



# FARMS OF INDIA

Organically Sourced..... From the Locals for for the Locals

Project 2

Yash Ramdas, Nidhi Pandey, Aman Pathak, Namrata

Mentored By: Ekta Rohra Jafri

Teaching Assistant: Shreya Mahale

AND Academy

# FARMS OF INDIA

Organically sourced,  
From the locals for the locals

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# Research Overview







# INTRODUCTION

## What is Organic Produce?

Organic produce refers to certified foods that are grown on soils with no synthetic additives. It is entirely grown using organic agricultural systems. Organic farming uses natural pest controls and biological fertilisers from plants and animals instead of chemical alternatives.

Organic farming provides many ecological advantages over conventional farming, such as lowering soil erosion, reducing nitrate leaching in groundwater and surface water, reusing animal faeces, etc. It is a comprehensive production management system that cares for the environment, the biological cycle, and the soil health of the agricultural ecosystem. Simply said, organic farming mitigates the harm that conventional farming causes to the environment.

The relevance of organic farming is increasing due to the pollution and climate change plaguing our globe. Due to its ability to restore environmental health, organic farming is now widely accepted around the world and is considered to be the best alternative.





## Organic Food Market in India

One of the industries with the highest global growth is the retail of organic food. Growing interest among several nations in expanding with organic production and market sales.

With 4.2 million acres of land suitable for wild harvesting, India ranks third in the world for organic product production. With 835,000 organic farmers, it is home to the greatest number of organic growers worldwide.

Additionally, with 3.566 million hectares of land under organic farming, India is in ninth place overall and has generated 2.645 million.

The production of organic goods is already thriving in the Indian organic industry. Additionally, there is a rising demand for Indian organic food goods on a global scale.

As a result, there are many stores but poor levels of consumer and farmer awareness. **Farms of India** is thereby raising awareness and giving other retailers a platform.





# Background

We **Farms of India** (a funded start-up) wants to establish a creative system that optimizes health for local residents & ensures the shortest time to table for local sustainable crops like fruits & vegetables & helps reduce the carbon footprint of the supply chain with the help of organic farming.

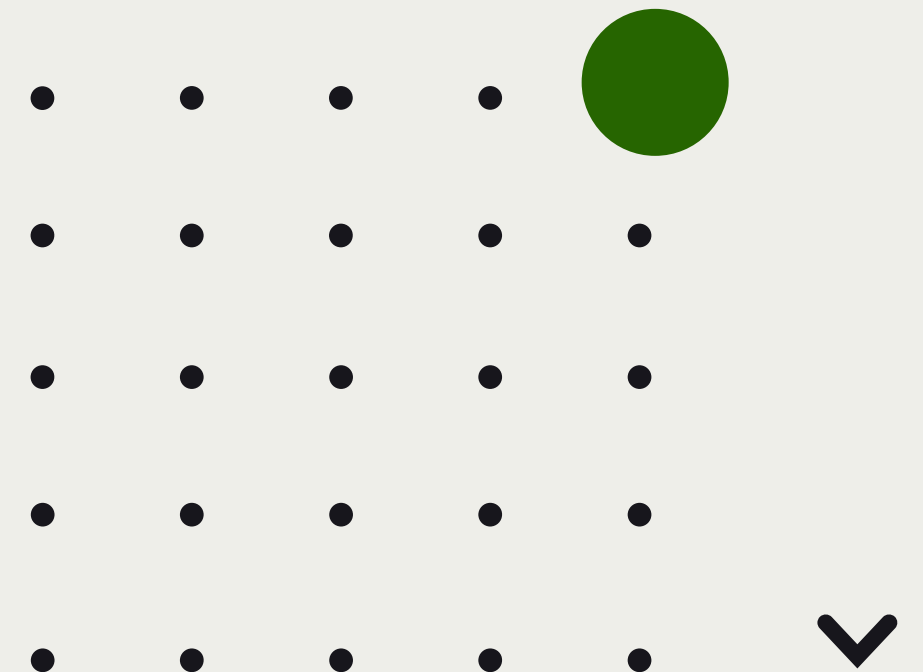
We will source directly from farmers and ensure that the shortest routes be devised on a personalized basis for each delivery so that the carbon footprint can be measured and printed on the package.

We will be using generative research techniques to better understand the challenges and needs they face in cultivation, processing packaging, and delivery, and ensure that everything has as less footprint as possible and that the customers are also happy.



## Research objective

- Learn about any pain points they are encountering during their process, and what improvements they might make
- Understand the perception & motivation of our target audience
- Understand the awerness level of our audience about organic farming



# Methodology



**INTERVIEWS - DEEP DIVE**



**SURVEY - AT SCALE**



**DESKTOP RESEARCH**



**These methods will enable us to dig deeper into understanding our audience, fostering a strong sense of empathy and enabling us to answer our objectives.**

## Interview guides

Research protocols

For farmers

For consumers





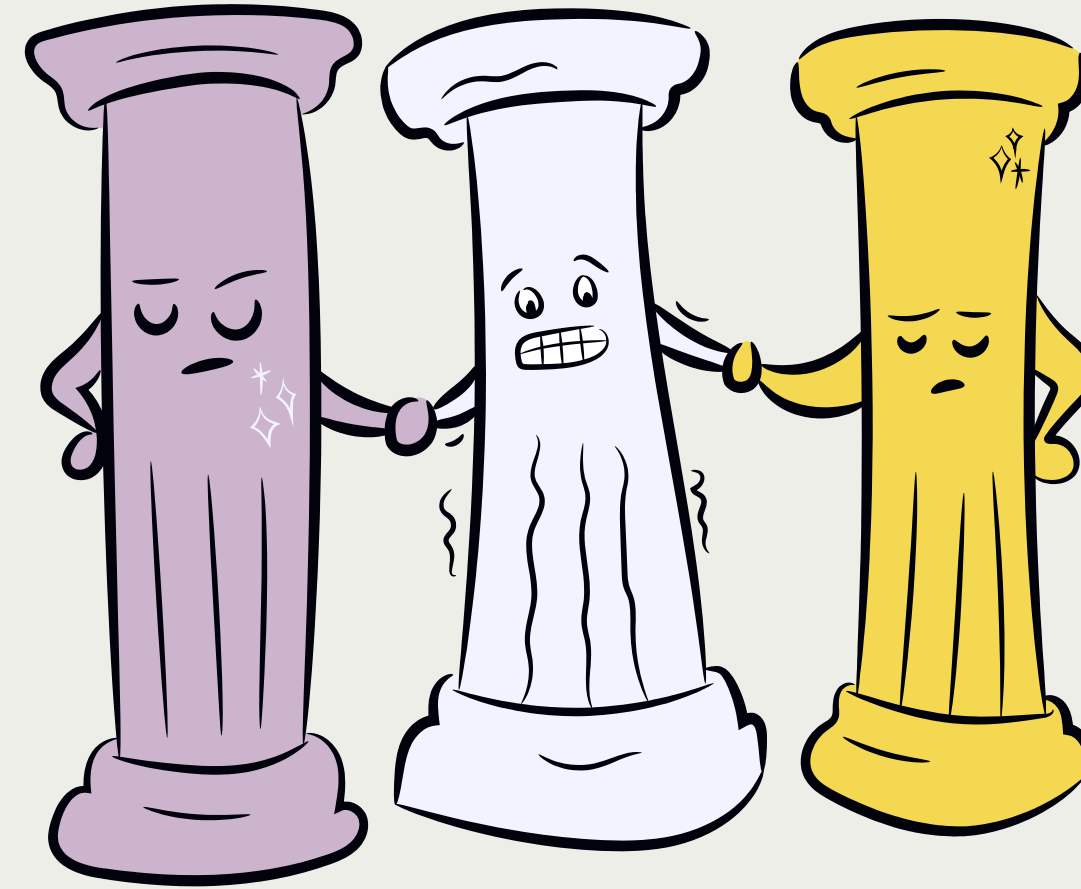
WHAT WE LEARNED

# Research findings





# The main pillars of organic farming are:

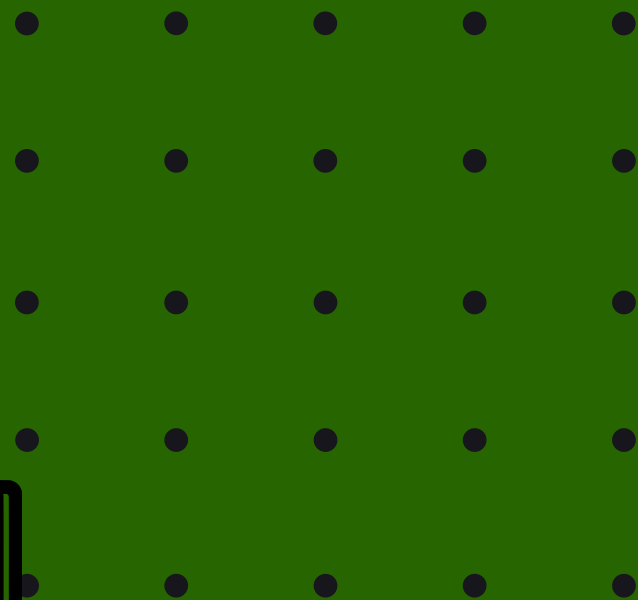


- Organic threshold standards
- Reliable mechanisms regarding certification and regulatory affairs
- Technology packages
- Efficient and feasible market network.

# Key insight of farming



- Vertical farming is on the rise, as technology, data, and manufacturing has decreased in cost, it's allowing for a new surge of innovations in the field.
- There's a vast range of products and organizations that provide resources, education, and community around food, yet most of them are in a specific physical location and community
- With remote and distributed environments, there's a market opportunity to bring educational resources closer to users' homes regardless of geographic context





# Farmer Information Sources

All farmers indicated networking was a frequent and important source of information. Farmers indicated networking meant direct face-to-face interactions with other organic producers including family members and friends.

The following statements capture the essence of direct networking with trusted peers as an effective information source for gaining information.

**“He (his son) talks to other farmers, particularly ones who have already been practicing organic agriculture”. Farmer 1**

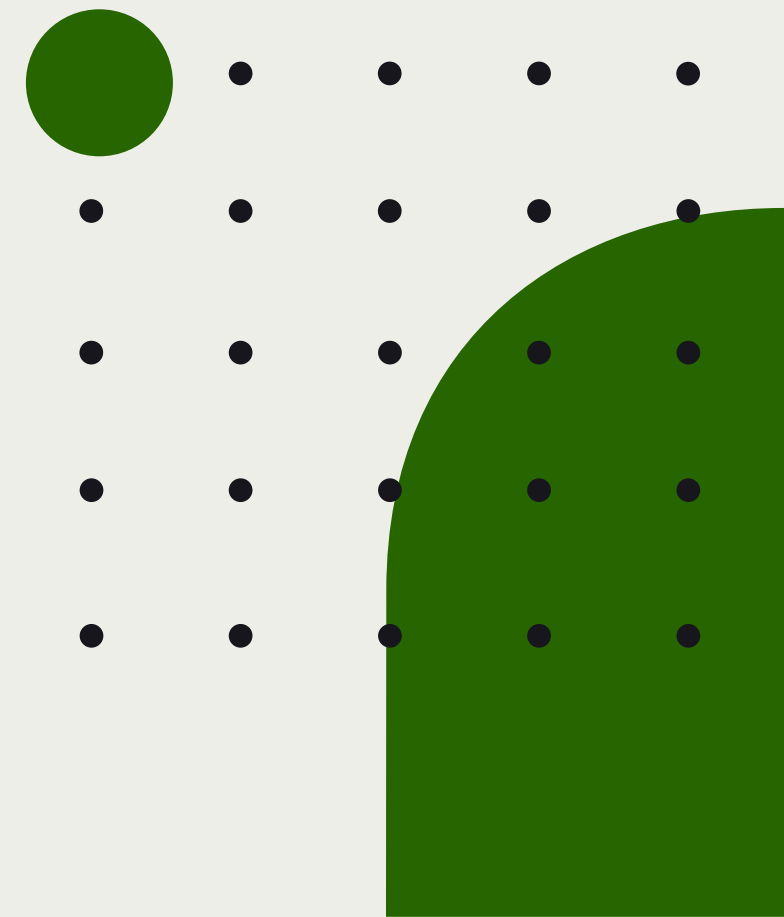
**“I get a lot of my information from speaking with my peers.”  
Farmer 2**





# Farmers Pain points

- **Farmers experience price risk**
- **Information asymmetry about demand**
- **Distribution inefficiency**
- **Receive late payments**
- **Lack of Understanding about organic farming**
- **Correct tools and raw materials**



## Key insight of Consumers

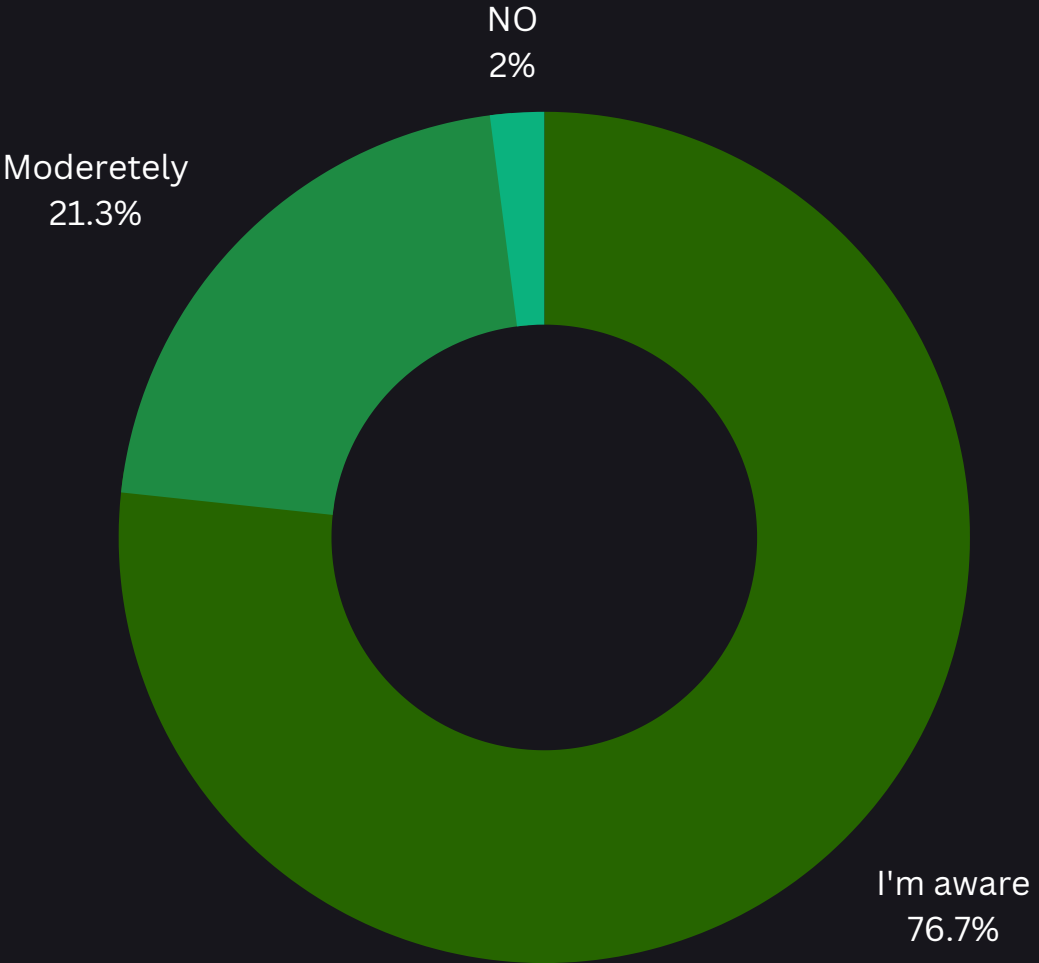
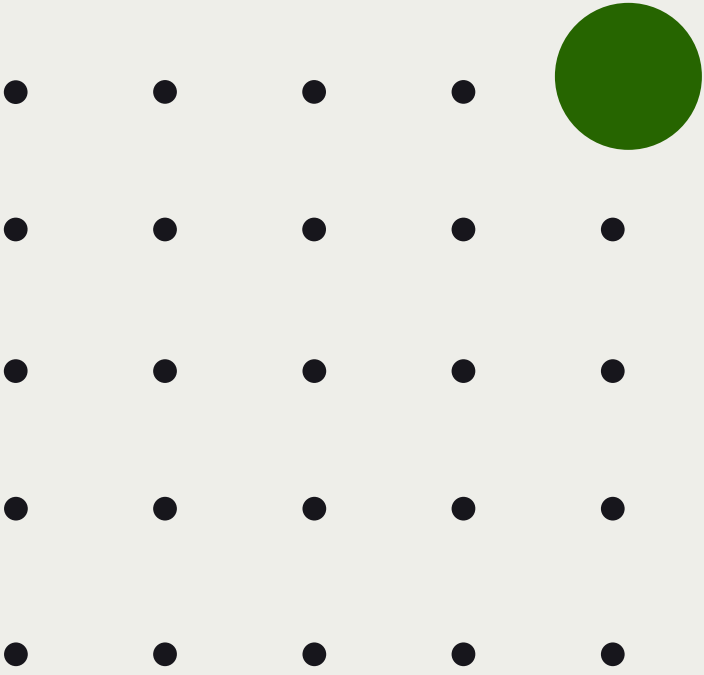
There are several factors identified that form perceptions of consumer about organic food products in India health, environmental concerns, education, status quo, family income, age being few of them.

Chiciudean et al, (2012) indentifies women in order to be a part of the trend “Organic” did have price concerns. The researcher also indicates that organic food is demanded as it is environment and animal friendly. Advertisement has been identified as an important tool for creating awareness amongst consumers.

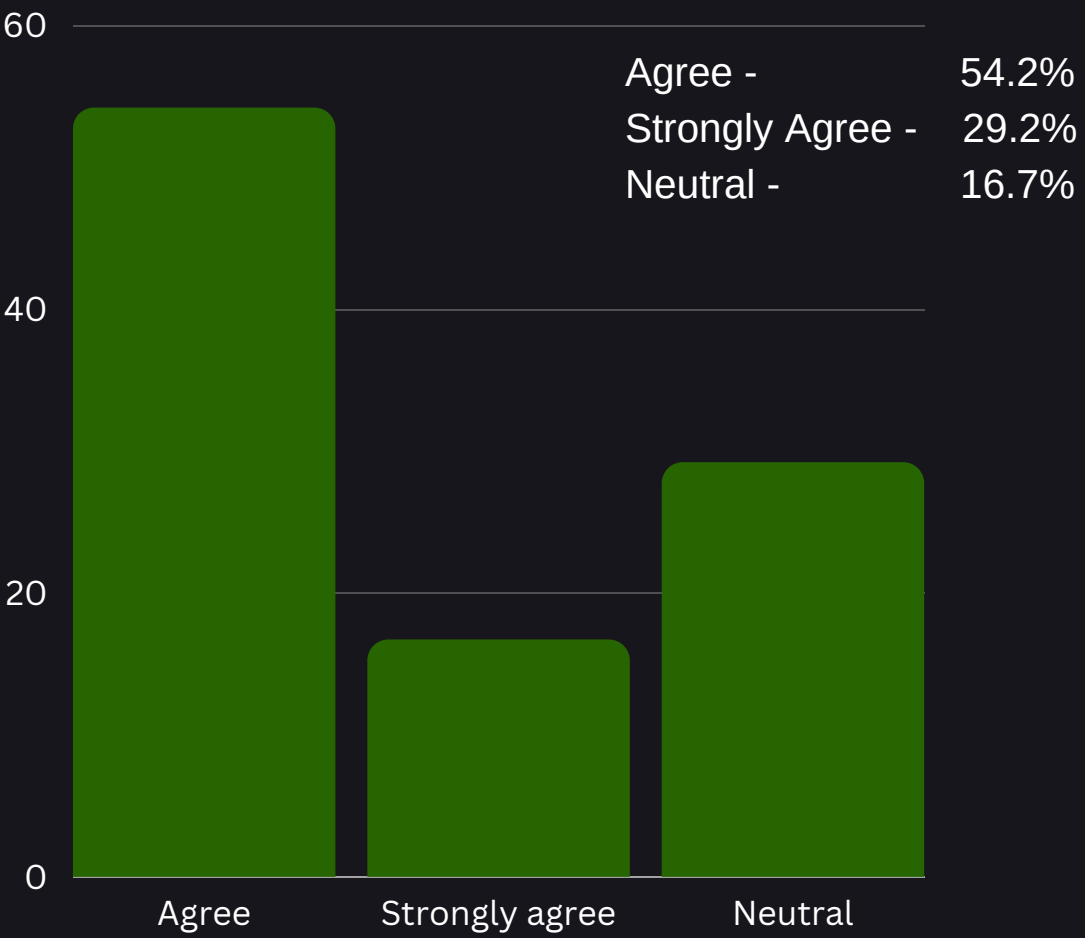
Youth is considered to be much influenced by advertisements than other age groups. Shafie and Rennie (2012) identified the factors that have an impact on consumer perception towards organic food products. Taste, nutrition, freshness, appearance of organic products was identified, but higher prices was the only reason identified for lesser demand.



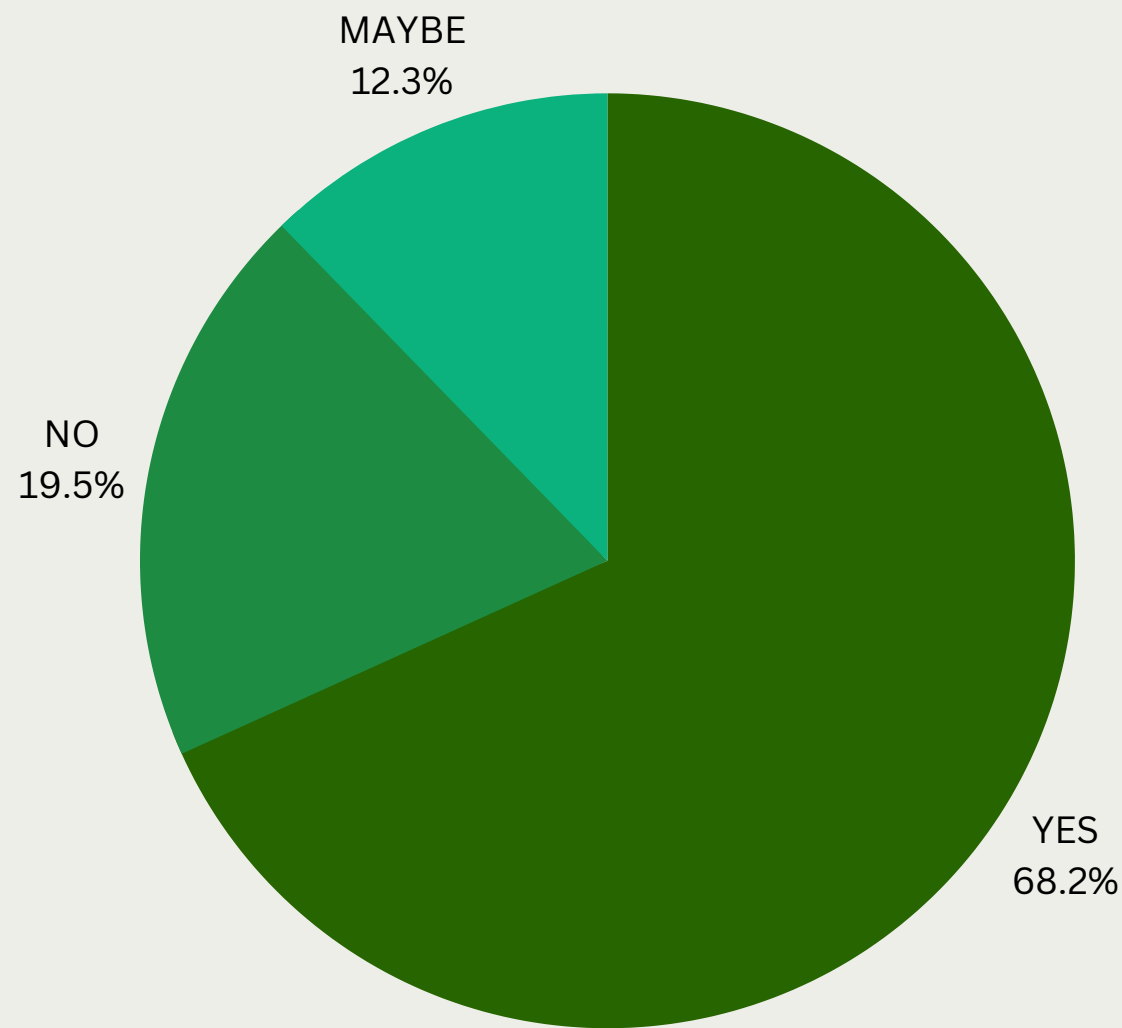
# Quantitative Data



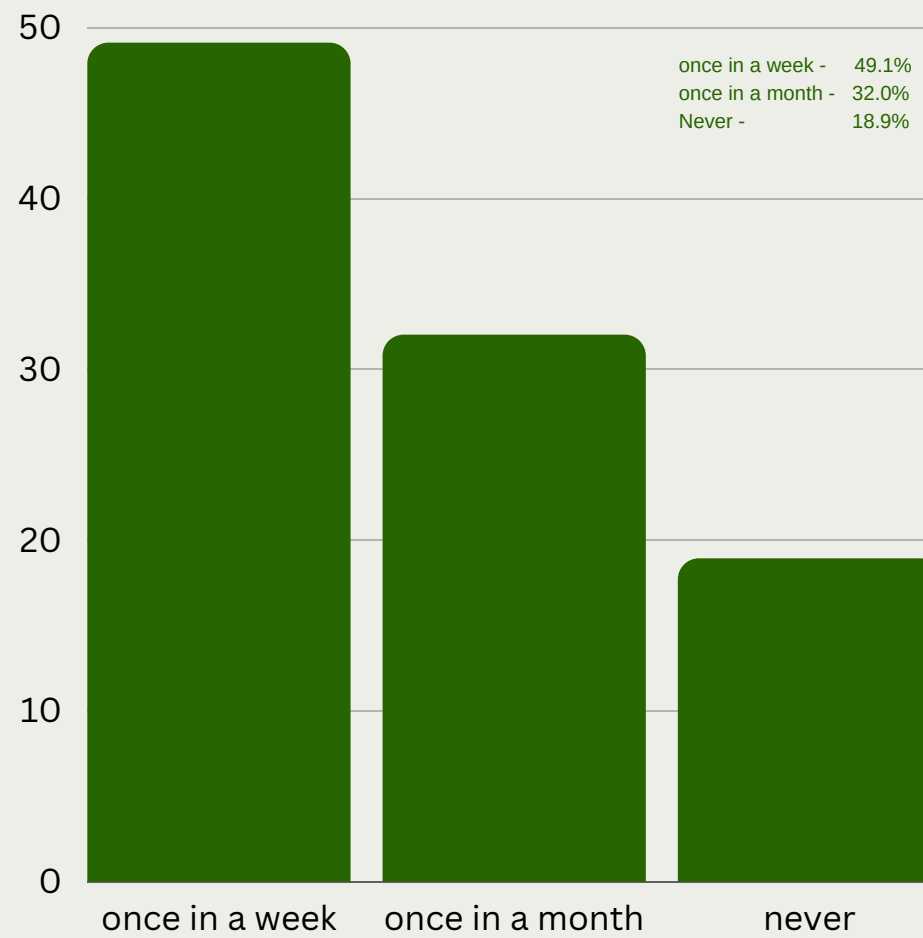
Are you aware of the health benefits of organic products ?



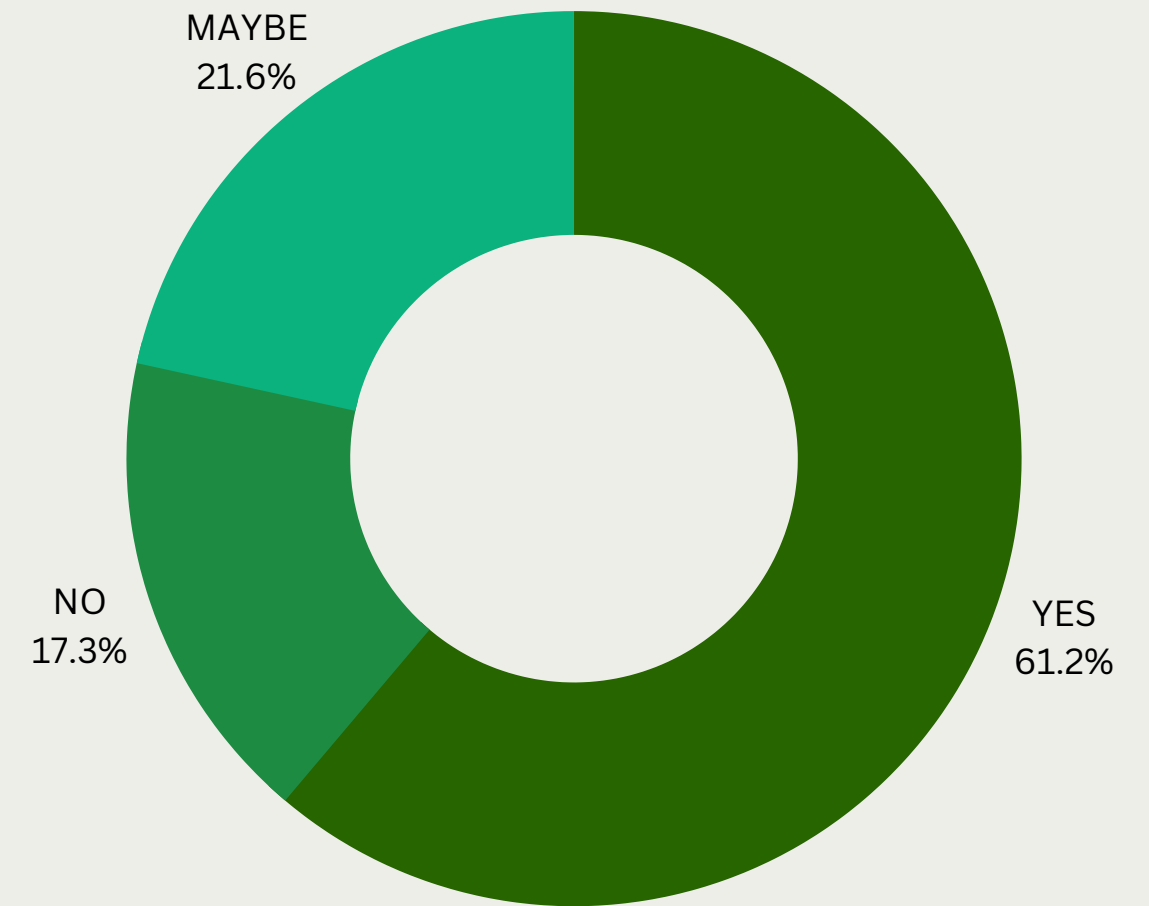
High prices reduces buying interest?



Are Organic food products easily available in the stores near you



How Often do you buy Organic Produce

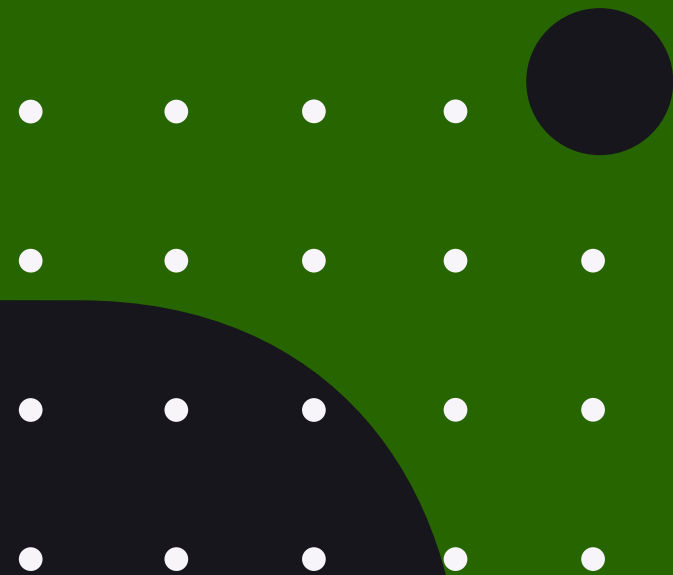


Users of Organic products are generally educated.

# Consumers Pain points

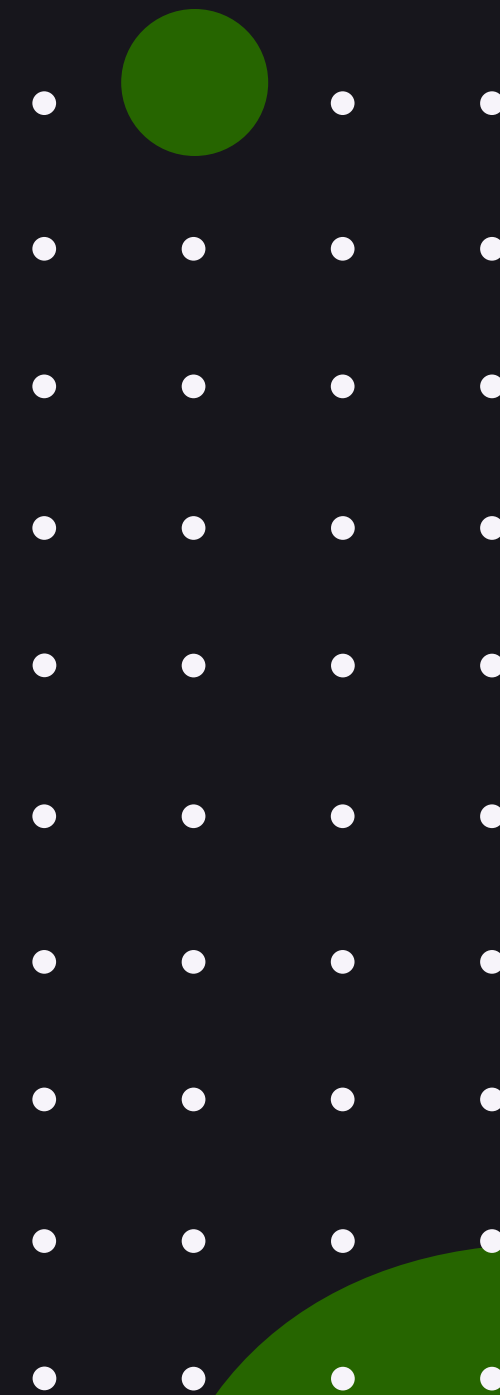


- Unaffordability due to high price.
- Timely delivery.
- Freshness of the organic vegetables.
- Search of quality organic vegetables.
- Products are not packed properly.
- Poor quality
- Lack of variety.
- Can't Distinguish between organic products and the normal products available





# Personas





# Background

Vijay is a recent college graduate who just got a job as an accountant in a small finance firm in Bilaspur. Vijay is a fitness enthusiast, Going to gym and living a healthy lifestyle is very important to Vijay because it helps him maintain the energy he needs to keep up with work.

Vijay is a great advocate of organic products but he feels organic products are a luxury that he couldn't afford on a daily basis.

He lives in a low income neighborhood where organic food stores are too far.

He orders organic products occasionally from online grocery stores like Big Basket which is the only company serving in his location. Recently he received some vegetables which were stale from big basket. High prices, Quality and lack of variety are his major concerns

## Goals

- A healthy lifestyle
- Financial stability
- Wants to switch to organic products completely.
- Wants to become a model

## Pain points

- Concerned about his health.
- Not able to trust the seller who claims to be purely organic.
- Supply of organic products is not much
- Organic products are expensive



Name	- Vijay
Age	- 26
Education	- Graduate
Occupation	- Accountant
Location	- Bilaspur, Chhattisgarh

# Background

Sangam is a small farmer based in Durg, Chhattisgarh

He has very few needs. He looks after his crops in the morning and his family in the evening. He has been forced to start considering alternatives due to the recent decline in his farming income. He is constantly exposed to the chemical scars, which has a negative impact on his health.

## Goals

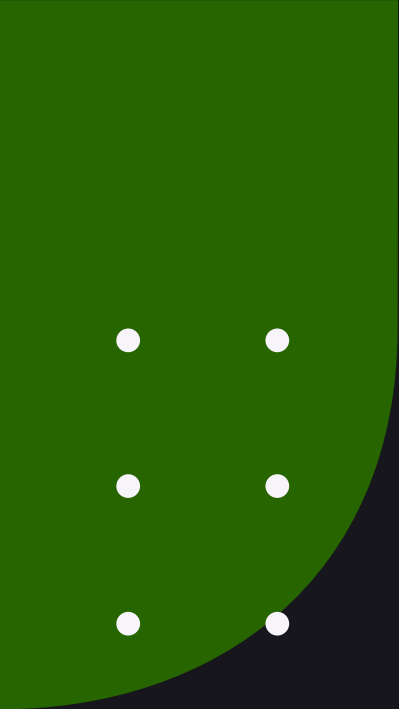
- To boost farm income
- Send children to a reputable college for their studies.
- Wants to reduce or cease the use of chemicals because to the health risk
- Should be able to enjoy a long, healthy life. To construct a pucca house for the family because mud dwellings are no longer sturdy enough to withstand intense weather.

## Pain points

- Dislikes using fertilizer and pesticides
- Inability to obtain MSP for the crops
- There are few platforms for selling to consumers directly.
- Crop Security insurance doesn't really assist.
- Farming doesn't bring in enough money, the farmer becomes so helpless that he is compelled to sell his land for a lesser price.

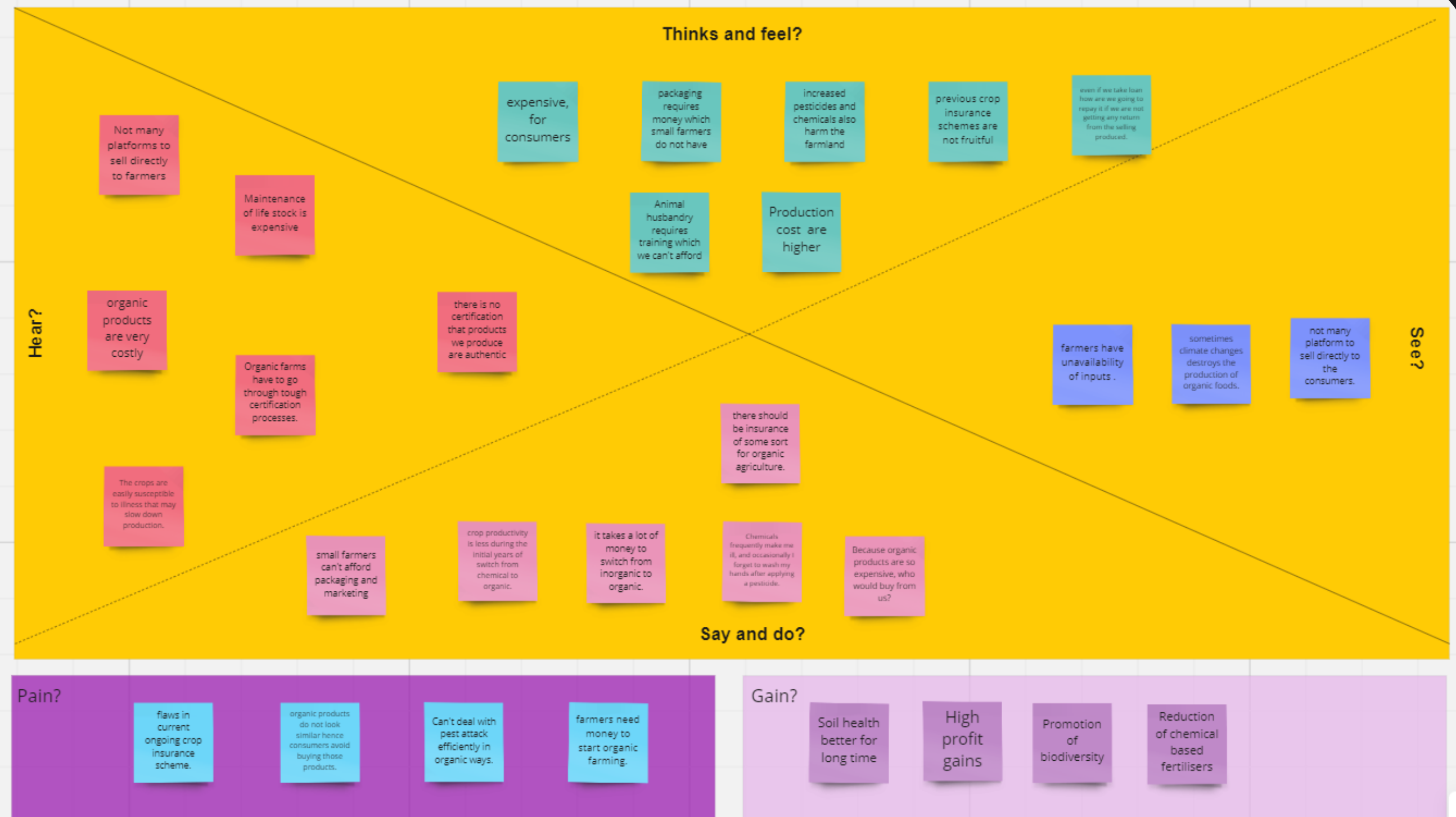


Name	- Sangam
Age	- 45
Education	- 12th pass
Occupation	- farmer
Location	- Durg, Chhattisgarh

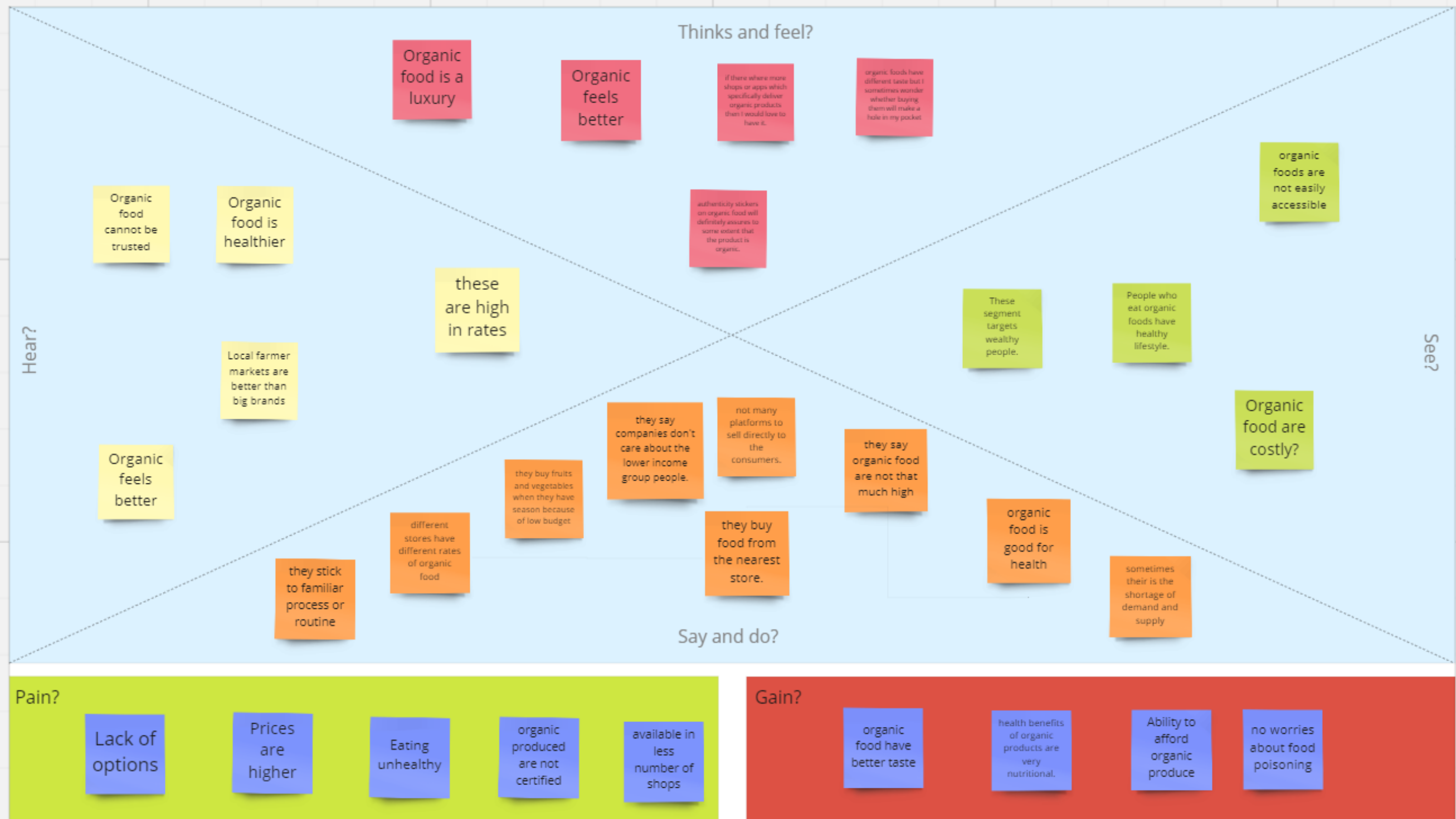


# Empathy maps





# User's Empathy Map



# Where to go next

# Recommendation







## Recommendation

Provide support to customers for automation and moving around of products, basically effective storage and distribution facilities on business end and paying farmers efficiently to motivate them to grow more organic products.

And spreading awareness amongst consumers about the features of organic products, not just the benefits, but also the physical aspects of differentiation of organic products in market.



Thank  
you



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