Advisory, Communication & Transaction Platform for Indian Farmers

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Mission

"Empower every farmer & Digitize every farm"

We support farmers to "Grow Efficient, Grow More" through the systematic implementation of scientific techniques by providing critical information at appropriate times and regular monitoring.

We & our Data Science understand farmers’ requirements; We believe every farmer deserves a chance - a chance for a successful future with technology.
Problem Statement

Problem 1: Significantly Low Productivity

- **India Vs USA**
- **India Vs Ireland**
- **India Vs Tomato**

Problem 2: Poor Reach of Value-Chain Essentials

- **Input Industry**
  - No direct connect with users
- **Farm Insurance**
  - Poor data availability for claims
- **Agri Finance**
  - Poor rural distribution channels
- **Farm to Market**
  - No direct reach to farmers, 5-6 transaction layers
Our Solution

For Farmers

Constant and continuous hand-holding to growers for better productivity and planned approach in farming

&

Connect with required value-chain partners
BharatAgri Service

Algorithm based on 30+ Personalized parameters to generate season-long advisory, a unique personalized crop calendar

- Soil
- Weather
- Water
- Economic

→

- Nutrient Management
- Pest & Disease Management
- Irrigation Management
- Finance Management
- Production Estimation
- Quality Estimation

Our farmers see 60% Increase in productivity & 20% Decrease in cost of production
Technology Validation

Trials with ICAR* and ICRISAT**

38% increase in productivity (ICAR practices)

133% increase in productivity (MH State University practices)

BIRAC Grant by Department of Science and Technology (DST) for Preventive Prediction of Pest and Diseases

Research Collaborations
Digital Solutions for Farmers

Going forward with BharatAgri
Digital personalization for agriculture and farming advisory

- Personalized Crop Calendar
- Unlimited Expert guidance over Call, Chat & WhatsApp Video Call at Farm
- Weather Based Dynamic Advisory (only Service Provider in India)
- Agri news Smart tips
- Live Video Webinars
Pre-COVID Farmer Journey with BharatAgri

Farmers

BharatAgri Channel Partners

BharatAgri Application (Freemium)

6-12 Month calendar and activity communication

Increase in Yield

Increase in Profits
Post-COVID Farmer Journey with BharatAgri

BA Certified Farmers

BharatAgri Application (Freemium)

Input Industry

Agri Finance

Farm Insurance

Farm to Market

Multi-Tenant Agri Platform

Increase in Yield

Multi-fold Increase in Profits

6-12 Month calendar & activity communication
Financial Model

Freemium Farmers: *No Charge*
Premium Farmers: ~1200-1400 INR per Acre

Platform solution for Farmers
Connecting farmers to value-chain partners
- Farm to Market
- Banks & NBFCs
- Insurance
Key Clients in Maharashtra

POCRA

SMART Partnership for Prosperity

Mahila Arthik Vikas Mahamandal (MAVIM)

Mahila आर्थिक विकास महामंडळ (माविम)
Pest and disease support improved from reactive to predictive

Mobile App ‘BharatAgri’ launched in June 2019

- 1,50,000+ Farmers associated
- 10,000+ Daily Active Users (DAUs)
- 20,000+ Weekly Active Users (WAUs)
- 50,000+ Monthly Active Users (MAUs)
COVID-19 Readiness

• **Lock down Tips:**
  Smart tips for smart farmers - to teach our farmers how they can smartly take care of their farms for long-term and also in constraint of lockdown

• **Harvesting Campaign:**
  **#BuyFromFarmersForFarmers:**
  Connecting farmers with buyers nearby. Are daily connecting 8000+ farmers to buyers

App Screenshot with user friendly interface
COVID-19 Readiness

- **Live Shetishala**: The live sessions have helped us understand the daily life insights of the farmers. With such effective two-way interaction, the weekly Shetishalas are getting popular among the farmers.

  > The farmers attending the sessions are asked to take special care when they are stepping out in the field.

  > With increased popularity we are planning two live sessions per week.
BharatAgri
Personalized crop advisory solution!