

Digital Technology and Exports From the view points of Food Traceability

Sagri Bengaluru Private Limited

Chief Strategy Officer

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Career Back ground:

Insurance, HR, Healthcare, Logistics and **Agriculture**

Practice:

HR, Sales and Marketing, Overseas business

India, Bengaluru: since 29th July, 2017, 1019 days



Agri-tech Company from Japan

We support farmers and financial institutions in developing countries through by Satellite and Farmland Information



India-Japan startup hub
India-Japan government Initiative for startups

We are strong at government project in Japan

Ibaraki Space Business Commercialization Demonstration Project



Abandoned farmland detection by satellite
and examination the best farmland for wine grape

Tellus usage promotion demonstration project



Research and interview with local government and
Farmers for define Tellus IoT plat form requirements

- 1) “Food Traceability”
- 2) Why “Food Traceability”?
- 3) How Digital tech supports “Food Traceability”
- 4) Good Digital examples from MH state
- 5) Appendix Our company approach in India

“Food Traceability”

“Traceability / product tracing: the ability to follow the movement of a food through specified stage(s) of production, processing and distribution. (Codex, 2004)”

Why “Food Traceability”?

Country Name	Self production ratio of grains 2013(%)
Japan	28
Portugal	27
South Korea	25
Malaysia	24
Yemen	19
Cyprus	12
Israel	8
Oman	6
Saudi Arabia	5

These countries need to import grains from overseas



For Examination, Clearance and Certificate purpose, Food Traceability is Very important

- Proper cleaning and sanitisation
- Maintaining a high level of personal hygiene
- Storing, chilling, and heating food correctly with regards to temperature, environment and equipment
- Implementing effective pest control
- Comprehending food allergies, food poisoning, and food intolerance

How Digital tech supports



- Easy tracking: transportation, process record
- Visibility of quality
- Optimize the supply chain management
- Value up for crops: brand image, safety proof
- Sustainable growth for farmers
- Digitalization of the process for farming

Good example from MH state



BharatAgri

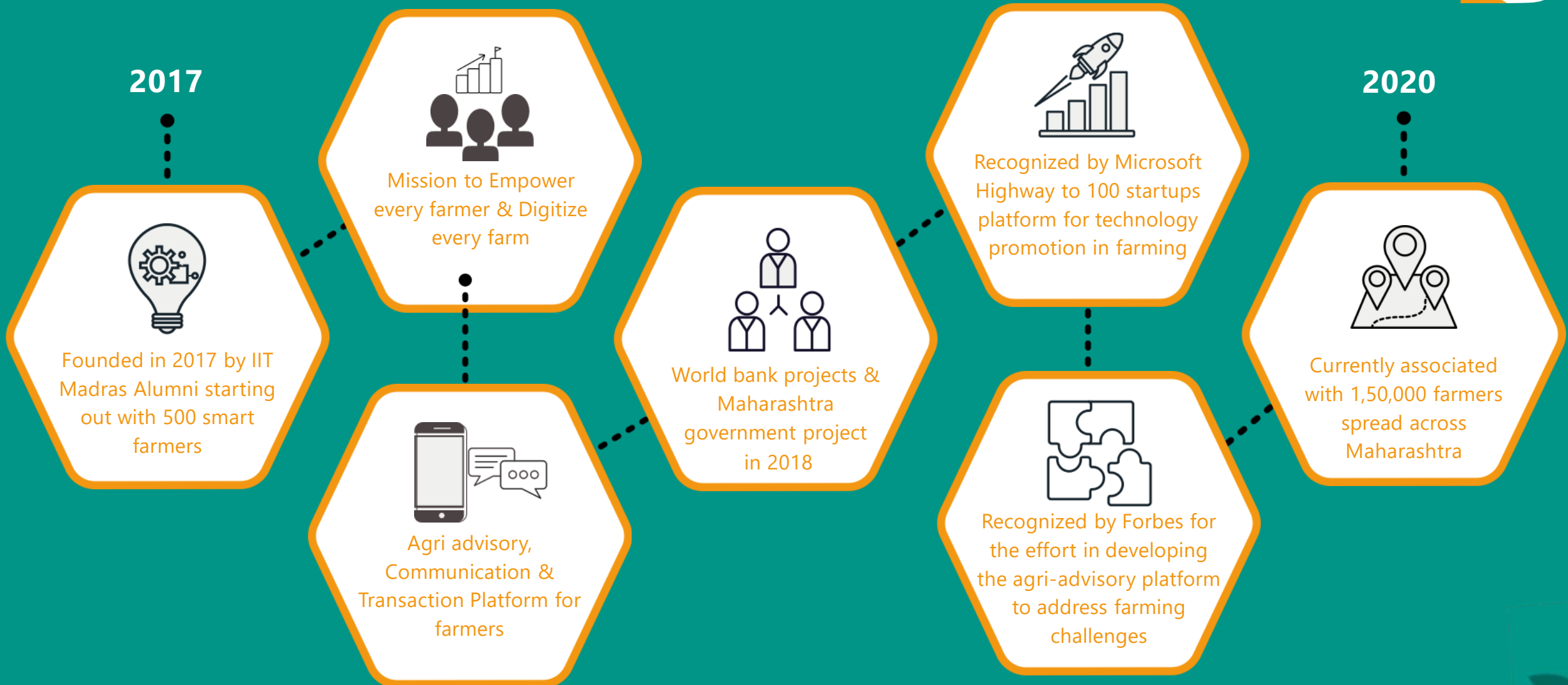
Smart Farming, Agriculture Expert

Transaction and Communication Platform for 140 Mn Indian Farmers

contact@bharatagri.com



Our Journey



Grow Efficient, Grow More!



Mission

**"Empower every farmer &
Digitize every farm"**

Our farming technology platform works with farmers directly. 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 each farmers' requirements;

We believe every farmer deserves a chance - the chance for a successful future with technology.

BharatAgri's Solution

for Growers

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

for Value Chain

Creation of trusted and direct transaction platform based on farm and farmer data history



Freemium Features for Farmers



Weather Based
Dynamic Advisory
(only Service Provider
in India)

Crop Advisory

Limited Expert
guidance, Agri news,
Smart tips &
Jugaads

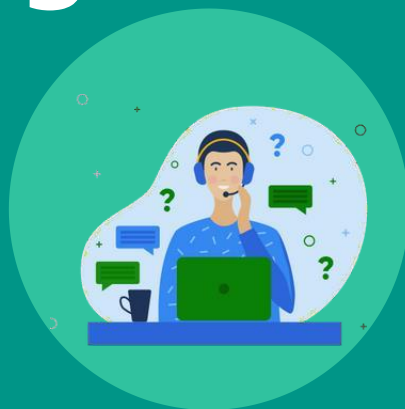
Nearby Dealers
Listing*

*Expanding our location; currently in 2 districts in MH

Premium Features for Farmers



BharatAgri Krishi
Darshika: Personalized
Crop Calendar



Unlimited Expert
guidance over
Call/Chat/Video call



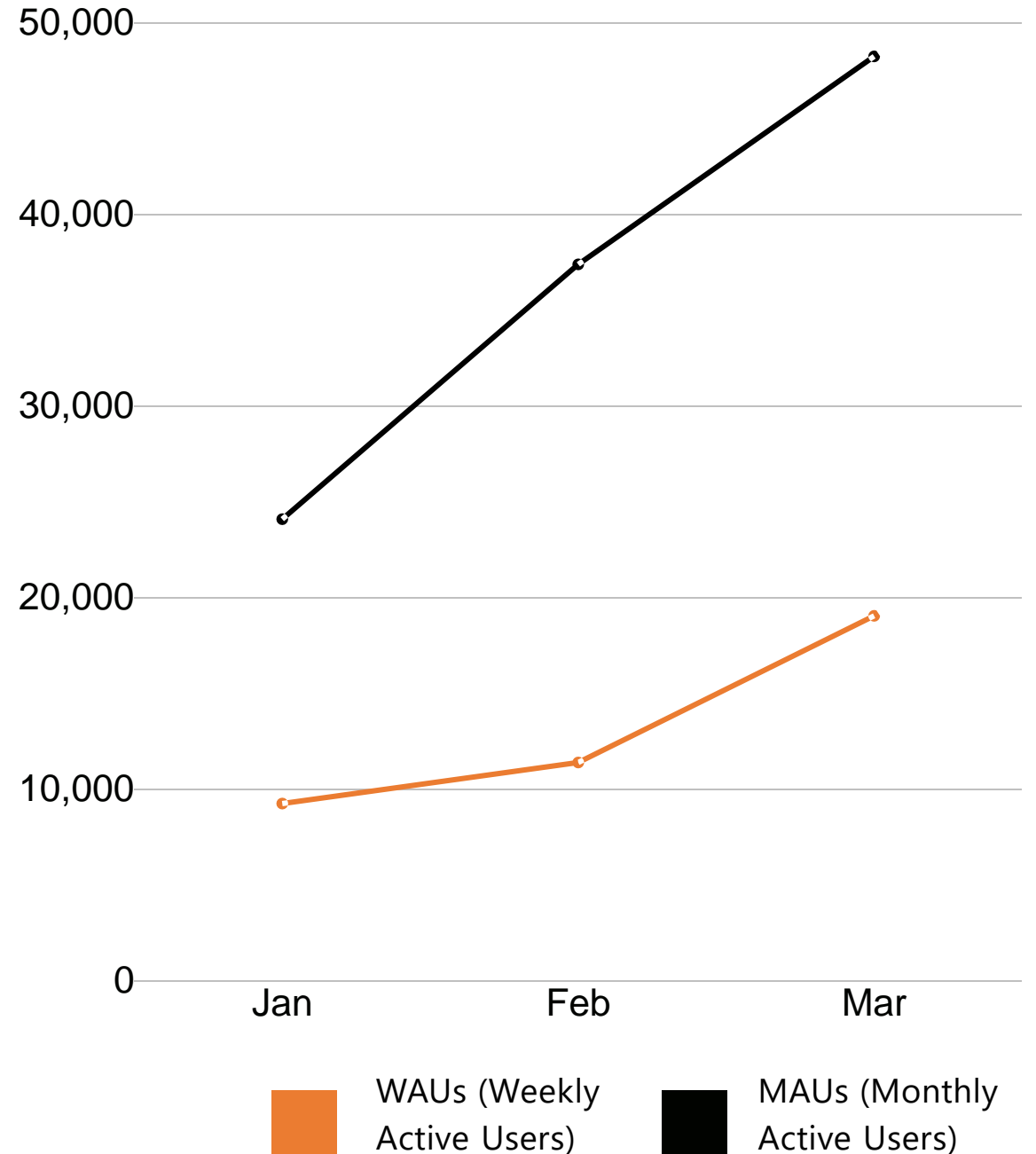
Activity updates on
WhatsApp



Connect with other
service providers

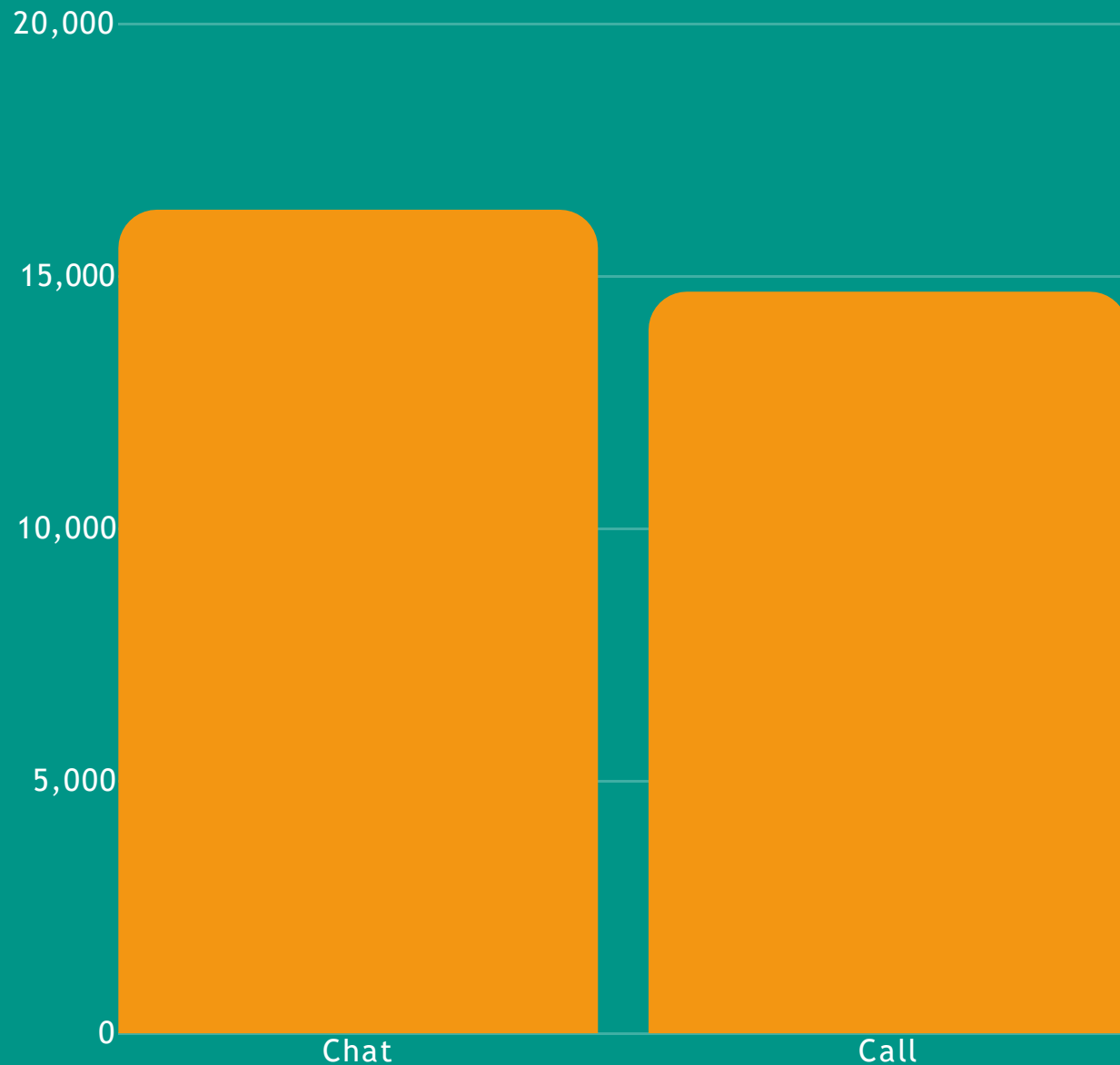
Engagement on BharatAgri

We are a digital advisory platform associated with 1,50,000+ farmers. The chart shows month-wise engagement numbers of farmers across major app performance KPIs.



Farmer Engagemen

March 2020 month data on chat/call made on the platform



A BharatAgri Smart Farmer Testimonial

"What I followed until BharatAgri, has been practiced traditionally since eons but it cost me more with less yield. With BharatAgri service I have successfully shifted to smart farming with 25% less investment. You can see the difference against my neighbor's onion in my left hand."

-Datta Sadashiv Davkhare



Watch a
testimonial  YouTube

Click Here
-Testimonial by
Sagar Dongre

Grower Journey with BharatAgri



BA Certified Farmers

BharatAgri Application
(Free-mium)



6-12 Month
calendar & activity
communication

Input Industry



Agri Finance



Farm Insurance

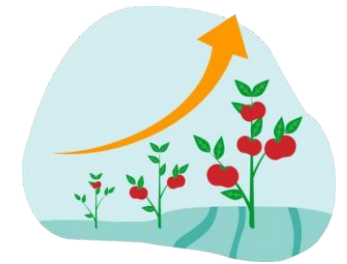


Farm to Market



Multi-Tenant Agri
Platform

Increase in Yield



Multi-fold Increase
in Profits



State of Maharashtra Agribusiness and Rural Transformation Program (SMART) Project

Climate variability in past years has affected agriculture sector of many states including Maharashtra, where agriculture is mostly rainfed and farmers have low crop productivity. Also severe drought conditions in the state have affected the agriculture sector. Under this project BharatAgri is helping small farmers, largely dependent on rain-fed agriculture, to use more climate resilient farming technologies and conserve water and other scarce resources. 250 villages were associated with us under the project. The project thus puts climate resilience in agriculture sector and rural development as major tools for growth and development of Maharashtra state agriculture sector by making agriculture sustainable for farmers.



UNDER THE MAVIM AND WORLD BANK PROJECT

We are associated with 5000 women farmers who grow turmeric, under the MAVIM (Mahila Arthik Vikas Mandal) collaboration. With MAVIM collaboration, BharatAgri's initiatives for rural development in terms of agriculture became more effective. We are working in coordination with CMRC (Community Managed Resource Centers) to provide the best possible services & guidance to women farmers for their empowerment and financial uplifting.

Financial inclusion is a habitual change that demands commitment. In this project where our main focus is women empowerment, we give importance to betterment of their financial condition and how they can achieve it with growth in agriculture.

With more than 80 % compliance in the activities, the average yield procured per acre is 20 quintals. The average yield was more than 70% as compared to last year's harvest of the farmers. The farmers achieved this with 20 % less investment in the production process.



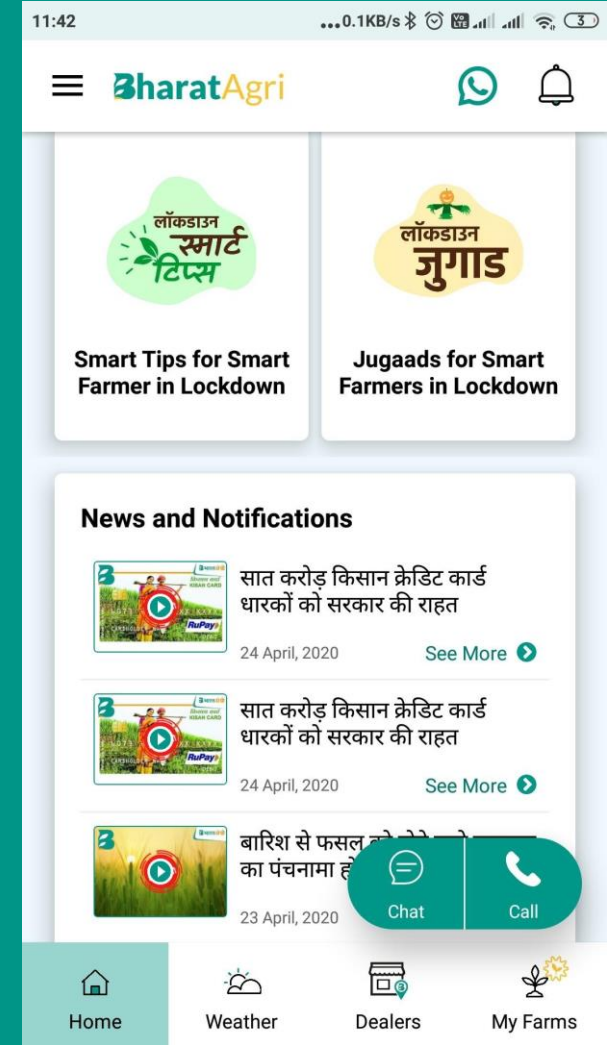
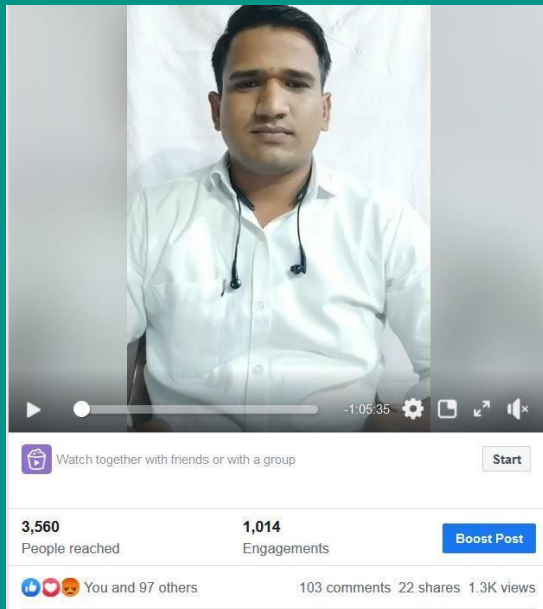
BharatAgri

Grow Efficient, Grow More!

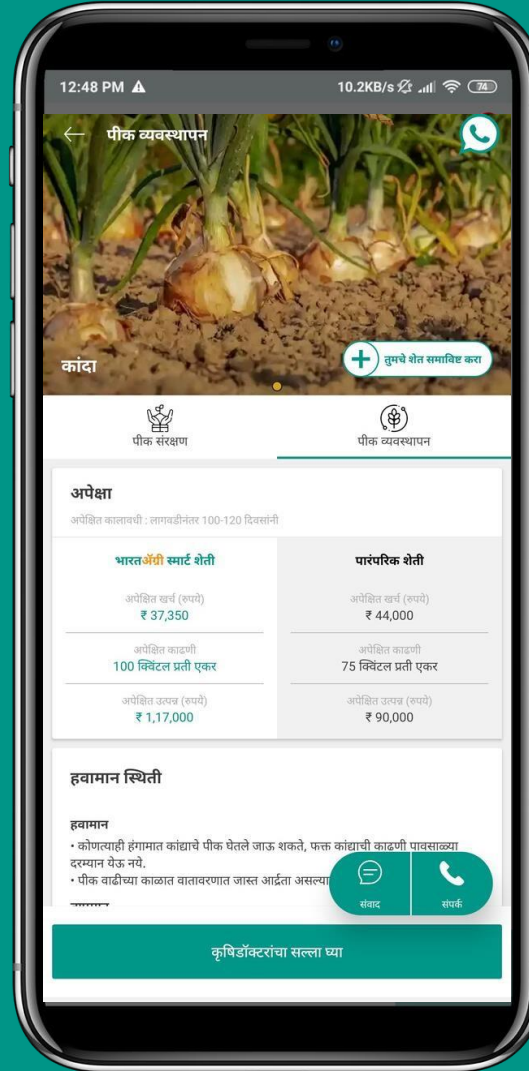
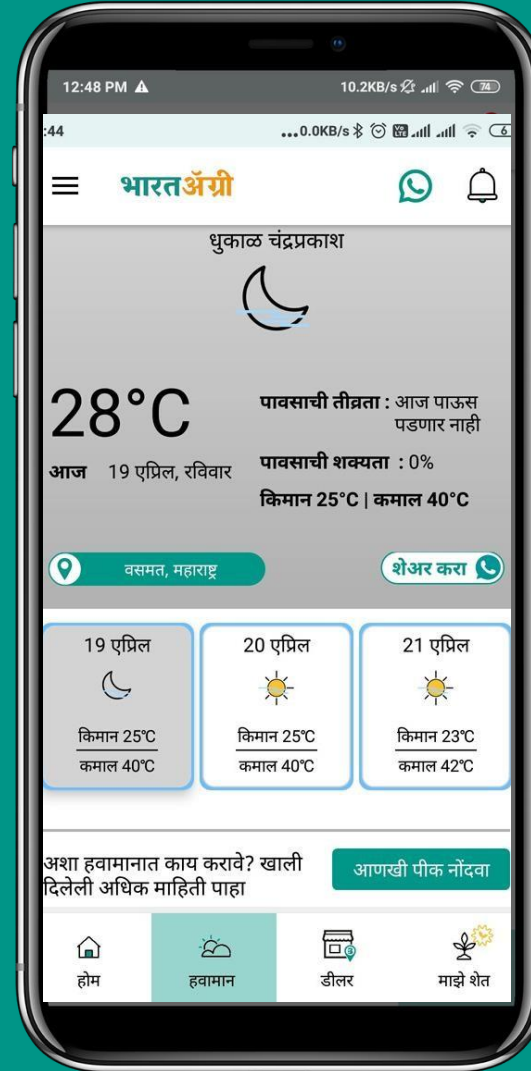


COVID and Lockdown Initiatives

- Awareness and Solutions for Farming
- Awareness and Solution for Harvesting & Storage
- Live Online Farmer Schools



Digital Platform for Farmers



Appendix: Our approach to India market

Micro Data

Farmland data



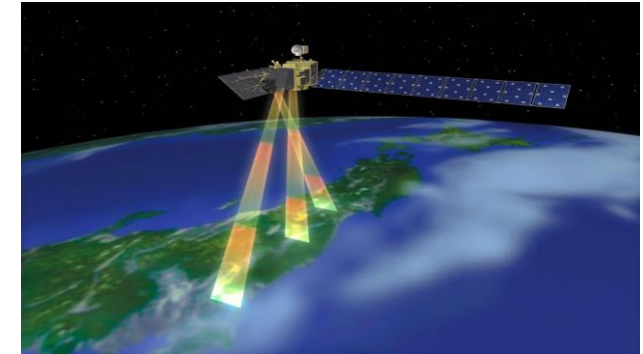
Sagri

Database



Macro Data

Satellite



**Evaluate
Farmland**

Farmers Credit

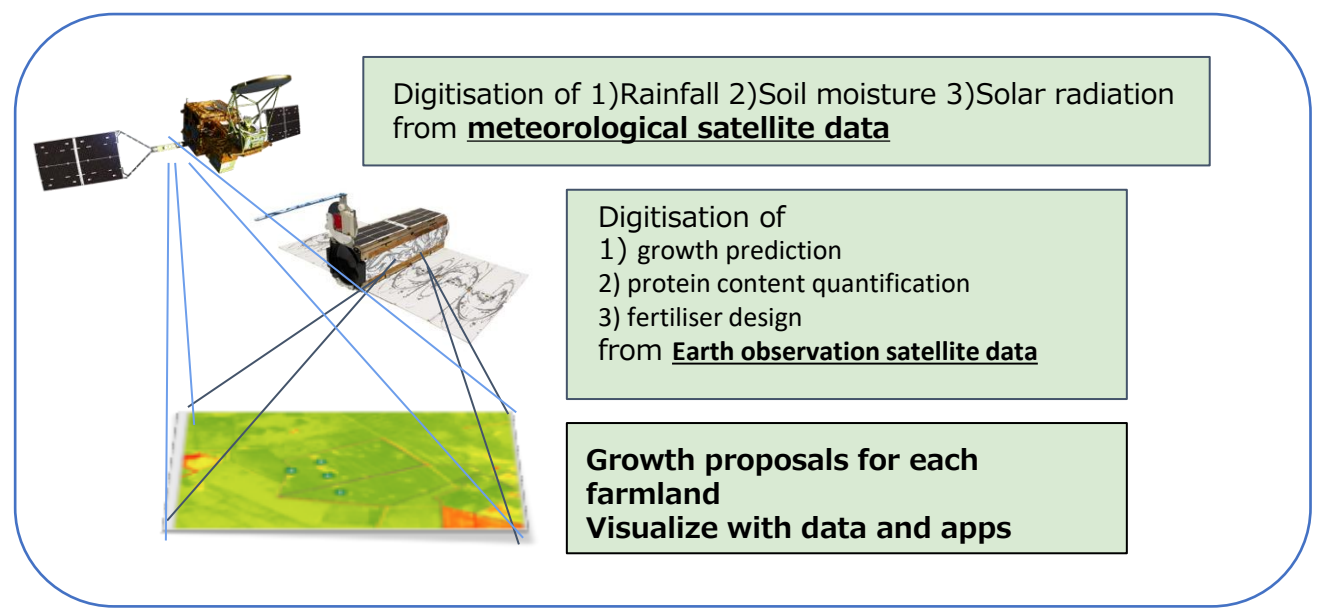
Farm Operation

Sagri India Project Overview



SAgri Co., Ltd
Japan, Hyogo
Sagri Bengaluru Pvt. Ltd.
Bengaluru, Karnataka

Core technology



Alliance partners in India

NAFPO | Delhi, Delhi NCR
REPRESENTATION | COLLABORATION | TRANSFORMATION

FK Fresho Kartz | Jaipur, Rajasthan

freshies fresh | Imphal, Manipur
Fruits And Veggies

EASY KRISHI | Bengaluru, Karnataka

SHRIAMARANARAYANA HORTICULTURE FARMERS PRODUCER COMPANY Ltd. | Chintamani, Karnataka



Making Credit score and Micro finance to farmers
Transfer Japanese technologies to India rural market

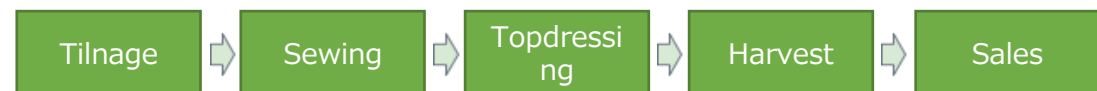
Collecting farmers data
Creating farmers group
Connecting the right stakeholders

Pilot Project
200 farmers loan

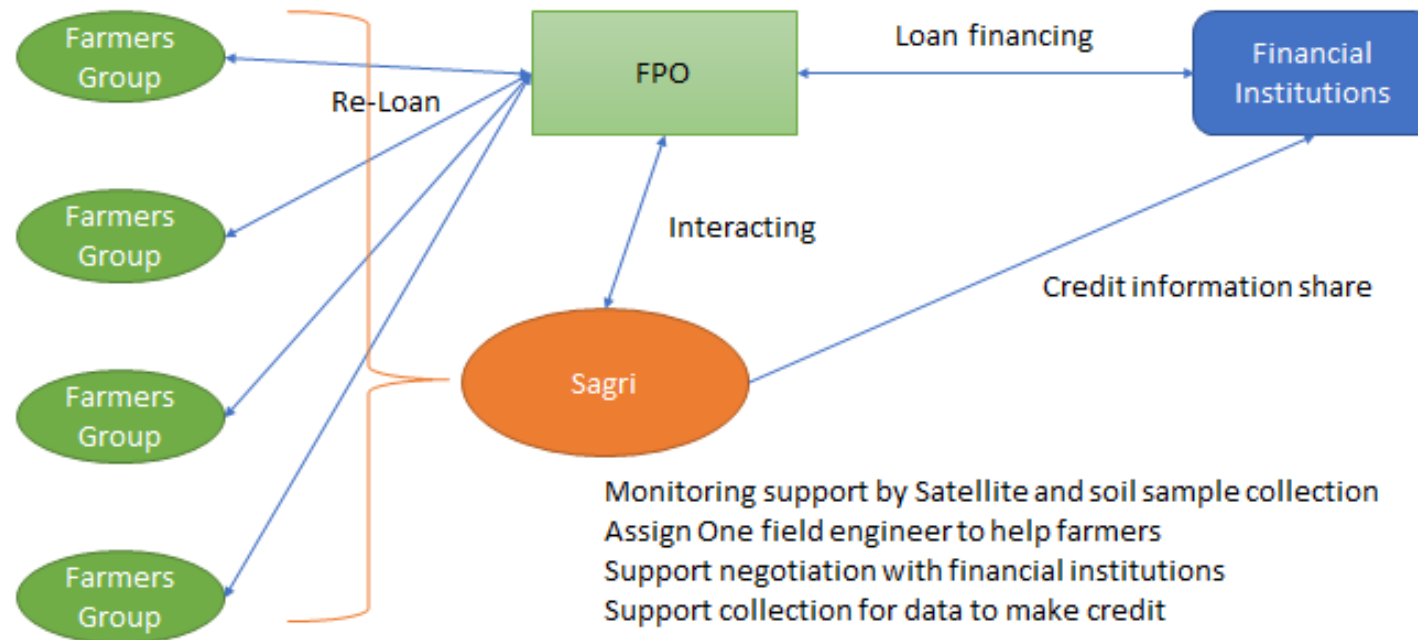


Support both input and output

Goal: One-way support for India agriculture growth



FPO Group Finance Project



[Loan scope]

Ticket size: Will vary in the future. For now, ₹10,000 per loan.

Interest rate: Will vary, basically 10% to 15%

Tenure: Will vary in the future. For now, 3 months.

Eligibility Criteria: Verified Farmer (own or farmland of relatives), KYC verified.

[Benefits]

Less interest rate: we are thinking of 10% to 15%³

This is below than other NBFC

Other benefits to farmers: we can offer free satellite farming support i.e weather forecast, temperature change, growth estimation.

Apart from previous players as if looked like a loan shark, we are supporting from the start to end process of agriculture.

Access to Japanese technology and farming style

Thank you!!

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