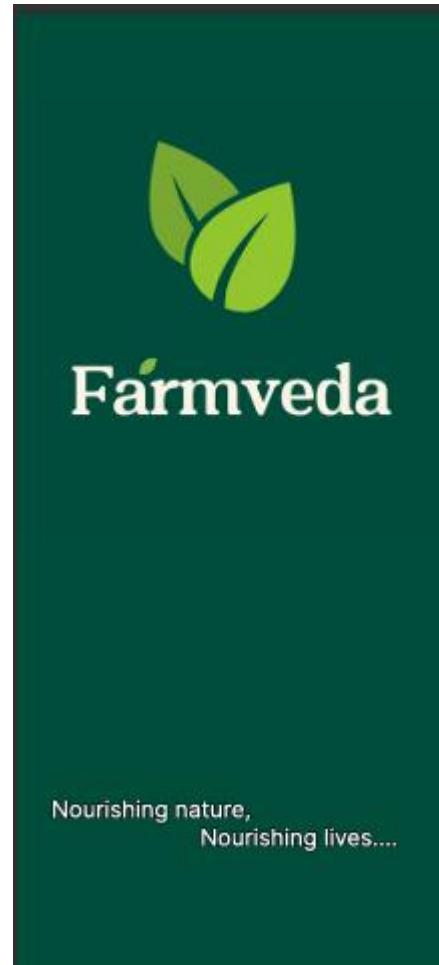
COMPETITORS

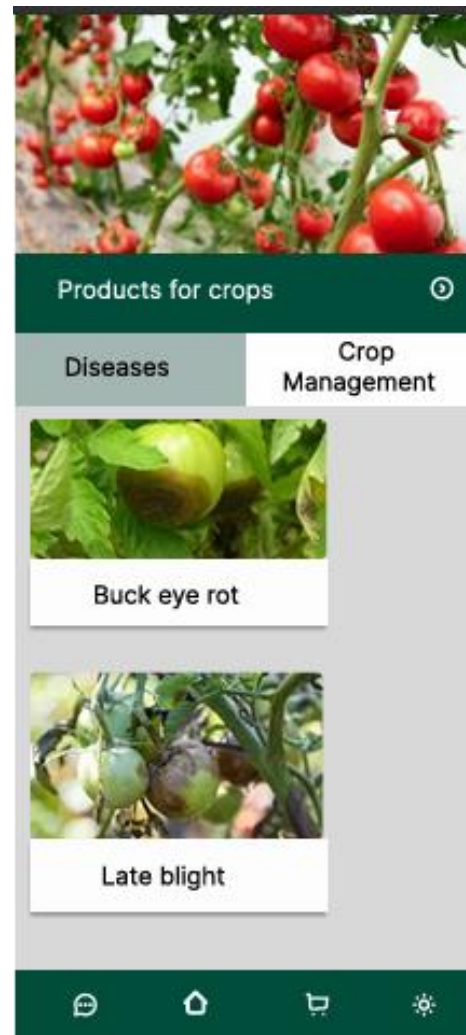
NO REAL COMPETITORS!!

NO ONE IS DOING WHAT WE ARE
DOING AT LEAST ON A LARGE SCALE.

SOME E-COMMERCE SITES

1. JAIVIK KHETI
2. TWO BROTHERS
3. HEALTHY BUDDHA
4. BLINKIT:





Fresh vegetables



Tomato
₹XX



Corn
₹XX



Raddish
₹XX



Cauliflower
₹XX



Tea
₹XX



Broccoli
₹XX



Bio fertilizers



Azospirillum



Vermicompost



Mycorrhizal



Rhizobium



"Investments in agriculture are the best weapons against hunger and poverty, and they have made life better for billions of people."

BILL & MELINDA GATES FOUNDATION

