

VARUNA STAR

AGRI VALUE CHAIN DIGITIZATION PLATFORM



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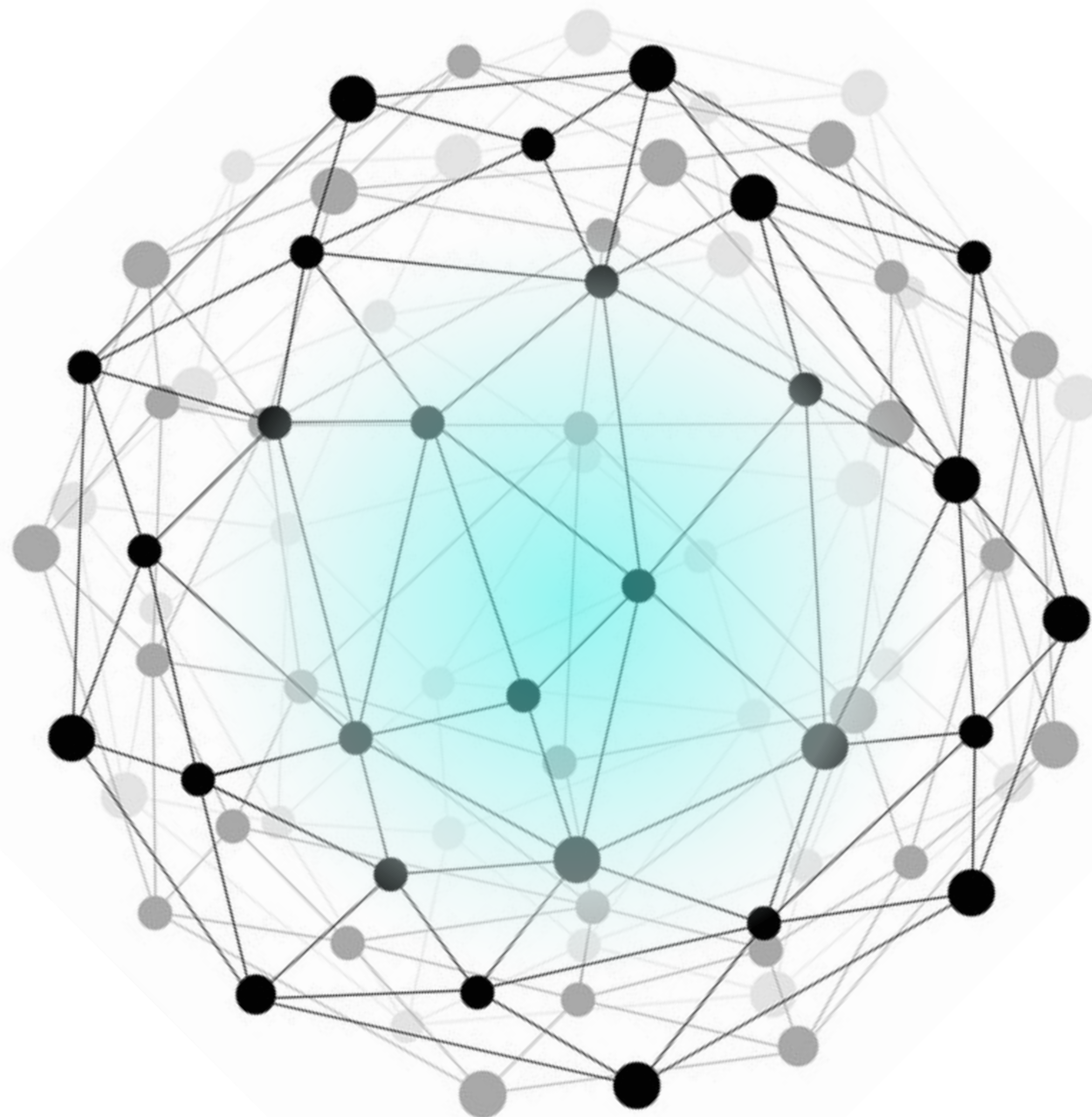


Samudra Network

Connecting Sustainable & Inclusive Agri Value chains digitally

Interested to manage your FPOs & FPO farmers?
Contact info@samudranetwork.com





VarunaStar

Samudra Network's Value Chain Digitization Platform, **VarunaStar** facilitates interactions between **Farmer Producer Organizations (FPOs), Small holder farmers, Organized Agri Market players and Development Sector organizations**. These interactions, starting from connecting buyers and sellers for short term wins, also enable longer-term business, knowledge & social collaboration. This helps to achieve a shared outcome of accelerating FPO performance in establishing sustainable, stable & scalable Agri-Value chains.

Development Sector organisations & NGOs leverage **VarunaStar's Agri Digitization Software tools to digitally connect to FPOs and their large body** of farmers in an automated & organized fashion.

VarunaStar will provide the network governance structure and a set of standards and protocols that facilitate interactions at scale so that network effects can be unleashed.



VarunaStar's AGRI CLOUD CAPABILITIES



VarunaStar digitizes the Agri-Value chain keeping FPOs & Farmers at the core of the new organised landscape

FARMER FOCUSED

Enable multi-pronged Omni-Channel Engagement & Market Information for the FPO farmers

FPO FOCUSED

Digital Operations, Marketing & Automation capability to enable successful business transactions at both ends of the FPO Business

CBBO FOCUSED

Easy Digital mentoring of organisation's FPOs towards successful business practices and farmers towards sustainable practices.

INPUT INDUSTRY FOCUSED

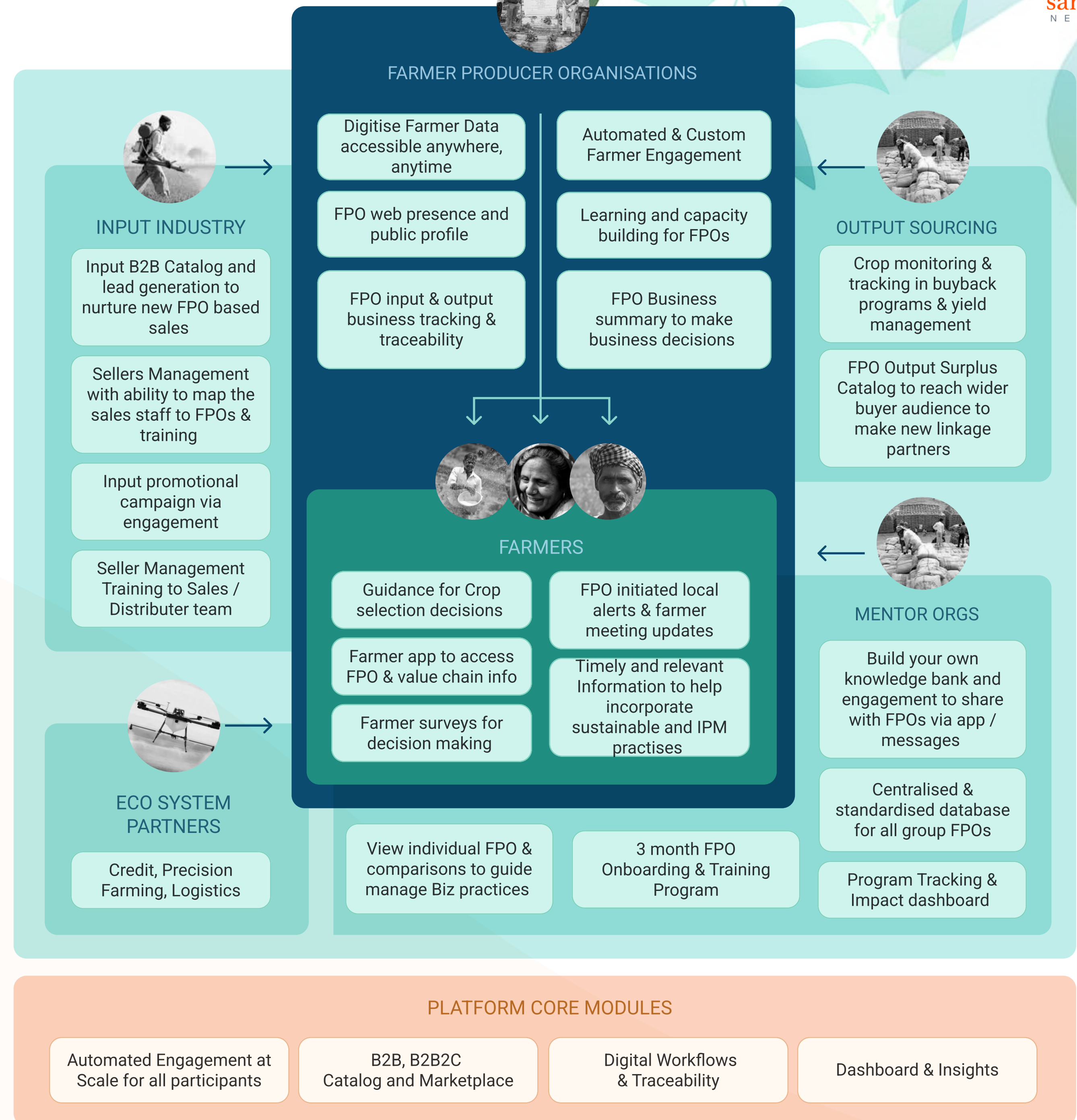
Agri Input Brand Product Catalog, Product Listing and Geo Based Mapping to the right sales team with Price Management, Lead generation & management.

OUTPUT SOURCING FOCUSED

Visibility into FPO crop monitoring for specific farmer buy-back program, Yield predictability & traceability. FPO Surplus Output Catalog for reach.

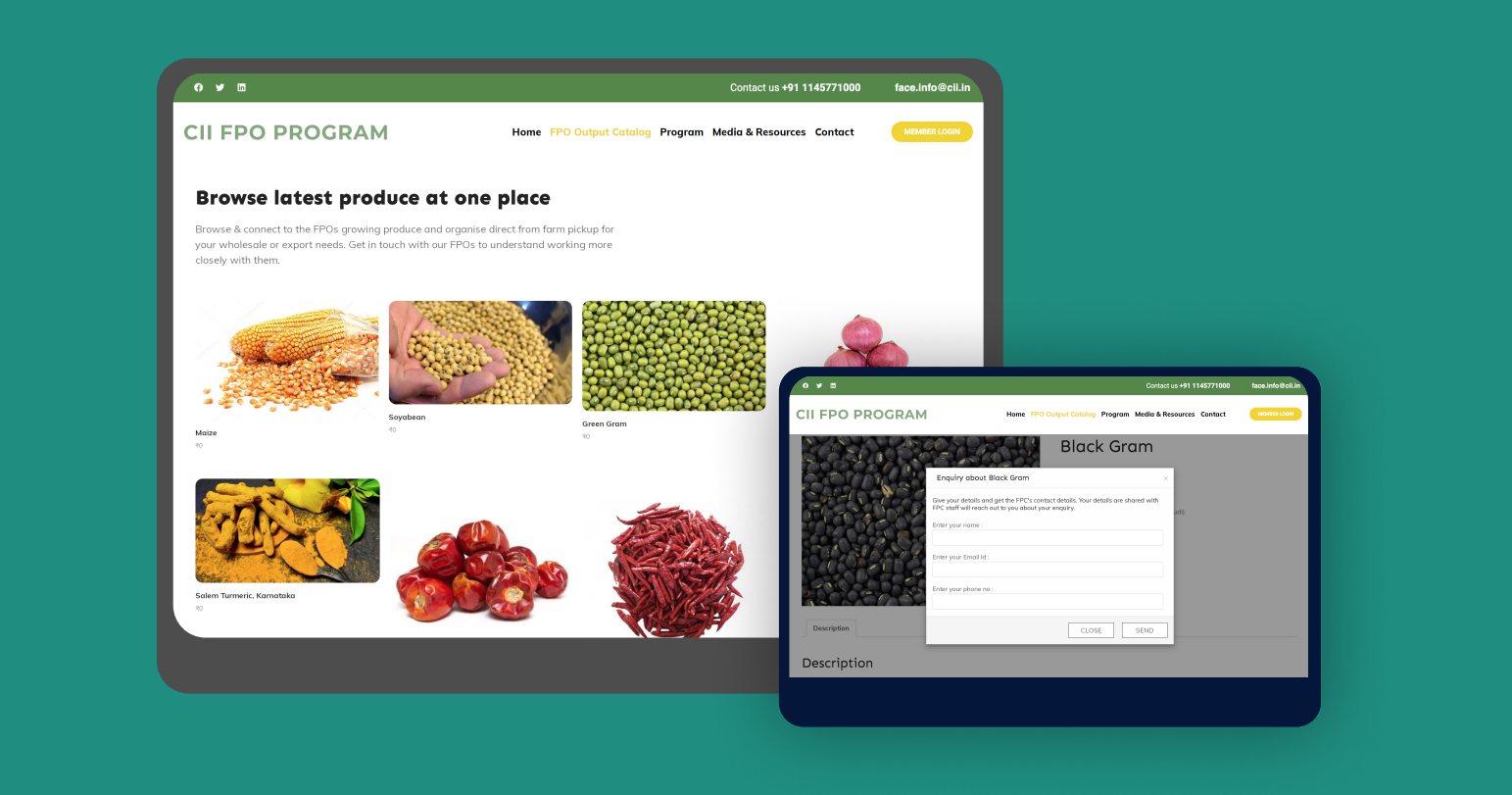
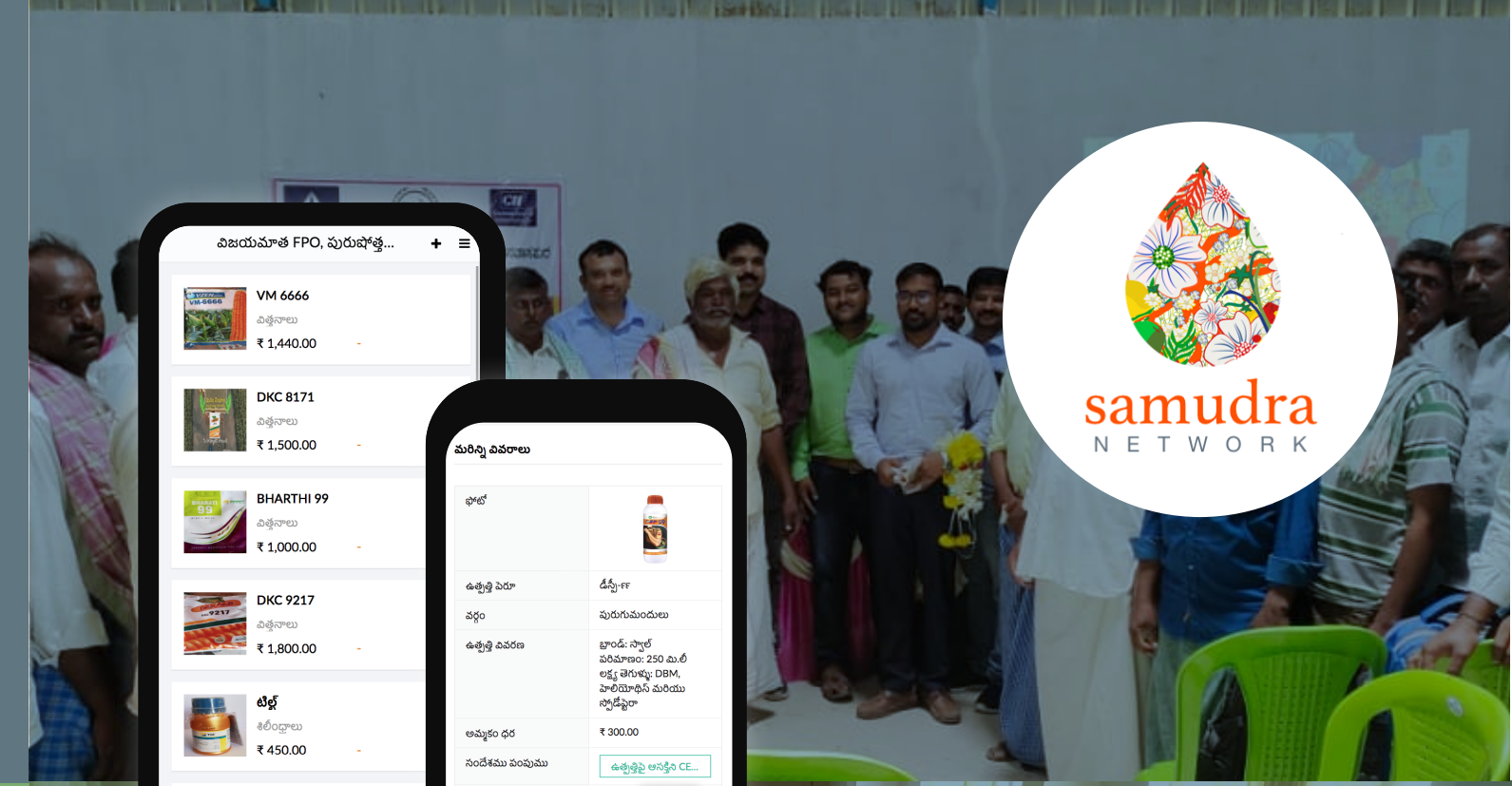
ECOSYSTEM PARTNERS FOCUSED

New innovative solutions & products brought to FPOs and farmers to unlock access to modern technologies & credit linkages.





Varuna Star / FPC, Chilli IPM 1000. Khariff 2022				
Farmers 124	Acreage 245	Aprox. Tons 850	Avg Visits 12 per farmer	Last Visit 25 Dec
Spray Tracking 235 (1.89 per farmer)	Products tracked 396 (3.2 per farmer)	FPC Staff 5	RM's & FOs 5	



Vijay
FPC Produce: Paddy, Maize & Turmeric
Location: Guntur, Andhra Pradesh

Happy Shareholders of our FPC

Established 26 March 2021

Shareholders 360 Farmers

Output Biz 21-23 1.6 Cr

Input Biz 21-23 1.2 Cr

FACE is doing good business from past 2 years. Helping more than 500 farmers in the nearby area both in input and output business. In output business we have made a remarkable achievement of selling 200 MT of paddy. FPC is also helping the farmers in timely input supply and guides them for going mixed crop.

B Purusho
Executive Director
Since 2019

Send a WhatsApp Message

FACE
FACE is CII's Centre of Excellence dedicated building efficiencies across the agricultural value chain from farm to fork. FACE is charged with the mission of improving competitiveness of India's agriculture and food sector by catalysing innovation, building, capacity and enhancing productivity across the value chain. FACE works with farmers, companies, development institutions and the government.

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Powered by Samudra Network



We feel useful that FPO is able to send (automated) messages about crop practices - in Kannada (local language) and easily understandable to our farmers.

Amaranarayana FPO CEO, Karnataka



CII & Samudra Network assisted us in creating the Input catalog page for my FPO farmers. Farmers are seeing the input products available in the FPO & enquiring about availability. This definitely helped to improve the sales & visits at the FPO.

Vijayamatha FPO, Andhra Pradesh



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