



Tech-O-Gram

Change is on its way.....



Target Market/Problem

India ranks among the best in terms of finding technological solutions in agriculture. But, it's a matter of regret when we see our agriculturists struggling to provide two meals for their children. India's varied geographic and demographic conditions has restricted us to adapt to the technological advancements in agriculture. Our rural economy still stands as a limiting factor for our development index.

Our primary survey* revealed that every year about 95-110 farmers commit suicide in village with a population of 2144. It is a very intense problem which cannot easily be imagined by urban youth unless we go visualize the situation. Crop failure stands as major reason for the farmer suicides. Even with government spending 4 lakh crore** on agri research every year our agriculturists still continue to practice age old traditional method of cropping that is eventually leading them to unsustainability.

As we see lot of Agri-tech enterprises blossoming, they find a hard road in expanding their service region. There is no roof that integrates all the Agri-innovators to provide a comprehensive solution for the agriculturists .

We are a team of young social entrepreneurs ready to tackle these challenges. We see this to be a great opportunity to address the issue with our strategies, management propositions, technical micro-innovations, sustainable agricultural techniques and integrating them with traditional knowledge and field expertise.

**survey report attached as annexure 1*

***Source- Indian Council for Agricultural research*

Solution and Value Proposition

We are an Agri-Innovation Enterprise focused on boosting productivity in rural setup by technological solutions and management strategies

We take the model of 'business consultants' from urban corporate structure to rural India which is in hunger for a sustainable business model that guides them to be successful agriculturists. We incorporate innovative techniques such as community farming, priority farming and various other practices primarily focusing on restructuring the methodology of agriculture by integrating traditional demographic practices with modern, technologically driven scientific methods. We integrate already existing players in modern agriculture for a greater good by effective partnerships as we co-achieve a common mission of revolutionizing the state of Indian agriculture and our Agriculturists.

Working at the grass-root level enables us to tailor-make strategies and devise suitable farming techniques for the particular geographic area by scientific analysis and market expectations. Getting access to mechanization, sustainable irrigation and fair market will boost the morale in farmers and change their perspective about agriculture.



Secret Sauce



We work at lowest level of the economy that gives us first hand situational knowledge unlike other efforts which are at policy level and get diluted as they are implemented.

We are equipped with a bag of experts in the field of agriculture who are just retired from reputed agri-universities, as they are in the peak potential time of their career. We grab that expertise and channelize it towards our noble cause.

Clubbing research with implementation , collaborating with existing modern agri-innovators and academia-enterprise relationships makes up our recipe.

Our teams stands as our greatest strength, which is composed of field experts, analysts, strategy experts, financial genius and management leaders.

Marketing & Sales Strategy

Marketing a Social Enterprise is not as intense as a commercial or a tech start-up. Our marketing policy remains simple “ We are here to Help”.

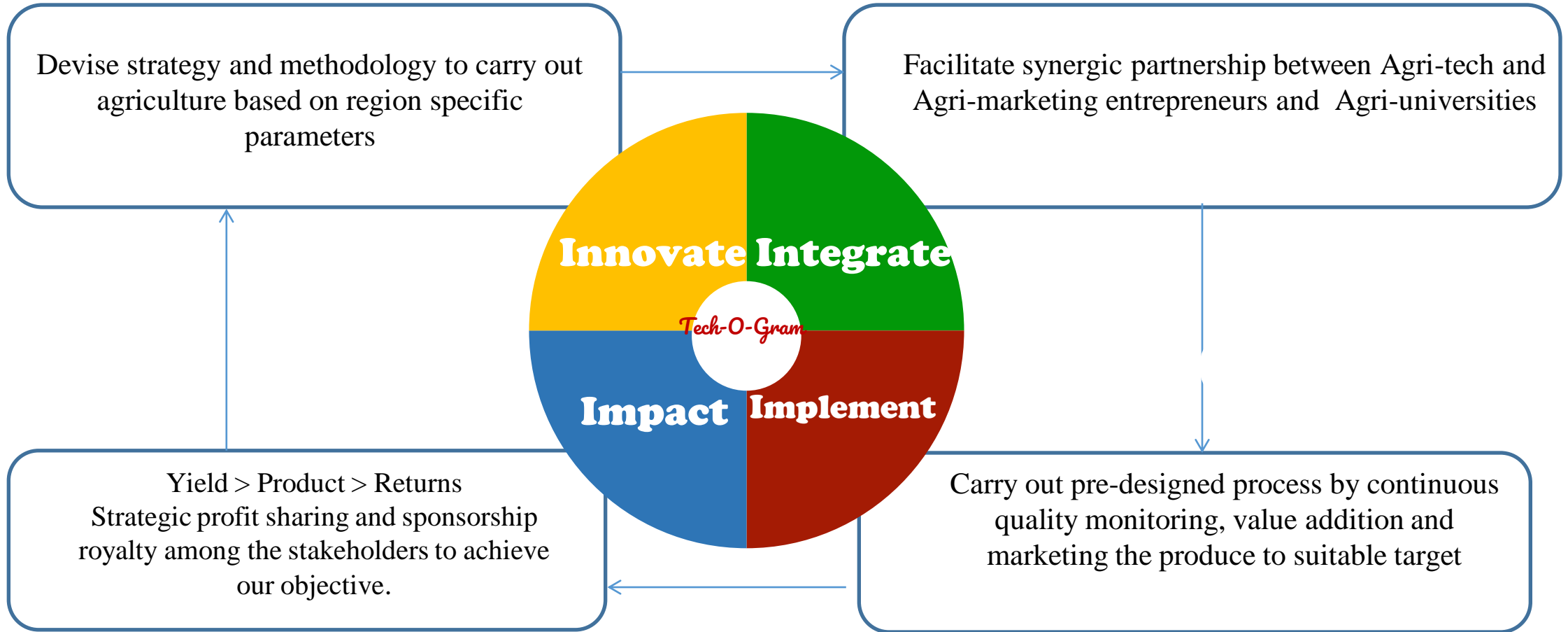
Our bottom up approach of marketing objectifies around persuading agriculturists to sign-up for the project. We reach them through mass orientation and individual counseling.

Making our agriculturists realize the potential of their land and demonstrating new mechanization would bring them closer to us. Audio visual marketing techniques would suite our target.

As marketing doesn't stand as a prime activity in our social enterprise we won't be spending appreciable share on marketing itself. But primary field marketing would cost us 100,000 INR.

Building a network with other agri-tech and agri-marketing enterprises and collaboration through sponsorships, commission sharing and profit sharing would spin the dealer hive.

Business Model



Competition

As our social enterprise is the first of its kind in the region we do not see any competitors, more over social entrepreneurs welcome if anyone wants to copy the same idea to achieve the same mission.



stellapps
Smart Systems, Stellar Applications

April 2011

- Dairy innovation
- Reached 4000 cattle

Potential future partners



- Agri-mechanization
- Reached 30 villages



A government of
India venture for
Agri research

**The Peres Center
For Peace**
68066 Israel

- Founded in 1996
- Pisciculture Leaders in
Israel

Established in 1888
24000 Employees



Enriching Lives



**FlyBird Farm
Innovations**

Agri innovators in irrigation
systems



UNIVERSITY OF AGRICULTURAL SCIENCES
Gandhi Krishi Vignan Kendra, Bellary Road, Bangalore - 560 065. INDIA

and many
more.....



**WADHWANI
FOUNDATION**
ENTREPRENEURSHIP NETWORK



TEAM



Jaysurya



Aashuthosh



We are a team of Committed people who always wanted a world in a different perspective. Dedication and passion strives us to put in our best as we pro-scale our enterprise and increase the societal Social value and aspire to be a pioneering change in the world.



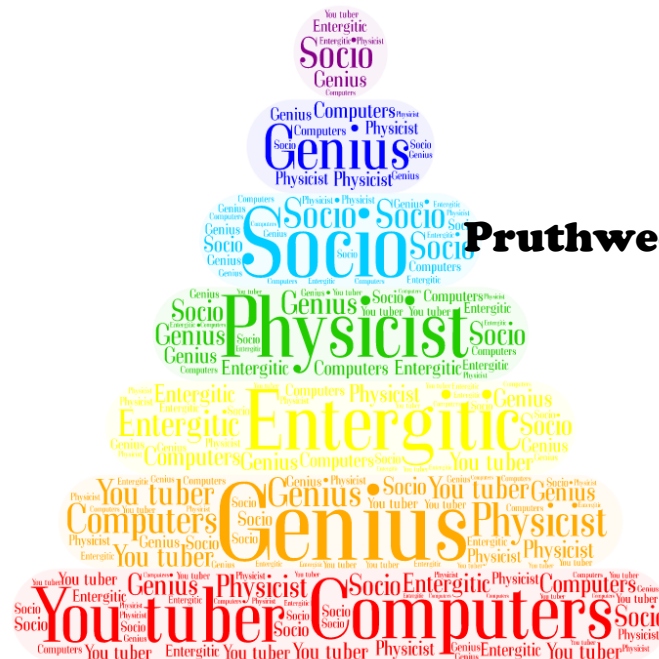
ENTREPRENEURSHIP CELL
R.V. COLLEGE OF ENGINEERING



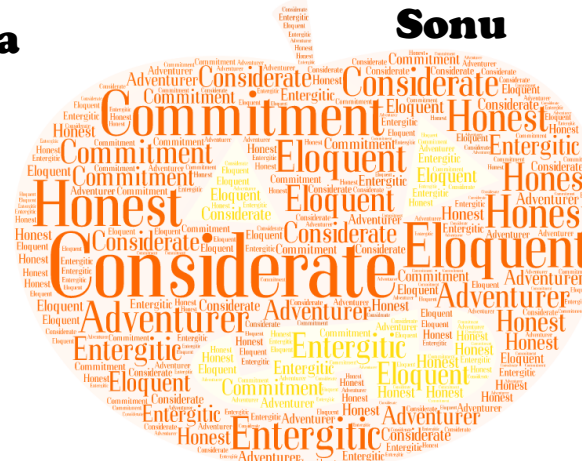
Bhargavi



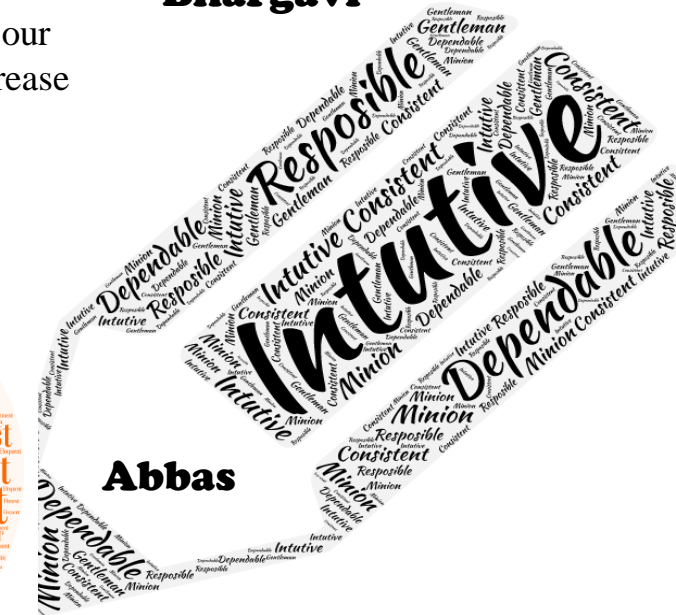
Anubhav



Pruthweesha



Sonu



Abbas



WADHWANI
FOUNDATION
ENTREPRENEURSHIP NETWORK

Financial structure



**Office setup
and Furniture**
250,000 INR

**Salary and
incentives**
2,500,000 INR

Rent
**150,000
INR**

**Travel and
miscellaneous**
300,000 INR

Electronics
**450,000
INR**

**Machinery
and
equipment**
**5,000,000
INR**

**Returns
expected**
**15,000,000
INR**

Total capital
**8,650,000
INR**



Risk Analysis and Mitigation

Convincing the agriculturists to sign up for the project stands as our challenge. We don't want them to see this as a risk but as an opportunity that leads to progressive agriculture. We break the ice by demonstrating the success of other cutting-edge farmers across the globe and the methodology they have adopted. We build confidence in agriculturists and make them believe that technology is reliable and success isn't far once we have a scientific approach.

Irregular power supply is a nightmare for all the mechanization and modern Agri-equipment. It's impossible to work with 6 hours of power every day. We plan to bring in thermal batteries that can store sufficient energy in that 6 hours when we get power supply and use it as per requirement. We also have the expensive and efficient option of using renewable energy as we are blessed with lot of wind and sunlight. With right partnerships we can have mini windmills or solar panels installed which will minimize the dependence on power supply.

What if we fail?

Even after doing everything that has to be done, Agriculture may sound unpredictable, but we have it covered. Crop insurance will aid us if we get our hands burnt and there shall be no instance where our agriculturists would be harmed by our intervention.

Status & Timeline

SURVEYING AND PLANNING

Primary survey.
Designing primary strategy.
Technical Survey.
Financial planning

Master Strategy

SOWING PHASE

Mechanization.
Primary monitoring process.
Expert counseling process.

MARKETING PHASE

Market analysis.
Storage and transportation.
Reaching the target market.
Profit sharing and commission adjustment.

DOCUMENTATION

Orientation/presentation
counseling sessions.
Agreement.
Crop insurance.
Status documentation.

SOIL ADDITIVES

Basic soil testing.
Preliminary soil testing.
Advance testing and
consultation.

GROWTH AND HARVESTING

Insect and pest control.
Mechanized irrigation
Mechanized harvesting
Value addition.



Thank you!



Annexure

Primary Survey Highlights



Place of interest : Biluvani,Kolgunsi,
Soraba Taluk, Shimoga district,
Karnataka

Survey Date : 23rd -25th Jan 2017
Sample space : 20 farmers
Avg. Land Possessed by a Farmer: 1.74 acre
Prime Crop : Paddy
Irrigation Source : borewell, rainfall
Avg. Investment/acre : 18,000 INR
Avg. Returns/acre : 22,450 INR
Avg. Debt : 340,000 INR
Major Challenges : Unpredictable rainfall, labour shortage,
unscientific crop selection , lack of morale.



Link:

<https://www.google.co.in/maps/place/Biluvani,+Karnataka/@14.3816894,75.189464,5676m/data=!3m1!1e3!4m5!3m4!1s0x3bbbe586d68d7443:0x7649b174b98e6e43!8m2!3d14.3771425!4d75.2099776>