

## A BRIEF ABOUT ANPL

<p style="text-align: center;"><b>Business Strategy</b></p> <ul style="list-style-type: none"> <li>○ <b>Vision</b> - To create an integrated and dynamic network around farmers to meet all his needs and to enable him to become an industrialist.</li> <li>○ <b>Mission</b> - Use IT as a common networking platform and facilitation centers (KPK) as physical platform to achieve the vision.</li> <li>○ <b>Goal</b> - Replicate the business model and progressively expand the activities in all states of North and Central India.</li> </ul>	<p style="text-align: center;"><b>Farmer Aggregation</b></p> <ul style="list-style-type: none"> <li>○ Registration of farmers capturing personal details along with agri-input requirements and projected crop production.</li> <li>○ Farmers to get facilitated through physical setup of Krishi Pragati Kendra (KPKs) at village level operating at 5-village level (1000 - 2000 acres of farming land).</li> <li>○ Territory Management through the network of coordinators for a territory of 100 villages.</li> <li>○ Systems based approach to encourage farmers for group Buying &amp; Selling through KPK.</li> </ul>
<p style="text-align: center;"><b>IT Enablement</b></p> <ul style="list-style-type: none"> <li>○ Dynamic Enablement to all stakeholders including Organizations through an electronic network.</li> <li>○ Networking of Buyers and Sellers with Farmers and KPKs.</li> <li>○ Digital identity to all farmers &amp; Stakeholders.</li> <li>○ Transaction, Information &amp; Communication tools.</li> <li>○ Logistics control of Documentation, Goods and Money movement.</li> <li>○ MIS support &amp; Database Management.</li> </ul>	<p style="text-align: center;"><b>Backward Integration</b></p> <ul style="list-style-type: none"> <li>○ Marketing platform to organizations</li> <li>○ Cost and Quality benefits to farmers</li> <li>○ Vendor IT enablement</li> <li>○ Vendor registration</li> <li>○ Intranet Customization &amp; Networking with KPK's</li> <li>○ Training on products</li> <li>○ Monitoring of product usage by farmers</li> </ul>

<p style="text-align: center;"><b>Forward Integration</b></p> <ul style="list-style-type: none"> <li>○ IT Enabled Systems Based Approach</li> <li>○ Cost benefits to organizations and farmers</li> <li>○ Facilitation of Direct Buying from farmers</li> <li>○ Quality improvement and crop monitoring</li> <li>○ Customers Registration</li> <li>○ Intranet, Customization &amp; Networking with KPKs</li> <li>○ Production scheduling</li> </ul>	<p style="text-align: center;"><b>Service Integration</b></p> <ul style="list-style-type: none"> <li>○ <b>Banking</b> <ul style="list-style-type: none"> <li>✓ Personal Loans</li> <li>✓ Crop Loans</li> </ul> </li> <li>○ <b>Insurance</b> <ul style="list-style-type: none"> <li>✓ Personal Insurance</li> <li>✓ Crop Insurance</li> </ul> </li> <li>○ <b>Warehousing</b> <ul style="list-style-type: none"> <li>✓ Establishment of Village level Warehousing</li> <li>✓ Utilization of Central and State level Warehousing</li> </ul> </li> </ul>
<p style="text-align: center;"><b>Knowledge Integration</b></p> <ul style="list-style-type: none"> <li>○ Detailed information on Best farming Practices of 27 crops, 14 vegetables, 8 flowers &amp; 7 fruits on the portal.</li> <li>○ Training of Best farming Practices at KPKs by Experts &amp; organization representatives.</li> <li>○ Integration of Universities for enhancing knowledge bank.</li> <li>○ Platform of KPK for knowledge dissemination.</li> </ul>	<p style="text-align: center;"><b>Present Status</b></p> <ul style="list-style-type: none"> <li>○ More than 300 KPKs</li> <li>○ Reach to 50,000 + farmers with a database accessibility of more than 10,000 registered farmers</li> <li>○ Complete IT Infrastructure</li> <li>○ Network successfully managing KPK's and farmer aggregation</li> <li>○ Registered Input companies</li> <li>○ Registered Exporters/ Buyers</li> <li>○ ICT backbone viz. <a href="http://www.agroecommerce.net.in">www.agroecommerce.net.in</a></li> </ul>

<p style="text-align: center;"><b>Unique Selling Point's (USP)</b></p> <ul style="list-style-type: none"> <li>○ Network is independent of any product. Thus it can service: <ul style="list-style-type: none"> <li>✓ One to many organizations</li> <li>✓ Many to one organisation</li> <li>✓ Many to many organizations</li> </ul> </li> <li>○ Low cost and systems based approach provides scalability</li> <li>○ Customized Agriculture &amp; Information Technology reaching to mass at affordable price</li> <li>○ Progress intensive and not capital intensive, generates community participation and ownership</li> <li>○ Self-sustainable and profitable revenue model.</li> <li>○ Implementation of Total Quality Agriculture</li> <li>○ Empowerment &amp; not aid to farmers – Create alternatives for the sale of their produce</li> </ul>	<p style="text-align: center;"><b>Territory Management</b></p> <ul style="list-style-type: none"> <li>○ 1 X 5 Management Principle with <ul style="list-style-type: none"> <li>✓ Every Krishi Pragati Kendra (KPK) to manage a set of 5 villages</li> <li>✓ Krishi Pragati Kendra coordinator KPK(C) to manage a set off five KPKs</li> <li>✓ Territory Coordinator (TC) to take care of operations 100 villages / Block</li> <li>✓ District Level Coordinator (DLC) for management of district operations</li> <li>✓ Zonal Incharge (ZI) for every five districts</li> <li>✓ Regional Incharge (RI) to head the operations of every state</li> </ul> </li> </ul>
<p style="text-align: center;"><b>ANPL Presence</b></p> <ul style="list-style-type: none"> <li>○ Present operations in 10 districts of Rajasthan</li> <li>○ 5 districts in Uttar Pradesh</li> <li>○ 5 districts in Madhya Pradesh</li> <li>○ 2 districts Himachal Pradesh</li> <li>○ 3 districts in Maharashtra</li> </ul>	<p style="text-align: center;"><b>Business Projections</b></p> <ul style="list-style-type: none"> <li>○ Target of opening 4,000 KPK's by the end of 2010-11</li> <li>○ Reach up to 400,000 to 500,000 farmers with database integration by the end of 2010-11</li> <li>○ Initiate 1 zone every quarter for horizontal growth of the company</li> <li>○ To connect 2,000 KPK's with Internet and computers</li> <li>○ To start online trading &amp; transactions in the year 2011-12</li> </ul>