

This proposal is designed to be presented to **Farmers and Farmer Producer Organizations (FPOs) or Panchayat**. It uses a supportive, partnership-oriented tone, positioning the farmer as a "Sathi" (Partner) rather than just a vendor.

Farmer Partnership Proposal: The KRS "Sathi" Program

Subject: Invitation to Join India's First Direct "Farm-to-Store" Network

Mission: Increasing Farmer Income from 25% to 65% of the Consumer Price.

1. The KRS Promise: "Growing with Certainty"

Traditionally, you take all the risk—you plant, you labor, and then you pray for a fair price at the Mandi. **Kishan Retail Sathi (KRS)** changes this. We become your partner from the day you prepare your land until the day your produce reaches the consumer's plate.

2. Our 6-Point Support System

I. Guaranteed Price (Fixed MSP)

- **No More Distress Sales:** We offer a **Fixed Minimum Support Price (MSP)** signed in a long-term contract before you even sow the seeds.
- **Market Intelligence:** We tell you *what* to grow based on real-time demand, ensuring your crop is sold before it is harvested.

II. Input & Technical Training

- **Quality Seeds & Fertilizers:** Access to high-yield, quality-tested seeds and bio-fertilizers.
- **Modern Techniques:** Training on soil health, water management, and pest control to increase your yield per acre.
- **Land Management:** Professional guidance on crop rotation to keep your land fertile for generations.

III. Cold Storage & Zero Waste

- **Village-Level Clusters:** You no longer have to rush to the Mandi to prevent rot. Use our local **Cold Storage Clusters** to keep your produce fresh.
- **Solar-Powered Solutions:** Through our partnership with experts like **Ecofrost**, we provide reliable storage even in areas with power issues.

IV. Digital Onboarding & Ease of Business

- **The KRS App:** A simple, user-friendly Android app available in your local language.
- **Transparent Payments:** No "hidden cuts" or broker fees. Your payment is tracked via **Blockchain** and sent directly to your bank account—on time, every time.

V. Government Scheme Integration

- Many farmers miss out on subsidies (PM-KISAN, Crop Insurance, Irrigation subsidies) because of paperwork.
- **Our Role:** KRS "Sathi" representatives will help you identify, apply for, and implement **State and Central Government schemes** directly on your farm.

VI. Professional Skilling

- We don't just buy your crops; we train you. Participate in our **Digital Campaigns** and physical training workshops to become a "Professional Agri-Entrepreneur."

3. Why Join the KRS Network?

Feature	Traditional Mandi	KRS Sathi Network
Pricing	Volatile (Changes daily)	Fixed & Guaranteed
Middlemen	Multiple (Brokers/Commission agents)	Zero (Direct to KRS)
Storage	None (Sell or Rot)	Local Cold Storage
Payment	Delayed / Cash minus fees	Instant / Digital / Transparent
Knowledge	Traditional / Guesswork	Data-Driven / Expert-Led

4. How to Become a KRS Sathi

1. **Register:** Download the KRS App or meet your local Sathi Representative.
 2. **Onboarding:** Complete your digital profile with your land details.
 3. **Contract:** Sign your procurement agreement with a Fixed MSP.
 4. **Grow:** Receive your training and market intelligence.
 5. **Earn:** Deliver to the local cluster and receive direct payment.
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"Apna Haath, KRS Ka Saath – Desh Ka Vikas, Kisan Ke Paas."

Contact your local KRS Representative today:

Phone: +91-7854954845

Website: www.kisanretailsathi.com