

# FARMTRIP – LIFESTYLE TOWARDS THE ROOT

**Founder- Upendra Singh Chouhan**

**Founded in- February, 2020**

**Place- Jaipur**

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FarmTrip Startup was initially started by Upendra Singh Chouhan. He has completed MBA from Rajasthan University.

## ABOUT STARTUP

Farm Trip Private Limited is a Jaipur based Start-up/online aggregator incorporated in Feb. 2020, to promote a healthy lifestyle by way of connecting the urban families & farmers using the online platform. It facilitates the families staying in urban/ semi-urban areas or even Schools/Colleges to visit nearby farms/villages. The FarmTrip gives a feel of farm on our palm, to enjoy natural and oxyrich farm life with your family and friends. This platform helps to choose between different farms located and verified by the platform executives. The present living & working environment is pushing us away from the traditional healthy lifestyle. Also, good immune system of individual is most sought everywhere under the current scenario. Farmers at farm trip invite the consumers to visit their farms, live the healthy lifestyle for a day and also indulge in daily farm activities. Visitors can have pleasure of sowing and harvesting what you want to cook in your kitchen and youth can learn the farming activities, can enjoy the village stay, country foods and also old traditions of village. The belief behind FarmTrip is that to

be healthy, we need a healthy lifestyle and a break from the urban chaos. Farmtrip provides exactly that peace of mind, with an option to buy unadulterated farm fresh produce directly from the farmers.

## SERVICES

The Inhouse App-based Platform helps farmers to apply for getting empaneled with FarmTrip. Further to which team visits the farm and collect required details & create required infra to make the farm fit for visitors. In this process we also educate the Farm & Farm family regarding managing the Trips.

They also approach the existing farmers/eco tour organizers who are working in isolation and provide them a platform for a wider reach. Keeping in mind the special need for inquisitive minds the tours for educational institutions are also organised. The Farms are selected for this special purpose of organizing Day Camps for large gatherings. The focus will be on providing a mix of Farming knowledge & recreation activities for the budding children.

This startup facilitates different farmers via Kisan

Sahayata Kendra for Agri related information such as Agri input, Agri equipment's, crop related issues, weather, soil & water testing. It also links farmers and buyers through its online platform where it helps farmers to sell its products directly to consumers without any middlemen and helps to gain income through this. Whenever urban families or other people visit the farms, they directly buy products from farmers through this platform farmers can enhance their income.

This platform has tie ups with different chemical and Pesticide Company providing different agriculture inputs to farmers within required time limit. Ultimate aim of this platform is to redefine the agriculture ecosystem in India.



## WORKING AREA AND WORK FORCE

Mainly start up is running throughout Rajasthan in districts like Jaipur and Udaipur, connecting farmers with consumers or visitors directly through its FarmTrip application which is available on Google's play store.

It has around 10-12 Employees which consists of 2 field executives. Farmers can Install Application and register as farmers for free and upload their farm details. For the next procedure, the Field executives visit different farms which are uploaded to verify about the farm and check whether necessary services are available or not. When this criterion is completely covered, then the IT Department employees upload location of farm in its application. Visitors can also download app and register as visitor and book farms which they want to visit. Based on your location, it shows different farms available within the area of Rajasthan, as of now currently it is running only in Rajasthan state.

## MISSION AND VISION OF START-UP

To promote a healthy lifestyle by the way of connecting the urban families & farmers using the online platform. They are helpful in enhancing the income of farmers by providing a market where farmers directly sell its products to consumers. Also, it promotes traditional country foods which are served by village people and help in conserving the rich cultural heritage of our country.



# NOVEL AND INNOVATIVE IDEA

In India it is a Novel idea where an online platform connects farmers and visitors through its application and bringing marketplace near to them. FarmTrip platform gives its Visiting partners an opportunity to meet, greet, and treat in the farms & at the same time, they can also buy fresh produce directly from the farmers. A true model to enhance farm income from this novel idea & provide farm produce directly from “Farm to Fork”.

# FUTURE AND SCOPE OF BUSINESS

As of now they are operating in and around Jaipur and Udaipur district of Rajasthan and now they are aiming towards Delhi region and Maharashtra. They have connected nearly 1000 farms in Rajasthan state only. If this Startup starts its business of farm trip in South Indian states like Maharashtra, Karnataka, and Kerala it will boost the income of farmers and remove middlemen in selling of products where farmers directly get involved in selling of products. This Startup also helps in develop agriculture familiarization programme amongst students.

