

# EVERY DAY IS A GOOD DAY TO BE A FARMER



## KISANMITR

A positive movement to garner scientific community & technologists to support doubling the farmers' income across the country by making them 'atmanirbhar'/self-reliant. By creating a centralized repository of agriculture technologies and access to concerned companies, Ministries/departments, the farmers who can take on various roles apart from farming, such as a trader, an entrepreneur, aggregator of livestock or propagator of animal husbandry can fetch maximum benefits in the absence of mediators.

## WEBINARS

### COMPLETED FIVE WEBINARS WITH THOUGHT-LEADERS

"Agricultural Technologies presentation facilitated by the Office of Principal Scientific Adviser in partnership with NASSCOM Foundation"

"Agricultural Technologies presentation facilitated by the Office of Principal Scientific Adviser in partnership with CCS NIAM"

## ANNOUNCEMENTS

Six Israel Agriculture Technologies collaborated through the platform.

### INTERNATIONAL COLLABORATIONS with

Israel | Canada | Spain  
South Korea | Taiwan | Sweden | Italy  
United Kingdom | Africa

## STATES

Through this zero-cost, robust digital platform, every state government can directly touch base with its farmers. It can focus on the farmer's balance sheet, make them self-reliant and encourage youth/start-ups by sustaining their operations & supporting them to scale up.

## VILLAGES

The Corona pandemic has flipped a significant part of the urban scenario. Migrants have been accepted by their communities, quite a few may not return to urban areas. Challenge would be to engage these migrants in their primary agricultural livelihood by supporting them with effective agrarian solutions. there is also a burden of the farming land and supporting migrant youth with agriculture-related ventures. The Kisanmitr platform has been built considering all these challenges. From offering farmers access to low-cost, high-quality technologies to accelerating the agricultural start-ups, the platform is a one-stop-solution to everything indigenous.

## PRIVATE COMPANIES / CORPORATE

For private players in the formal sectors, it is difficult to reach out to individual farmers. Every business requires varying raw materials, i.e., with varying quality, difference in cost inputs and suchlike. It is cumbersome for private entities to specify their requirements and find farmers who can supply that. on the other hand, the farmers are generally unsure of the sale of their produce. It is hence imperative for farmers to come together on a single forum, and this is where Farmer Producer Organizations (FPOs) come into play. Through our strong network of nation-wide FPOs, a competent team of agriculturists and a group of Chevening glumni, we seek to address individual farmer inters and in turn help private players scale up their operations, enhance business viability & profit margins.



## CHALLENGES

Completed as on  
29th July 2020



Rotary in collaboration with the  
Office of the Principal Scientific Adviser  
Government of India  
Atmospheric Water Generating  
System Challenge



### Agriculture R&D Plot harvesting services/tools

One of the major time consuming activities in an R&D program is collection of yield data across multiple crops - Field crops like paddy, maize, cotton, pearl millet, mustard and vegetable crops like tomato, chilli and okra. Since the harvest has to be done in hundreds or thousands of plots, small scale solutions that can make this step more efficient will be required in order to have timely decisions for data-based decisions

### Seed Production Optimization Technologies/tools

To improve productivity of seed per unit area, greater emphasis on periodic weather data, disease and pest prediction, plant health data, flowering time of male and female parent plots in hybrid seed production plots and yield estimates are required.

### Agriculture R&D Phenotyping Services/tools

To improve productivity per unit area, greater emphasis on high throughput, precision phenotyping in research breeding programs is required. The importance of technologies like drone-based image capture, mounted photographic equipment that are movable cannot be overstated.



## SUPPLY-SIDE

Several determinants of demand & supply are impacted by production, communication & transportation technologies. We ensure, the farmers are served with the best of technologies to carry out all the processes. Through our platform the farmers are companies take alternating roles. For instance,

a. The farmer who is a supplier of the products will be assured of the purchase before-hand. Through direct communication,

the farmer can grow and supply the requested quantity and if there is excess, through the platform, they will always have buyers from India or overseas.

b. The company providing the technology or other resources can swap the role as a supplier too and help the farmer with the right resources.

## DEMAND-SIDE

To overcome the challenges of the supply & the demand side of agriculture, Kisanmitr eliminates all middlemen and helps farmers directly take the place of both suppliers and buyers.

a. The company/enterprise, which requires the raw materials, can directly get in touch with the farmer, lay down the

specifications and assure him of the purchase. It is a win-win for both parties.

b. A farmer requiring resources can contact the provider directly. The farmer who will be duly educated and, in a position, to decide the materials and the equipment needs can request for quotations and decide on the best buy.

## INVESTORS

The platform provides a novel opportunity for venture capitalists or angel investors to fund cutting-edge technologies or break through research ideas which are waiting to see the light of the day. In turn, they can be assured of sizable returns due to the systematic approach right from soil preparation to harvest and storage

## RESEARCH INSTITUTES

Research institutes have been a constant support to germinate, incubate and scale-up agriculture & allied businesses. It is a one-of-a-kind opportunity for research institutes to give wings to potential concepts and work towards a greater good.

## FINANCIAL INSTITUTIONS

Around 85% of land holdings belong to small and marginal farmers in India. Agriculture being a seasonal activity, informal lenders tend to exploit farmers as capital is scarce during specific periods in cropping in cropping cycles. Financial institutions on our platform are genuine (having passed through the rigorous evaluation of the government bodies). We work towards providing access to finance, which can increase farmers' investment choices and provide them with more effective tools to manage risks through low-cost credit and funding. The lenders can be assured of the best returns as a result of the best practices.

## FPOs

The concern of the profitability of small holding-based agriculture has assumed importance in the view of an increasing proportion of small & marginal farmers in the country. Being unorganized, the farmers are unable to procure good value for their produce. Through Farmer Producer Organization (FPOs), the member-farmers can reap maximum benefits through the purchase of genuine inputs, processing and market of the produce, timely and adequate credit support and linkage to the market. Through our platform, FPOs across the county can develop a robust database of farmers, technologies, resource providers and can together contribute to the betterment of the nation.



## FARMERS

India is primarily an agrarian economy. In the process of urbanization & Modernization, strengthening the farmers with the most updated resources have been compromised.

- To empower the backbone of this country and connect them to every part of the world to exchange knowledge, trade and make maximum profit, Kisanmitr, the national digital platform for farmers, serves as a dream project.
- Right at the source, the farmer is introduced to contemporary agriculture technologies, high-quality seed, pesticides, advisory services on soil health and other integral requirements, evaluation of the quality of products and connected directly to the market.
- As for the demand & supply, the farmers can be assured of the purchase of their produce. The demand for the product is mapped through the farmer Producer Organizations (FPOs) across the states for real-time, on the found data. Farmers have the opportunity to choose from the wide-range of technologies and resources available on the platform and make an informed decision.
- In all, it is India's first formers' go-to-market platform.



## NGOs

The fundamental purpose of Kisanmitr is to upgrade the lives of the farmers by ensuring they receive highest returns on their produce. For Not-for-Profit organizations who share this vision, they are open to sign up on our platform and take the vision forward, together.

## CITIZENS

The platform aims to track every aspect in the lifecycle of a citizen whose livelihood is dependent on farming. From native farmers to migrant workers who have returned to their rural home, we support all those who are looking to pursue agriculture and connected business.

## MEDIA/ADVERTISING AGENCIES

We call upon responsible media houses and advertising agencies to promote this cause and partner with the platform for the good of the nation. Your unique campaign ideas could be recognized by the state or the central government, establishing you as a reliable media company.

## BPOs

For all our farmer friends, we are here to serve them 24/7. Through customer support is available at any given point through our partner BPOs in every state of the country. The BPOs can generate more substantial revenues through this initiative and contribute to employee creation.

## CSCs

To make it most convenient for our farmers, our Common Service Centres (CSCs) will act as a hub for providing them with all necessary information. Their project plan includes the creation of over a lakh CSCs across rural areas in the country. Our expansive network coupled with this national e-governance project, will only help create a better life for rural India.

## INTERNATIONAL COLLABORATION

International collaboration are essential to empower the agriculture sector with technologies. With effective knowledge transfer, multi-disciplinary team with local and international expertise, it provides twice as much opportunity to scale-out more productive, efficient and sustainable form practices.

## UMANG

Through the Unified Mobile Application for New-age Governance (UMANG), we aim to help farmers with information and feedback on all questions & concerns related to agriculture. Through us, UMANG can get access to our extensive network and serve across varied agricultural geographies in the country.

## LEARNING HUB

We have built this platform to promote equitable and sustainable agriculture which will lead to rural prosperity. In the current day and age, knowledge transfer and promulgation of authentic information stands as the need of the hour. We would like to hear from learning platforms who are working towards educating farmers on the various aspects of farming to empower them holistically.

## STUDENTS

For the student community that has business-worthy ideas take rural India to greater heights, we offer you this platform. This will also help students looking to get funded for their concepts & technologies an agricultural development.