



GOVARDHAN
ORGANICS

Welcome to

WELCOME

to the Next Generation Agriculture Ecosystem

Smart Solutions. Stronger Farms. Sustainable Future.

We are excited to present our digital platform built to empower farmers, engage dealers, streamline operations and drive sustainable growth across the agriculture value chain.



EMPOWERING FARMERS

Delivering the right products, advice and support to increase productivity and profitability.



ENGAGING DEALERS

Tools and insights to grow business, strengthen relationships and drive performance.



STREAMLINING OPERATIONS

Automation, real-time data and analytics to improve efficiency and reduce operational complexity.



DRIVING GROWTH

Data-driven decisions to unlock opportunities and maximize business value.



BUILDING SUSTAINABILITY

Promoting responsible agriculture for a better tomorrow for people and the planet.

TOGETHER, LET'S CULTIVATE A PROSPEROUS & SUSTAINABLE FUTURE.
Thank you for being a part of this journey.



GOVARDHAN
ORGANICS

AI-Powered Agri Commerce Platform

Empowering Farmers. Enriching Soil.
Enabling Sustainable Bharat.

Bridging Tradition with Technology for
a Prosperous Organic Ecosystem



OUR AI-POWERED PLATFORM

<p>AI CROP ADVISORY</p> <p>Personalized crop recommendations, organic practices & disease prediction based on location, weather & soil data.</p>	<p>SOIL HEALTH INTELLIGENCE</p> <p>AI-driven soil testing insights & organic input recommendations to improve soil fertility and yield naturally.</p>	<p>AGRI COMMERCE MARKETPLACE</p> <p>Direct access to organic inputs, bio-products and reliable buyers for crops, reducing middlemen and increasing margins.</p>	<p>SUPPLY CHAIN & LOGISTICS</p> <p>AI-optimized logistics and demand forecasting ensure timely delivery, fair pricing and minimum wastage.</p>	<p>TRACEABILITY & TRUST</p> <p>Blockchain-enabled traceability for inputs and produce ensuring transparency, authenticity and consumer trust.</p>	<p>DATA & INSIGHTS DASHBOARD</p> <p>Real-time analytics on crops, market trends, profitability and weather to help farmers make smarter decisions.</p>
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HOW IT WORKS

- REGISTER**
Farmers sign up on the platform in minutes.
- SHARE & ANALYZE**
AI analyzes farm, soil, weather & crop data.
- RECOMMEND**
Get AI-powered advisories and best actions.
- BUY / SELL**
Access organic inputs or sell produce directly.
- GROW & EARN**
Improve yield, reduce cost & increase income.

FOR WHOM?

- FARMERS**
Small, marginal & progressive farmers seeking higher income sustainably.
- BUYERS**
Retailers, exporters & businesses seeking authentic organic produce.
- PARTNERS**
FPOs, agri-input manufacturers, NGOs & ecosystem enablers.

KEY BENEFITS

<p>HIGHER INCOME Better yields, direct markets & fair prices.</p>	<p>RISK REDUCTION AI insights on weather, pests & market help reduce risk.</p>
<p>LOWER COST AI recommendations reduce input cost & wastage.</p>	<p>TRANSPARENCY & TRUST End-to-end traceability builds trust with buyers & consumers.</p>
<p>SUSTAINABLE FARMING Promotes organic practices, soil health & biodiversity.</p>	<p>COMMUNITY GROWTH Empowering farmers through knowledge, network & markets.</p>



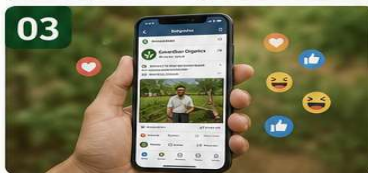
OUR IMPACT

- HEALTHIER SOIL**
Better productivity and long-term soil regeneration.
- PROSPEROUS FARMERS**
Increased income and improved livelihoods.
- SUSTAINABLE PLANET**
Contributing to a greener, healthier future.

“ From Gau Seva to Kisan Seva –
Building an Organic Bharat
with AI & Trust.”

CURRENT CHALLENGES

Gaps slowing growth. Opportunities waiting to be unlocked.



FARMER ADVISORY GAPS

Farmers don't receive timely, relevant advice on crops, soil health, or products. Information is generic, delayed, or unavailable.



IMPACT

- Lower productivity
- Poor input decisions
- Reduced farmer trust



MANUAL DEALER COMMUNICATION

Communication with dealers and distributors is manual and unstructured (calls, WhatsApp, notes). Leads to delays, miscommunication, and data loss.



IMPACT

- Order delays
- Communication gaps
- Inefficient operations



LACK OF DIGITAL ENGAGEMENT

Limited digital presence and engagement across farmer touchpoints. Low brand recall and weak two-way interaction.



IMPACT

- Low brand visibility
- Fewer repeat customers
- Limited market reach



LIMITED LEAD TRACKING

Leads are tracked in spreadsheets or not tracked at all. No visibility on lead journey, status, or conversion.



IMPACT

- Lost opportunities
- No conversion visibility
- Poor follow-ups



NO AI-DRIVEN RECOMMENDATIONS

No intelligent system to analyze data and provide personalized product, crop, and practice recommendations.



IMPACT

- One-size-fits-all approach
- Suboptimal results
- Missed growth potential



Overcoming these challenges is the first step towards building a smarter, more connected, and farmer-centric ecosystem.





PROPOSED SOLUTION

A UNIFIED PLATFORM

to Empower Farmers, Dealers & Drive Sustainable Growth

An integrated digital ecosystem connecting farmers, dealers, and Govardhan Organics on one smart platform.



ONE PLATFORM. ENDLESS POSSIBILITIES.



1 ECOMMERCE STORE

Own branded online store for seamless product sales.

- Wide range of agri-input products
- Secure payments & easy checkout
- Order tracking & history
- Offers & schemes management



Direct. Convenient. Reliable.



2 DEALER PORTAL

Empower dealers with tools to grow and serve better.

- Place orders & manage inventory
- Schemes, targets & performance
- Credit management
- Training & marketing materials
- Reports & insights

Stronger Partners. Greater Reach.



3 AI ADVISOR

AI-powered agronomy advisor for smart recommendations.

- Crop & soil based advice
- Product recommendations
- Disease & pest identification
- Weather insights & alerts
- Best practices & resources

Smarter Advice. Better Outcomes.



4 WHATSAPP COMMERCE

Engage farmers on their preferred channel.

- Browse products on WhatsApp
- Place orders in chat
- Get instant support & updates
- Order confirmations & tracking
- Personalized offers & reminders

Simple. Familiar. Effective.



5 PRODUCT CATALOGUE

Digital catalogue for easy discovery and decision-making.

- Detailed product information
- Benefits, usage & dosage
- Images, videos & documents
- Search & filter by crop/need
- Always up-to-date

Know More. Choose Better.



6 ADMIN DASHBOARD

Central command center for data-driven decisions.

- Sales, orders & revenue overview
- User, dealer & farmer analytics
- Campaign & scheme performance
- Inventory & supply chain visibility
- Advanced reports & alerts

Real-time Visibility. Smarter Decisions.

PLATFORM BENEFITS



Unified Engagement
One platform for all stakeholders



Increased Sales
Better reach, higher conversions



Smarter Decisions
AI insights & real-time data



Stronger Relationships
Empowered dealers, happier farmers



Operational Efficiency
Automated processes, lower costs



Sustainable Growth
Building a stronger agri ecosystem

BUILT FOR EVERY STAKEHOLDER



ONE PLATFORM. ONE VISION.

Empowering every touchpoint in the agri value chain with technology, intelligence and trust.

From Gau Seva to Kisan Seva – Building an Organic Bharat with AI & Trust.

A Unified Platform for Growth, Trust & Sustainability.

PLATFORM ARCHITECTURE

AI-Powered Agri Commerce Platform



PLATFORM BACKEND LAYER



TECHNOLOGY FOUNDATION



KEY OUTCOMES



One Platform. Intelligent Solutions. Stronger Ecosystem. Sustainable Agriculture.





AI PRODUCT ADVISOR DIGITAL AGRONOMIST

Smart advice. Right products.
Better outcomes.

Ask.
Get Advice.
Grow Better.



- UNDERSTANDS CROP ISSUES**
Analyzes symptoms, environment & history to identify the root cause.
- RECOMMENDS RIGHT PRODUCTS**
Suggests the most effective products backed by agronomy knowledge & data.
- CREATES SMART BUNDLES**
Combines products for complete crop care and better results.
- IMPROVES CONVERSIONS**
Personalized advice drives trust, higher cart value & repeat purchases.

- 24x7 AI Expert Support**
Instant answers in your language.
- Data + Agronomy Intelligence**
Trained on crop, soil, pest, weather & product effectiveness.
- Personalized Recommendations**
Right product, right dose, right time.
- Higher Trust. Better Results.**
Happy farmers. Stronger loyalty.

HOW IT WORKS



EXAMPLE: CHILLI CROP

SYMPTOM	DIAGNOSIS	RECOMMENDATION	RESULT
White spots & leaf curling	Thrips infestation + early nutrient deficiency	Neem Based Pesticide + Seaweed Extract + Micro Nutrient Mix	Healthy plants, higher yield, better quality

BUSINESS IMPACT

- 20-35% Higher Conversions**
Personalized advice drives more sales.
- 15-25% Higher AOV**
Smart bundles increase cart value.
- 30%+ Repeat Purchase**
Better outcomes build long-term trust.
- Stronger Loyalty**
AI-powered support creates meaningful relationships.

WHAT MAKES OUR AI AGRONOMIST UNIQUE

- Powered by Agronomy Experts**
Built with deep domain knowledge.
- Continuously Learning**
Learns from farmer feedback & outcomes.
- Multi-Language Support**
Available in regional languages.
- Integrated with Product Data**
Real-time stock, pricing & availability aware.
- Safe & Responsible Advice**
Scientifically validated recommendations.
- Built for Farmers, By Farmers**
Simple, easy & farmer-friendly.

AI ADVICE THAT FARMERS TRUST. RESULTS THAT FARMS CELEBRATE.

Smarter Advice. Healthier Crops. Higher Returns.



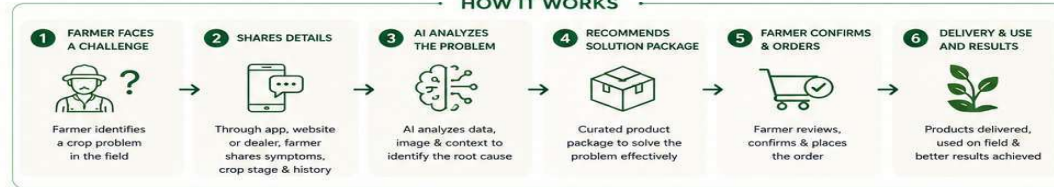
PROBLEM-BASED SELLING MODEL

Turning Farmer Challenges into Recommended Product Packages

Right Solution. Right Time. Better Results.



HOW IT WORKS



FROM PROBLEM TO PRODUCT PACKAGE

COMMON FARMER PROBLEMS	ROOT CAUSE IDENTIFIED	AI RECOMMENDED SOLUTION	RECOMMENDED PRODUCT PACKAGE	EXPECTED OUTCOME
 Yellow Leaves & Poor Growth (e.g. in Cotton)	Nutrient deficiency (esp. Nitrogen, Magnesium, Micronutrients)	Improve nutrient uptake & correct deficiency	Bio NPK (Soil) + Magnesium (Foliar) + Micronutrient Mix (Foliar)	<ul style="list-style-type: none"> Greener leaves Better vegetative growth Higher yield
 Pest Attack (e.g. Thrips)	Sucking pest infestation and low plant immunity	Control pests & boost plant immunity	Neem Based Pesticide + Botanical Insecticide + Immunity Booster	<ul style="list-style-type: none"> Effective pest control Reduced crop damage Healthier crop
 Root Rot & Wilting (e.g. in Tomato)	Fungal infection & poor soil microbial health	Control fungus & improve soil health	Trichoderma (Soil) + Pseudomonas (Soil) + Seaweed Extract	<ul style="list-style-type: none"> Healthy root system Reduced wilting Improved yield
 Boron Deficiency (Cracking in Fruits)	Boron deficiency in flowering & fruiting stage	Correct deficiency & improve fruit quality	Boron (Foliar) + Calcium (Foliar) + Potash (Foliar)	<ul style="list-style-type: none"> Better fruit set Reduced cracking Improved quality & yield

⚠ Packages are crop & stage specific and may vary based on severity, soil & weather conditions.

KEY BENEFITS

- Farmer-Centric**
Solves real problems, not just sells products.
- Higher Effectiveness**
Right combination for the right problem.
- Better Conversions**
Relevant solutions drive more orders.
- Stronger Trust**
AI-powered advice builds confidence & loyalty.
- Data-Driven Learning**
Continuous improvement from field feedback.

BUSINESS IMPACT

-  **20-35%**
Higher Conversion Rates
-  **15-25%**
Increase in AOV with Bundles
-  **Stronger Customer Loyalty & Repeat Purchases**
-  **Better Product Utilization & Results in the Field**
-  **Sustainable Growth for Farmers & Govardhan Organics**

We don't just sell products. We solve problems and deliver better harvests.

AI Understands The Problem → Recommends The Right Package → Delivers Results That Farmers See



DEALER PORTAL

Everything you need to grow your business, all in one place.



Easy Ordering



Best Prices



Full Transparency



Business Growth

Smart tools.
Better control.
Higher profits.



POWERING DEALERS. EMPOWERING FARMERS.

KEY FEATURES

01 BULK ORDERING



Order in bulk with ease and get your products delivered faster.

- Quick product search
- Add multiple products
- Bulk upload via Excel
- Save time, order more

More Quantity.
More Convenience.

02 DEALER PRICING



Enjoy exclusive dealer pricing and schemes designed for you.

- Special dealer rates
- Volume based discounts
- Schemes & offers
- Higher margins

Better Prices.
Better Margins.

03 INVOICE DOWNLOADS



Download all your invoices instantly for easy record keeping.

- GST compliant invoices
- Download by date range
- Email invoices
- All in one place

Easy Records.
Complete Compliance.

04 ORDER TRACKING



Track your orders in real-time from confirmation to delivery.

- Real-time order status
- Shipment & delivery updates
- Track on map
- Stay informed, always

Real-time Updates.
Total Visibility.

05 LEAD MANAGEMENT



Manage your leads and grow your business pipeline effectively.

- Add & capture leads
- Track lead status
- Follow-up reminders
- Convert more leads

More Leads.
More Business.

YOUR BUSINESS, AT A GLANCE

GOVARDHAN ORGANICS

- Dashboard
- Orders
- Products
- Pricing & Schemes
- Invoices
- Payments
- Leads
- Profile & Settings
- Support

Dashboard

Total Orders

128

This Month

Order Value

₹ 8,45,230

This Month

Outstanding

₹ 1,25,600

View Details

Leads

56

This Month

Recent Orders [View All](#)

#ORD12345	18 May 2024	Confirmed	₹ 24,560
#ORD12344	16 May 2024	Shipped	₹ 18,750
#ORD12343	15 May 2024	Out for Delivery	₹ 31,240
#ORD12342	14 May 2024	Delivered	₹ 12,680

Order Status Overview

128

Total Orders

- Confirmed 28%
- Shipped 30%
- Out for Delivery 22%
- Delivered 20%

Top Products [View All](#)

- Bio NPK (Soil) 2,450 Units
- Neem Based Pesticide 1,980 Units
- Micronutrient Mix 1,560 Units
- Seaweed Extract 1,320 Units

WHY DEALERS LOVE OUR PORTAL



Save Time
Order in minutes



Increase Profitability
Best prices & schemes



Full Control
Track & manage everything



Better Compliance
Instant invoices & records



Grow Your Business
Manage leads & build stronger relationships

A SMARTER PORTAL FOR A STRONGER PARTNERSHIP.
Simplify operations. Boost efficiency. Grow together with Govardhan Organics.



ENGAGE. ASSIST. GROW TOGETHER. ON WHATSAPP

Browse products, place orders, get support, download catalogs & stay connected – all on WhatsApp.

- Easy Access**
Anytime, anywhere
- Quick Ordering**
In just a few chats
- Instant Support**
Real people, real help
- Catalog Downloads**
All information at hand
- Stronger Engagement**
Better relationships

YOUR FARM. YOUR BUSINESS. OUR SUPPORT – JUST A MESSAGE AWAY.



WHAT YOU CAN DO ON WHATSAPP

1 PRODUCT BROWSING
Explore our wide range of agri-inputs easily.

- View products by category
- Product details, benefits & usage
- Prices, pack sizes & offers

Find the right product for every need.

2 ORDER REQUESTS
Place your order by simply sending a message.

- Share product name or code
- Get confirmation & availability
- Fast & simple order requests

Quick order. Hassle-free process.

3 SUPPORT
Get instant help from our support team.

- Crop advisory & product guidance
- Order status & delivery updates
- Returns, complaints & more

Real people. Real support.

4 CATALOG DOWNLOADS
Download catalogs, price lists & technical guides.

- Product catalogs
- Price lists & schemes
- Technical guides & leaflets

All information. At your fingertips.

5 CUSTOMER ENGAGEMENT
Stay updated with offers, tips & new launches.

- New product & offer alerts
- Farming tips & best practices
- Build stronger relationships

Stay informed. Grow together.

HOW IT WORKS



BENEFITS FOR YOU



CONNECT WITH US ON WHATSAPP

Scan the QR Code or Click to Chat

[CHAT NOW](#)

ONE CHAT. MANY SOLUTIONS.

Your farming success starts here.

Govardhan Organics – Always with you, always for you.



SMART PRODUCT MANAGEMENT

Centralized. Accurate. Accessible.
Everything about every product, in one place.

ONE SOURCE OF TRUTH
Ensure consistency, accuracy, and availability across web, app, dealer portal & WhatsApp.



KEY BENEFITS

- Centralized Catalog**
All products in one place. Easy to manage and update.
- Rich Product Information**
Images, specs, usage, dosage and crop recommendations.
- Better Recommendations**
Help farmers choose the right product for the right crop.
- Easy Downloads**
Catalogs, price lists, SDS & marketing materials.
- Higher Engagement**
Accurate information builds trust and drives more sales.

CENTRALIZED PRODUCT CATALOG



Bio NPK (Soil) Active

Category: Soil Nutrients
SKU: GOR-BIONPK-1L | Packaging: 1L, 5L, 10L, 25L

A balanced blend of Nitrogen, Phosphorus and Potassium enriched with organic matter to improve soil fertility, root development and overall plant growth.

KEY SPECIFICATIONS

Form	Liquid
Color	Brown
pH (1%)	6.5 - 7.5
Density	1.20 - 1.25 g/ml
Shelf Life	24 Months
Storage	Store in cool, dry place. Avoid direct sunlight.

DO dosage & usage

Crop	Foliar Spray	Soil Application
Cereals	2-3 ml / L	2-3 L / Acre
Pulses	2 ml / L	2 L / Acre
Oilseeds	2-3 ml / L	2-3 L / Acre
Vegetables	2-3 ml / L	3 L / Acre
Fruits	3 ml / L	3-4 L / Acre

DIRECTIONS

Shake well before use. For best results, use at early growth stages and repeat as needed.

DOWNLOADS

Product Catalog	PDF • 2.4 MB	↓
Technical Datasheet	PDF • 1.8 MB	↓
Safety Data Sheet (SDS)	PDF • 1.6 MB	↓
Price List - May 2024	PDF • 1.3 MB	↓
Product Label	PDF • 980 KB	↓

MANAGE WITH EASE

- Add / Edit Products**
Quickly update product details, images & specs.
- Organize by Categories**
Fertilizers, Pesticides, Micronutrients & more.
- Bulk Upload**
Add or update multiple products in one go.
- Role-Based Access**
Secure access for your team members.
- Publish Everywhere**
Instantly sync to website, app, dealer portal & WhatsApp.

CROP RECOMMENDATIONS



ACCURATE INFORMATION



BETTER DECISIONS



HIGHER CONVERSIONS



STRONGER TRUST

Right Product. Right Information. Better Harvests.



LEAD MANAGEMENT

Capture every opportunity.
Nurture every lead. Grow your business.

From first interaction to loyal customer - manage it all.



More Leads



Better Follow-up



Higher Conversions



Stronger Relationships

LEAD DASHBOARD

01 May 2024 - 31 May 2024

Total Leads
1,248
↑ 18% vs Apr

New Leads
458
↑ 22% vs Apr

Converted Leads
186
↑ 16% vs Apr

Conversion Rate
14.90%
↑ 2.1% vs Apr

Leads by Source



Leads Over Time



HOW IT WORKS

1 LEAD CAPTURE



Capture leads from multiple sources across digital & offline channels.

- Website Enquiries
- WhatsApp Chats
- Events & Campaigns
- Dealer / Sales Inputs

2 LEAD ASSIGNMENT



Automatically assign leads to the right team or dealer based on location, crop or product.

- Auto / Manual Assignment
- Territory Based
- Workload Balanced
- Instant Notifications

3 FOLLOW-UP TRACKING



Track every interaction and stay on top of follow-ups.

- Call / WhatsApp / Visit Logs
- Next Follow-up Reminders
- Notes & Activity Timeline
- Lead Status Updates

4 CONVERSION & CLOSURE



Convert warm leads into customers and close more deals.

- Lead Qualification
- Interested Products
- Quotation & Order
- Mark as Won / Lost

5 REPORTING & ANALYTICS



Measure performance and improve your lead generation and sales strategy.

- Conversion Reports
- Source Performance
- Team / Dealer Performance
- ROI & Trend Analysis

LEAD SOURCES WE TRACK

- Website / App
- WhatsApp
- Campaigns & Offers
- Events & Seminars
- Referrals
- Dealer / Sales Team

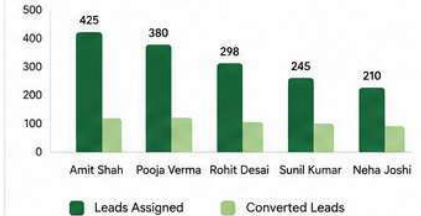
RECENT LEADS

Lead Name	Source	Crop Interest	Location	Assigned To	Status	Next Follow-up
Ramesh Patel	Website	Cotton	Rajkot, Gujarat	Amit Shah	New	22 May 2024
Suresh Yadav	WhatsApp	Wheat	Indore, MP	Pooja Verma	Contacted	21 May 2024
Mahesh Kumar	Event	Vegetables	Nashik, MH	Rohit Desai	Follow-up	23 May 2024
Vikram Singh	Referral	Sugarcane	Muzaffarnagar, UP	Sunil Kumar	Qualified	20 May 2024
Ganesh Jadhav	Campaign	Paddy	Kolhapur, MH	Pooja Verma	Converted	18 May 2024

CONVERSION FUNNEL



TEAM PERFORMANCE



MANAGE LEADS SMARTLY.
CONVERT MORE. GROW TOGETHER.

Right leads. Right follow-up. Right results.



Capture More Opportunities
Never miss a lead



Improve Team Efficiency
Right lead to right person



Better Follow-up
Higher Conversions
Timely follow-ups drive results



Data-Driven Decisions
Insights that help you grow



Stronger Relationships
Long-term Growth
Happy customers, stronger brand



ADMIN DASHBOARD

Complete Control. Smarter Decisions. Better Results.

A powerful, intuitive dashboard to manage your entire business from one place.



Centralized Control
All operations in one dashboard



Real-time Insights
Live data to track performance



User-friendly Interface
Easy to use, easy to manage



Role-Based Access
Secure access for every role



Data-Driven Growth
Reports & analytics to scale faster



WHAT YOU CAN MANAGE

- PRODUCT MANAGEMENT**
Add, update & manage products, categories, pricing, stock & more.
- CUSTOMER MANAGEMENT**
View, manage & segment customers, track engagement & purchase history.
- DEALER MANAGEMENT**
Manage dealers, pricing, credit limits, performance & communications.
- ORDER MANAGEMENT**
View all orders, update status, manage returns & refunds.
- CONTENT MANAGEMENT**
Manage banners, pages, FAQs, blogs & marketing content.
- REPORTS & ANALYTICS**
Track sales, revenue, performance & business growth with advanced reports.
- LEAD MANAGEMENT**
Track leads, follow-ups, conversions & source performance.
- SYSTEM & SETTINGS**
Manage users, roles, permissions, notifications & system configurations.

Dashboard

Total Revenue: ₹ 1,25,68,320 (↑ 18.6% vs last month)

Total Orders: 2,845 (↑ 15.3% vs last month)

Total Customers: 18,650 (↑ 12.5% vs last month)

Total Dealers: 1,248 (↑ 9.4% vs last month)

Total Products: 568 (↑ 8.7% vs last month)

Sales Overview (This Month)

Orders by Status

- Confirmed: 1,248 (43.9%)
- Shipped: 986 (34.7%)
- Delivered: 421 (14.8%)
- Cancelled: 190 (6.6%)

Recent Orders

Order ID	Customer	Amount	Status	Date
#ORD12485	Ramesh Patel	₹ 5,680	Delivered	31 May 2024
#ORD12484	Suresh Yadav	₹ 3,450	Shipped	31 May 2024
#ORD12483	Maresh Kumar	₹ 7,890	Confirmed	30 May 2024
#ORD12482	Vikram Singh	₹ 2,350	Delivered	30 May 2024
#ORD12481	Ganesh Jadhav	₹ 1,980	Confirmed	29 May 2024

Top Selling Products

Product	Units Sold
Bio NPK (Soil)	4,250
Neem Based Pesticide	3,680
Micronutrient Mix	2,940
Seaweed Extract	2,150
Trichoderma	1,980

Leads Overview (This Month)

- New Leads: 458
- Contacted: 312
- Qualified: 186
- Converted: 124
- Conversion Rate: 14.90%

KEY FEATURES

- Real-time Dashboard**
Get an instant overview of your entire business.
- Advanced Filters & Search**
Find data quickly with smart filters and search.
- Export & Download**
Export reports in Excel, PDF & CSV formats.
- Role-Based Access**
Define roles & permissions to protect data.
- Activity Logs**
Track user activities for transparency & security.
- Mobile Responsive**
Access your dashboard anytime, anywhere.

BUSINESS IMPACT

- Better Visibility**
Complete overview of operations
- Improved Efficiency**
Streamline processes & save time
- Data-Driven Decisions**
Make smart decisions with real-time data
- Higher Performance**
Track KPIs & improve team performance
- Business Growth**
Optimize operations & scale your business

One Dashboard. Total Control. Endless Possibilities.
Manage today. Grow tomorrow.



TECHNOLOGY STACK

Built on modern technologies.
Scalable. Secure. Future-ready.



OUR APPROACH

- Scalable Architecture**
Built to scale with your business growth.
- Secure by Design**
Data security, privacy and compliance at every layer.
- Reliable & High Availability**
99.9% uptime with redundant infrastructure.
- Performance Optimized**
Fast, responsive and optimized for great user experience.
- Future Ready**
Modern tech stack to adopt new innovations with ease.

POWERING GROWTH THROUGH TECHNOLOGY

A robust, secure and intelligent platform that connects farmers, dealers and partners seamlessly.



OUR TECHNOLOGY STACK

CLIENT LAYER (Front End)	React.js	Next.js	TypeScript	Tailwind CSS	PWA	Responsive, fast and intuitive web experience across devices. PWA for app-like experience.
MOBILE LAYER (Optional)	Flutter	Dart				Cross-platform mobile apps for customers, dealers and field teams.
API & BACKEND LAYER	Node.js	Express.js	NestJS	GraphQL	REST APIs	Robust, secure and scalable APIs to power web, mobile and integrations.
AI & INTELLIGENCE LAYER	Python	TensorFlow	OpenAI API	LangChain	Vector DB (Pinecone)	AI Advisor (Digital Agronomist), product recommendations, problem understanding, and smart insights.
DATA LAYER	PostgreSQL	MongoDB	Redis	Firebase (Realtime DB)	Elasticsearch	Reliable data storage, caching, search and real-time data synchronization.
INTEGRATION LAYER	WhatsApp Business API	Razorpay	Email Service (SendGrid)	SMS Service (Twilio)	Webhooks	Seamless integrations with communication, payment, notifications and third-party services.
INFRASTRUCTURE LAYER	AWS	Docker	Kubernetes	Nginx	CloudFront (CDN)	Scalable cloud infrastructure for high availability, security and performance.
DEVOPS & MONITORING	GitHub	GitHub Actions	Jenkins	Prometheus	Grafana	CI/CD, automated deployments, monitoring, logging and performance tracking.

SECURITY & COMPLIANCE



SSL / TLS Encryption



Role-Based Access Control



Data Backup & Recovery



GDPR Compliant



Audit Logs & Tracking



MODERN TECHNOLOGY. SMARTER SOLUTIONS.
STRONGER AGRICULTURE.

Enabling growth for farmers, dealers and partners.

