Vision: To reimagine the rural mobility ecosystem and enhance the livelihoods of farmers by working on a shareable economy

Mission: To be an asset sharing platform for an empowered agrarian economy

Supported by:

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58% of India’s population depends on agriculture for their livelihood.*

85% are small & marginal farmers (land holding ≤5 acres)**

** Farmer **

- 10-12% of annual income spent on logistics***
- Special Fares / High cost for Part-load
- Unavailability of resources on time

** Service Provider **

- Almost 20%-30% vehicle is unutilized.***
- Unaware of existing demand in vicinity
- Inconsistent income

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*IBEF - https://www.ibef.org/industry/agriculture-india.aspx
**Pib, Government of India (As per Agriculture Census 2010-11)
***As per our primary research

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**GROWTH STORY**

1. **Research & Ideation Phase: Jan’18 - Jun’18**
   - Engaged with:
     - 15+ Villages from 3 types of clusters
     - 350+ Farmers
     - 60+ Service Providers/Vehicle Owners
     - Market yards, FPOs & OEMs
   - Understanding pain points
   - Prioritizing opportunity areas
   - Followed human centered research approach

2. **Rapid Prototype & Experiments: Jul’18 - Nov’18**
   - Co-creation workshop:
     - 40 Farmers
     - 20 Service Provider
     - 20 Equipment Owners
     - Representatives from FPOs and OEMs
   - Experiments in the shareable economy space
   - Incorporating learning from field and experiments

3. **Implementation: Dec’18 - Present**
   - Implementation partner - Sahyadri Farms (India’s Largest Farmer Producer Organisation - FPO):
     - Aggregation and mobility platform for procurement of tomatoes
     - Fleet management platform for FPOs
     - Onboarding of 2000+ farmers on the platform and full scale deployment of togo model and fleet management model
   - Implementation in Nashik, MH

Purchase price unknown
Demand unknown
Trust based ecosystem
Credit based relationship
END TO END VESATOGO MODEL:
1. Togo Model
2. Farm Operations Management Model
1. RURAL MOBILITY - TOGO MODEL (1/2)

Key Features:

- Offline feature in app
- Pick up location recorded
- Validation by both the parties
- Trip details recorded
- Traceability of produce

Vehicle Pooling

Priority given to farmers coming via our platform

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1. RURAL MOBILITY - TOGO MODEL (2/2)

IMPLEMENTATION

| 136+ villages | 22,500+ Tonnes delivered | 90+ days | 5000+ trips | 9.5L+ Crates | 420+ users |

FARMER
15x Efficient Booking

- Not required to come to Sahyadri Farms (FPO)
- Part loading, gets efficient logistics options

SERVICE PROVIDER
Multiple Trips Opportunity

- Optimal vehicle utilization
- 15 to 16 hours saved

SF OFFICIAL
15 man hrs saved/day

- Procurement officer saves 1.28 hours for bookings
- Scheduling officer saves 1.28 hours to make gate pass
- Quality check officer saves 11 hours to make the quality check reports
2. FARM OPERATIONS MANAGEMENT MODEL (1/2)

<table>
<thead>
<tr>
<th>FINDINGS FROM FIELD</th>
<th>19 Farmers</th>
<th>09 Team Leader (Harvester)</th>
<th>24 days</th>
<th>52+ trips</th>
<th>19,500+ Crates</th>
<th>02 Major findings</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>

8 TRIPS HAD MORE THAN 50 CRATES EMPTY BROUGHT BACK TO SF

5546 crates empty during those trips.

Considering there are average 400 crates per trip:

14 trips were wasted

More time taken in transit and in line before reaching the processing chamber, accounts for higher loss in the quality of produce and also impacts the shelf life.
2. FARM OPERATIONS MANAGEMENT MODEL (2/2)

**Key Features:**

- **Automatic scheduling** (considering the trips in history)
- **Trip details sent automatically as SMS to farmer, team leader (labour) & the driver.**
- **Plot location visible to Labour on the map.**
- **Offline feature to raise trip**
- **Dynamic re-routing suggestions to nearby plots**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmers</td>
<td>2275+</td>
</tr>
<tr>
<td>Successful trips</td>
<td>12,500+</td>
</tr>
<tr>
<td>Days</td>
<td>90+</td>
</tr>
<tr>
<td>Tonnes/day</td>
<td>600+</td>
</tr>
<tr>
<td>Schedules</td>
<td>12,000+</td>
</tr>
<tr>
<td>Users</td>
<td>800+</td>
</tr>
</tbody>
</table>
BUSINESS SCOPE

CURRENT TARGET

FRESH EXPORTS

Agri Industries

PROCESSING

Poultry Industry

RETAIL

Dairy Industry

APMC Market

FUTURE PROSPECT

MARKET SIZE

5,000+ FPOs in the country.*

39,748 Food Processing Industries, as of 2016-17**

7000+ markets controlled by APMC, as of 2014-15***

** Ministry of Food Processing Industries - http://mofpi.nic.in/sites/default/files/asi_state_wise_2016-17.pdf
B2B Business Model

- Agribusinesses charged on the basis of pay-per-tonnage procured; based on slabs defined*
- Billed Monthly

Slab based pricing

- Catering to agribusiness of various capacity.
- Price scales alongside usage
- Reduces barriers to use
- Accounts for heavy user costs

Existing customer base: 

Revenue generated (in INR) as of Q1 FY 2020-21: 8 L

*For the time being same business model is used for both the products, then we would gradually differentiate
** Slab rates would be refined as we complete our execution with first customer and gain insights into the cost incurred.
EXPANSION PLAN

- Open to expand in Maharashtra and rest of India

- For expansions, there are 2 crucial activities:
  - Onboarding farmers
  - Onboarding buyers

- For onboarding farmers:
  - Connections with farmer collectives, TATA Rallis and other organisations helps in reaching out to farming community
  - Leveraging the trust built by these organisations ensures better market penetration and user acceptance

- For onboarding buyers:
  - Farmer collectives and cooperatives preferred since the end beneficiary remains to be a farmer
  - Onboarded by giving them incentives like free trial/pilots to boost supplies and better procurement activities
COVID-19 READINESS

● Vesatogo is a:
  ○ mobile based technology platform for farmers and vehicle owners
  ○ web based platform for agribusinesses
  ○ The system requires minimum training and can be run on any platform with internet connectivity of 250-500 kbps

● This platform would create a pool of farmers, vehicle owners and agribusinesses, which helps in:
  ○ market linkages
  ○ broader visibility of markets to farmers
  ○ wider visibility of supply side to the agribusinesses
  ○ The system can also act as a centralised system to monitor movements in the agrarian supply chain

● The system would enable farmers to sell to end consumers directly via a CPC (ideally a farmer collective) hence ensuring hygiene and minimal human touch
● This system has already been made live and specifically developed for COVID-19 and post COVID-19 situation with the current user base of 100 users
● Digital system ensures access to information everywhere and hence minimal presence of staff in farmer collectives would ensure their compliance to COVID-19 guidelines

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TEAM PROFILE

Akshay Dixit
Business and Operations Management

Ashish Mhalankar
Mobile Application Development

Sagnika Chakraborty
Service design

Vaibhav Shelke
Back-end Development

Mentors

Sandip Shinde,
Innovation Coach,
Tata Consultancy Services

Vivek Chondagar,
Design Lead,
Tata Consultancy Services

Domain Advisors

Pankaj Jhunja
Head of Mobility Innovation Hub,
TATA Motors

Vilas Shinde,
Chairman,
Sahyadri Farms

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Thank you
We met a farmer during our first pilot
He was standing in a queue to deliver tomatoes and was looking visibly disturbed
In the conversation that we initiated, he said that he a farmer owning 4 acres of wheat field and 1 acre of tomato field
He was standing in the queue for over 15 hours and he had been doing this for the past week; All his time was spent in loading the produce on his vehicle and then standing in the queue at the delivery center and this was repeated again and again
He raised concerns over it saying that he is a farmer and his prime objective is to work on his field and not stand in the queue for delivery
He was unable to dedicate time over his wheat field and since it is a higher valued crop compared to tomato, he was compromising on his long-term profits
He was at this stage that he was going to uproot the tomatoes from his field
This is the point of time we introduced him to our system and via our intervention, we continued sending produce for a week more hence letting him earn money and also dedicate time on field