



WELCOME TO KISAN SURAKSHA CARD

www.kisansuraksha.in



RURAL RETAIL MARKET IN INDIA

The Indian rural market with its vast size and heterogeneous demand base offers great lucrative opportunities to marketers

Karnataka is classified into around 30 districts and approximately 29,736 villages

Development programs in the field of agriculture and related activities such as health, education, communication, rural electrification, etc have improved the lifestyles of village population

percent of the country's more than one billion population is not just witnessing an increase in its income but also in consumption and production.

Modern retailer is yet to feel the saturation in the urban market and has, therefore probably not looked at other markets as seriously.



THE INITIATIVE AND OPPORTUNITY

Given the background, we believe there is a need of structured chain of supermarket stores with quality product and service support.

With a target to open a store every block, the proposed business eyes a target base of 50,000 individuals.

As per the The Goldman Sachs study 2013 data, the average spend per person per month in village is Rs. 1600. Assuming a 50% share of FMCG, the amount comes to Rs. 800 per month.

We plan to capture a market segment of 3% of the block market per month which get a total sales of 5,00,000 per month.

Opportunities like some of the below are given here under.

- Opportunity to tap the market at block level
- Opening of order points at panchayat level under block level
- Conversion of existing store into mini shops of our brand
- Teleordering
- Order Through App



Kisan Agrotech Services is introducing "Kisan Suraksha Card" for the development of standard of living of the farmers and also other people of the society. Till today almost 80% people involve With agriculture through the nation. They lead a very simple life in the villages. For this we are Introducing kisan suraksha card. We are giving below mention opportunity & advantages through this card. A farmer lives in a village ,grows crops and keeps animals. He continues to work hard from morning to evening. For him, rain, cold or sun do not matter much. We need food to survive. A farmer grows food grains, vegetables,fruits and pulses. We get to eat food because the farmer grows it for us. Therefore, a farmer plays a major role for the benefit of the society. Through this project all the farmers,their families and their unemployed children will be under some specialbenefits.



Kisan Suraksha Card scheme is based on 'Line of Credit' concept and each farmer is provided with a package of 'Kisan Suraksha' which would enable farmers to avail short term and long term credit for a period of maximum 5 years continuously with rollover arrangements. To meet cover the entire credit needs of the farmer both of short term and long term nature for a period of maximum 5 years not only for farming alone but also for allied activities, repairs and maintenance of farm equipments, consumption, Loans needs, purchase of consumer durables etc. This shall be in addition to the loans for housing and vehicles. to bring about flexibility and operational freedom in credit utilization. According to the most recent data from Statistics India (for 2018), approximately 16 millions farmers are vulnerable to food insecurity. In response, We Are implementing this project called Kisan Suraksha Card. The Strategy ensures that groups of facility across farmers in the country.

We are also programmes targeting development of the rural areas to enable better access to economic opportunities for the rural poor. Where geographically feasible, urban municipalities are assisting rural municipalities in their local functions of water provision, sanitation services, roads and infrastructure, storm water drainage, refuse removal and electricity reticulation.

This Project is also fully committed to achieving the Millennium Development Goals with respect to poverty reduction, Security, and access to safe cultivation. Targets have been set by our team to achieve universal access to supply all kind of farmers need and sanitation well before 2023. The greatest challenge for achieving these objectives are in the rural areas, but significant funding and resources have been allocated at national, regional and local levels to work towards meeting



the supply backlogs. Programmes are being implemented on a large scale, creating significant employment opportunities in the rural areas, and providing access to basic health infrastructure.

Insurance Risk
Cover upto 1 lakh
for 5 years

Support on seed
and fertilizer

Supports on
Equipments and
Loan

Support on Fasal
Bima and Multiple
Product Line



THE INITIATIVE AND OPPORTUNITY

Insurance Risk
Cover Upto 5 lac
for 5 years

Cheaper Price

Great Shopping
Experience

Technology
Integration

Rural Livelihood
Development
Suraksha
Card Point System

Suraksha
Card Point
System.

E-governance
Services.

Marketing
Support

Staff Hiring and
Training

Procurement
from Farmer at
MSP

Jan Aushadhi
Kendra
Integration

Soil Testing
Integration

Career
Counseling
Option

Home Delivery
Option

Order Through
Mobile App

Order Through
Mobile App



KISAN SURAKSHA POINT

Farmer to get a card on sale-purchase of daily food item.

Every purchase will add up points in his card.

He can redeem his points by purchasing Seed and Fertilizer from our store

By getting this benefit he now no more needs from take loan for his farming

Thus our unique model ensures that by purchasing regular items, he is benefitted when needed.

Kisan suraksha point to ensure that ample stock is maintained for seed and fertilizer for supply.



OTHER USP

Bulk Supply

- Store owner can talk to various bulk requirement points like hotels, catering companies, marriage houses etc for better deals
- We assure best of rates for bulk item supply thus by increasing sales and capturing market.

Marketing Support

- Promotion and marketing of latest
- Schemes which are to be offered
- Non moving items to be clubbed with other fast moving items to ensure expiry management

Technology Integration

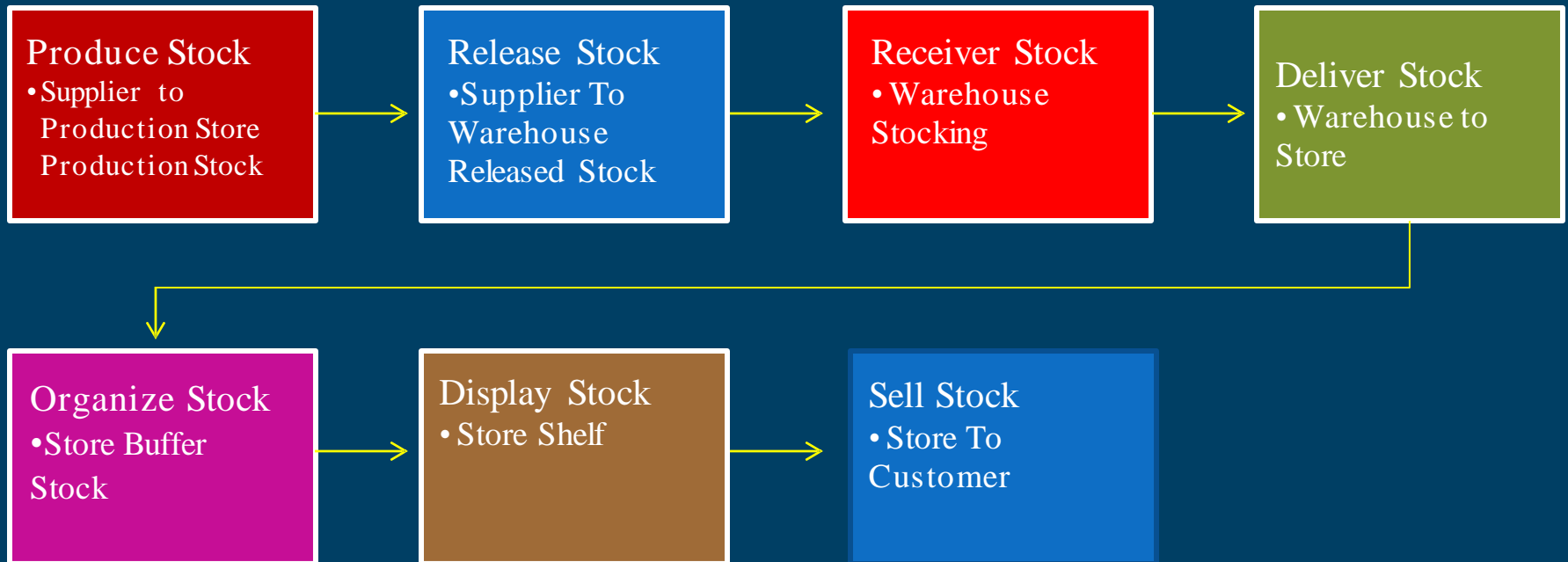
- One App more Shop
- Dial to Assist.
- Free Home Delivery.

Additional Benefits will add

- Jan Aushadhi Kendra Integration.
- Soil Testing Integration.
- Life insurance & Health insurance.
- Bank account opening.
- Animal's insurance.
- Loans
- Other Services



SUPPLY CHAIN MANAGEMENT





BUSINESS MODEL – ROLES AND RESPONSIBILITIES – AT BLOCK STORE LEVEL

- Manage and run store at block level ethically
- Deploy quality staff for better implementation
- Provide all offers and schemes as rolled out from head office
- Provide security installation to property
- Run proper billing system
- Promote store offers locally with help from Head Office
- Run various smart and efficient marketing campaigns at low cost to promote walk-ins



POLICY SUPPORT

Sign Up

Onboarding
Policy

Training
Policy

Manpower
Hiring Policy

Offloading
Policy

Display Policy

Selling Policy

CRM Policy

Material Shift
Policy

Return Policy

Exit Policy

And Many
More..



Construction if required on additional cost

Free training for initial lot of employees on software and process at our training location on boarding basis

Initial store launch marketing activity

Deployment of manpower on our cost on sharing basis with other stores for marketing activities in future

Multiple schemes on various products

Software support

Introduction of new products and combos to enhance profitability

SMS Alerts to Customer Database for Latest Schemes



THANKING YOU

FOR DETAILS CONTACT US AT: www.kisansuraksha.in