



SDGs Business Model Formulation Survey with the Private Sector for Agri-tech Supply Chain Platform to Improve Livelihood of Farmers in India

- Improve quality of contract farmers and build a supplier chain based on own customer data by using "visualization of deliciousness" technology -

January 2023
Casley Consulting, Inc.



0. Outline

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Casley Consulting, Inc. / Casley India Pvt. Ltd.

A “Creating Shared Value” Company

Corporate Profile

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Establishment : December, 2017

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Japan Office

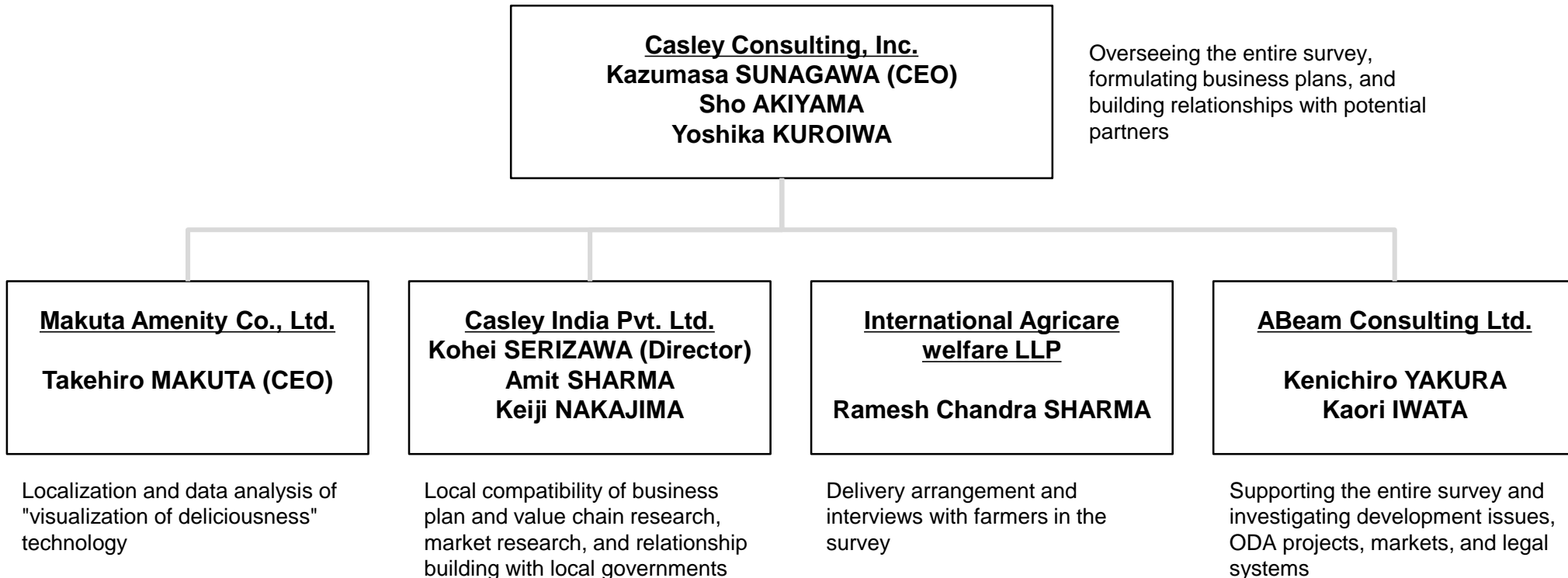


India Office



1. Introduction about Us (our research team)

We are conducting "SDGs Business Model Formulation Survey with the Private Sector for Agri-tech Supply Chain Platform to Improve Livelihood of Farmers in India" as of the team of JICA's activities.





2. Outline of our project

We will refine our plan through this survey which aims at farmers' income growth.

Development Issues Concerned in Agric Sector

- Although 50% of the working population is engaged in agriculture, Farmers' income is about one-third lower than non-farmers.
- Due to many brokers entering the market, good-quality vegetables are also often bought at low prices.
- Therefore, the Government of India is working to improve the farmers' income to double by 2022.

Products/Technologies of the Company

- “Deidara” platform is developed to quantify the quality of agricultural products and provides direct sales services to consumers by combining the following technologies.
- Reward Eagle: EC site with 500,000 Indian members, and
 - Agri SCM: Based on the quantification of vegetable taste, it materializes efficient production of vegetables.

Survey Outline

- Survey Duration: 2022
- Country/Area: India/ Uttarakhand State.
- Survey Overview: To refine the business model, which enables to quantify the quality of agricultural products utilizing Agri-SCM and directly sell them to consumers using EC sites, this survey aims to clarify farmers' production ability, needs of consumers (restaurants, hotels, and wealthy people in NCR), logistics, competitors' trends, and collaboration framework with related stakeholders.



How to Approach to the Development Issues

- Contract farmers can grow profitable vegetables by receiving market information and technical support.
- Casley procures the vegetables from them according to the quality, hence it encourages them to grow high-quality vegetables.
- The vegetables are sold to consumers (restaurants, hotels, and wealthy people in Delhi) through Deidara for appropriate prices meeting their high-value (quality and traceability).

Expected Impact in the Country

- Farmers can produce profitable vegetables based on the market information and acquire regular income so that they can break away from the control of middlemen.
- The data on production and sales history can be used by banks and insurance companies for assessment and it realizes financial inclusion which strengthens the local industrial clusters (agricultural tools, seed and seedlings, compost, livestock operators, etc.).
- It can contribute to the promotion of SDGs.



3. Agri-Tech Benefits

Agri-Tech's technology links **Mobile device, Soil sensor, Data and Apps.**

1

Soil Data (Degrees, Humidity, Dryness etc.)

- Advice with Notification
- Sharing Market Info.
- Requesting etc.

2

Harvest -> Take photos with "Visualization of Deliciousness" App

Captured image correction

Digitization of information through image analysis

AI analysis

Screen displaying analysis results

Deliciousness icons (example display)

Display	sweetness	saltiness	sourness	bitterness	umami richness	normal
Taste	sweet	salty	sour	bitter	umami	normal
	😊	😬	🍋	😬	😊	😊

Examples of fruits and vegetables whose deliciousness can be determined by the app

3.

To the Market with Higher pricing.

Better Income

This is the Agri-tech Benefits for farmers.

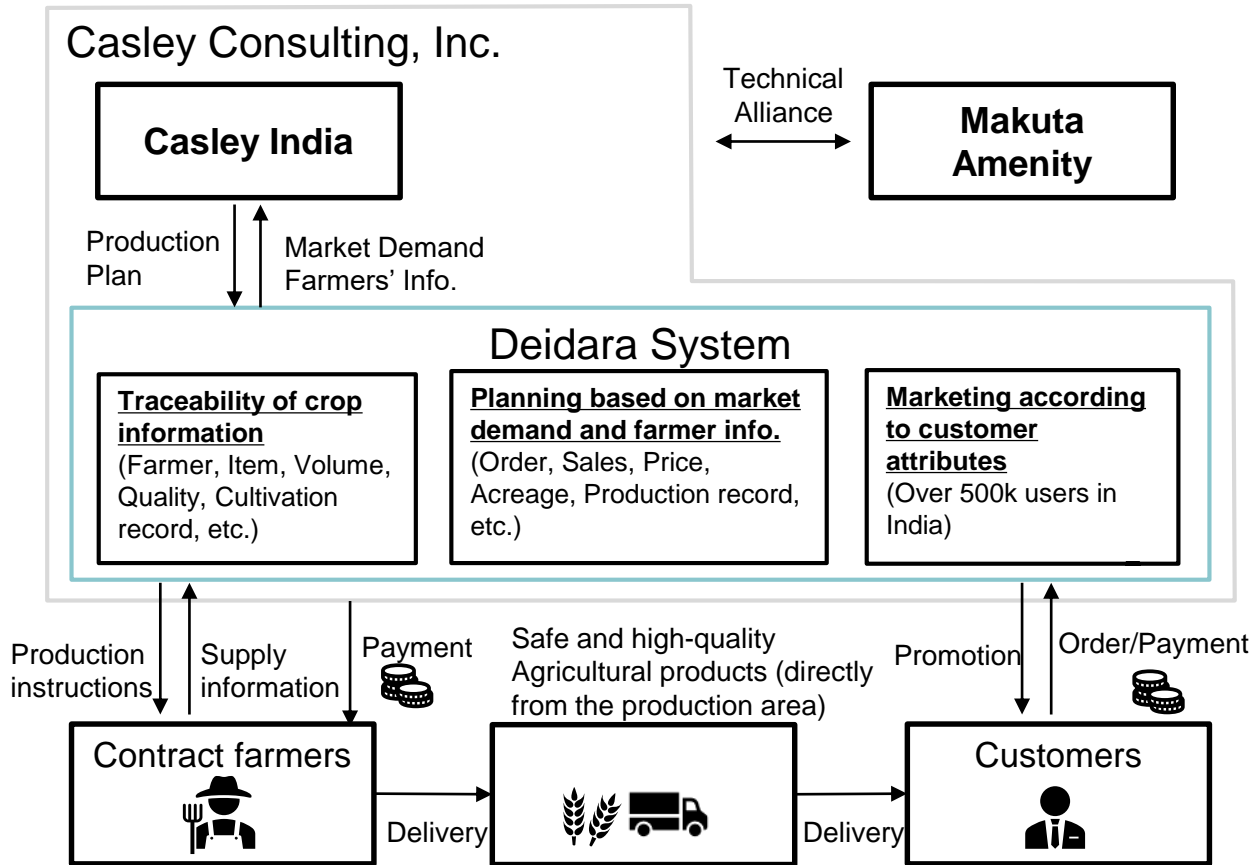
- Farmer can receive the advice from us for cultivating.
- Cultivate items that are appropriate for the market.
- The deliciousness of vegetables can be quantified and branded at the same time.-> It can be differentiated and improved in quality at the same time.

*Casley supports the sales, logistic part too.



4. Our assumed business model in India

We will provide high-quality and safe vegetables to wealthy people and restaurants in NCR by producing agricultural products based on customer needs by contract farmers and distributing and selling agrarian products without intermediaries.



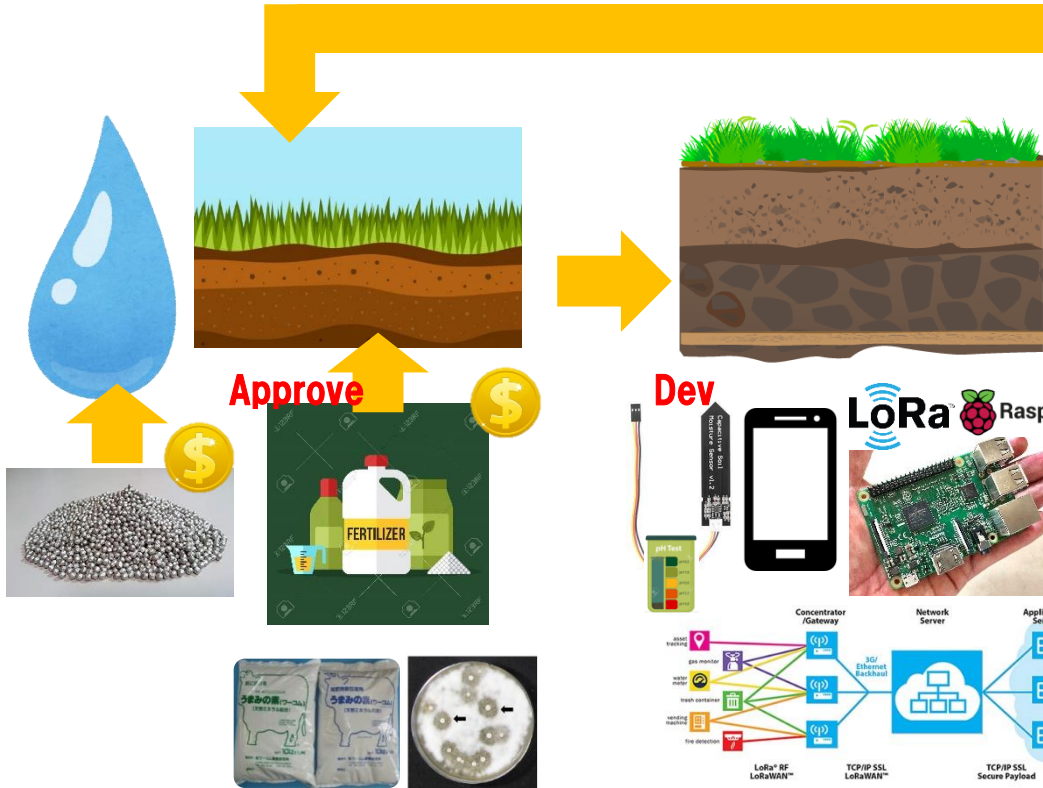
Business Flow

- Contract farmers use smartphone cameras and dedicated apps to record and send the vegetables' cultivation status and quality information.
- Demand forecasts are made utilizing the Deidara system using data acquired by farmers and purchase records of users. High-quality vegetables are purchased in bulk at a reasonable price from contract farmers.
- Sell the purchased vegetables on the EC site (post cultivation history, shipping conditions, quantified quality information, and optimal price)
- Consumers buy directly after confirming that the vegetables are "high quality and safe vegetables."

5. India Agri-Tech Business Overview Chart (Phase I) -Now



Improve : Soil & Water Power



SDGs Business Model Formulation Survey

Improve : Product Quality & Farmers Income





5. India Agri-Tech Business Overview Chart (Phase II)



① EC (merchandising) Business

- Agricultural Materials
- Financial services
loans, insurance, electronic payments
- Medical supplies
- Education

② Data Business

- Demand Forecast
- Whether Forecast
- Credit Information
→ for Financial Institutions

③ Advertising & Apps Business

- Agricultural Materials
- Medical Care
- Education
- Financial Advertising
- Distribution of applications, etc.

④ Business Expansion

- Business Collaboration



5. India Agri-Tech Business Overview Chart (Phase III)



Operated by FUKUSHIMA Global Soil Medical Center



主な拠点・プロジェクト等	廃炉 	ロボット
	エネルギー 	農林水産
今後の方向性	産業集積 廃炉、ロボット、エネルギー等の分野の関連企業を誘致し、拠点を連携した新たな産業を集積。	教育・人材育成 初等中等教育から高等教育に至るまで、幅広い構想を支える人材を育成。
	生活環境整備 公共交通や買い物環境の整備、教育、医療・介護体制の充実等の、生活環境の整備を推進。	交流人口拡大 来訪者を促進させるための拠点を活用した交流、拡大に向けた取組を推進。





6. Social Issues to be solved by our business



END POVERTY IN ALL ITS FORMS EVERYWHERE



TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS



ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL



ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES