



ABOUT US

GK MARKET is an ICT Model based on web and mobile technology with group of 15 IT Professionals and 10 Agriculture Market Chain experts under single umbrella.

GK MARKET is robust ICT platform available to the Farmer's , Farmer's Group, FPOs, FPCs, buyers & agriculture Processors with end to end services viz, Farmer backward linkage, commodity projection, commodity procurement, E- commerce module, Market forward linkage, Input management module & Account management module.



PROBLEM STATEMENTS

1 _____

Lack of ability and expertise to build the strong backward linkage for the cropping pattern and projection related to the production and available marketable surplus at field level.

2 _____

Lack of farm traceability and transparency in the agricultural supply chain raises concerns regarding food safety and quality.

3 _____

Limited market linkages restrict the growth and profitability of farmers' collectives.

4 _____

Farmers' collectives, such as FPCs, face challenges in accessing technical support, capital, infrastructure, and technology.

5 _____

Small and marginal farmers struggle to reach a wider customer base and receive fair prices for their produce.



MISSION

Our mission is to revolutionize the agricultural ecosystem by bridging the gap between farmers and buyers, promoting fair trade, and empowering farmers' collectives through technology, market linkages, and access to capital and infrastructure. We aim to enhance the livelihoods of small and marginal farmers and contribute to the overall development of the agricultural sector.

& VISION

Our vision is to create a global market place where farmers' collectives can thrive, gain fair access to markets, and improve their income. We envision a future where technology plays a vital role in enabling farmers to connect with buyers, ensuring transparency, traceability, and efficiency in the agricultural supply chain.

SOLUTION

1 _____

Our platform provides strong backward and forward linkage along with cropping pattern and commodity projection.

2 _____

The e-commerce module enables farmers' collectives to reach a broader customer base and expand their market reach.

3 _____

Our platform facilitates direct commodity procurement from farmers, eliminating intermediaries and ensuring fair prices.

4 _____

We provide technical handholding support to farmers' collectives, assisting them in their operations and growth.

5 _____

Farm traceability features enable consumer to track the origin and quality of agricultural products, enhancing trust and food safety.

**Creat
Creative
Work To
Grow Your
Business**



OUR SERVICES



Farmer Backward Linkage
Market Forward Linkage



Seed Production &
Distribution Module



Commodity Purchase



Input Management
Module

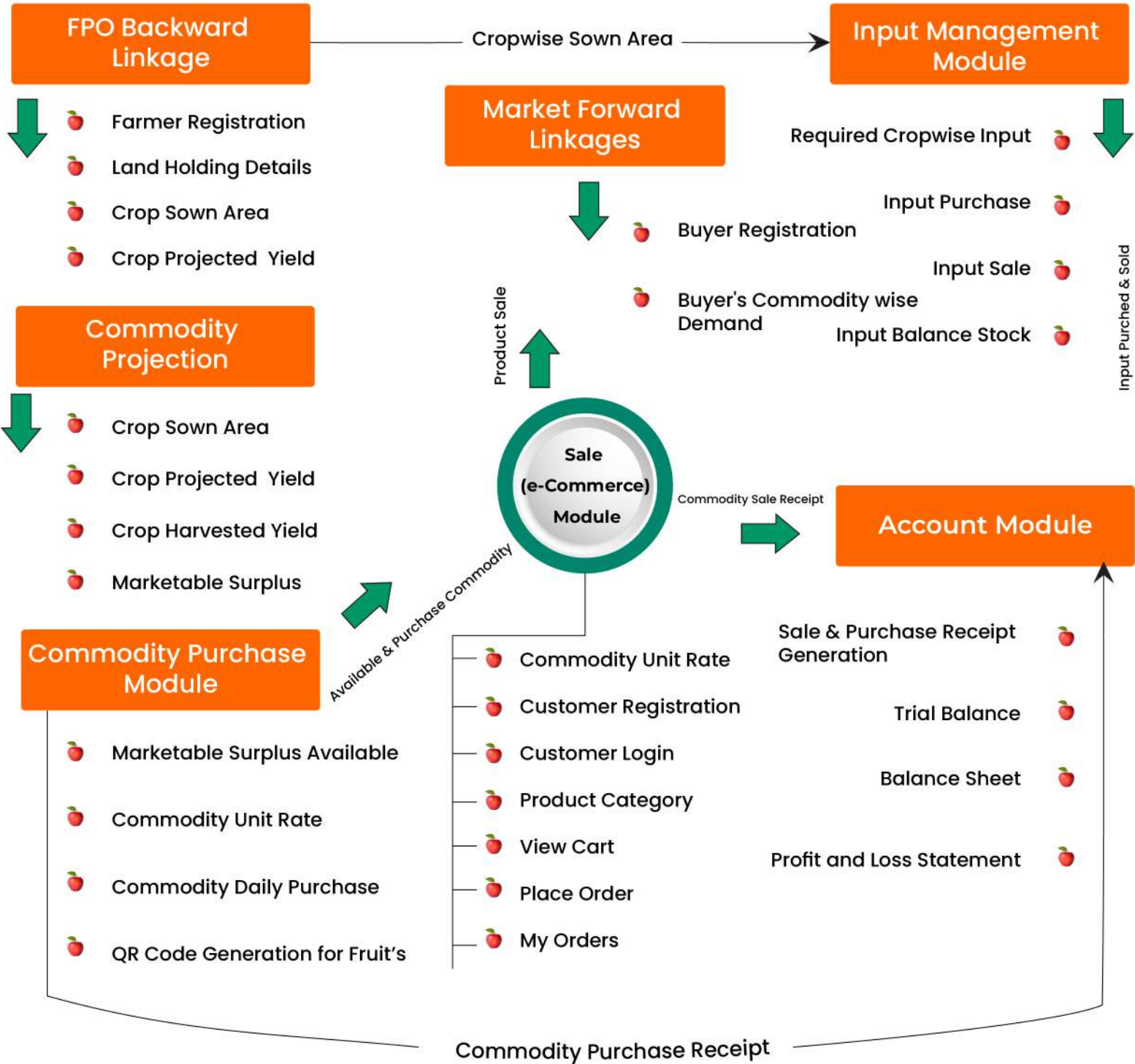


Farm Traceability



Account Module





MARKET SIZE

The digital farming market is projected to grow from \$21.49 billion in 2022 to \$51.10 billion by 2029, exhibiting a CAGR of 13.2% in forecast period.

Read More at:

<https://www.fortunebusinessinsights.com/digital-farming-market-106784>



VALUE PROPOSITION



Technology driven Efficiency



Enhanced Market Access



Comprehensive Support Ecosystem



Promoting Social Impact- By empowering farmers



TARGETED CUSTOMERS



Farmer Producer Organizations (FPOs)
Farmer Producer Companies (FPCs)



Buyers and Agri-processors



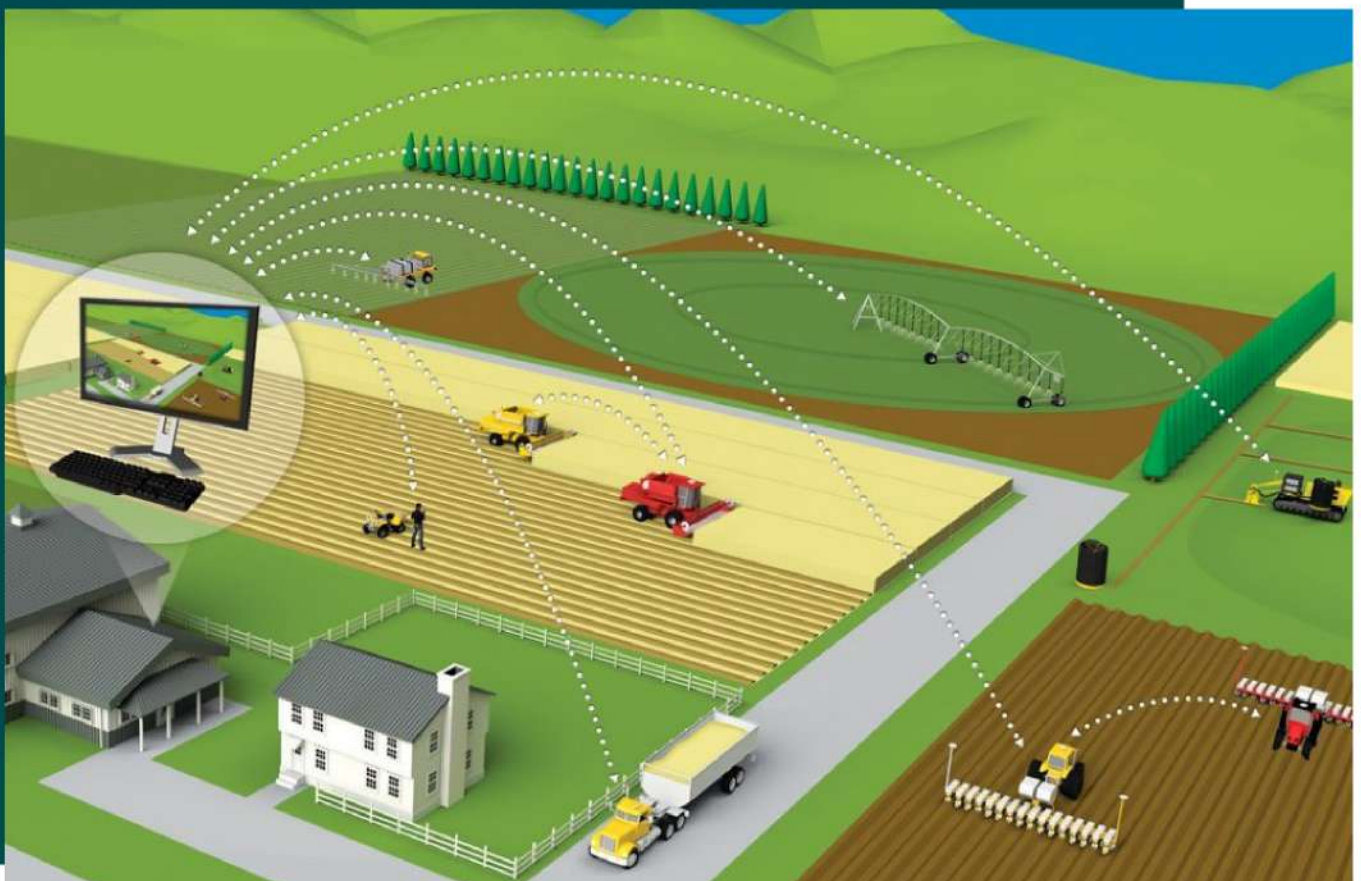
Government organizations and initiatives
Agricultural input suppliers



BUSINESS MODEL

GK Market operates on a B2B model, connecting farmers' collectives with buyers, processors, and other stakeholders.

It provides a platform for FPOs and FPCs to showcase and sell their agricultural products directly to buyers.



AIM TO SCALE UP

Expand the reach of GK Market to other states in India to benefit a larger number of Farmers, FPOs and FPCs.

Develop strategic partnerships with input suppliers and financial institutions to provide FPCs with access to capital and necessary resources.

Continuously enhance the platform's features and functionality based on user feedback and technological advancements.



REVENUE MODEL

Service Charges

Value-added Services

Subscription Model

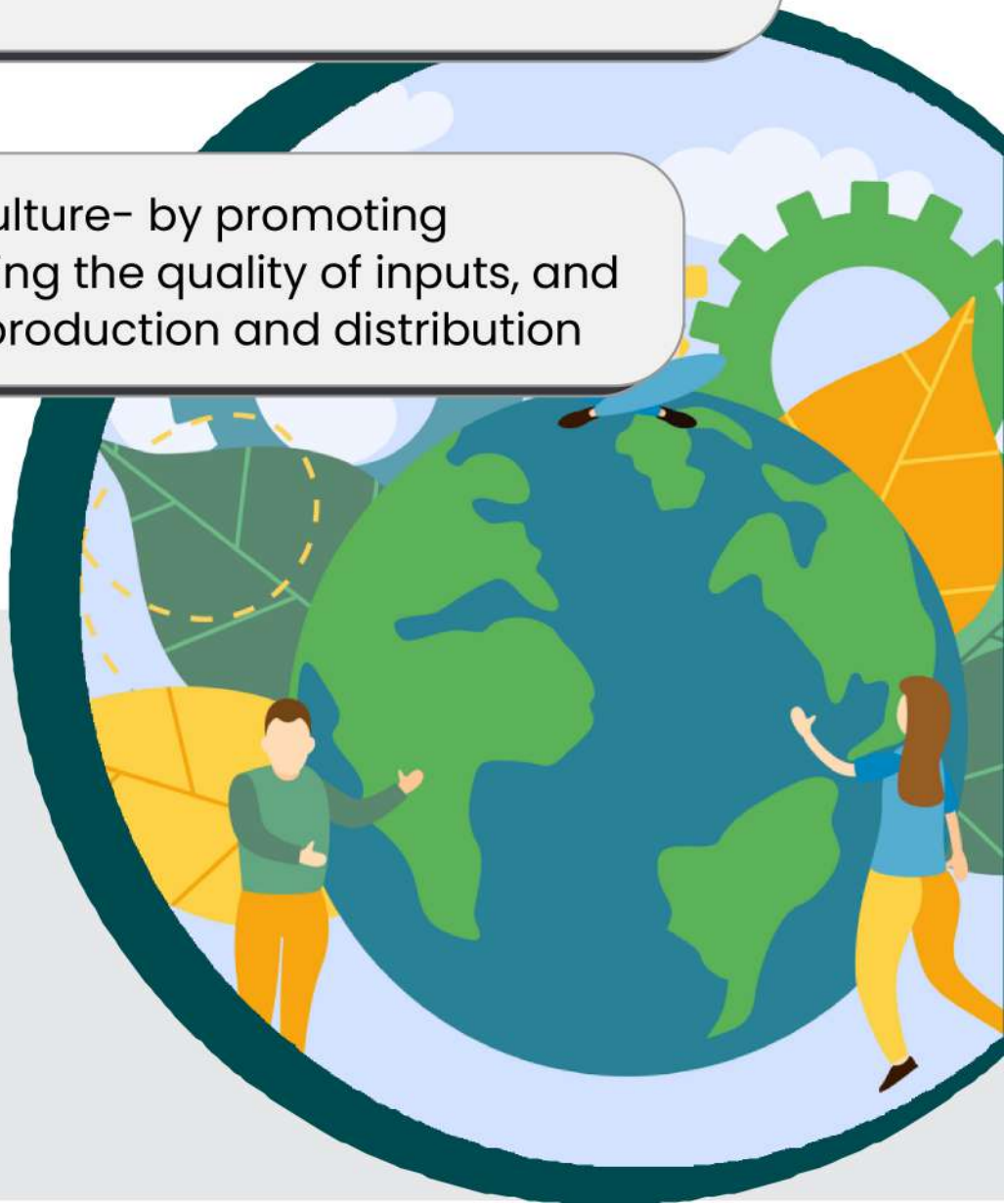


SOCIAL IMPACT


Empowering Farmers- by eliminating intermediaries and ensuring fair prices for their produce.

Technology Adoption & Financial Inclusion- by providing access to capital and financial services.

Sustainable Agriculture- by promoting traceability, ensuring the quality of inputs, and encouraging the production and distribution



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 <https://instagram.com/cdatpune?igshid=ZDc4ODBmNjlmNQ==>

