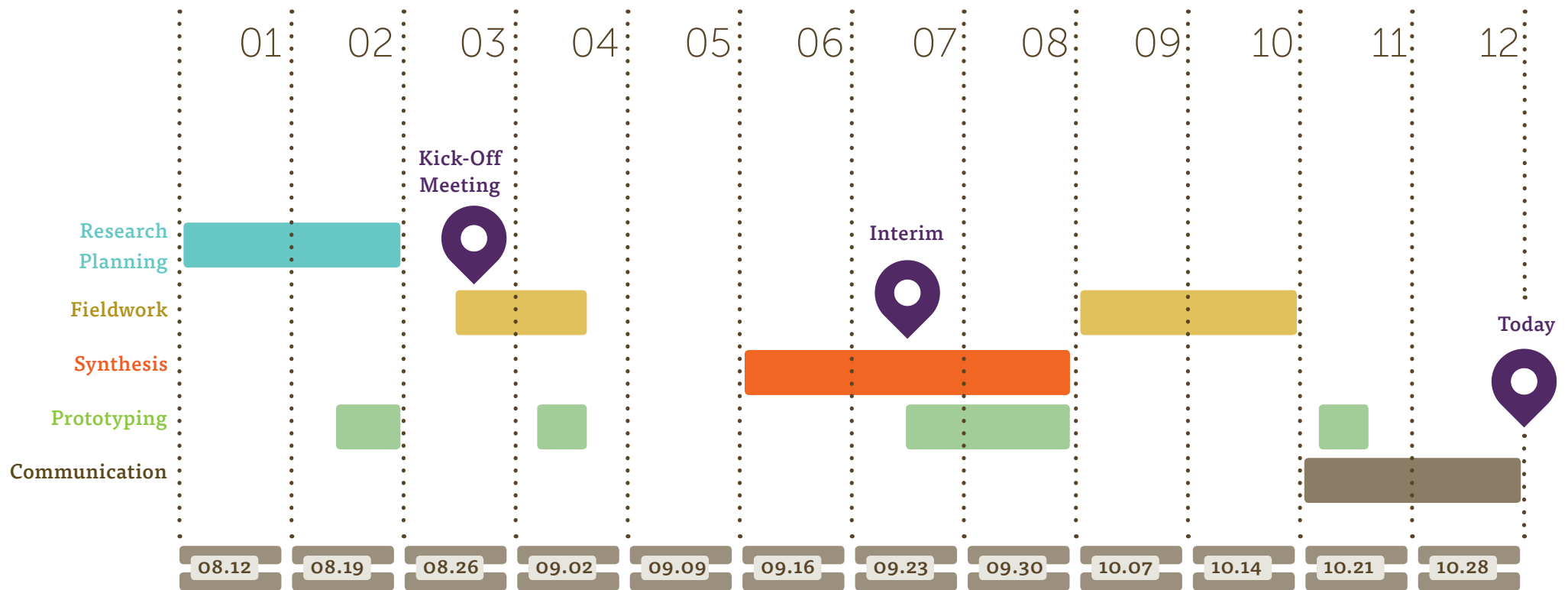




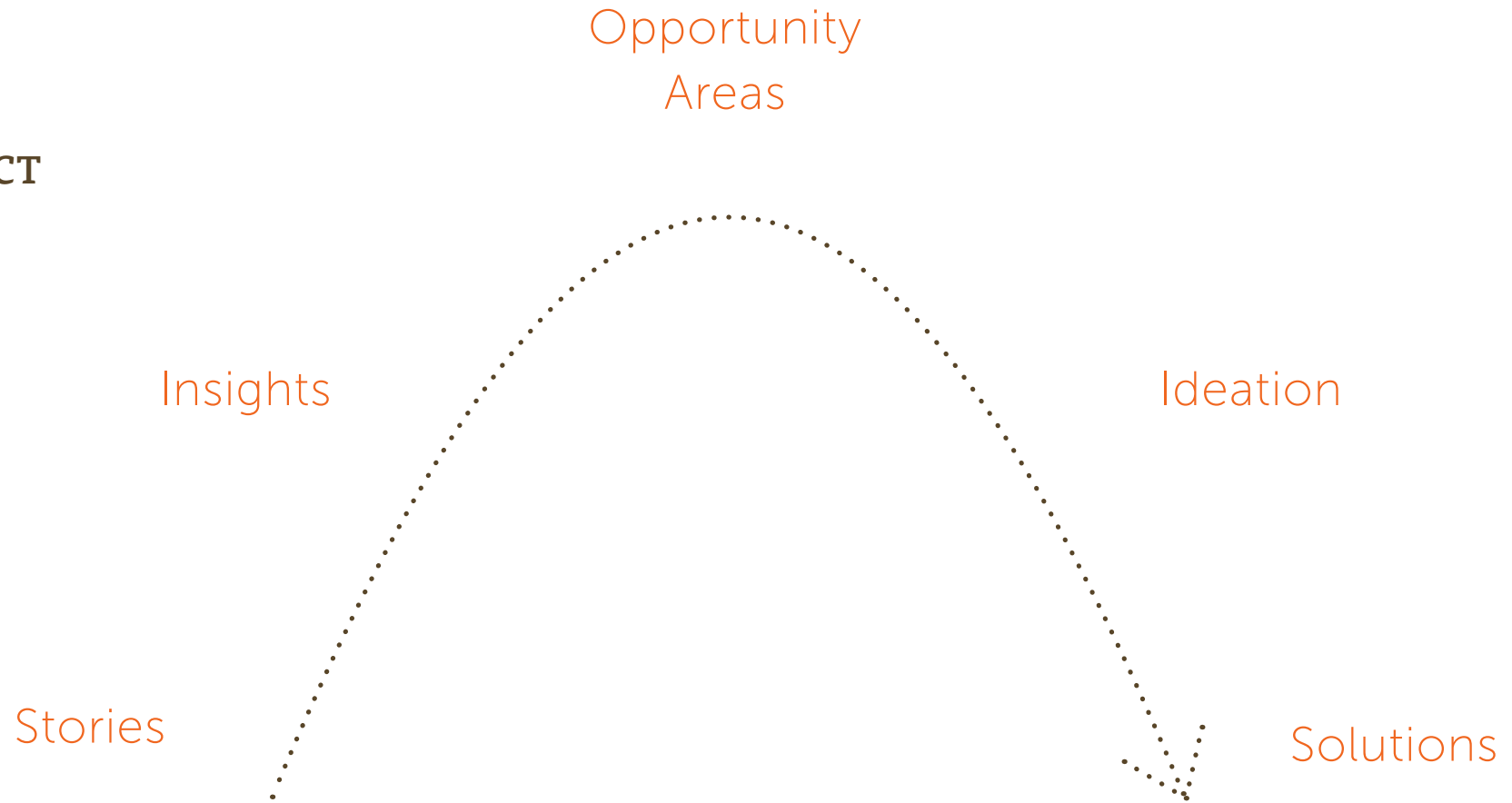
**Arohana +
IDEO.org**

.....



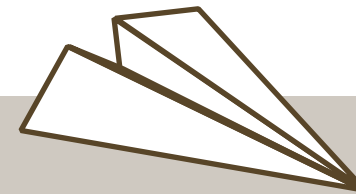
Our Timeline

ABSTRACT



CONCRETE

Kick-Off Meeting



End of Phase

Today's objectives

WHAT WE DID

PILOTING PRINCIPLES

THE NEW FRANCHISEE

TOOL RENTAL

SUPPORT SYSTEM

BRAND

NEXT STEPS

Today's objectives

WHAT WE DID

PILOTING PRINCIPLES

THE NEW FRANCHISEE

TOOL RENTAL

SUPPORT SYSTEM

BRAND

NEXT STEPS



We made starter kits to prototype sprayer rental businesses.



We found franchisees and distributed kits and tools.



We joined a vet-camp to better understand Arohana's role.



We systematically collected data to assess needs in villages.



We invited franchisees to prototype and think with us.

Today's objectives

WHAT WE DID

PILOTING PRINCIPLES

THE NEW FRANCHISEE

TOOL RENTAL

SUPPORT SYSTEM

BRAND

NEXT STEPS



Large tools like tractors are highly desirable, but loan repayment is often not feasible.

.....

Principle;

Scale down the tools to fit small farms and create affordable solutions.



Thanjavur is agriculturally
diverse, but it has one
main crop in common.

.....

Principle;

**Streamline piloting by
focusing on a single
crop: rice cultivation.**

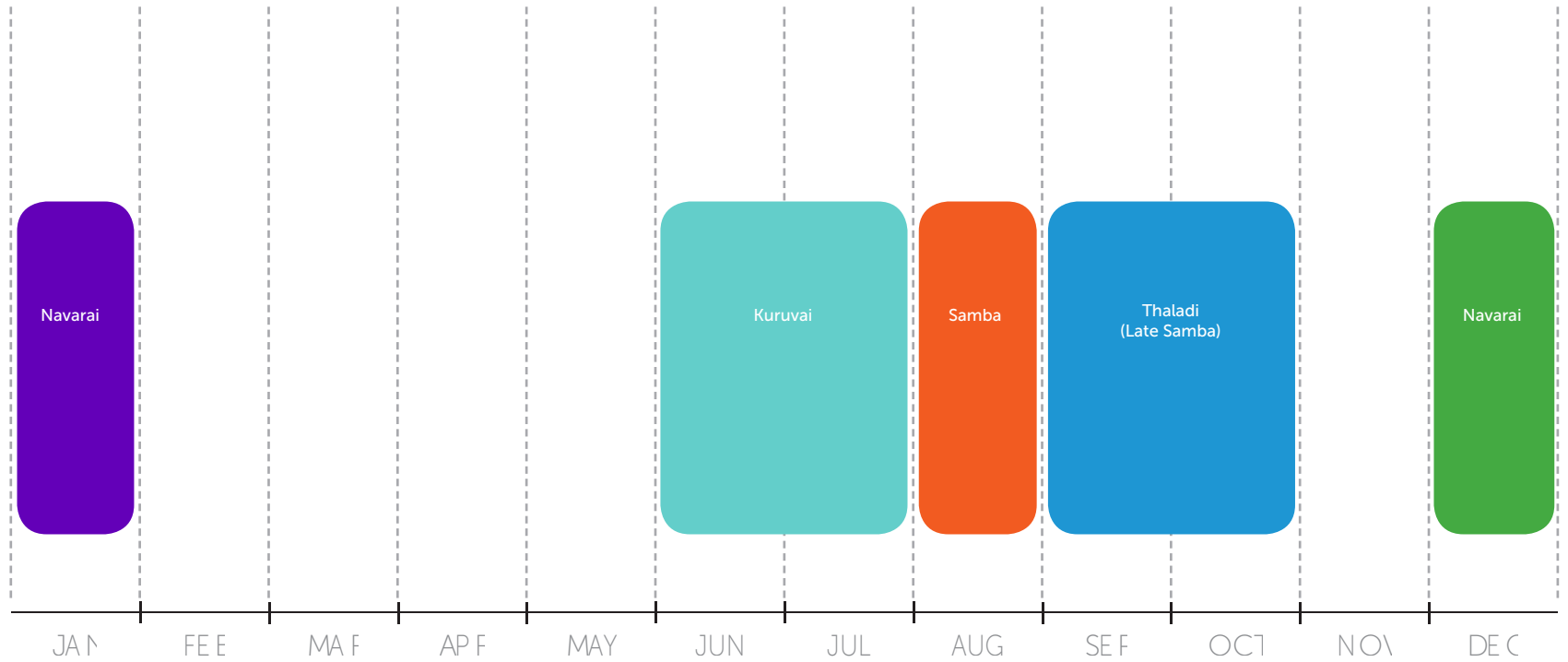


A significant difference
between your dairy business
and agriculture is seasonality.

.....

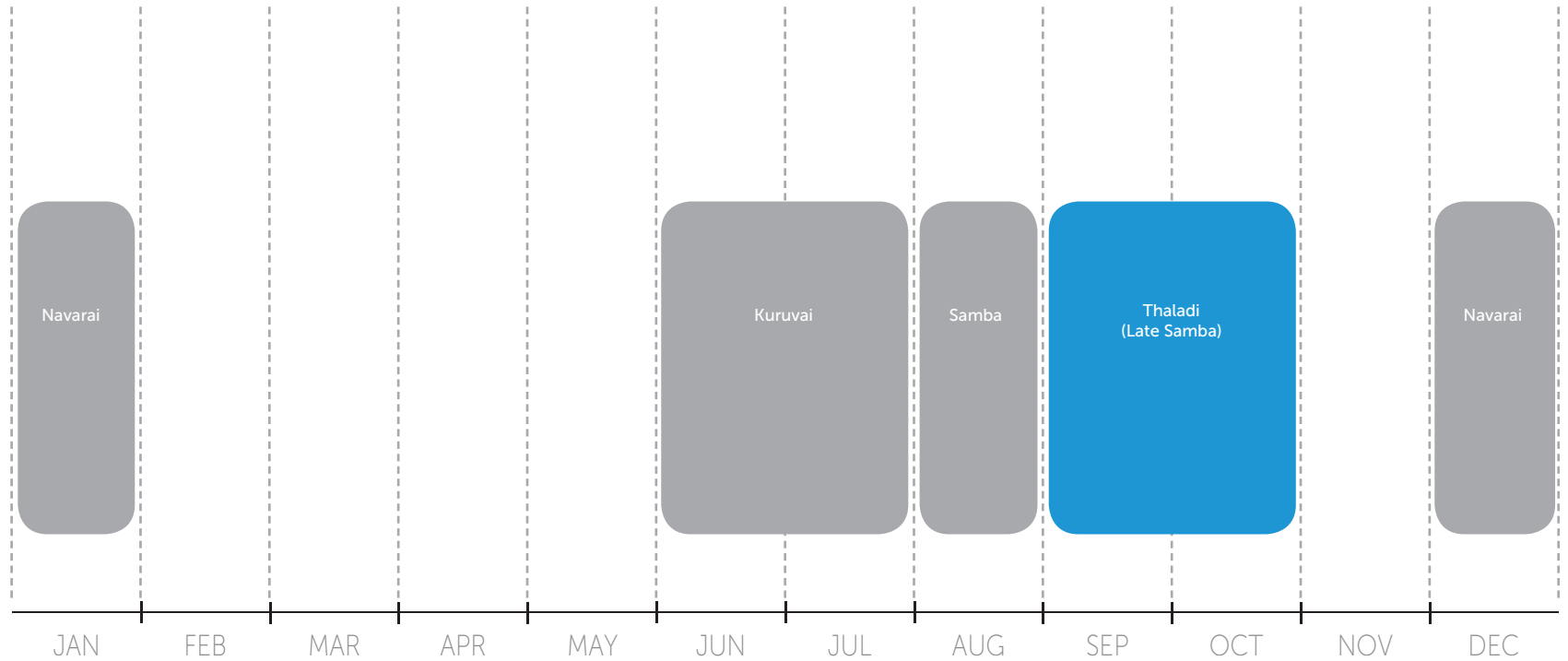
Principle;

**Aim for simplicity
by striving for the
greatest integration
with Arohana's
current practices.**

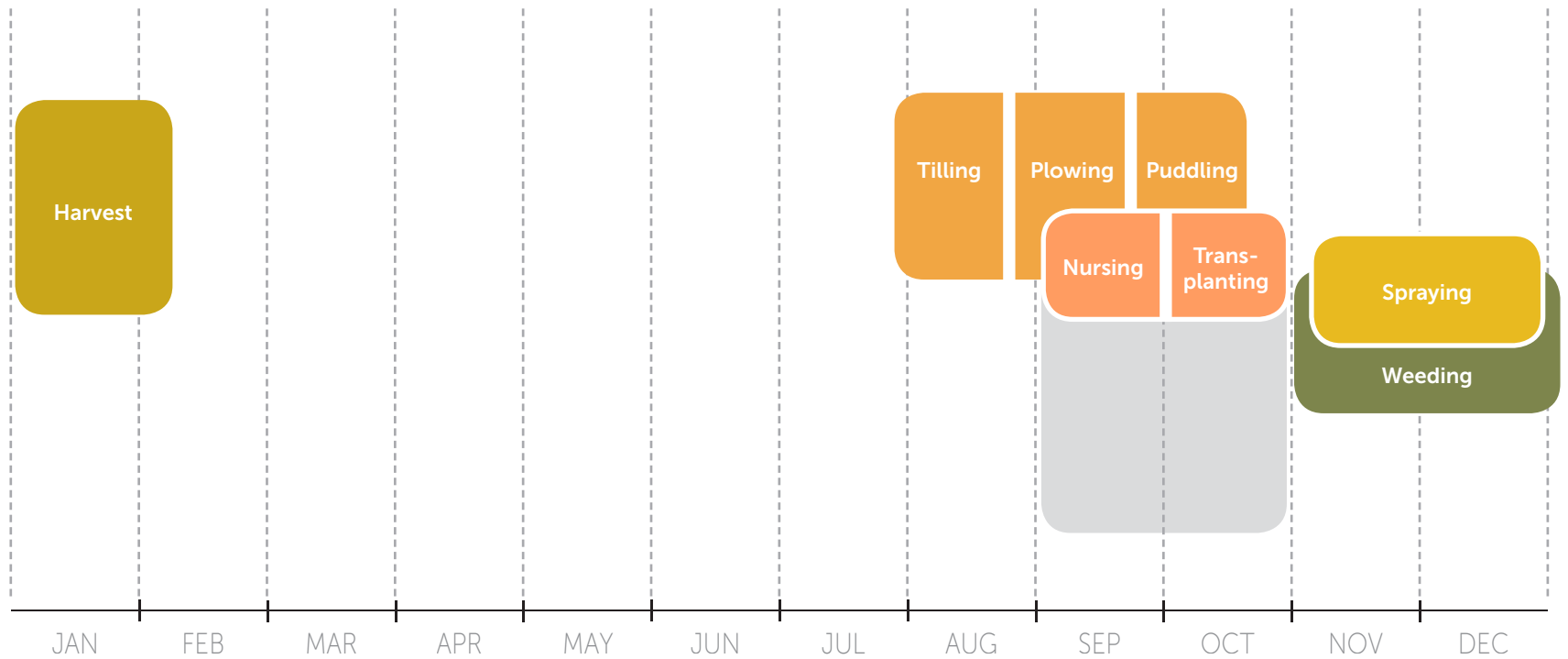


Calendar: Planting Seasons

.....

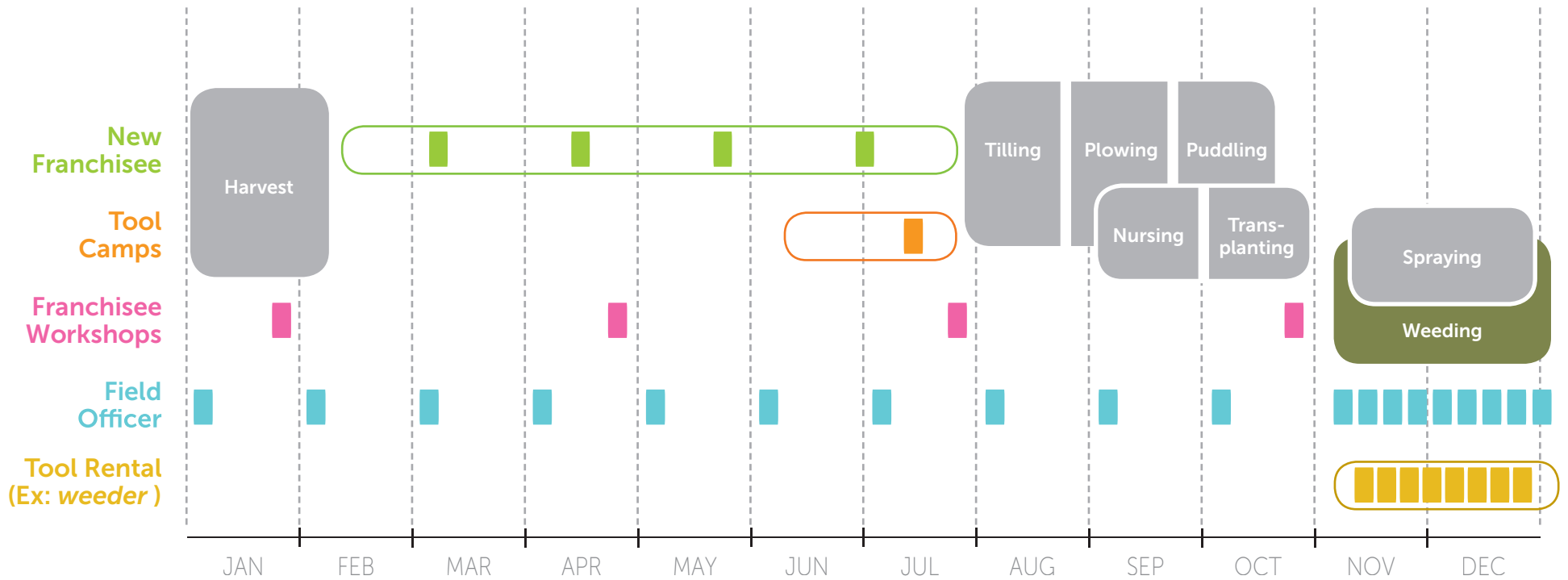


Calendar: Planting Seasons



Calendar: Thaladi Season

.....



Arohana Touchpoints

Today's objectives

.....
WHAT WE DID

.....
PILOTING PRINCIPLES

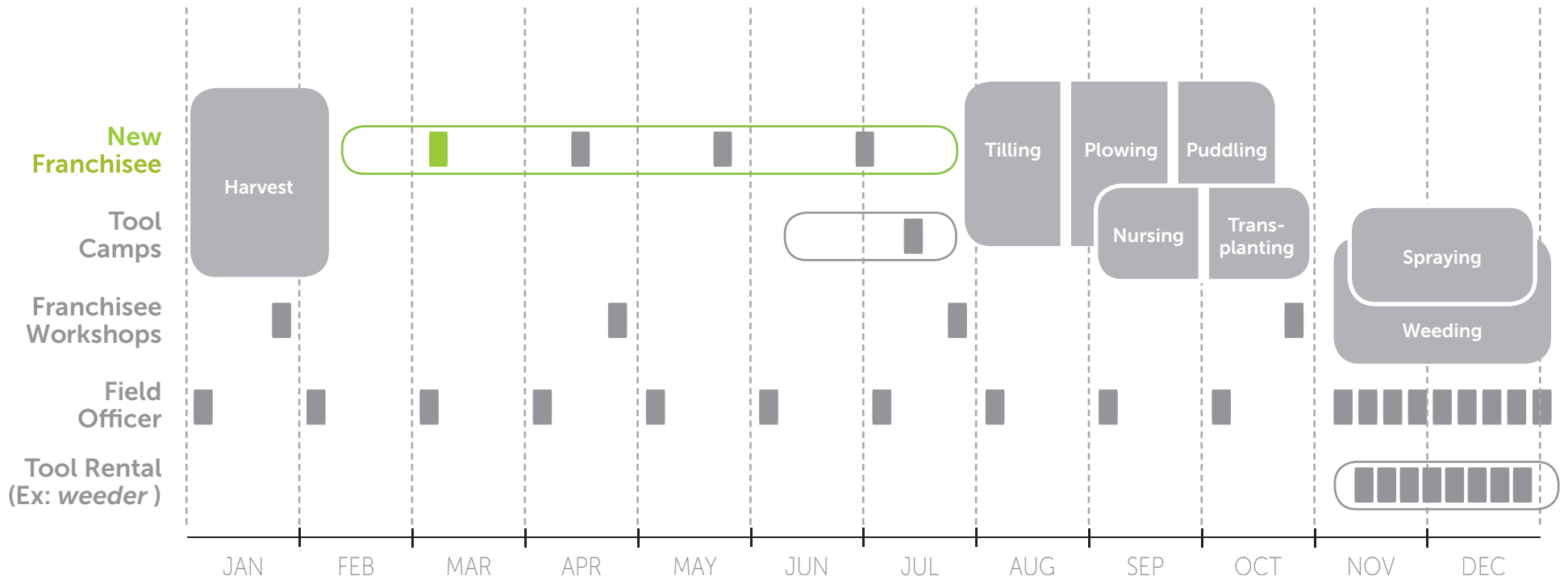
.....
THE NEW FRANCHISEE

.....
TOOL RENTAL

.....
SUPPORT SYSTEM

.....
BRAND

.....
NEXT STEPS



Step 1

Village Assessment



Every village is agriculturally
unique and presents an
equally unique marketplace.

.....

**Do everything to
guarantee the franchisee
will have a good
chance of success.**

VILLAGE ASSESSMENT

WHAT IS IT?

.....

The VILLAGE ASSESSMENT is a systematic way to understand the real need for tools in a village.

VILLAGE ASSESSMENT

About

.....

Who / Where
Tools
Benefits
.....

WHO & WHERE

.....

For a VILLAGE ASSESSMENT, an Arohana representative travels to a village that's part of the Arohana dairy network.
.....
They then organize a group of farmers to discuss and respond to the questions posed in assessment book together.
.....
By capturing the perspective of the crowd in one place, only one assessment per village is necessary.
.....

VILLAGE ASSESSMENT

About

.....

Who / Where

Tools

Benefits

.....

Tools

.....

The VILLAGE ASSESSMENT is modular.

.....

It leads with a general village overview followed by sections that speak specifically about crops.

.....

Answers are later recorded in an Excel document that analyzes and computes which tools are most likely to succeed as a rental service in that specific village.

VILLAGE ASSESSMENT



tion for machine (transplanter)

. (Initial amount)

s Monitor

date of transplanting - 1 acre - 45 min - coverage

c before

Name of village

Acres of rice cultivation

Season of planting

of farmers

Field preparation

Hourly rate

Cost per season

of Plowings

Base of access [Availability]

Seeding / Transplanting

Transplanting

Service available? *Tegra - herbicide*

Transplanting cost per season

Base of access [Availability]

VILLAGE ASSESSMENT

: chitrakudi

: 617 ha

25-30 Acre
Kuruvar

% Sambal

% Sambal

% Thaladi

(2013)

600

250 acre - machine

350 acre - conventional (manually)

Tractor

MPIC

Power Tiller

30^{min} - 1 hr @ time) @ 900/acre ₹/hr

₹/hr @ 1200/acre ₹/hr - 3 hours - 1 time

3000 Rs

Rs

3400 Rs

3 #

#

2 #

1 easy - 5 hard (1)

(1)

(1)

Broadleaf

No. - weed is a problem

Seeding

% Transplanting

% - 100%

Manually

% Mechanized

% - Next year

90% - 100% machine

Seeding

Transplant

Rs

5500 (Seedlings

own of company)

1 easy - 5 hard (1)

Manual

30 kg/acre

transplant

5 kg/acre

Mach

SR1

219

VILLAGE ASSESSMENT

F15 fx

1 2 3 4 5 6 7

A B C D F G H

Village overview for rice cultivation

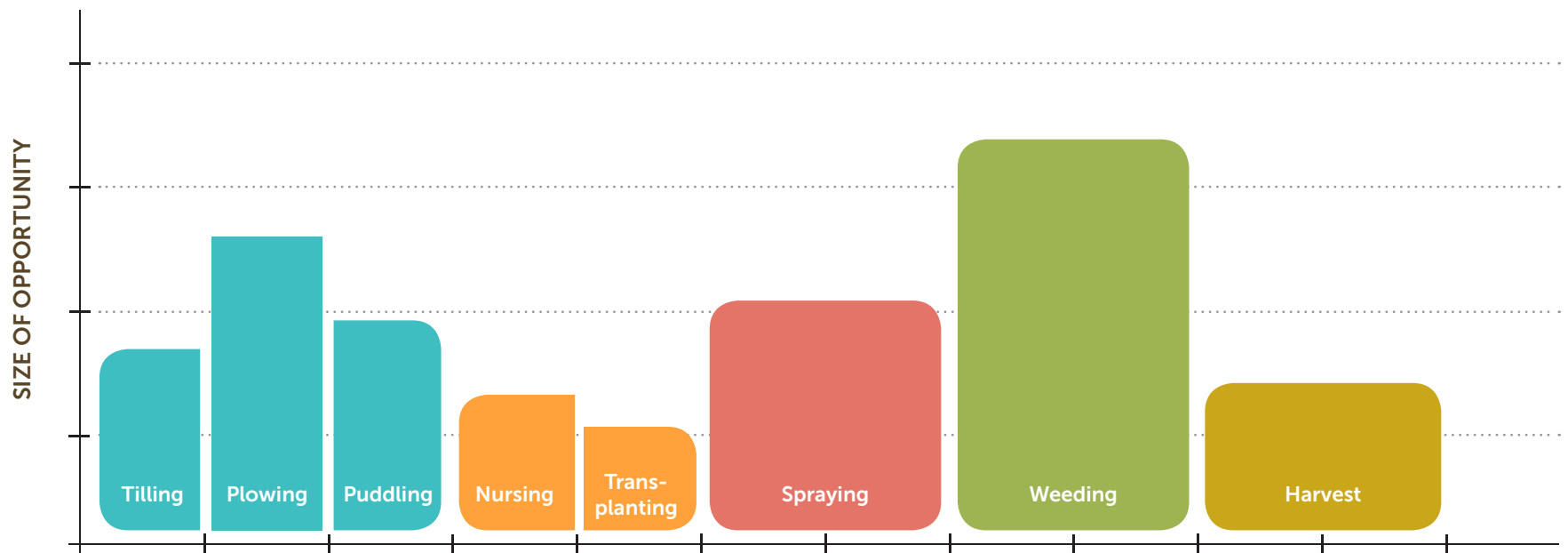
1	Name of Village	Chitrakudi				
2	Number of farmers	300				
3	Area of rice cultivation (acres)	617				
4	Season of cultivation	Kuruvai (%)	5	Samba (%)	100	Thaladi (%)

6	Rice variety	Name	Duration (days)
7	1	CR 1009	160
8	2	ADF46	135
9	3		
10	4		
11	5		
12	6		
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			

VILLAGE ASSESSMENT

E7					
	A	B	C	D	E
	Opportunity: Field Preparation				
1		Tractor	MPIC	Power Tiller	Rotervator
2	Number of tools available	15	0	5	3
3	Time required for plowing 1 acre (hours)	1		3	
4	Prize for plowing 1 acre (Rupees)	900		1200	
5	Total plowings required	3		2	
6	Total cost of Field Preparation per acre for one season (Rupees)	2700		2400	
7	Availability (1 easy – 5 difficult)	1		1	
8					
9					
10					
11					
12					

VILLAGE ASSESSMENT



Example of a possible result of a VILLAGE ASSESSMENT

.....

Different business opportunities arise depending on the amount of acres, types of cultivated crops and availability of tools in each village.

VILLAGE ASSESSMENT

About

.....

Who / Where
Tools

Benefits

.....

Benefits to Arohana

.....

The VILLAGE ASSESSMENT reduces the risk of investing in the wrong village or the wrong tool.

It is a tangible tool that enables a conversation with potential franchisees about the appropriate tool options for their village.

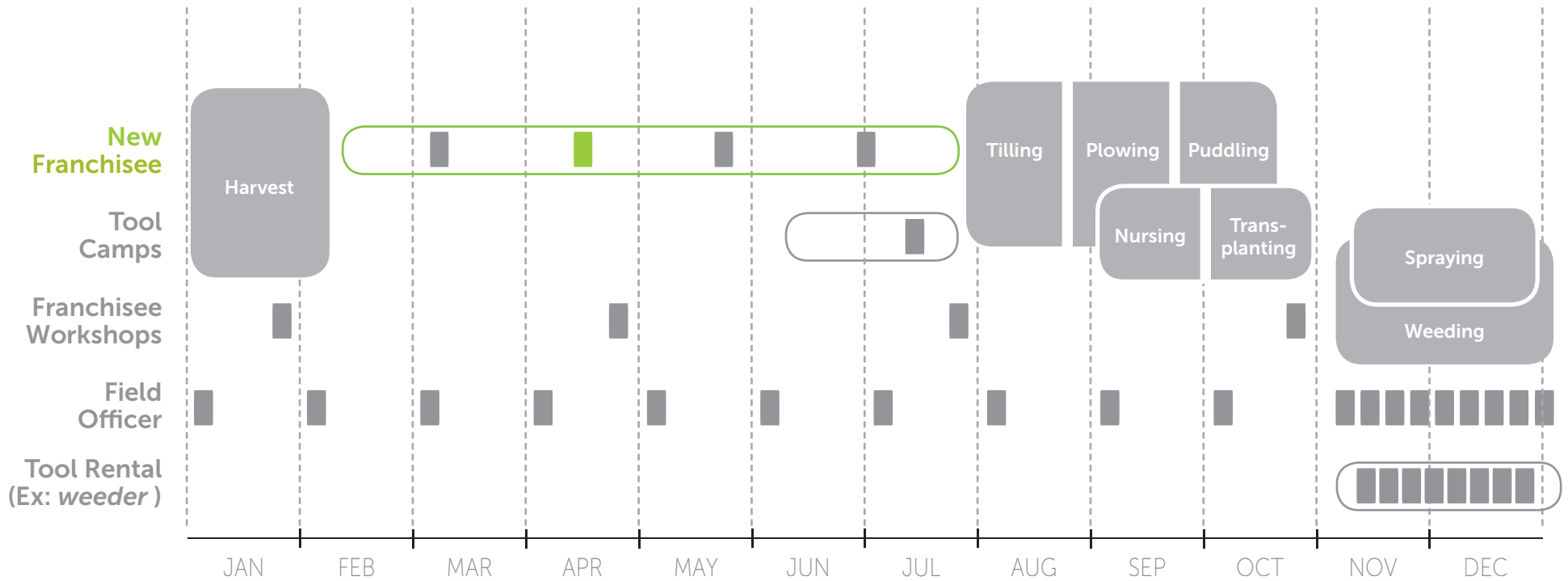
Benefits to franchisees and farmers

.....

The first step to become part of the Arohana franchise.

An opportunity for everybody, not only large farmers, to voice their needs for the right agricultural equipment.

Early marketing for the franchisee and her tool



Step 2

The Right Franchisee

A photograph of three women from behind, looking out at a bright sunset. They are wearing traditional Indian saris. The woman on the right has a white flower garland in her hair and is gesturing with her hand. The woman in the middle also has a flower garland. The woman on the left is partially visible. The background is a warm, golden sky.

ABGs are responsible business
leaders but will need local
partners to run a franchise.

**We need to help
franchisees to establish
a support structure
for their business.**

THE RIGHT FRANCHISEE

About

.....

Who
Ownership

Who are good franchisees

.....

1) They need to be well respected women and strong members of the community.

.....
2) They should be literate and numerate.

3) They need to have business partners that can help them when needed.

.....
4) They need to identify tool operators before the rental season begins.

A background image showing a group of people, including women in saris, walking through a dry, open field. The scene is rural, with trees and a fence visible in the distance.

THE RIGHT FRANCHISEE

About

.....

Who
Ownership

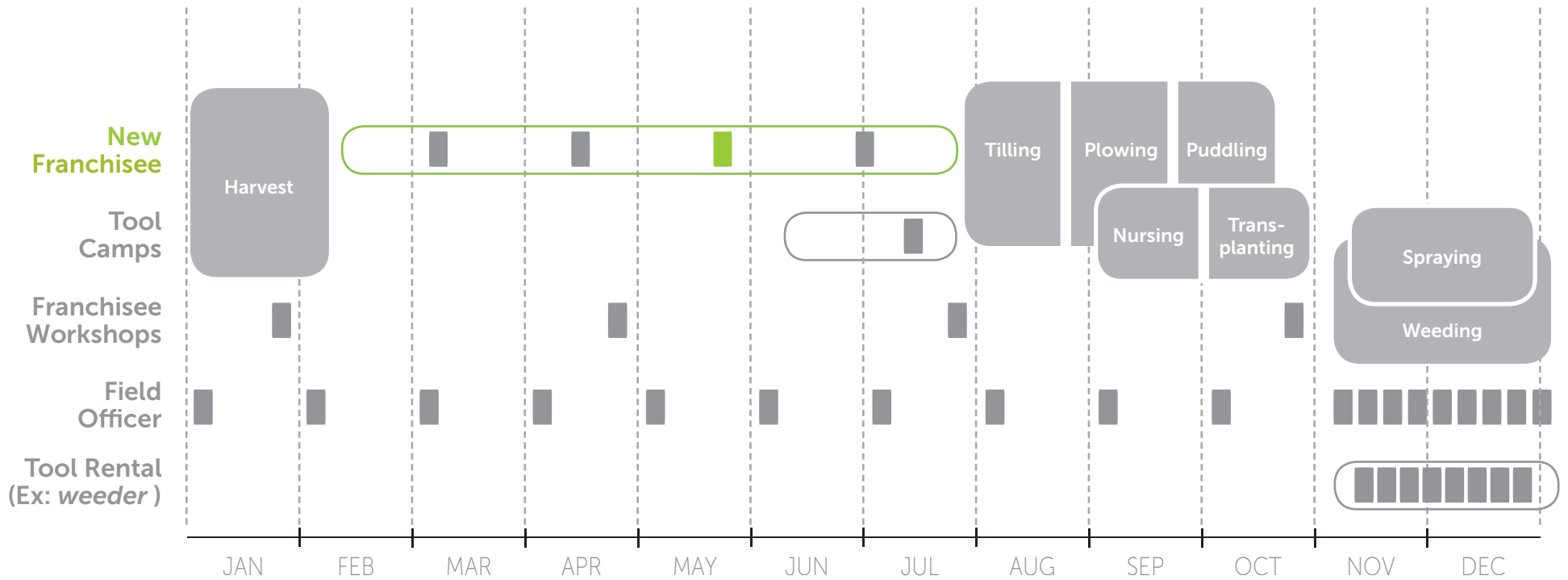
Ownership

.....

Franchisees work well together as a team, but they need financial independence and the ability to make executive choices for their business.

For this reason, co ownership should not be considered as an option for franchisees.

.....



Step 3

Tool Demo



A village acts as one organism
and it's hard for an individual
to initiate change.

.....

09/02/2008

**Broadcast to the
village as a whole
to understand your
business opportunity.**

TOOL DEMO

WHAT IS IT?

.....

A tool demonstration that allows farmers to experience the tools' performance first hand.

.....

TOOL DEMO

About

.....

Who / Where
Tools
Benefits

.....

WHO & WHERE

.....

A TOOL DEMO should be announced ahead of time to generate awareness in the village.

.....

Demo in a local field to evaluate performance with local conditions.

.....

TOOL DEMO

About

.....

Who / Where

Tools

Benefits

.....

Tools - Network Assessment Sheet

.....

New franchisees can show their networking skills by getting farmers to note their name and acreage on the Network Assessment Sheet to demonstrate interest in renting the tool.

.....

Depending on the type of tool a certain amount of acres will be necessary to define the situation as a true business opportunity.

TOOL DEMO

கருவி
tool

power weeder

கிராமம்
village

vanniyampatti

தொழில்முனைவோர்
franchisee

mala

தொடர்புகள் பதிவேடு

Network Assessment

	பெயர் name	தகப்பனார் பெயர் Father's Name	ஏக்கர் Acreage	கையொப்பம் Signature
1	Gurumurthy	Ranganthan	1 Acre	Gurumurthy
2	Aakash	Venkatesan	5 acres	Aakash
3	Aamir	Rao	1.5 acres	Aamir
4	Mahavir	Jayaraman	1 acre	Mahavir
5	Nihail	Balasubramaniam	1 acre	Nihail
6	Gangaram	Pillai	2 acres	Gangaram
7				
8				
9				
10				



TOOL DEMO

About

.....

Who / Where
Repayment
Benefits

.....

Benefits to Arohana

.....

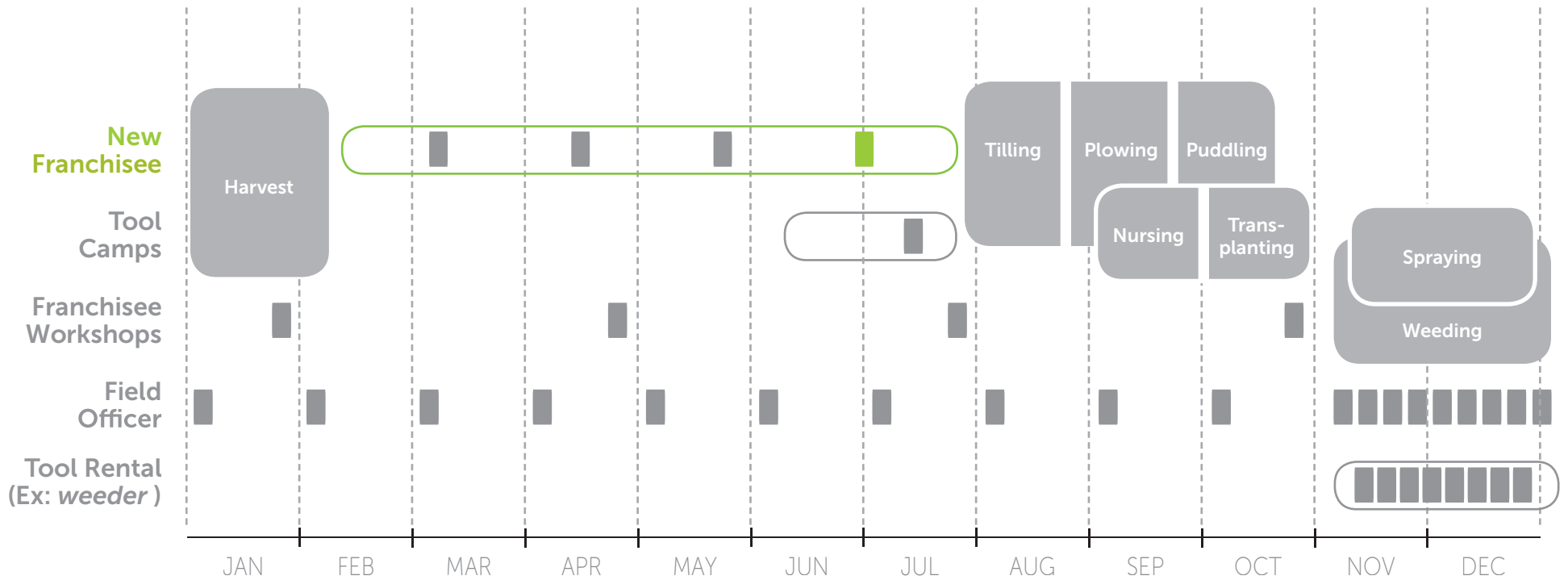
Insight in the farm practices of a village.
Getting a better understanding of the performance of tools.
The Networking Sheet helps to evaluate the opportunity.

Benefits to Franchisee and Farmers

.....

The franchisee and the farmers can test the performance and capability of the tool in the field. The farmers that have tested it can quickly become potential customers to the franchisee once she begins having it available for rent.
It is also initial marketing for the franchisee and her tool.

.....



Step 4

Training & Delivery



Although people don't request it,
training and support are critical.

**Make training
mandatory upon the
delivery of the tool.**

DELIVERY & TRAINING

WHAT IS IT?

.....

The new tool is delivered to the franchisee and she is walked through basic knowledge related to her new acquisition.

DELIVERY & TRAINING

About

.....

Who
Benefits

.....

WHO

.....

The tool is delivered to the franchisee at her home. At this time she is walked through the process of assembly and proper use. She is also instructed on its different uses, its attachments (if any), chemicals (if any), cleaning, storage and basic maintenance.

.....

DELIVERY & TRAINING

About

.....

Who
Benefits

.....

Benefits to Arohana

.....

Having a well set up business since day one gives the Arohana Tool business a head start.

Benefits to Franchisee

.....

Proper set up and use guarantee a longer lifespan for the tool.
No need to outsource for help in set up.
All problems / missing parts are noticed right away

Today's objectives

.....
WHAT WE DID

.....
PILOTING PRINCIPLES

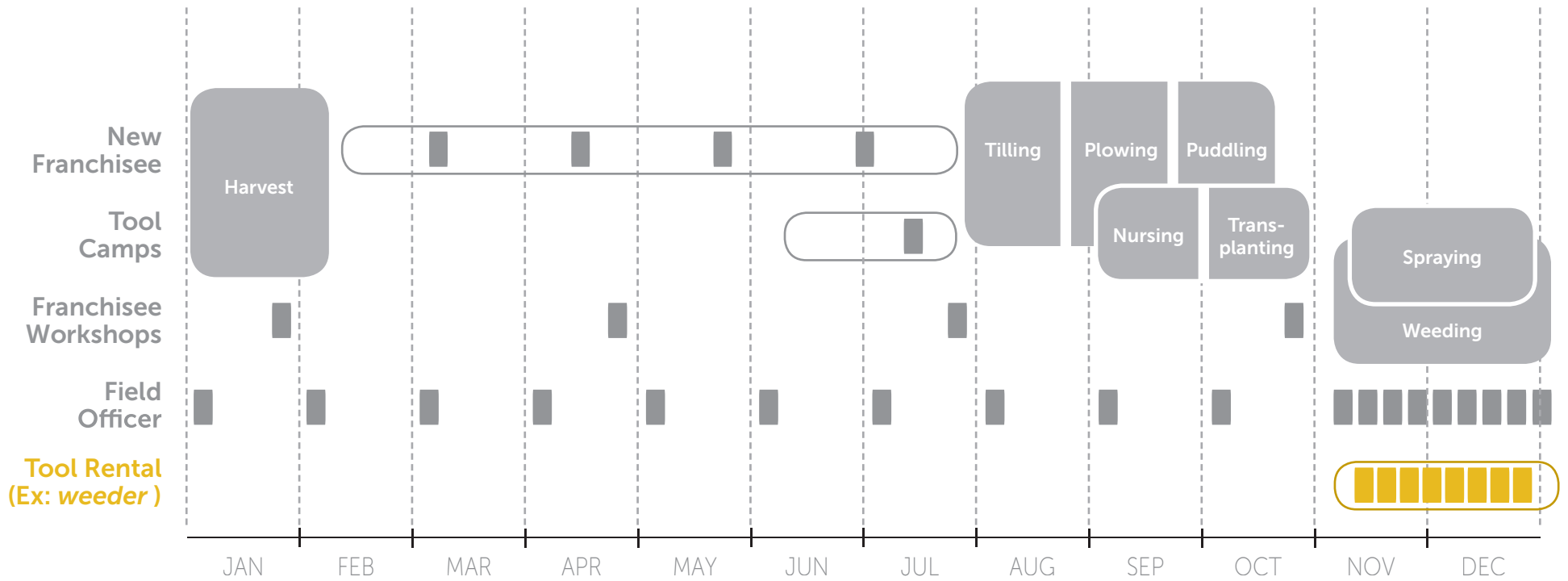
.....
THE NEW FRANCHISEE

.....
TOOL RENTAL

.....
SUPPORT SYSTEM

.....
BRAND

.....
NEXT STEPS



TOOL RENTAL

WHAT'S IN THE BOX?

BUSINESS TOOLS:

Record Book

Business Cards

Emergency Card

ACCESSORIES:

Money Pouch

Calculator

RENTAL

About

Record Book

Business Cards
Emergency Card

Accessories

RECORD BOOK

It is the place where franchisees record who rented the tool, when they picked it up, when they returned it, who was the operator and how much they paid / owe.

RECORD BOOK



வாடகைப் பட்டியல் Record Book

Power Weeder

கருவி
tool

vanniyampatti

கிராமம்
village

mala

தொழில்முனைவோர்
franchisee

	துவக்கம் Rental period	பெயர் Name	கையொப்பம் Sign In	கையொப்பம் Sign out	ஆப்ரேடர் Service	Tool Rental Total	TOTAL	Balance
1	29/10/2013	Shalu	<i>Shalu</i>	<i>Shalu</i>	Ravi Cost: 150/day	300/day ரூ	450 ரூ	450 - 200 = 250 PAID ரூ
2	30/10/2013 - 31/10/2013	Abhimanyu	<i>Abhimanyu</i>		Naval Cost: 100/day	600 for 2 days ரூ	800 ரூ	800 - 400 = 400 ரூ
3	31/10/2013	Priya	<i>Priya</i>	<i>Priya</i>	Naval Cost: 100/day	300/day ரூ	450 ரூ	PAID ரூ
4						ரூ	ரூ	ரூ
5						ரூ	ரூ	ரூ
6						ரூ	ரூ	ரூ
7						ரூ	ரூ	ரூ
8						ரூ	ரூ	ரூ

1,200

ரூ

Profit Made

RENTAL

About

Record Book
Business Cards
Emergency Card

Accessories

BUSINESS CARDS

Franchisees are given a set of business cards that support the promotion of their new business. The cards include the name of the franchisee and tool. They also state the price of the rental in order to encourage rentals to remain at a fixed price and therefore minimize "special prices" given to friends and family.



தொழில் உறிமையாளர்

தொடர்பு

தெளிப்பான் 25 ரூ/ தினம்

RENTAL

About

Record Book
Business Cards
Emergency Card

Accessories

EMERGENCY CARD

By supporting the franchisee in the event of a tool breakdown, we can maximize the chances of the tool being as useful as possible during the rental season. An emergency card is given out to the franchisee so she can call this number in the event of a tool breakdown during the rental season.



உதவிக்கு அனுகுங்கள்

மாதேஸ்வரன்

+91 7708009618

RENTAL

About

Record Book
Business Cards
Emergency Card

Accessories

ACCESSORIES

Accessories build excitement and raise the value of the brand during the first moment of becoming a franchisee. These small objects add to the "ceremonial" nature of the first time someone has achieved franchisee status. They are both celebratory and practical to support the entrepreneur in their new business.



Today's objectives

.....
WHAT WE DID

.....
PILOTING PRINCIPLES

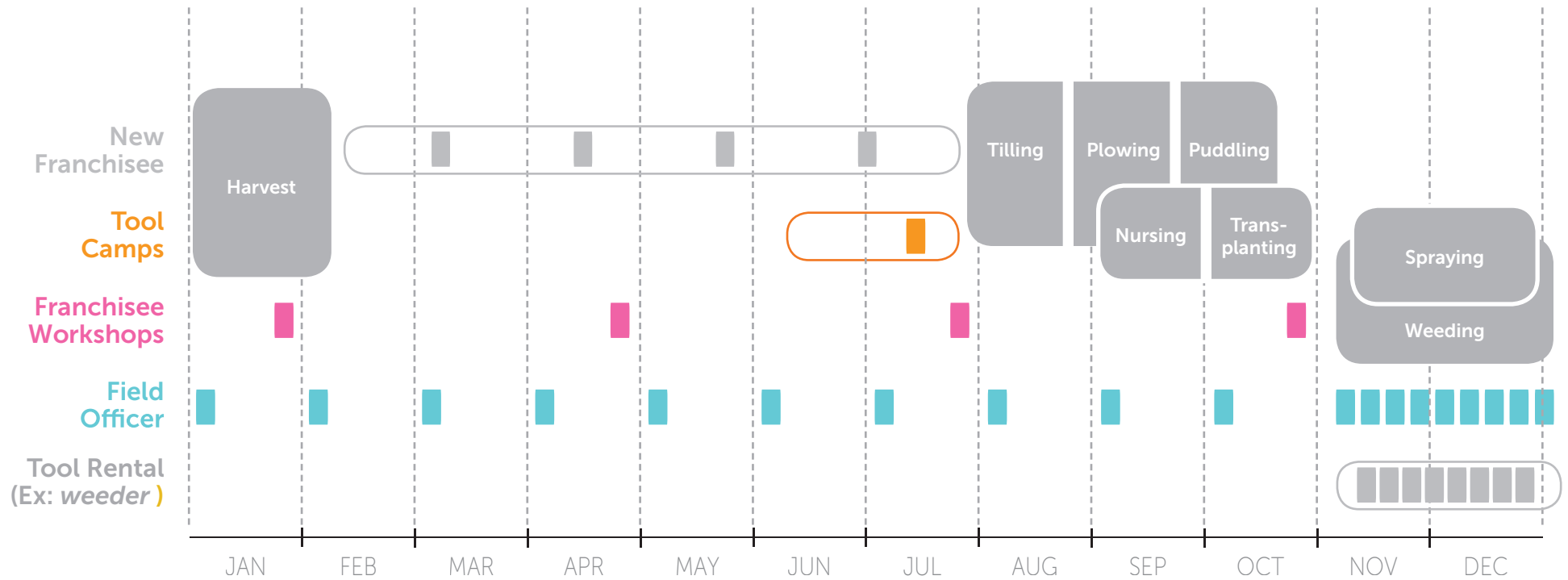
.....
THE NEW FRANCHISEE

.....
TOOL RENTAL

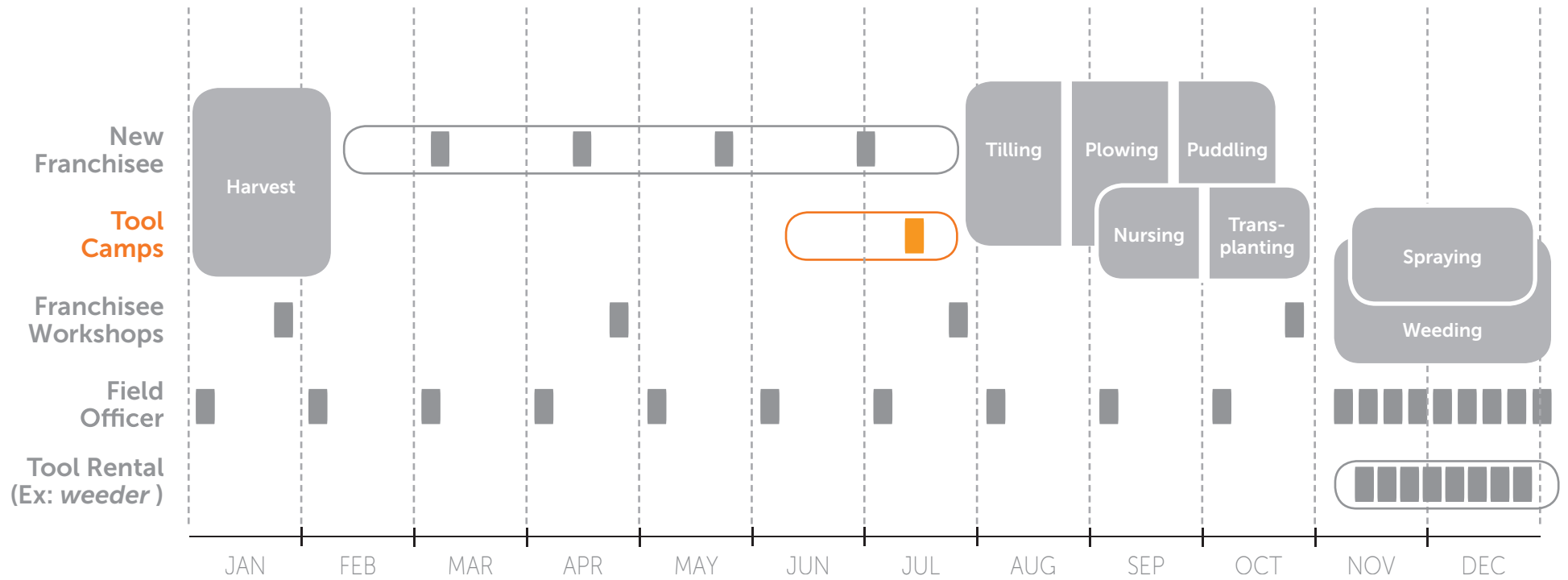
.....
SUPPORT SYSTEM

.....
BRAND

.....
NEXT STEPS



Arohana Touchpoints



TOOL CAMPS

விலை பட்டியல்

பொருள்

அளவு

விலை

குறியீடு

21-8-13

7B PT 5204
(FII)

30kg

1200/-

432

When price is the only competitive advantage, a business can easily be taken over by competition.

Be about more than money and create a sustainable business by engaging farmers in a relationship.

TOOL CAMPS

WHAT IS IT?

.....

Before the rice season begins, franchisees have the opportunity to access affordable maintenance and repair.

Tool Camps

About

.....

Who

Services
Passport
Benefits

.....

WHO

.....

Tool camp takes place on a franchisees property that has previously volunteered to host the event. This happens once in every village before the start of the season.

.....

The main purpose is to service the tools of the franchisees from the Arohana Tool network, but all farmers with tools are welcome to join and can access the services at an affordable price. By opening its doors to other farmers and their tools, Arohana builds trust and a stronger relationship with the community at large.

Tool Camps Inspired by Vet Camp





Tool Camps

About

.....

Who
Services
Passport
Benefits
.....

SERVICES: Maintenance & Repair

.....

A mechanic will be available to inspect and prepare all tools for use in the upcoming season. All Arohana tools go through an annual maintenance to ensure they are fully functional when the seasons starts. Any necessary repairs would also be performed at this time.



Tool Camps

About

.....

Who
Services
Passport
Benefits
.....

SERVICES: Product Purchase

.....

The Arohana rental business has the unique offering of eliminating travel time to a nearby city to access tools for rent. To ensure this advantage is not lost, we must provide access to the products needed to operate the tools as well. License holders to chemicals should be present at Tool Camp to give franchisees the opportunity to purchase the additives to offer to their customers (ie. pesticides, fertilizer, etc.)

.....

Tool Camps

About

.....

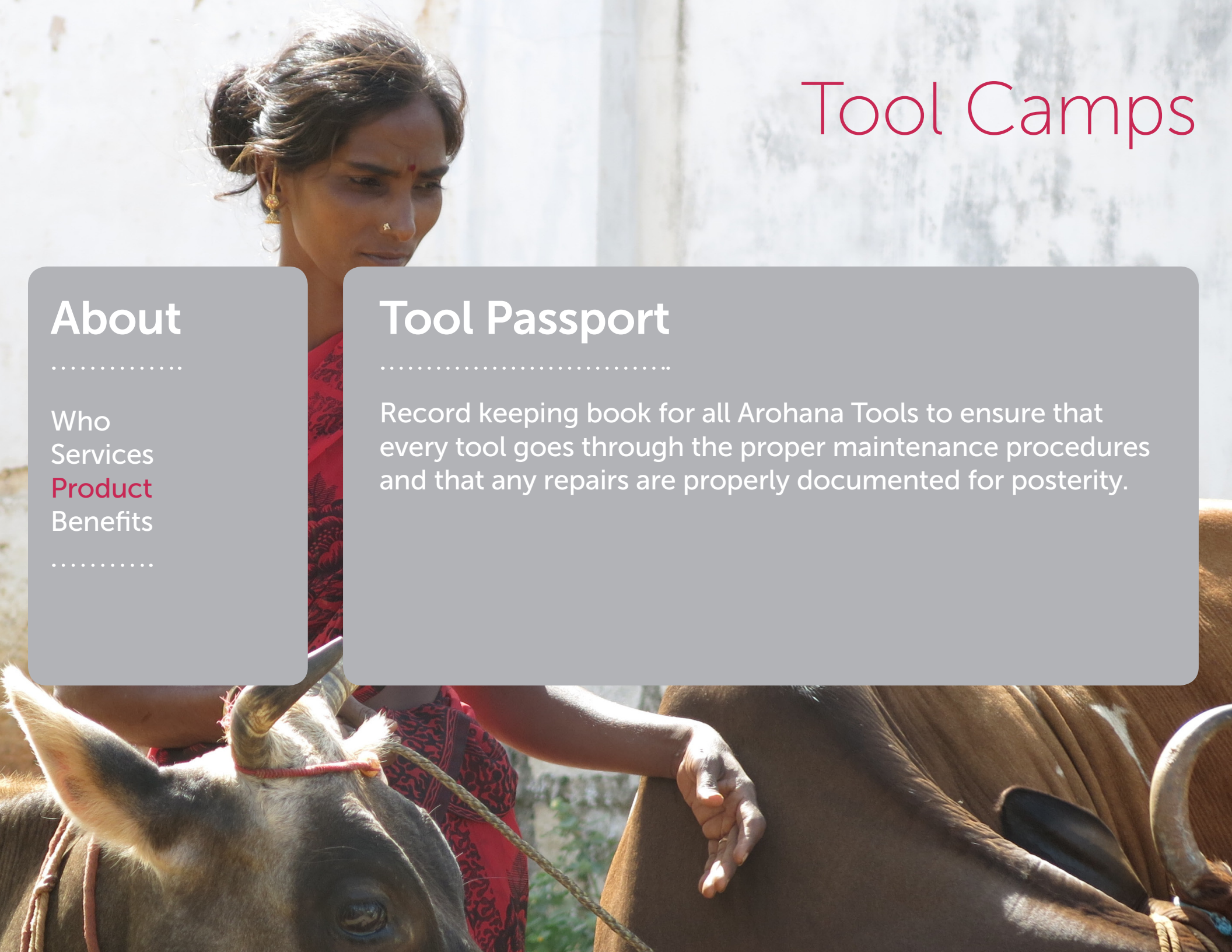
Who
Services
Product
Benefits

.....

Tool Passport

.....

Record keeping book for all Arohana Tools to ensure that every tool goes through the proper maintenance procedures and that any repairs are properly documented for posterity.



ஆரோஹனா

ஆரோஹனா டெய்ரி பிரைவேட் லிமிடெட்
வல்லம், தஞ்சாவூர்.

CARD NO

பால் கொள்முதல் மையம் : K.N. Mathy எண் : 016

காப்பீடு எண் :

வாங்கி கடன் எண் :

முதல் பரிசோதனை செய்த தேதி :

முதல் பரிசோதனையின்போது வயது :

பால் வாழங்குபவர் பெயர் : R. S. S. S. எண் : 42

அலைபேசி எண் :

பசுவின் அடையாள எண் :

இனம் : 54 வயது : 4

எடை : 320 உயரம் : 113

நிறம் : 7007

கன்று

சிகை

சிகை

குறிப்பு :

Vet Camp Comparison:

The status of each cow is recorded in a small booklet that is brought to every vet camp. Tool camp would have a similar book for each tool, which is brought back to camp every year.



26

Arohana tool number

Tool Passport

கருவி
tool brand

power weeder: AGRIMATE

கருவி
tool model name

PW210

கருவி
serial number

DF- 546783274730

கிராமம்
village

Vanniyampatti

தொழில்முனைவோர்
franchisee

mala

Tool Camps



Annual Loan Repayment

	Repay due date	Repay fee
1.	25 / 01 / 2014	12,000 per year ₹
2.	/ /	₹
3.	/ /	₹
4.	/ /	₹
5.	/ /	₹

Annual Check-up

	Service date	Service provider
1.	25 / 08 / 2013	Mechanic: Ravi Prakash
2.	/ /	
3.	/ /	
4.	/ /	
5.	/ /	

Repair History

	Repair date	Repair fee
1.	25 / 08 / 2013	30 ₹
	Handle grip torn and replaced	
2.	/ /	₹
3.	/ /	₹
4.	/ /	₹
5.	/ /	₹
6.	/ /	₹



Tool Camps

About

.....

Who
Services
Product
Benefits

.....

Benefits to Arohana

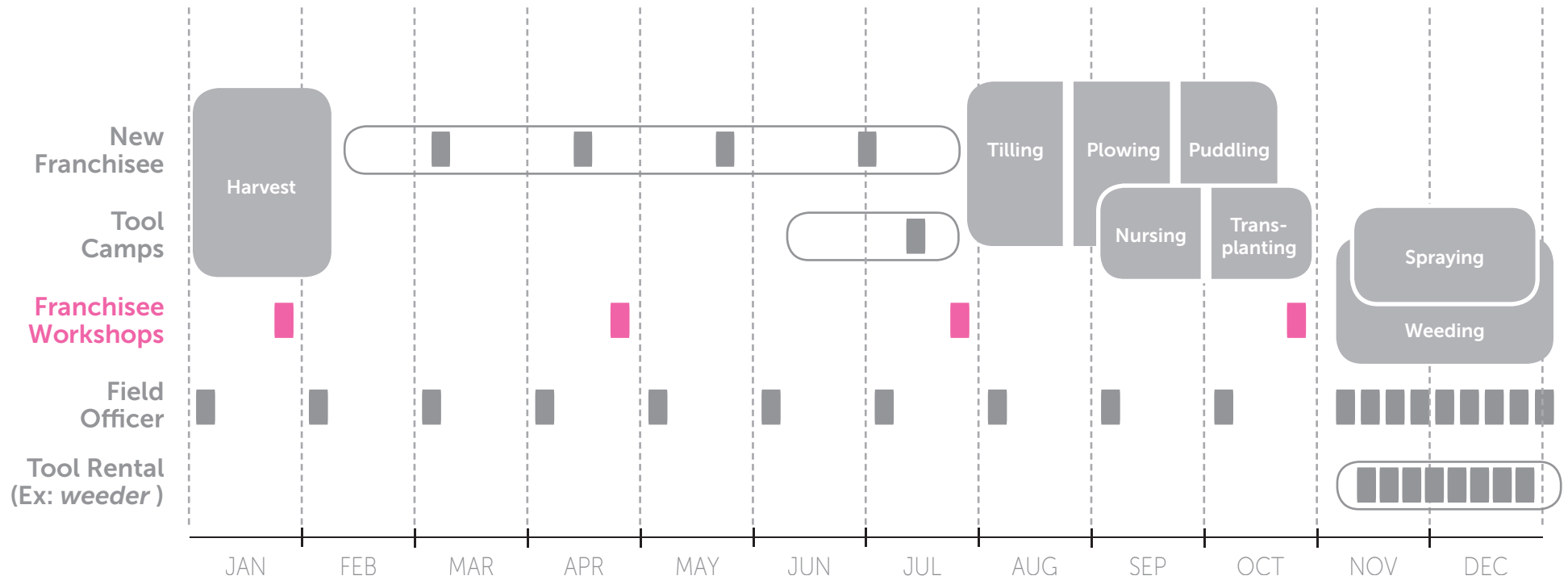
.....

Ensures proper maintenance of tools
Strengthens community
Brand value

Benefits to Franchisee

.....

Increases the lifespan of their tool
Access to necessary chemicals
Access to a local mechanic for free or a low price



FRANCHISEE WORKSHOPS



Agriculture is constantly evolving
and it's doing so faster than ever.

.....

**Continuously bring
knowledge to your
franchisees so they stay
relevant as a business.**

FRANCHISEE WORKSHOP

WHAT IS IT?

.....

Gatherings of franchisees at the Arohana office to network and discuss business, exchange tips and learn about new technologies.



FRANCHISEE WORKSHOPS

About

Who

Activities

Benefits

WHO

FRANCHISEE WORKSHOPS are an opportunity for women for reunite periodically to exchange information, guide each other and learn about new technologies together. All franchisees are asked to attend four workshops a year held at specific times at the Arohana office.

FRANCHISEE WORKSHOPS

Inspired by Dairy Animal Management Workshop





FRANCHISEE WORKSHOPS

About

Who

Activities

Benefits

Activities & Topics

The FRANCHISEE WORKSHOPS would cover topics such as finances, bookkeeping, agriculture and new technologies that can affect or support their businesses. The workshops can include videos, specialized publications, lectures and occasionally include expert guests such as agriculture specialists, business leaders, or manufacturers.



FRANCHISEE WORKSHOPS

About

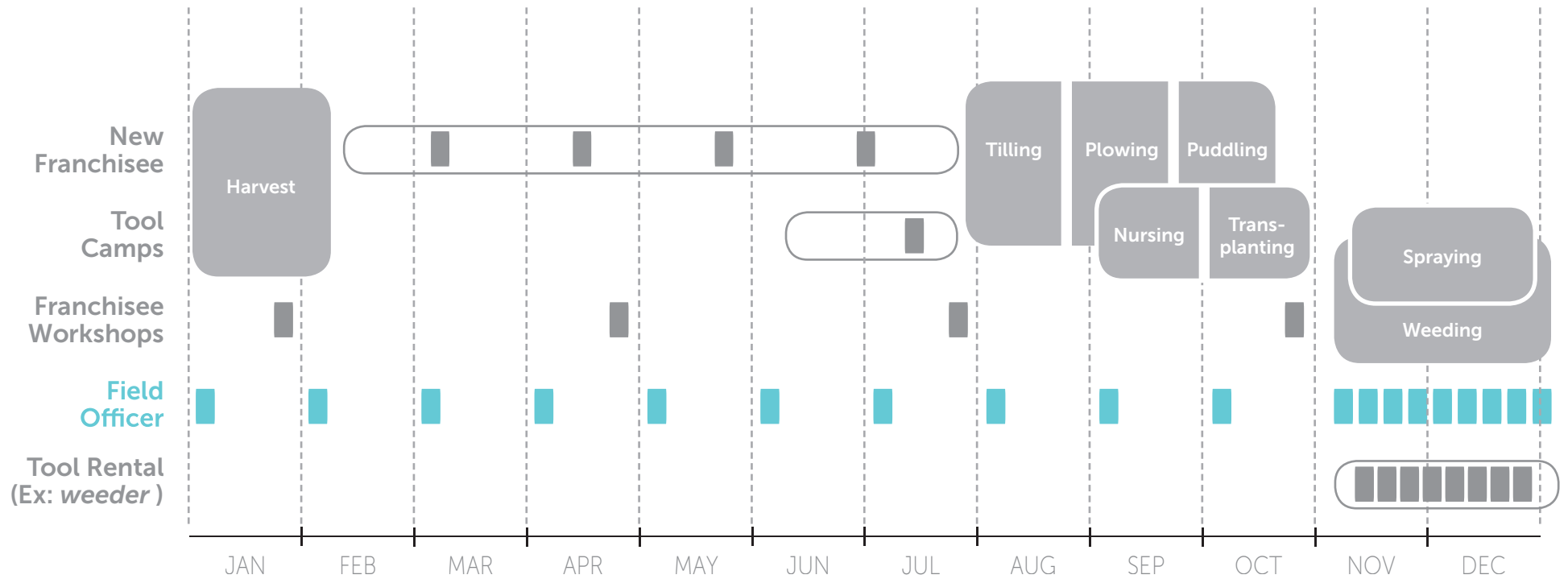
Who
Activities
Benefits

Benefits to Arohana

Continuous relationship with franchisees
Community building
Brand value

Benefits to Franchisee

Networking & community support
Access to publications
Access to more business tools
Demonstration of new technologies
Staying ahead of the game



FIELD OFFICER

5350
2250
3100
7050

மாத்தி. 1-15.
மாத்தி 23ம்.

1600
600
2200

1600
500
160
2200
20200,

② மாத்தி. 0-40:
13ம்.
1000

850
300
1150
1000
1500-350

1-2. 0-35

750
300

1050

திருச்செந்தூர்
ஸ்ரீ வேல்
Thiruchendur S
ரெங்காசாமி
No. 91
Name

ஆரம்ப நேரம்
Starting Time
5.55

Manager Sig

Bank loan repayments don't coincide with the revenue schedule of **seasonal rentals.**

**Become the financial
interface between
franchisees and banks.**

FIELD OFFICER

WHAT IS IT?

.....

Leveraging the existing system, the field officers are the franchisees point of contact at the village. They are also the recipients of loan payments during the appropriate rental season.

FIELD OFFICER

About

Who

Repayment
Benefits

WHO

The current field officers have vast knowledge, trust and respect in the villages. Their highly regarded reputation is a gateway to introduce a home based form of support for the Arohana Tool franchisee.

FIELD OFFICER

Working with Existing Field Officers



FIELD OFFICER

About

Who
Repayment
Benefits

REPAYMENT

Revenue is only generated during a short time of the year when the tool in question is in demand. During this period the franchisee has the option to begin repaying the loan through the field officer that visits the village on a regular basis until a total for the yearly loan is reached. At the end of the season, Arohana takes this total paid and distributes it evenly through the following 12 months to pay the bank loans at the appropriate and expected times.

In this manner Arohana Tools acts a bridge between the bank and the franchise who work on different time schedules.

FIELD OFFICER

FARMER

DAILY OR HOURLY TOOL RENTAL FEES
IN AGRICULTURAL SEASON ONLY

FRANCHISEE

3X MONTH REPAYMENTS TO AROHANA
TILL ANNUAL GOAL IS REACHED

AROHANA

MONTHLY PAYMENTS OVER
THE ENTIRE YEAR

BANK

OCT

NOV

DEC

JAN

FIELD OFFICER



power weeder

கருவி
tool

vanniyampatti

கிராமம்
village

mala

தொழில்முனைவோர்
franchisee

Loan Repayments

Annual due date

25 / 01 / 2014

Annual repay fee

12,000

₹

	Collection due date	Repay fee	Balance	Arohana signature	Franchisee signature
1.	25 / 10 / 2013	1,400 ₹	10,600 ₹		MALA
2.	05 / 11 / 2013	1,400 ₹	9,200 ₹		MALA
3.	15 / 11 / 2013	1,400 ₹	7,800 ₹		MALA
4.	25 / 11 / 2013	1,400 ₹	6,400 ₹		MALA
5.	05 / 12 / 2013	1,400 ₹	5,000 ₹		MALA
6.	15 / 12 / 2013	1,400 ₹	3,600 ₹		MALA
7.	25 / 12 / 2013	1,400 ₹	2,200 ₹		MALA
8.	05 / 01 / 2014	1,400 ₹	800 ₹		MALA
9.	15 / 01 / 2014	800 ₹	0 ₹		MALA
10.	/ /	₹	₹		

FIELD OFFICER

About

Who
Repayment
Benefits

Benefits to Arohana

Building on existing systems
Encourages timely payments

Benefits to Franchisee

Opportunity to take on loans even under seasonal pressure
Comfort and convenience of pay
Avoid bank relationships

Today's objectives

.....
WHAT WE DID

.....
PILOTING PRINCIPLES

.....
THE NEW FRANCHISEE

.....
TOOL RENTAL

.....
SUPPORT SYSTEM

.....
BRAND

.....
NEXT STEPS

We explored many name options
with the local community:

SMALL **FIELD**
GROW FLOWER
AROHANA
AGENCY **GENTLE** **TOOLS**
FLOURISH ENLIGHTENING
SHARE **GREEN** **FARMER**
FRIEND



Use the Arohana brand name to give the new business immediate credibility.

Be descriptive and straight forward about what the business does.

**The rented tools will
be self-promoting.**

**Additional marketing material is unnecessary
in a village where everybody knows everybody.**



Branding the tools.

Branded stickers on the rental tools make obvious that it isn't private property but part of a business.



Today's objectives

.....
WHAT WE DID

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TOOL RENTAL

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SUPPORT SYSTEM

.....
BRAND

.....
NEXT STEPS



**Cultivating rice requires
much knowledge
and many tools.**

.....

First become an expert for:

Field Preparation

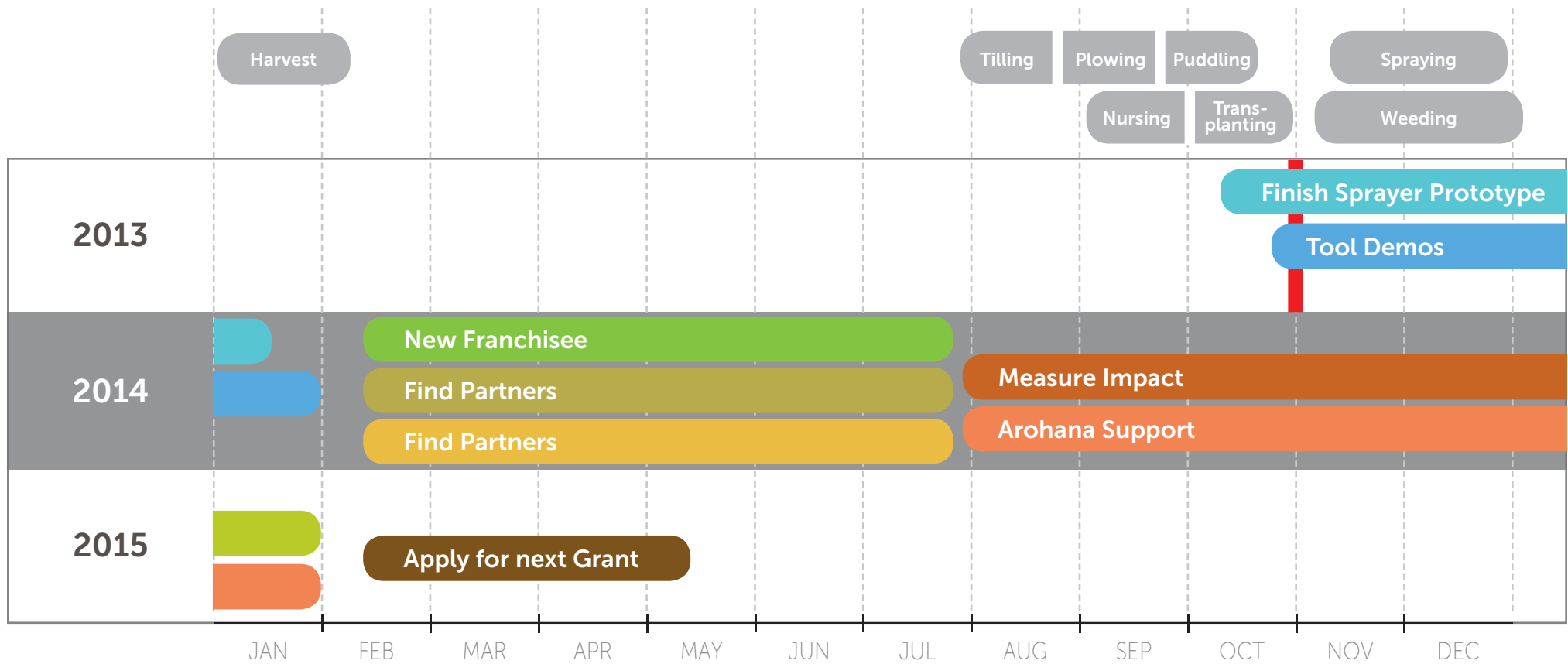
Power Tiller | Multipurpose Inter Cultivator

Spraying

Manual Sprayer | Battery Sprayer | Power Sprayer

Weeding

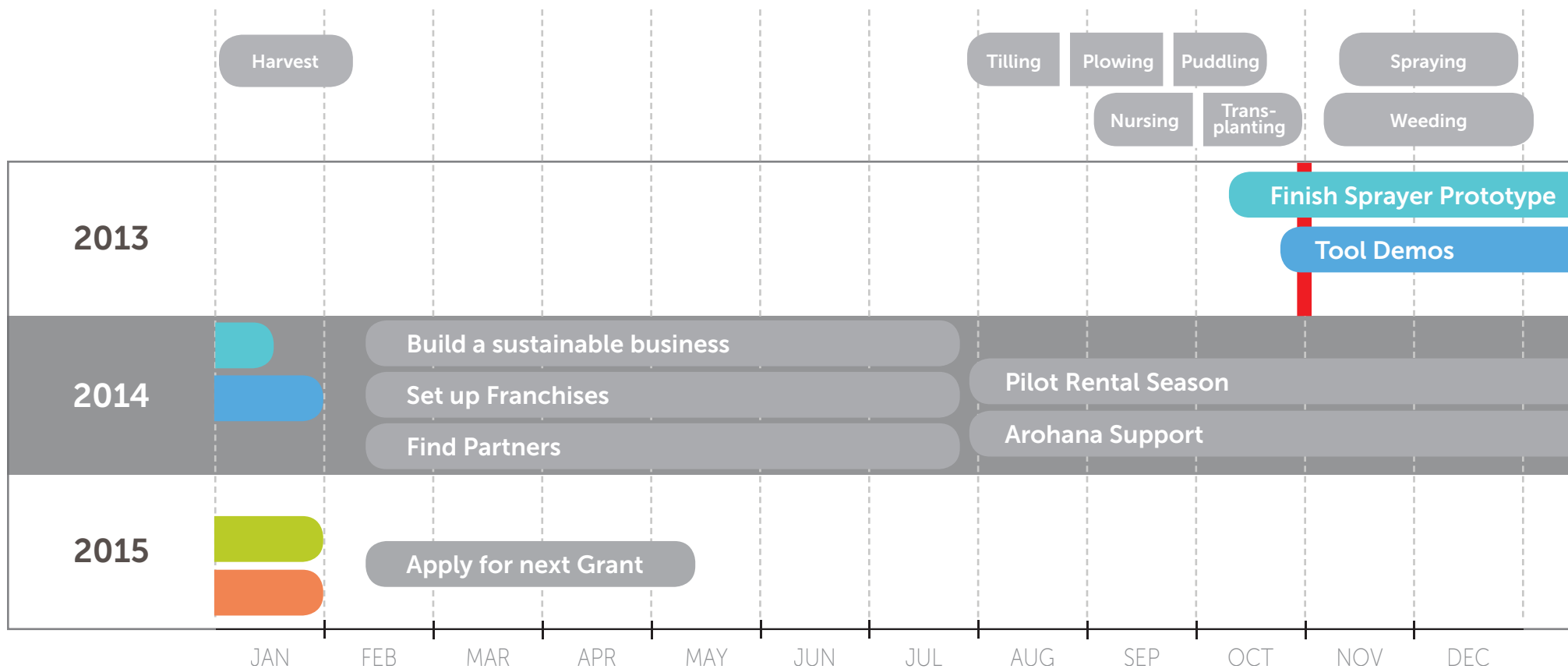
Cono Weeder | Power Weeder



Timeline

.....

Short Term | Prep | Pilot



Short Term

.....

Sprayer Prototype

OVER THE COURSE OF RENTAL CYCLE

Answer the “help line” and take notes.

AT THE END OF THE PROTOTYPE

Collect sprayers.

Offer to purchase the sprayer.

Take pictures of the business tools they have adapted.

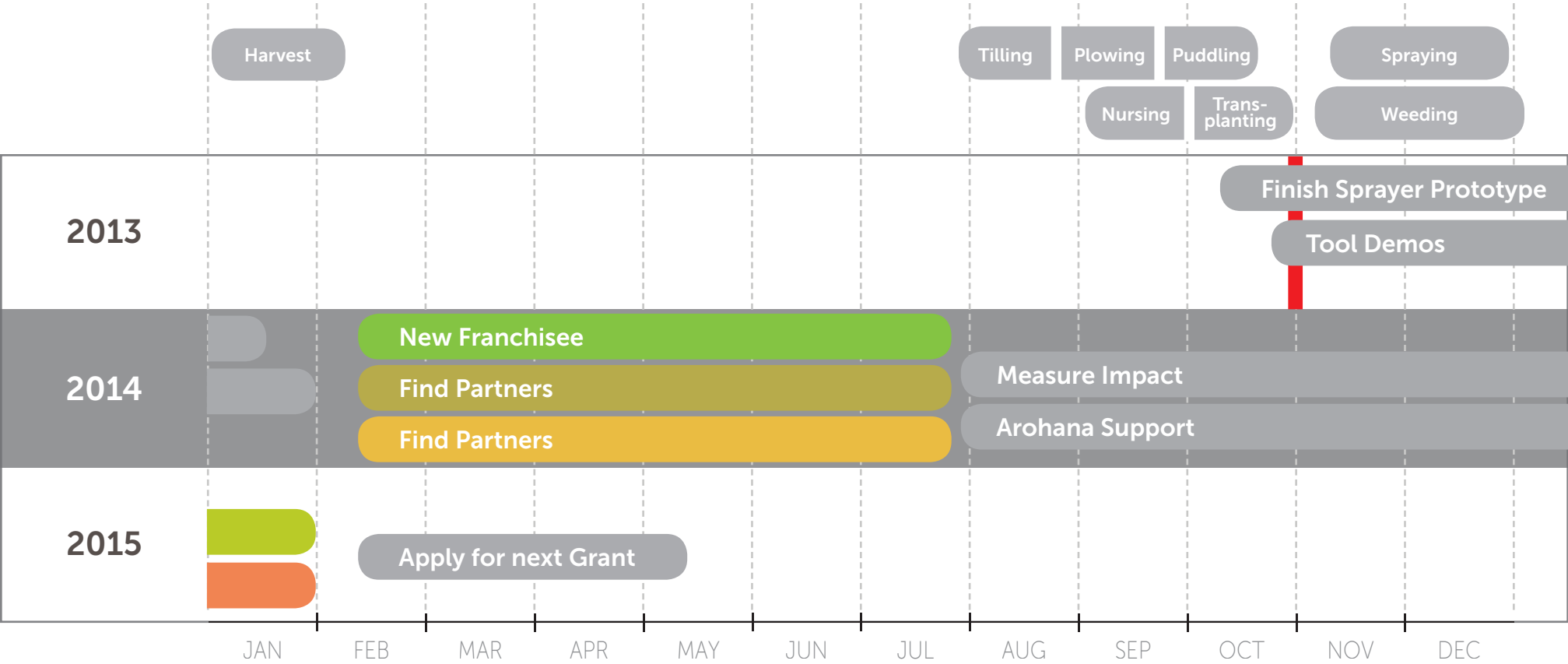
Total revenue from the sprayer rental?

If you did it again, what would you do different?

Tool Demos

Identify villages with a high potential for franchises.

Use the ongoing season to demo tools that couldn't be used in off-season.



Prep

.....

GOAL

.....

Build a business model that's profitable for Arohana, Franchisees and farmers alike.

Set up franchises

Conduct VILLAGE ASSESSMENTS

Find THE RIGHT FRANCHISEES

Facilitate TOOL DEMOS

DELIVER AND TRAIN franchisees on tools

Build a sustainable business

.....

Find the key variables for your financial model.

Define your tool utilisation rate.

Collect references by approaching the competition.

Find Partners to become a service provider

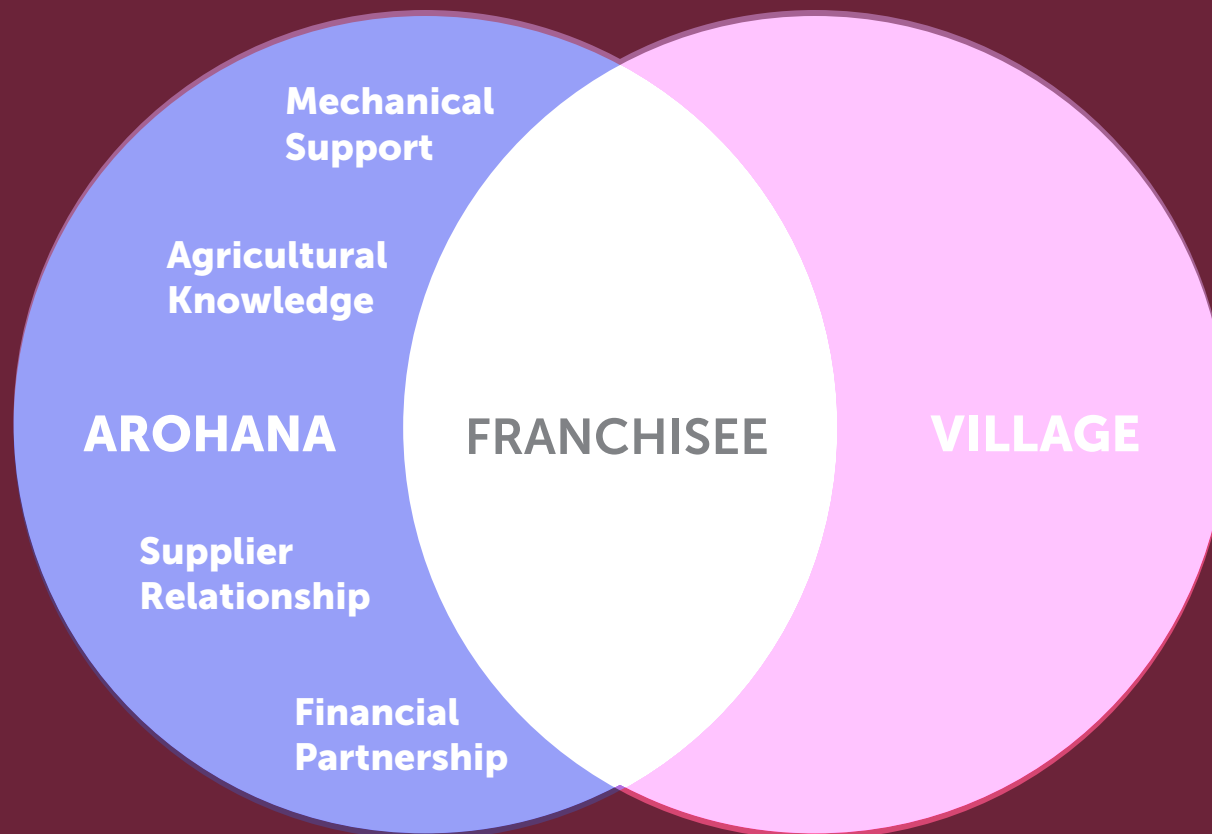
Mechanic (annual check ups, emergency repair)

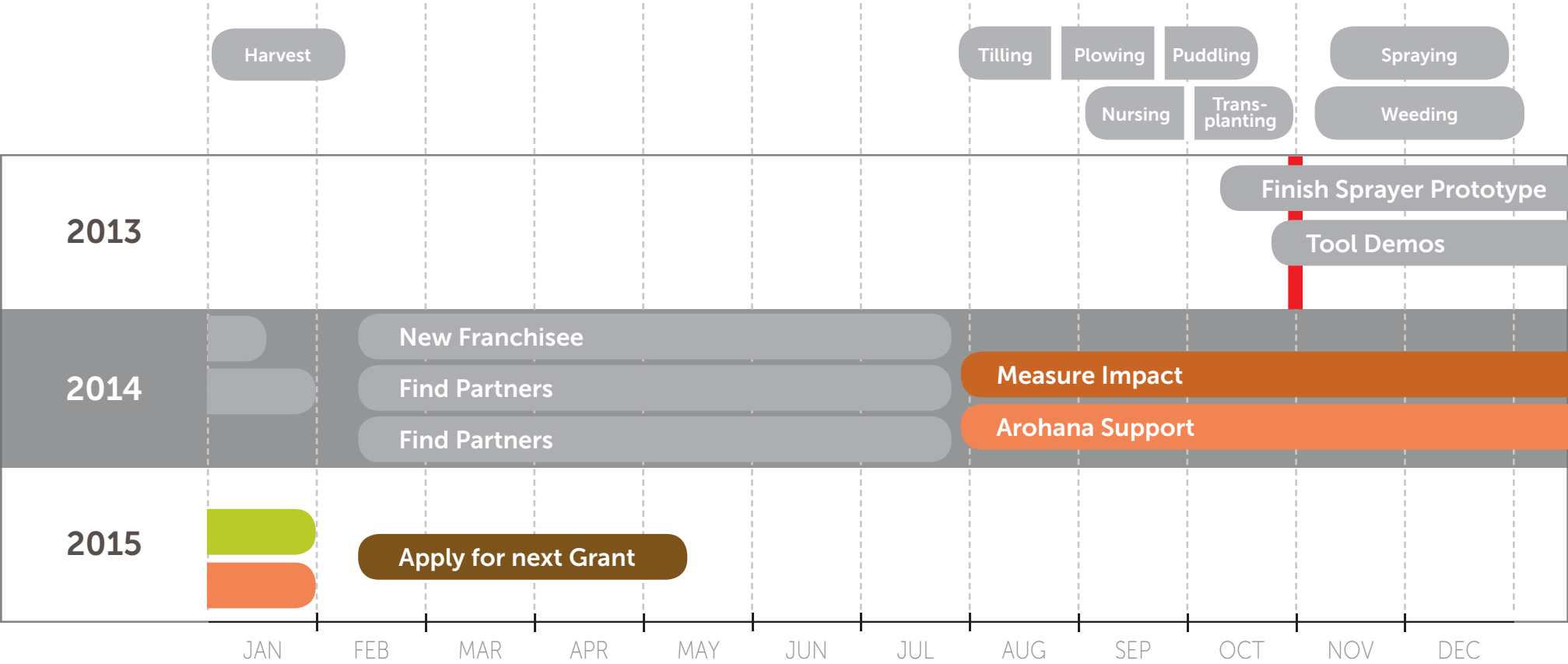
Agricultural Specialist (soil health, spraying)

Suppliers (tools, pesticides, seeds)

The franchisee is the villages' link to Arohana and its partners.

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Pilot

.....

GOAL

.....

Test the business model in a pilot to measure its impact.

Impact for farmers

Farmers are able to cultivate rice despite a rigorous labor shortage.

Farmers reduce cost during rice cultivation.

Farmers improve rice cultivation productivity.

Farmers adopt new farming practices.

Impact for the business

Franchisees generate enough revenue to pay the annual loan repayment.

Franchisees establish local jobs for tool operators.

Franchisees get closer to owning a tool that otherwise would have been inaccessible to them.

Support the business

TOOL CAMPS

FRANCHISEE WORKSHOPS

FIELD OFFICER

Apply for the follow up grant!

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Good luck,

and let us know how we can help!