Agro Digital

Business Plan (Draft Version)

Contents

1. Introduction

This paper outlines the Business Plan for this Agro Start up initiative to create a Agro Digital Platform to bring the buyers and sellers of Agro products together for easy transaction facilities.

Secondly, we would like to brand different products and supply the same to India as well as International Market through the import and export agencies.

It also will provide opportunities to Investors to invest in different cutting edge Agro Tech areas such as IOT – Internet of Things, Food processing etc with a regular updates and progress to track the progress of their investment and high return.

The following section highlights different factors that are being considered to prepare the product list for the above target markets.

2. Factors to decide the products:

We are analysing the following factors to determine the product selection. Of course there will be a brain storming session within the members of this group and decide what can be prioritized.

- Study of current environmental situation

- Feedback from Super Markets

- Enabling Information Technology (IT) in Agriculture

- Low Risk and durability

- Increasing in "Go back to nature and traditional" choices

- Available Skillset and Resources of members

All the above three are elaborated as follows:

2.1. Information Technology (IT) in Agriculture

IT and Software is touching every areas of our life. There is a ample amount of opportunity to apply different IT software technologies in the field of Agriculture. It is an untouched area. Technologies like IOT – Internet of Things can be applied for automation and sensor-based recognition etc. It will help Farmers to get soil and weather information on their Mobile App instantly. A small device need to place in the Farm field.

We are intending to tie-up with different Technology Firms who can provide different application services to help Farmers. Imagine 30 years years back people used to go to Bank to Withdrawal Cash. But now all of us go to ATM to get the Cash. We can think of an innovative vending machine (similar to ATM or Snacks Dispatch Machine), can allow farmers to dispatch the vegetable seeds. Farmers need not to depend on any shop or wait for his need. He can go to any near by machine and get the seeds.

2.2. Study of current environmental situation

It is very much visible that, mass of world's population is being more cautious regarding their food habits and slowly changing their food preference to ensure their health security. At the same time, it also has been seen that the demand of people never could be met. Take an example, getting a pure milk packet or Desi (Organic) Eggs. Even many customers want such products, they cannot get easily. There is a gap between the demand and supply in some specific areas.

2.3. Feedback from different supermarkets

In big and fast life cities, consumers mostly prefer to buy a kind of readymade uncooked food pack which can be cooked with minimum effort. Customers want to eat different tasty foods but collecting the ingredients to make it happen would be difficult for them. Taken an example, consumers view and like many food recipes in Youtube and they like such innovative recipes too. But, how many can make it at home? And if cannot what is the reason? One of the reasons could be the required list of ingredients

In summary, we explore the feasibility of providing some kind of food pack that have all the required ingredients and also can be kept a long time without refrigerator.

2.4.   Low Risk and Durability

We shall explore different new innovative Dry Food options (very much like different Vadi or Papads) which can be made from village agriculture products. We need to contact different small Mahila Udyog units at village level and check how we can present such products to our International customers.

We can store it for a long duration as these are not perishable items and there will not be too much selling pressures.

2.5.   Increasing in "Go back to nature and traditional" choices

We can see the trend in consumers passion and interest towards ancient times culture and food habits. People like to remain closer to green nature as much as possible. For example, Terrace Garden to grow vegetables, flowers, etc are gaining popularity. Government TV Channels such as DD Kisan have a special programme "Chhat par Bagwani". There is an unique joy by getting few leafy vegetables from home garden and make a dish. Secondly it is very handy and available at home at no cost as and when we need. An example is pudina leaf. Imagine we suddenly need pudina and in near by market it is not available. Such kind is unhappy areas can be addressed up to some extents through such home-grown gardens.

There another large section of middle-class family who need few flowers for daily worship at home. In big cities, customers can subscriber for a monthly service to get flowers at the door everyday morning.

2.6.   Available Skillset and Resources

Apart from the above concepts, we can have a Jump Start to step into the market with available resources and skill of members of the group. Many of us have resources, infrastructures and visions step in to sell our products. But due to the lack of proper channel or united platform, we make slow progress and often faces various challenges. For example, if any of us have access to the availability of enough fruits and food processing machinery, quickly we can start a Pilot run and sell products like Fruit Juices through different distributors in few selected cities.

The following table highlights different prospective products that are inline with the above factors:

Enabling Information Technology (IT) in Agriculture	1. IOT (Internet of Things) enabled Mobile Application to get soil heath and recommendation instantly. Farmers need to just install a small device in their farm that will detect the soil and weather facts and the same will be transmitted to Farmers Mobile with suggestion. Also, will

	be useful to detect the insects and other environmental factors such as dryness that needs water supply.
	2. Seeds vending machine. Farmers will
Study of current environmental situation	1. Organic or Free Bird (Desi) Egg Farm. Egg supply. Customer will subscribe for daily home delivery of eggs. 2. Leafy plants like Spinach (Palak) in a clay pot that can grow at Terrace. Customer can purchase once and collect the leaf once in a every week. It is mean for the Terrace Garden.
Feedback from Super Markets	1. Dry Food Pack such as Ragi with other pulses and spices with an unique taste. Busy customers in big cities would like to purchase such food pack who can be cooked with minimum effort. Poha, Turdal are also can be useful to make such food packs.
Low Risk and durability	Vadi and papad kind of products can be taken from various Mahila Gram Udyog and can be pack for International Market.
Increasing in "Go back to nature and traditional" choices	
Available Skillset and Resources of members	

2.7.   Joining with us

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