

DEVELOPING DATA DRIVEN AGRI-VALUE CHAIN

Democratizing Precision Farming Pan India
Bringing Change into Farmers' Lives
Revolutionizing Agri-Value Chain in India



About IFFCO Kisan

IFFCO Kisan Sanchar Limited is a subsidiary promoted by Indian Farmers Fertiliser Cooperative limited (IFFCO), dedicatedly working towards farmer empowerment and farm traceability by leveraging technology (Agro-ICT) in order to enhance the existing farm productivity, quality in sustainable approach and contribute in increasing farmer's awareness and adoption of better practices, eventually leading to better income of farmers, preserving natural resources and offering safer food to consumers.

IFFCO Kisan showcased the utility of technology at grass-root level across the Agri Value Chain while playing a critical role in solving the major pain points of agrarians, i.e. Improved PoPs, Input availability, Farm mechanization, Post-harvest management, Market linkage, better income realization etc.. IFFCO Kisan jointly with like-minded organizations / food processors, Agro-commodity traders works to create an Ag-Tech enabled end-to-end Agri-value chain leveraging the base potential of associated FPOs (Farmers Producer Organizations) in the country. Approach focused towards devising interrelated business models for FPOs for both backward as well as forward integration with the member farmers at the same time ensuring self-reliance in terms of financial stability.

IFFCO Kisan, with its presence in 20 States of the Country, complemented by over 20 experts from Agri and allied sector holding strong partnership with elite National and State Agricultural and Allied Institutes / Organizations. Since its inception in 2007, the organization has been serving over 4.2 million farmers across the Country through daily Free Voice Messages on topics of agriculture and allied, government schemes, health and other topics of rural interests. The voice messages are recorded in 11 local languages and dialects by the content experts transcending the literacy barrier (major challenge in rural mass communication) for better engagement and understanding.

Over the years, IFFCO Kisan has managed to build a comprehensive repository of information in agricultural and allied field to benefit the farmers. The huge database of voice messages disseminated with their absorption patterns and queries received on Helpline throughout the years has allowed IFFCO Kisan to map and forecast the needs of farmers to a great extent. As of today, the content base covers 108 Agro climatic zones across India in diverse fields such as:

Agriculture: Agro Advisories Mix for 55 field crops and 178 horticultural crops and their thousands of varieties based on the Agro climatic conditions

- **Animal Husbandry:** Advisory on animal care and nutrition management
- **Dairy:** Advisory on increasing yield and productivity of milch animals
- **Fishery:** Critical and customized advisory on oceanic alerts & PFZs
- Information on general **Health, Employment and Govt. schemes**
- Localized mandi and weather updates, Mandi's Covered: 3010,
- Commodities covered: 342
- Districts covered as per weather stations: 649



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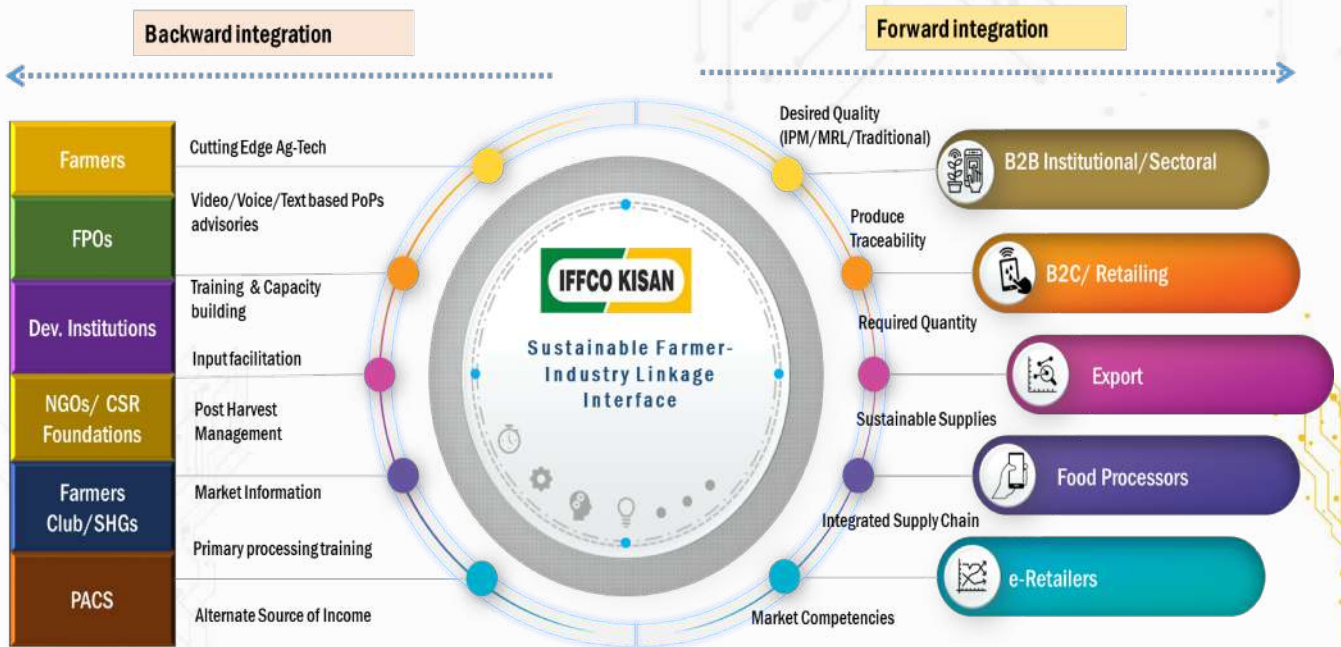
Our Proposition

End-to-End farm traceability for complete digitized value chain (Application of KDG- Krishi Dev Gyan)

Following the impact realized out the feature, End-to-End Traceability, a complete data driven value chain could be created to take it on further level of farmer empowerment. This feature would also include Farmer Empowerment through Forward Linkage Programme (FEFLP).

Unique points of feature-2 would be as follows:

1. Digital profiling of the farms and farmers
2. Farm activity traceability
3. Pest and Disease predictions
4. Proactive weather forecasting
5. Crop Simulation
6. Granulized & Real time advisories dissemination
7. **FEFLP (Farmer Empowerment Through Forward Linkages)**



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FPO Centered Cumin Agri-Value Chain

- Formation of FPO of 500 Cumin farmers in association with NABARD in 2018
- Traditional & Local GAP compliant cultivation in Association with Olam International
- Training and capacity building of 100 farmers on IPM cultivation of Cumin
- Traceability technology implementation
- Sorting & grading machine and warehouse set up for better marketable quality
- Procurement and linkages of produce to processing industries and exporters

Kagome Tech led controlled tomato contract farming

- Tech driven contract farming of Tomato with 200 Farmers covering 260 acres of farm
- Farm traceability and Advisories on PoP adoption through Remote sensing analysis, Ground trothing data
- Recommended PoP implementation, Proactive Pest & Disease management, Hyper local Weather Forecast
- Proactive harvesting schedule to minimize Post harvest loss, Better market intelligence
- Farmers got 10-15% higher realization and Kagome incurred 5-6% lesser for produce
- Achieved 30+ MT/acre average production with total production of more than 5000 MT



Fresh Fruits under our Brand -TRULY Fresh

Truly Fresh “Mandarin”

- ✓ Initiative of IFFCO Kisan in Association with Kinnow farmers of Haryana
- ✓ Developed a state of art facility for processing of Kinnow in association with FPO
- ✓ Introduced best practices for harvesting, sorting, grading, packing, storage and logistics under expert supervision
- ✓ Supplied India's best quality Mandarin to domestic and International buyers
- ✓ Chemical free, zero residue, toxic free, certified wax

Truly Fresh “Kashmir Apple”

- ✓ Initiative of IFFCO Kisan to market link the best quality Kashmir Apple across India and to International market in association with Growers
- ✓ Supplying Apples to Indian market with adoption of best sorting, Grading, Packing practices under expert supervision of Expert team of IFFCO Kisan
- ✓ Chemical free, zero residue, toxic free, wax free

Other Products of “Truly Fresh” Basket

- ✓ Karnataka **Coconut**
- ✓ Assam **Pineapple**
- ✓ **Papaya** from Maharashtra
- ✓ **Baganpally Mango** from Andhra Pradesh and Telangana, **Dusheri and Langra Mango** from Uttar Pradesh, **Kesar and Alphonso** from Gujarat
- ✓ **Banana** from Gujarat and Uttar Pradesh
- ✓ **Pomegranate** from Maharashtra and Gujarat



Farmer Empowerment through Forward Linkages

Medicinal Plants

- ✓ Organic production of medicinal plant in Uttar Pradesh, Madhya Pradesh and Tamil Nadu
- ✓ Working with more than 100 Farmers in production of best quality certified organic Ashwagandha for Himalaya
- ✓ Deployed technology and PoP's for production of Organic Lemon Grass in Tamil Nadu and channelizing the products of Lemon grass in association with farmers

Grains & Millets

- ✓ Working with FPOs/Farmers Group of **Maize, Wheat, Pearl Millet, Quinoa** for production of best quality produce
- ✓ Deployed technology and best PoPs for the production, Harvesting, packing, storage and logistic
- ✓ Supplying Commodities to more than 20 Domestic consumers and exporters

Spices and Oil Seeds

- ✓ Non – GMO **Soybean** from Maharashtra, Madhya Pradesh
- ✓ **Coriander** from Rajasthan (IPM & Conventional grown)
- ✓ **Fenugreek** from Rajasthan (IPM & Conventional grown)
- ✓ **Cumin** from Gujarat (IPM & Conventional grown)
- ✓ All produced are grown, harvested, procure and tested under supervision of expert team of IFFCO Kisan.



Farmer Empowerment through Forward Linkages

Commodity Traded during last 2 seasons		
Category	Item / Crop	Volume in MT
Grains & Millet	Maize	10691
	Wheat	62
Oilseed	Soybean	1417
Spices Whole	Fenugreek	28
	Cumin	169
	Coriander	168
	Flax Seed	20
	Fennel	15
	Turmeric Finger	135
	Seasame	20
F&V	Mango	57
	Coconut	49
	Banana	8
	Kinnow / Mandarin	1095
	Apple	670
Feed Nutrients	TG Urea	846
	By Pass Fat	84
	Additives	14
Internal Feed Business demand	Mustard DOC	2940
	Rice Gluten	30
	DORB	6977
	Rice DDGS	294
	Guarkorma	40
Total		25829

IFFCO Kisan looks forward for exclusive traceable contract farming / cultivation projects with annual / long term buy back agreements from India with reputed importers /processors to ensure their consistent quality and quantities of identified items



Our Partners



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Organization Profile & Contacts

- ❖ Name of Organization : IFFCO Kisan Sanchar Limited (**IFFCO KISAN**)
- ❖ Date of Incorporation : 12-04-2007
- ❖ Legal Status : Limited Company
Incorporated under Companies Act 1956
- ❖ Managing Director : Mr. Sandeep Malhotra
- ❖ Corporate Office : IFFCO House, 34, Nehru Place,
New Delhi- 110019
- ❖ Correspondence : IFFCO House, 34, Nehru Place,
New Delhi-110019

Contact Person : Mr. Sanjeev Sharma
(Chief Agri-Business Officer)

e Mail: sanjeev.sharma@iffcokisan.com

Tel. No. : 011- 467299902
+91-9910800310

Mr. Praveer Srivastava
(C.O.O.)

praveer.srivastava@iffcokisan.com

THANKS

We Look Forward to Collaborate with Like minded Organization

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