

AGRI MART

**A ONE STOP SOLUTION
FOR
FARMING NEEDS**



A AGRI-INPUT & SERVICE PROVIDING JUNCTION

PROBLEMS

TWO MAJOR PROBLEMS & TWO SOLUTIONS

REASONABLE PRICES TO THE FARMERS AT THE FARM GATE AND QUALITY PRODUCE AND PRODUCTS TO THE CONSUMERS AT THEIR DOOR

GENUINE AGRI-INPUT AND IT'S TIMELY AVAILABILITY, AFFORDABILITY OF PRECISION FARMING EQUIPMENTS, TECHNICAL SUPPORT AND TIMELY AVAILABILITY OF PRE-HARVEST AND POST HARVEST MANAGEMENT SERVICES IS A MAJOR PROBLEM FOR THE FARMERS IS A MAJOR PROBLEM ARE THE MAJOR PROBLEMS RELATED TO PRODUCTION AND RIGHT MARKET ACCESS IS ANOTHER MAJOR PROBLEMS WHICH NEEDS TO BE ADDRESSED TO ENSURE THE REMUNERATIVE PRICES AT THEIR FARM GATE

SOLUTION

AGRI MART

STATE'S PROFILE

- UP IS A AGRARIAN STATE HAVING NINE AGRO-CLIMATIC ZONES.
- UP IS DIVIDED INTO 75 DISTRICTS OPENING UP OF AN OPPORTUNITY OF AGRI MARTS AT TALUKA AND GRAM PANCHAYAT LEVEL TO FACILITATE THE ENTIRE STATE'S FARMERS AND AGRIPRENURES AND EMPOWER THEM BY INCREASING THEIR FARM PRODUCTIVITY AND PROVIDE ADDITIONAL INCOME OPTION THROUGH AGRIBUSINESS

WHO CAN DO IT ?

- A PACS/FPC
- A agriculture Graduate
- A educated progressive farmer
- A agriprenure having a Manager who is graduate in Agriculture
- Capacity to invest 25% in a project of Minimum Rs 10.00 Lakh , 25.00 Lakh & 100.00 lakh ,respectively at Gram Panchayat Level,Taluka Level & District Level and having required land with proper road access

FACILITIES

PRODUCTS

- Bio fertilizers
- Bio pesticides
- Soil Nutrition Kit
- Seeds
- Farm Equipment's
- Agro-chemicals
- Planting material

SERVICES

- Knowledge Bank
- Farm Management
- Turn key Solution
- Advisory Services
- Market Access
- Pre-harvest services
- Post-harvest services

BUSINESS MODEL

- **Requirement Of Space 5000 Sq.Ft Covered Area And A Shed Of At least 1000 Sq. Ft.(Preferably) Total Cost Of Project Rs 100.00 Lakh In Addition To Land/Building**
- **Franchisee Fee Rs Rs 1.00 lakh,2.00 lakh & 5.00 lakh, respectively.**
- **Security Deposit With The Bank As FD Rs 5.00,10.00 & 20.00 Lakh, respectively.**

REVENUE MODEL

- Commission on Beneficiary Membership @20% i.e Rs 200/-Per Member
- Commission On Service Charges Through Services @ 5% Of The Receipt
- Commission On The Organized Agri-input Sales @1.5% Of The Sales
- Commission On Procurement @ 0.5% Of The Procurement Value.
- Commission On Equipment Sale @ 2.0% Of The Sales Value
- Commission On Special Promotional Items @ 5% Of The Sales Promotion

Or

Minimum Assured ROI On Investment @10% or Remuneration

(Whichever Is Higher)

BENEFITS TO AGRIPRENURE

- **Self Employment With Assured Income**
- **Business Opportunity At Their Native Place**
- **Social Satisfaction Being Near Family**
- **Low Cost Of Living**
- **Strong Social And Family Bondages**
- **Harmony And Social Networking Through Beneficiaries**

BENEFITS TO FARMERS

- **Availability Of Low Cost ,High Quality Genuine Agri-inputs**
- **Access To Knowledge Bank**
- **Availability Of Extension Services**
- **Availability Of Farm Services**
- **Pre-harvest & Post Harvest Services**
- **Minimal Processing Facilities At Collection Centers**
- **Market Access And Complete Hand Holding**