

## VYAVAS-THE DIGITAL AGRO ENTREPRENEUR

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**Abstract** - In today's world, the cost and expenses of everything are too high to be afforded by the poor, but basic needs like food should not cost much. So how do we help the farmers and the customers from this unethical pricing of crops? And how do we stop farmers or primary product producers from committing suicides? How we can give fresh and non-additive fruits and vegetables to the market at a fair price and earn profits for the producers.

Many efforts are made to introduce institutional and methodological changes intended to form agricultural research and extension programs more aware of the requirements of small-scale producers. Yet evaluations of those initiatives suggest that within the absence of sustained political and social pressure from and on behalf of small-scale producers, agricultural development institutions are unlikely to become more accountable or demand responsive.

The paper concentrates on the role that VYAVAS plays in exercising this pressure. Drawing on the first findings of a joint ISNAR/ODI research program, the paper examines the conditions under which strong farmers can emerge. These conditions derive from both the external and the internal environment of these organizations. The paper then presents an analytical and methodological framework which will be used when examining the strength of farmers' organizations and therefore the potential for effective links between them and research institutions.

**Key Words:** AGRICULTURE, CONTRACT FARMING, AFN, FARMERS SOCIETY, AGRO BUSINESS.

### 1. INTRODUCTION

Poor farmers seldom benefit from new agricultural technologies. In response, research and extension approaches supported agricultural innovation systems are popular. Often agricultural research organizations are the network brokers, facilitating the emergence of the innovation system. Based on an analysis of the Sustainable Modernization of Traditional Agriculture (MasAgro) initiative in Mexico, this viewpoint suggests that such organizations are more often suitable network brokers when the objective is the development and scaling out of technology by itself. When the objectives are multi-faceted and include extension and education, other actors are better placed to be the network broker.

Introducing you to 'Vyavas', a service that connects you and the farmers directly. One can place the demand for crops needed and it will direct the customer to a suitable producer or farmer. Also, one can visit our website. Vyavas is not only about trading but also logistics, storing, cost-cutting, and high-profit gain for the farmers and producers. Having daily contact and transportation of goods to the nearby market inter-city logistics. The policies are best suited for the users. The transportation, storage, and delivery in the market will all be done by Vyavas at minimal cost at the best possible profit.

Agriculture is the science and art of cultivating plants and livestock. Agriculture was the key development within the rise of sedentary human civilization, whereby farming of domesticated species created food surpluses that enabled people to measure in cities. The history of agriculture began thousands of years ago.

#### 1.1 What is contract farming?

As a way of organizing agricultural production, contract farming has been alive for many years and in recent years its use appears to have been expanding quite rapidly, including in much of Africa. But what exactly can we mean by the term? Sometimes it refers to cases where the customer specifies the standard required and therefore the price offered, and therefore the farmer commits to deliver at a future date. Commonly, however, contract farming implies quite a farmer just having a contract to provide a buyer. The important feature is that the buyer has some say in how, when, and where a product is produced and harvested. For example, a farmer who is growing certified seeds at an agreed price, using the inspiration seed supplied by a seed company, using inputs either supplied by or recommended by the corporate, and following all recommended production practices is doing contract farming. This results in an easy definition, which I shall use during this paper:

"Contract farming is agricultural production administered consistent with an agreement between farmers and a buyer, which places conditions on the assembly and marketing of the commodity"

#### 1.2 Why do we prefer contract farming

There are potentially many. First, smallholders have land. Companies may indeed like better to run large plantations and not need to affect many small farmers but large areas

of land are rarely available. Also, it's politically sensitive and controversial to require over large chunks of African land. Even if foreign companies could achieve obtaining suitable land they might be accused of "land grabbing". For large international companies, this is able to be very damaging to their reputation. Spreading production over a large number of smallholders also spreads the risks from disease, pests, or drought. The entire crop on a plantation might be exhausted but this is often unlikely to be the case for the whole production of all smallholders. Moreover, some crops, like many horticultural crops and tobacco, are generally considered to be more suitable for smallholder production. Indeed, in some cases companies may lease plots to farmers who are in need of land, providing they use it for contract farming. The company prefers the crop to be grown by smallholders. Also, when companies operate estates, they have to pay the workers from Day 1. With contract farming, they can make advances to farmers for inputs and may sometimes also give cash advances but they only pay the full cost to smallholders when the product is delivered. But contract farming is often important even for companies handling crops which will grow during a few months. They are not dependent on farmers deciding to sell to them rather than to a different company. This enables them to be fairly sure that they can meet contractual and delivery obligations to their buyers and, where they do processing, guarantees factory throughput. No company wants to be buying 20t a day when its factory can handle 100t. Further, by providing planting material and extension advice and scheduling planting and harvesting by farmers, the corporation can make sure that supplies are available at the proper time, in the right quantity, and of the right variety. Again, a company with a daily capacity of 100t. Wants 100t. A day to be delivered, not 50t. One day and 200t. The next.

But perhaps the most important reason for contracting with farmers is to ensure that the product complies with the certification requirements of the eventual buyers. A company that is marketing produce as "organic" or "Fairtrade" cannot just go down to the local market to get its supplies. The products must be produced by the requirements of those labels and the farmers must be certified. Demand from overseas markets for products to be certified has been spreading rapidly and exporters now need to suit an entire range of standards, increasing the necessity for contractual arrangements with their farmers. In time, local companies, such as supermarkets, are also likely to insist that the products they buy are similarly certified

## 2. Why are we doing this?

Contract farming should provide farmers with a reliable outlet for his or her production, at a predetermined price. The alternative is to grow or rear a product then hope that somebody will pip out, a real adventure. By growing to the number specifications of the corporate, farmers minimize unnecessary time and resources spent on producing

something they can't sell or need to sell at a give-away price.

For contract farming to figure it's to be a "win-win" for both companies and farmers. So, what are the potential advantages for farmers? First, it's generally easier for them to get productivity-enhancing inputs. In many rural areas, there are not any companies supplying seeds, fertilizers, chemicals, etc. or, if there are, they often have little stock. Life is made easier for farmers when companies take over responsibility for organizing input supply. Second, it can also be very difficult for farmers to obtain credit for their agricultural activities. The fact that companies are prepared to supply inputs without payment until the crop is delivered removes farmers' need for credit. Sometimes companies also are prepared to advance inputs for family food crops. Something else in short supply in much of Africa these days is a good-quality agricultural extension. Working under contract can provide farmers with extension advice that may otherwise be unavailable, although in a few cases extension support offered by companies has also proven ineffective. Farmers can also have access to land preparation services which, again, are often not available to farmers without a contract.

## 3. Not all farmers are suitable for contract farming

Contract farming has got to be commercially viable for companies. They are private organizations, not development institutions, NGOs, or charities. In the same way that someone running a business in a city would aim to choose the best possible employees, so companies want to choose the best available farmers. In deciding on areas to figure with farmers, companies consider factors like agronomic suitability of the land, climate, pests and diseases, the situation of the farm, availability of input supplies and services, and infrastructures such as roads, electricity, and communications. Having identified an appropriate location they'll then choose which farmers to figure with supported an entire range of other factors. Farmers should have some assets and access to finance aside from the corporate. They often need to employ laborers and these want to be paid daily whereas the farmers only get paid when they deliver the crops. Companies may also want to assess whether individual farmers can meet market requirements, for example in terms of fully following cultivation instructions. To do this, they'll consider the farmer's level of education or visual evidence from inspecting the farmer's fields. Reliable companies also will check out what proportion land is out there to the farmer. Sometimes an excessive amount of land is employed for contracted crops, making it difficult for families to satisfy all their food needs from the farm.

## 4. Vision

To promote research and training on sustainable development of agricultural productivity, cost reduction in

farming, farm mechanization, and livestock production. To provide consultancy in agriculture to disseminate the technology innovation to the producer through integrated extension activities.

## 5. Mission

We aim to provide maximum support to the agricultural society as well as the farmers through this company. Also, our mission is to continuously raise the bar of the customer experience by using the internet and technology to help the farmers and as well as customers to discover and buy products and empower businesses and farmers to maximize their success.

## 6. Methods and materials

We aim to provide individual "Agents" to the farmers to deal with things related to their needs such as maintenance of things other than farming so that they can do without any distress. We also aim to partner with the logistics agency for transportation of the produce from the Godown of farmers to the storage hub of VYAVAS, from here it would be sent to market as well as general stores.

The important factors determining are, money and the produce of the farmers, along with the maintenance of the overall system. Once when VYAVAS is reached to certain farmers, we plan to move online so that the transportation, as well as the production, can improve and it helps in attracting huge customers and gain a reasonable profit. This helps in creating more job opportunities in various sectors dealing with agriculture

## 7. Target Audience

The target audience for VYAVAS are primarily 'farmers', the audience include the people who depend on the agricultural produce, People who go to convenience stores, so the general population. Small scale farmers who struggle for survival will get a chance to rise and produce crops. Every farmer cannot give 100% produce, so Vyavas will help them raise and produce the best they can by helping them in every way possible including financial support.

## 8. Survey

Having done various surveys both offline as well as online, these are the results that we obtained. However offline surveys were done through call or personal meet, hence couldn't able to show them here. But the response we obtained offline through the interaction with farmers proved that the establishment of VYAVAS was necessary.

1. Would you prefer personal agents for striking deals with companies and business dealers?

YES – 78.9%

NO – 21.1%

2. Is investing in the agricultural industry safe during this global pandemic?

Not a good idea – 15.8%

It is safe to invest – 21.1%

Depends upon the product we invest – 63.2%

3. Would you like to donate funds for farmers, as they are suffering from a loss?

YES – 78.9%

NO – 21.1%

4. How will you approach the farmers in this pandemic?

Via call – 57.9%

Through an intermediate person – 31.6%

Face to face – 10.5%

5. How would you prefer buying your daily goods?

Online shopping – 57.9%

Visiting your nearby store – 68.4%

Market hub – 15.8%

6. Where do you prefer to sell the harvest?

Company (Bulk) – 26.3%

Market (demand dependent) – 10.5%

Both – 68.4%

7. How will you transport the goods from your place to the market?

By own transportation – 31.6%

By renting vehicles – 63.2%

Vehicles provided by the company – 42.1%

8. How often do you achieve profit by selling to business dealers?

Very rare – 10.5%

Every time – 21.1%

Sometimes – 63.2%

No profit – 5.3%

Extremely rare – 5.3%

9. Do business dealers approach you or you approach them?

Depends on the demand – 78.9%

We approach them – 15.8%

They approach us – 5.3%

Don't have any business dealers – 5.3%

10. What is the major necessity that you need, so that it does not affect your land and harvest?

Finance – 78.9%

Water – 63.2%

Machine – 42.1%

Godown – 31.6%

## 9. Result

From the survey, there was a need from farmers to improve the things around them because not adapting and evolving to new methods are holding them down and are unable to meet the needs of their family, sinking to poverty. To improve that VYAVAS will help them to gain knowledge as well as the requirements to provide sustainable products for the coming generations.

Also, there haven't been many organizations that have prospered in this field by helping the farmers, hence the need for VYAVAS grows stronger!

## 10. Canvas Model

### Key Partners

The primary good producers will be our first partners like farmers, Dairy, and Poultry product dealers. Our secondary partners will be our food industry who shall buy bulk stocks. And the tertiary partners are the investors and funders for our business.

### Key Activities

The prime goal for this is MAINTAINING QUALITY AND HANDLING PERISHABLE FRESH PRODUCTS for the customers. And some of our main policies will be to maintain proper relationships with the farmers and procure the daily supplements from them daily. Also, the logistics and pricing of the products shall be analyzed periodically. The app development and all-time customer service shall be looked upon.

### Value propositions

To make a supply chain that supports the farmers and provides businesses with the produce in the most efficient way. Also encouraging middlemen will reduce the toll on farmers so that they can concentrate on the products effectively. To sell their products effectively Vyavas gets the produce and Introduces the goods in the market by making a profit for the farmers. In the case of a bad harvest, we supply the goods to farmers from retailers so that they can earn by selling these goods. Most of the time farmers don't get to sell their produce freshly, we at Vyavas store it under the most effective conditions so that it can be sold even at a good rate. By digitizing the food supply chain, the wastage of goods can be prevented at the maximum rate so that more profits can be earned.

### Channels

We are going to create an app that will be available on google play where the customers can download it and use it for free. We are also creating a website and putting ads on different social media platforms where the customers can access the link for our website. We are planning to do an online conference to educate people about our business and you can also view it on linked in. Also having multiple channels increases the potential of the business.

### Customer relationship

Having a smooth customer relationship is important, to achieve that we are doing the best we can. We are going to deliver the food items to customers directly from farmers cutting the middleman out. We also provide doorstep delivery or customer convenience. We make sure everything is on-demand and won't waste any food on any occasion. We also distribute farm produce to retailers to grow our business.

### Customer segments

Our retailers are the big basket which is an online food ordering app where they give fresh foods to customers. We are also trying to sell to a nearby neighborhood to small shops. Our customers are the people who want their food fresh and without chemicals that are used to ripen fruits whenever they want.

### Key structure

Creating a network for farmers such as FBN in America. This allows them to stay connected with other users and partners of this bio business. Farming connected is the key to our firm's financial performance. This is our vision and the key feature of our business. Therefore, there will be more than 500 retailers and 10,000 farmers will be estimated to use our services. With a Unique digital chain supply process incorporated.5 distribution centers will be established in the major cities. All the services will be managed by certified IT systems and their security.



Human capitation costs all apply to government laws. And it will be from a theoretical and policy perspective.

**Cost Structure**

For the procurement of goods in our applied T&C, the sub-recipient must have written purchasing policies. Subrecipients shall use their procurement procedures and regulations, provided that the procurement conforms to applicable Federal law and the standards identified in the Procurement Standards Sections of CFR 200.317

**Revenue streams**

COMMISSION BASED ON EVERY DAY SALES FROM THE REGIONAL FACILITIES. We want to do it better and cheaper than the existing competitors raise 1,500 extra plant starts to sell along with their earliest produce at three local farmers markets Revenue for this business will be not only for the regular activities from the farmers but also for innovating them to do different activities other than farming by selling the by-products from which they can earn also we take streams for it. Using Off-farm employment. The commission will be 10-15% that will be taken by us.

**11. Business model canvas**

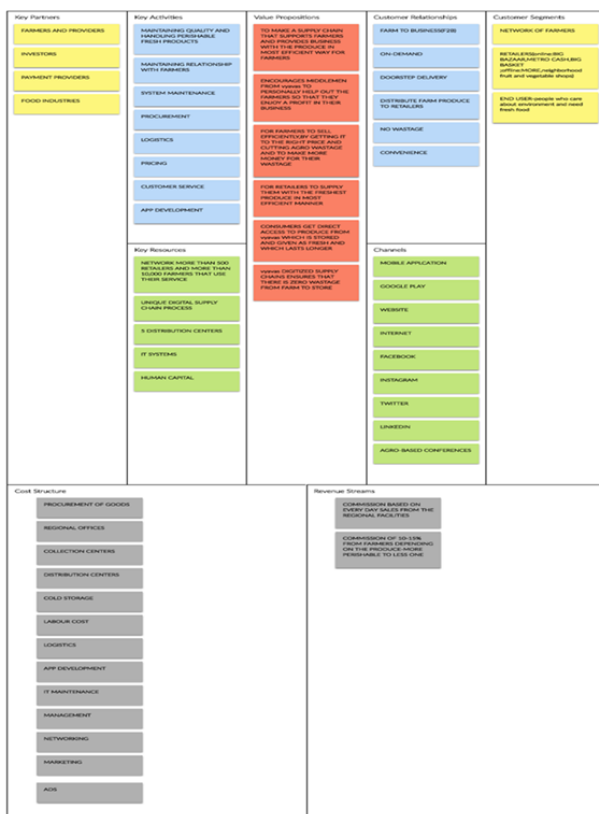


Fig -1: Business Canvas Model

**12. CONCLUSION**

Our idea VYAVAS aims to help the farmers by helping them in selling their products and also providing them knowledge with the current situation that's happening regarding the farmers and help them to produce in different methods so that ensures their survival as a farmer and also can support their farmer. Ultimately, we aim to provide people with good quality agro-products both in the market as well as at the store.

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