

Sale of Genuine Agri Inputs/ Equipments at eFresh FDCs - eFresh Intervention Helps the Farmers



S.No	Agri - Inputs / Equipments	Products Covered	How eFresh intervention helps the farmers
1	Micro Irrigation Products	Drip and sprinkler equipment, PVC pipes and accessories.	<p>Micro Irrigation System Equipments (MISE):</p> <p>Regular dealers are only selling the products to the farmers without any further extension services.</p> <p>eFresh markets the products to the farmers at FDCs and during the Rythu Ratham Training Programs. Farmers have access to knowledge kiosks at FDC, which provide additional information on Micro Irrigation systems working and its benefits. Further the training programs are conducted in the villages with Audio & Video presentations on water savings and other benefits derived from use of MISE.</p> <p>Additionally farmers have access to the telephone at FDCs for seeking advisory services from eFresh experts.</p>

			<p>Thus eFresh facilitates the farmers in selecting the proper systems and its ideal maintenance leading to improved quality, productivity and income of the small & marginal farmers.</p> <p>Drip Spares:</p> <p>Key drip spare parts are not being sold by the dealers because of the small monetary values. As a result, farmers are facing problems in availability and purchase of spares and consequently the maintenance of the systems is affected and the interest of the farmers in the water saving technologies is also being lost.</p> <p>eFresh Intervention:</p> <p>eFresh is stocking enough spares at FDCs for supply to the farmers and they have an opportunity to view the videos on drip maintenance at the knowledge kiosks. This helps the farmers in knowing the additional information and proper maintenance of the micro irrigation systems efficiently, facilitating the improved quality, productivity of the produce and interest in water saving technologies.</p> <p>Further Drip spares also sold during training visits to the villages at door step of the farmers.</p>
2	Fertilizer input products	Liquid fertilizers, Secondary, Micronutrients fertilisers	<p>Plant nutrients play a major role in growth, yield and quality of crop. Most of the farmers have been using conventional synthetic major nutrients fertilizers only. Now chelated micronutrients, liquid fertilizers and secondary nutrients are needed to obtain high productivity and quality of the crop produce. Even though liquid fertilizers and micro nutrients fertilizer products are available with the local dealers, farmers are unable to make use of these new products due to lack of awareness and know how.</p> <p>Chelated micro nutrients keep the nutrients contained in the product in available form, make best use of major nutrients, reduce cost of cultivation and obtain high yield and quality of the produce.</p> <p>eFresh supplies these new chelated micro nutrients, liquid fertilizers, and secondary nutrients with adequate information on their importance and uses through kiosk and knowledge dissemination videos at FDCs and RythuRatham training programs. The products are available for sale at FDC and through RythuRatham during training program at the farmers door step.</p> <p>eFresh Intervention:</p> <p>eFresh facilitate increased use of latest fertilizer input products in crop production, resulting in efficient use of applied NPK fertilizers and consequent high yield of qualitative produce and</p>

			reducing cost of cultivation.
3	Biological pest control products for crop production	Pheromone traps, light traps, sticky traps, Lures, Neem oils, Trichoderma, Pseudomonas.	<p>Indiscriminate use of pesticides increases cultivation cost, resistance of the pests, polluting the ecosystem and entry of pesticide residues in the produce affecting human health.</p> <p>Alternate methods of pest control are available, but many farmers are not familiar with the recent technologies and available products like Pheromone traps, light traps, sticky traps, Lures, Neem oils, Trichoderma and Pseudomonas. The organizations manufacturing these products are marketing through the dealer network.</p> <p>Dealers marketing these products, are not fully aware of the working of these products and their responsibility ends with the sales.</p> <p>eFresh Intervention:</p> <p>eFresh knowledge kiosks at FDC provide adequate knowledge and information on these products to the visiting farmers at FDC. Further eFresh expert also will be available at FDC and during Rythu Ratham Training Programs for onsite clarification, in addition to the advisory services through telephone.</p> <p>eFresh intervention helps the farmer in controlling the serious pests / disease problems with use of less insecticide and obtaining high yield, safe and good quality of produce with reduced cost of cultivation on chemical pesticides and protecting environment.</p>
4	Protective Gear Items	Hand gloves, Nose Mask, Apron, Goggles, Head cap, Gum boots,	<p>A number of crop protection chemical products are sprayed by farmers / farm labour without the use of proper protective gear. Farmers are not aware of the consequences and are exposed to poisonous spray drifts and falling sick.</p> <p>In some cases even their longevity is reduced and quality of good life is affected. Though the protective gear items are less expensive, farmers are not purchasing because of the ignorance and/or unavailability of the products with local dealers.</p> <p>eFresh Intervention:</p> <p>eFresh markets these products at FDCs & Rythu Ratham training programs. To create instant attention and interest amongst the farmers, the protective gear items are displayed on mannequin. Further videos are documented for dissemination of knowledge to the farmers both at FDC and Rythu Ratham Training Programs, highlighting the health problems arising out of non-wearing of protective gear.</p> <p>There is a good response from the farmers in purchasing the protective gear from eFresh.</p>

			eFresh intervention is promoting the use of the protective gear and protecting the health of the farmers and farm labour.
5	GPS based Motor pump controlling systems	Pump set controlling system through mobile	<p>Irrigation through bore/ open well is common in farming. Farms are situated away from residential places. Often erratic power supply is posing problem to the farmers in starting / switching off of the electric motors for irrigation of the fields.</p> <p>Due to long distance from the farm location and the residence of the farmer, free power supply by the Govt. and the availability of power in the rural villages only during the nights, the farmers are switching on the pump sets and returning to the residences without follow up visit to switch off. As a result electric motors burn or water cannot be supplied at critical stages of the crop. Further excess supply of water to the crop and consequential damage.</p> <p>eFresh Intervention:</p> <p>eFresh markets GPS based motor pump controlling systems, a device to control and monitor agriculture pump sets or any other electrical motors from remote location using mobile phone. It helps the farmer to switch ON/OFF pump sets from mobile phone and it also provides information about the availability of the power at the pumpset.</p> <p>This mechanism facilitating operations of the motors based on the water requirements of the crops, leading to improved quality, productivity of the farm produce. Information on the use of the technology is also provided to the farmers through Knowledge Kiosks at FDC and through Rythu Ratham Programs.</p>
6	Bio fence	Henna seed for Bio-fence	<p>Wild boars and other wild animals destroying the crops in the villages which are contiguous to forests. Solar fencing or wire fencing is costly and are not affordable to small and marginal farmers. As a result many small & marginal farmers are losing the crops.</p> <p>eFresh Intervention</p> <p>Henna is a bio fence and protects the crop from wild animals. It also provides additional income to the farmers for the sale of henna powder derived from leaves being used by women for makeup and natural dyes.</p> <p>Development of bio fence is financially supported by Govt. bodies like the Departments of Agriculture, Horticulture, NABARD.</p> <p>eFresh is marketing the henna bio fence seed at FDCs and through Rythu Ratham Training Programs</p>

			<p>at farmers door step.</p> <p>eFresh intervention will help the rural farmers in protection of crops and thereby improving the lively hood of the farmers</p>
7	Tarpaulins	Tarpaulin	<p>Tarpaulin is most sought after material in farming and the preliminary needs of the farmers. It is used for drying of harvested produce, stored produce especially out door storage protection from rain, wind and sunlight. etc., During transport of produce it is finally covered by tarpaulin. It is also used for lining of water stored tank and covering of farm equipment and tractors. It is also used for mixing of feed ingredients in dairy farms.</p> <p>But availability of quality tarpaulin products throughout the season and at reasonable price is the real challenge.</p> <p>eFresh Intervention:</p> <p>eFresh is marketing the quality tarpaulin products at FDCs and RythuRatham Training Programs at farmers door step.</p> <p>Further knowledge kiosk at FDCs and RythuRatham training programs gives additional information on the subsidies and support from Govt. agencies and other uses of Tarpaulins .</p>
8	Veterinary feeds and medicines	Veterinary feeds and medicines	<p>For sustainable agriculture, livestock farming must be associated with agriculture farming. Animal Nutrition and health are very important in livestock farming. In addition to the conventional feed and fodders, synthetic veterinary feeds and medicines are needed for profitable livestock farming. Farmers are not acquainted with recent market available veterinary feeds and medicines.</p> <p>eFresh Intervention:</p> <p>eFresh is marketing the Veterinary feeds and medicines of reputed companies at FDCs and RythuRatham Training Programs at farmers door step.</p> <p>Knowledge Kiosk at FDCs and RythuRatham training programs gives additional information on animal nutrition, health care and increased livestock yield.</p> <p>Farmers can also avail advisory services from eFresh experts.</p>
9	Solar Sprayer	Solar Sprayer	<p>A number of crop protection products are sprayed by farmers / farm labour. Most of the existing sprayers are operated manually or through diesel/ petrol.</p> <p>In case of manual operated sprayers, the operator has to exert lot of energy all the time during the</p>

operation, thereby reducing the cycle of operation. Slow operation leads to ineffective spray of the chemical and less area covered.

Use of sprayers with diesel / petrol is expensive and also pollutes the environment.

eFresh Intervention:

Solar sprayer is an answer to overcome above constraints. However, there is no awareness amongst the farmers.

eFresh markets the solar sprayers at the FDCs and Rythu Ratham Training Programs at their door step.

Additionally one fan and one light is also attached to the solar sprayer system for use by farmers' at residence during the night after spray operation.

Information on latest solar sprayers working and advantages is available at Kiosk, FDC and Rythu Ratham training programs at their door step.

10	Solar lighting systems	Hand lights, Field Lights and Home lighting systems.	<p>Solar energy is the best alternative to answer the power deficit problems of the country and in particular of the rural areas. Solar related products are not available in small towns and villages and beyond the reach of the farmers. The awareness amongst the farmers and rural house hold is not visible.</p> <p>Hand Lights:</p> <p>Presently farmers are using lanterns with kerosene during night passages. Farmers are not aware of the solar hand light as these are not available in small towns.</p> <p>eFresh Intervention:</p> <p>eFresh markets the Solar lighting system products (Hand Lights, Field Lights, Home Lighting Systems) at the FDCs and Rythu Ratham Training Programs at their door step.</p> <p>Portable handlights which are easy and safe to operate are helping the farmers for safe reach from farm to the residence during the nights, thus protecting against snake and insect bites.</p> <p>These lights can also be used indoors or for outdoor use at fields, cow/cattle sheds.</p>
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eFresh intervention helping the farmers, to save on kerosene and protection of environment and avoiding drudgery. It is a good substitute to electrical emergency lights as charging is a problem due to erratic power supply and due to recurring costs.

Children can use them as a study lamp.

Field Lights:

Rural farmers and households are facing problems due to erratic power supply during nights and also non availability of electrical connectivity. Result no power supply to the farmers sheds at fields and for other outlets.

eFresh Intervention:

eFresh markets the field lights at FDCs and Rythu Ratham training programs, which can be installed in agriculture fields or in compounds of homes, cattle, poultry sheds and produce stores. No wiring is required.

Dawn to Dusk automatic operation gives security and lighting to the road users or for the farmer in his cattle shed or poultry without recurring costs.

These lights can work under any hard weather condition and gives a feeling of owning a power house.

Home Light Systems:

Presently farmers / rural households are using home lights with kerosene during night time. Farmers/ households are not aware of solar home light system as these are not available in small towns.

eFresh intervention:

eFresh markets the solar systems at FDCs / Rythu Ratham Training Programs and also creates awareness on the subsidy programs available from Govt. and other institutions.

eFresh intervention helping the farmers and rural households in making use of the Solar Home Light Systems, its maintenance and reducing the power bills and smooth functioning of the activities during the power cuts. Also helps the Govt. in reducing the power consumption in rural areas, leading to the more power availability to the industry.