

Empowering Marginalized Farmers Through Digital Transition

Phone: +91 8902656796
Email: info@sustiknow.com
www.sustiknow.com
Corporate Office: Kolkata
Project Office: Noida

Introduction

Need for Independence in Farming

- Access to funds for farming
- Crop Choice Autonomy
- Flexibility in Selling

Current Challenges

- Dependency on intermediaries and government schemes
- Loss of economic well-being and dignity in farming
- Narrow Selling Window

Proposed Solution

- Comprehensive Farmers' Platform: Develop a digital platform that allows farmers to independently sell their produce and access agricultural solutions.



Target Audience

- Empowering 250 farmers from Orissa and Jharkhand, utilizing smartphones for platform access.
- Seamless communication in mother tongue of farmers

Expected Impact

- Significant improvement in the economic well-being of farmers through enhanced market access and independence in decision-making.
- Reduction of distress selling by extending the selling window from planting to harvest time.



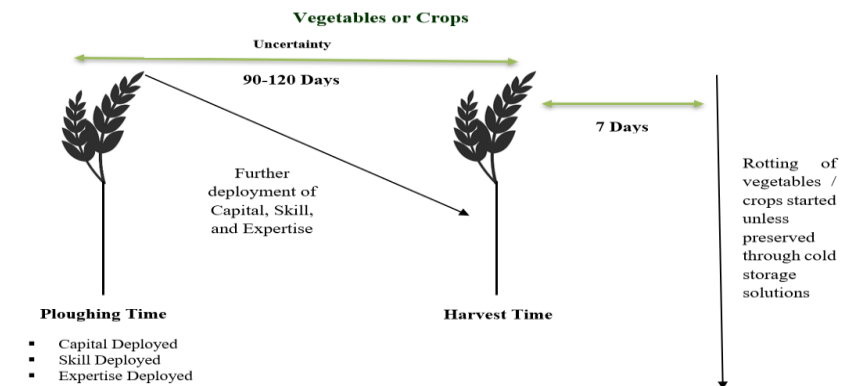
Problem Statement and Existing Solutions

Current Situation

- A farmer utilizes capital (which is sometimes secured through loan at higher interest rates), skill and expertise to sow crops (vegetables, fruits, etc.)
- The farmer also waits for a considerable period (90 to 120 days) to sell the product
- However, the person gets a narrow window of 7 days to sell the crops otherwise rotting of the vegetables/crops will start if not preserved through cold storage
- This problem is further aggravated by poor condition of logistics, infrastructure like cold storage and inefficiencies of traditional mandis
- This results into stress selling at a lower price – often leading to financial losses and debt trap situation

Existing Solutions

- Kisan Suvidha: For weather prediction
- Soil Health Card: To provide inputs on soil quality
- Microfinance institutions: To provide loans to the farmers
- Self-Help Groups (SHGs): To provide collective bargaining power, access to credit and provide better production and marketing capabilities
- Some agritech startups came forward to address these issues but they till now they have failed to broaden their horizon to rural corners



Proposed Solution: Framework

- **Identification of Farmers:** Farmers will be identified not on the basis of ownership of land but on the basis of farming activity
- **Rating of Farmers:** A farmer will be rated based on the quality of the crops, sustainable practices and efficiency
- **Pricing of agricultural produces:** Traditionally, this has been a function of demand and supply along with MSP announced by the government. However, the same does not incorporate the intense hardship and physical labor endured by the farmer. Hence, our framework will incorporate that in the pricing
- **Flexibility in Selling:** Our proposed solution aims to empower farmers by only providing them a digitized platform but also sustainable cold chain and dryers
- **Selling opportunities:** Provide platform for forward and backward selling
- **Insurance:** Educate and make the farmers aware about crop insurance to protect them from financial losses
- **Portray Farmer's Life:** Dignify the work of a farmer and make everyone aware about the daily activities, struggle of a farmer to cultivate empathy in common people
- **Technological Intervention:** Upgrade the farming practices by leveraging technology to increase farming efficiency and maximize revenue
- **Policy Advocacy:** Identification of necessary policy interventions and nudging the government both at state and central level for policy formulation and changes

Proposed Solution: Project Overview

Comprehensive Farmers' Platform

- **Objective:** Empower marginalized farmers by providing them with tools and resources to independently sell their produce and access agricultural solutions.
- **Target Audience:** 250 farmers from Orissa and Jharkhand, leveraging smartphone technology for platform access.



Key Features of the Platform

- Availability in multiple language, as per mother tongue of farmer
- Ensure market access
- Enhanced Technical Proficiency
- Economic Empowerment
- Risk Sharing



Pilot Project Design

- **Phase 1:** Selection of farmers in collaboration with local organizations; development of the platform based on farmer input.
- **Phase 2:** Implementation of cold chain support using solar energy for storage and drying, enhancing post-harvest management.
- **Monitoring and Evaluation:** Regular feedback surveys and site visits to assess progress and make necessary adjustments.



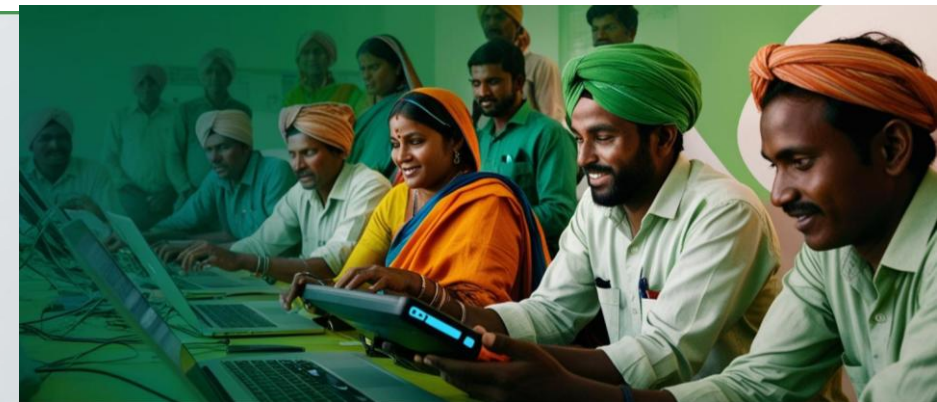
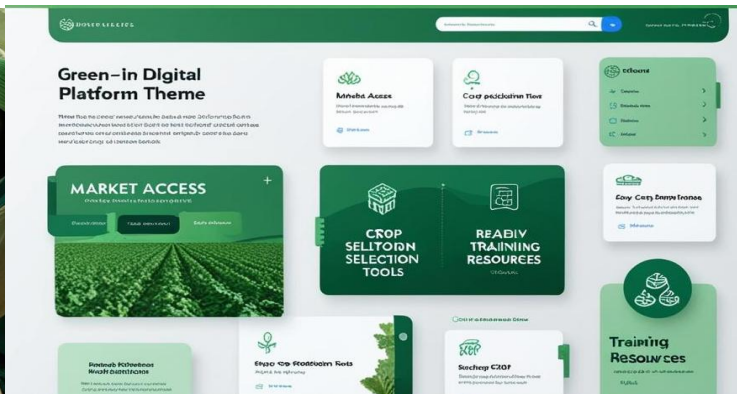
Project Design and Methodology

Pilot Project Overview

- **Pilot Project Phases**
- **Phase 1: Farmer Selection & Platform Development**
 - Collaborate with local organizations
 - Engage farmers as digital citizens
- **Phase 2: Cold Chain Support**
 - Provide solar energy-based cold storage and dryers
 - Training on usage and maintenance

Pilot Project Overview

- **Sustainability Factors**
 - Powered by solar energy for long-term viability
 - Active participation from local stakeholders
- **Expected Outcomes**
 - Empowerment of farmers leading to economic resilience
 - Model for scalability to benefit larger farming communities



Leadership Team



Rabin Roy

CEO and Founder

B.Tech, and MBA (IIT KGP)

Experience: More than 20 years



Debashish Mukhopadhyay

Director

B.E (Electrical) – JU

Experience: About 50 years



Anjan Ghosh

Director

B.Tech (IIT KGP), MBA
(XLRI)

Experience : About 40 years



Avijit Jana

Director

B.E (JU), M.Tech (ISI), MBA (IIT
KGP)

Experience: More than 25 years