

SAMPADA

by FALCA®

May 2024

Cultivating the Future of Farming Digitally

INDEX

✦	Message from Founder _____	01
✦	Falca Top Stories _____	02
✦	Innovation Showcase: Tech Updates _____	05
✦	New Launch: Introducing Siddhi _____	06
✦	Product Spotlight _____	08
✦	Case Study: Transforming Sugarcane Farming with Inflex _____	11
✦	Falca's Impact in Karnataka _____	13
✦	Leadership Spotlight _____	14
✦	Falca Insights: Employee Edition _____	16
✦	Farmers' Corner _____	20
✦	Employee Spotlight _____	21
✦	Life at Falca _____	23



Message from Founder

Dear Friends and Partners,

I'm thrilled to reconnect with you through the pages of our third edition of Sampada magazine. Your unwavering support has been the cornerstone of Falca's journey, and I'll always extend my deepest gratitude for that.

Reflecting on our progress since our last communication, I am thrilled to share that Falca has achieved a remarkable revenue growth of 380 crores. This significant milestone stands as a testament to our entire team's dedication and hard work.

Our commitment to empowering farmers shines through the growth of all Falca verticals. The success of 38 thriving Suggi stores and 65 flourishing Samrat stores across Maharashtra, Madhya Pradesh, and Rajasthan stores demonstrates our impact on farming communities across India. This success has instilled renewed confidence in our team, propelling us forward with even greater determination.

Our eight own-brand products have excelled in the market and significantly contributed to Falca's position as a leader in the agritech industry. We are excited to announce the launch of 32 new categories of herbicides, pesticides, insecticides, fungicides, organic manure, and cattle feed, along with the opening of 13 new Suggi stores in Karnataka.

Furthermore, to enhance convenience for farmers, we are preparing to launch an online delivery model via assisted commerce for the upcoming input season. This innovative approach will streamline the ordering process and ensure timely delivery of inputs.

The launch of Siddhi POS software marks another milestone in our journey. It will enhance efficiency for agri stores and improve the overall customer experience.

I'm proud to share that we have strengthened our input category team and established a separate manpower line for Samrat store delivery, further optimizing our operations for a more significant impact.

As we celebrate these achievements, I extend my heartfelt appreciation to every member of the Falca family – our dedicated employees and valued partners. Your unwavering commitment and tireless efforts have been instrumental in our success, and I am truly grateful for your continued support.

Together, we are revolutionizing agriculture and creating a brighter future for farmers across India. Thank you for being an integral part of this transformative journey.

Together, we are revolutionizing agriculture and creating a brighter future for farmers across India. Thank you for being an integral part of this transformative journey.

Santosh Danegoudar *Founder, Falca*

“

Falca has achieved a remarkable revenue growth of 380 crores. This significant milestone stands as a testament to our entire team's dedication and hard work.

”



FALCA Top Stories

Business



Introducing Online Delivery Model via Samrat Stores

In a revolutionary move, Suggi is ready with an online delivery model for the upcoming input season starting in June. Through assisted e-commerce facilitated by manpower from Samrat stores, farmers can now enjoy the convenience of doorstep delivery of high-quality inputs, ensuring seamless access to agricultural essentials.

13 New Suggi Stores to Sprout Across Karnataka

To strengthen our commitment to empowering the farming community, Falca is all set to launch 13 new Suggi stores across Karnataka. These stores will give the farmers easy access to high-quality inputs and personalized consultations.



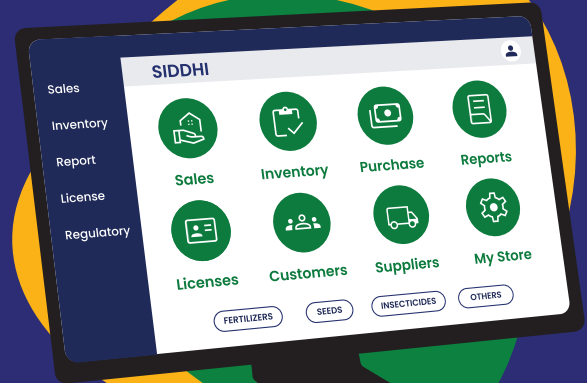
32 New Categories of Suggi Brand Products Unveiled

Suggi will soon introduce 32 new categories of its brand products, such as herbicides, insecticides, pesticides, fungicides, cattle feed, and organic manure. This expansion not only broadens the product offerings but also reinforces Suggi's mission to cater to the diverse needs of farmers nationwide.

Technology

Powering Agricultural Retail with Siddhi POS Software

Say hello to Siddhi – the all-in-one solution designed to revolutionize sales, inventory management, and reporting for agri stores. With its focus on regulatory compliance and user-friendly interface, Siddhi is all set to empower farmers and agricultural businesses to streamline operations and enhance customer experience like never before.



Key Events

Startup Dialogue

Santosh took the stage as a speaker at 'The Startup Dialogue' organized by Deshpande Startups on February 3, 2024. Renowned agritech founders from across India gathered to discuss strategies on 'Building and Scaling Startups Beyond Urban India'. With insights and experiences shared, the event ignited a spark of innovation and collaboration among participants.



Startup Mahakumbh

Santosh took the stage as a Key Speaker in Agritech Track for "Cultivating Synergies: An Open House Discussion on Empowering Agriculture through Agri-techs and FPO Collaborations" on March 19, 2024, New Delhi. Startup Mahakumbh is India's largest celebration of startups. Amidst 2,000+ startups, 48,000+ visitors, and 392+ speakers, Santosh shared his insights on how Falca is making an impact, reaffirming the company's commitment to driving positive change in the agritech landscape.



Falca Shiksha Met Ministry of Agriculture

Team Falca presented Shiksha services to the Ministry of Agriculture, Government of India, on March 22, 2024. Among 13 shortlisted companies, Falca was able to showcase its expertise. Thanks to Shreyans' stellar presentation and Ankita's commendable representation.



Innovation Showcase: Tech Updates

In the ever-evolving landscape of agricultural technology, Falca continues to push the boundaries of innovation with its latest updates and developments across its software platforms. From enhanced user interfaces to advanced features, here's a glimpse into the latest innovations shaping the future of agri-tech.

Shakti: Empowering Users with Insights

- ✓ Introducing intuitive dashboards for all Suggi users, offering a comprehensive analysis of stores, territories, and zones via a user-friendly interface accessible through centralized login.
- ✓ New pages have been added to the Siri dashboard for enhanced functionality, including available stock inventory, margin analysis, and comprehensive engagement data for all suppliers and customers.

Suggi: Enhancing Efficiency

- ✓ Suggi takes efficiency to the next level with added validation to disallow sales of products with negative margins, ensuring profitability.
- ✓ Enhanced purchase order features to align with the latest formats and standards.
- ✓ Automatic deduction of Tax Deducted at Source (TDS) within the Suggi system, streamlining financial processes.

Siri: Streamlining Operations

- ✓ Enhanced capability to generate E-credit and E-debit notes directly from the GSTIN portal.
- ✓ Introduction of automated email scheduling to notify key stakeholders about pending buyer payments, unload receipts, and GRN.
- ✓ Improved tracking of consumer partial payments within the Siri Web Application.
- ✓ Automatic TDS deduction integrated into the Siri system, simplifying tax compliance.

Siddhi: Revolutionizing Point-of-Sale

Siddhi emerges as a game-changer with its comprehensive POS solution designed to streamline sales, inventory management, and

reporting for agri-stores. With a focus on regulatory compliance and seamless integration, Siddhi empowers businesses to thrive in a dynamic market environment.

Sadhana: Driving Informed Decisions

- ✓ Development of a purchase price estimation model based on quality parameters and market purchase prices.
- ✓ Deployment of new units to optimize operations in key locations, enhancing efficiency and accuracy.

Samrat: Expanding Possibilities

Samrat introduces Insurance Flow in its app, facilitating lead generation directly from the application. This expansion opens new avenues for farmers to access essential services and support through the Samrat platform.

Microservices: Enhancing Functionality

- ✓ The introduction of the Indent Module enables streamlined request generation and purchase order creation for Suggi products and commodities.
- ✓ Enhancement of the Coupon Rule Engine allows for the creation of coupons and schemes for future purchases, with the ability to apply multiple schemes in a single invoice.
- ✓ Launch of the Messenger Module, enabling automated scheduling and distribution of emails, WhatsApp messages, and SMS for internal and marketing purposes.

As Falca continues to innovate and evolve, these updates highlight our commitment to empowering farmers and agri-businesses with cutting-edge technology. With a focus on usability, efficiency, and reliability, Falca's software platforms pave the way for a brighter, more sustainable future in agriculture.

New Launch

Introducing Siddhi: The POS Companion of Agri Stores

Imagine an agri store bustling with activity, farmers flocking in to seek essential supplies for their fields. Amidst all the business activities, managing sales, inventory, and regulatory compliance becomes a Herculean task. From **tracking licenses to generating accurate reports, the challenges are manifold**, often leaving store owners overwhelmed and endlessly searching for solutions.

In agricultural retail, **efficiency and compliance are the cornerstones of success**. Yet, even today, for many agri stores, managing sales, inventory, and regulatory requirements can often feel like navigating a maze without a map.

To help agri stores overcome the above challenges, Falca recently launched **Siddhi – a comprehensive solution designed to streamline sales, inventory management, and reporting for agri stores, empowering them to thrive in an ever-evolving landscape.**

Siddhi oversees sales, inventory management, and reporting, while agri stores focus on their core business.

With its **user-friendly interface** and robust features, Siddhi takes the hassle out of everyday operations, ensuring **seamless compliance with government regulations** while enhancing efficiency and accuracy.

How Siddhi Helps Agri Stores and Farmers

License Management: Agri stores can now bid adieu to the headache of managing licenses. Siddhi handles both software and individual licenses for fertilizers, seeds, and insecticides, ensuring compliance without fuss.

Sales Management: From processing transactions to managing inventory levels, Siddhi streamlines sales processes, driving revenue growth and enhancing customer satisfaction.

Inventory Tracking/Management: Real-time tracking capabilities and expiry tracking features enable businesses to monitor inventory levels dynamically, minimizing waste and loss while ensuring timely replenishment.

Report Generation: Siddhi's robust reporting features offer valuable insights into sales performance and inventory management, aiding informed decision-making and regulatory compliance.

Types of Reports in Siddhi :

- ✓ **Tally Report for both Purchase and Sales:** Involves accessing reporting features, selecting a date range, and choosing report types for sales and purchases separately.



- ✓ **Stock Books:** Compliant with **Form N** regulations for Fertilizers and Seeds, conveniently downloadable within Siddhi POS system.
- ✓ **Monthly Purchase and Sales Report:** Includes **Form D** for monthly reporting of Seeds, ensuring compliance with regulatory requirements.
- ✓ **Expiry Report:** Enables the user to make informed decisions about near-expiry and expired products in the inventory.
- ✓ **Sales Invoices:** Generated according to the Compliance Rules and Government Acts and accessible anytime.

Regulatory Compliance

Siddhi system is instrumental in quality control, traceability, regulatory compliance, market surveillance, research and development, and risk management. Sample collection and seizure are integral aspects within these functions.

Quality control initiatives utilize POS systems to gather samples of agricultural produce for testing against standards of freshness, ripeness, and contamination.

Regulatory compliance mandates often necessitate seizing samples from POS locations to enforce standards set by governing bodies.

Market surveillance may involve collecting samples to verify labeling, authenticity, or regulation adherence.

Throughout these endeavors, the Siddhi system streamlines sample collection processes, improves operational efficiency, and ensures transparency in agricultural transactions and regulatory endeavors.

What Makes Siddhi Stand Out

- ✓ **Compliance with Government Regulations:** Built-in accordance with government rules and acts, Siddhi ensures that your business operations align with regulatory requirements, mitigating the risk of fines and legal issues.
- ✓ **Centralized Management of Licenses and Certificates:** Siddhi provides a centralized platform for managing all licenses and certificates, streamlining administrative tasks, and ensuring compliance with regulations.
- ✓ **Sample and Department Actions:** By incorporating features specific to the sector, Siddhi offers enhanced functionality and value for

businesses operating in agriculture-related industries. It ensures compliance with regulations and streamlines operations related to products.

Why Siddhi is a Must-have Software

- ✓ The POS software is **built by industry experts** with extensive experience in Agri input sector. **It adheres to the following Agri Acts: Essential Commodities Act 1955, Seeds Act 1966, Seeds Rules 1968, Seeds (Control) Order 1983, The Fertilizer (Inorganic, Organic, or Mixed) Order 1985, Fertilizer Order 1973, Insecticides Act 1968, and Insecticides Rules 1971.**
- ✓ Developed under the expert guidance of **Mr. Venkataravanappa B.**, Siddhi combines compliance with usability and functionality, making it the ideal choice for Agri retailers.
- ✓ With its intuitive interface and comprehensive features, Siddhi simplifies administrative processes and instills confidence in retailers as their operations align with legal requirements.

Siddhi isn't just a software solution—it's a game-changer for farmers and agricultural businesses. It empowers them to navigate the complexities of modern agriculture with ease and confidence.

Siddhi POS software answers one simple question: **Why should agri stores and farmers switch roles when Siddhi is right here to manage POS end-to-end?!**

What is SIDDHI?

Point of Sale Software for Agri Stores



Integrated Business Operations Management Platform

Effortlessly track sales, purchases, and inventory with our SIDDHI software, ensuring seamless business operations and improved efficiency.

How SIDDHI Helps You?

Managing Your Agri Store Seamlessly



License Management

Managing licenses is essential for compliance and operational efficiency.



Sales Management

Encompasses overseeing various aspects of product transactions and customer interactions.



Inventory Management

Expiry tracking features enable businesses to monitor inventory based on expiration dates, minimizing waste and loss.



Report Generation

Reports provide valuable information crucial for making informed decisions, enhancing efficiency and optimizing overall performance.



Regulatory Compliance

Ensure complete agri store regulatory compliance involving licenses, expiration, stock reports and sample gathering for fertilizer, seeds and insecticides.

Product Spotlight

Empowering Farmers with Falca's Innovative Products

India is a country where agriculture reigns supreme. Every harvest here holds the promise of sustenance and prosperity. Yet, farmers are still facing the ever-present challenges of pests, diseases, and nutrient deficiencies. Their crops struggle with calcium deficiencies, leading to significant yield losses.

In response to this pressing issue, Falca launched its chain of company-owned agri input stores, Suggi. These stores provide farmers a lifeline through high-quality products transforming their farming experience.

Jalca

- ✓ Allows higher calcium availability to the plant
- ✓ Makes the cell wall strong, increasing resistance to pests and disease
- ✓ Stimulates internal chemical pathways promoting fruit set, resulting in increased yields when applied at the flowering stage
- ✓ Helps rectify major calcium disorders - blossom end rot in tomatoes, bitter feet in apples, black heart in leafy vegetables



Ready NPK

- ✓ Encourages healthy vegetative and green growth
- ✓ Contributes to fundamental plant processes - strong roots and setting flower buds
- ✓ Helps in improvement of crop quality and yield
- ✓ Protects plants from disease/insect damage, drought, cold temperatures



Aminofal

- ✓ Helps in increasing sugar content and proteins in plants, promoting growth, vitality, and crop performance
- ✓ Ensures enhanced penetration of nutrients and stress resilience
- ✓ Stimulates plant growth by accelerating cell division and root development
- ✓ Improves pollination, flower retention, fruit set, increasing marketable produce



Gummer

- ✓ Reduces surface tension of leaf surface, helping in better utilization of spray chemicals
- ✓ Can be used with insecticides, fungicides, herbicides, foliar fertilizers, and soil applications
- ✓ Enhances agriculture chemical efficiency, helps sprays spread uniformly on all crops
- ✓ Non-corrosive to spray equipment and prevents nozzle clogging

Inflex

- ✓ Promotes soil structure formation by increasing the soil microflora, water holding capacity, and improving soil aeration
- ✓ Improves root mass and growth, resulting in higher yield and quality produce
- ✓ Enhances the availability of nutrients from the soil, improving the nutrient uptake capability of the plants
- ✓ Increases the resistance of plants against biotic and abiotic stress



Instagreen

- ✓ Plays a significant role in chlorophyll formation, photosynthesis, metabolism, energy transfer
- ✓ Helps develop a good root system, improves the efficient absorption of nutrients
- ✓ Increases bioavailability and plant uptake of the nutrients present in the system
- ✓ Helps in better utilization of other nutrients without scorching the leaves



Ferion



- ✓ Stimulates and regulates enzyme reactions for crop growth and development
- ✓ Boosts growth rate, dry matter accumulation, increases yields
- ✓ Increases the chlorophyll content, prevents chlorosis and spiraling of leaves
- ✓ Boosts productivity of tillers and improves resistance to pests and diseases

Here's how Ramesh saved his crops from nutrient deficiencies.

Ramesh is a small-scale farmer from Biligi, Karnataka. His crops struggled with nutrient deficiencies. Desperate for a solution, he sought advice from a fellow farmer, who recommended he visit the Biligi Suggi store. On entering the store, Ramesh met the store manager, Shekarappa, who attentively listened to his concerns. After thoroughly discussing his farming challenges, they recommended he try Inflex, once.

With the help of Inflex, Ramesh witnessed a remarkable transformation in his fields. His yields improved, making his crops stood tall and resilient against adversities.

Today, Ramesh is not just a farmer; he's a testament to the power of innovation and Falca's unwavering commitment to uplifting the farming community.

Every Suggi product promises prosperity and the hope of a better tomorrow for farmers across India. With innovation as its compass and farmers as its guiding light, Falca is not just transforming agriculture; it's sowing the seeds of a brighter, more sustainable future for all.

Case Study: Transforming Sugarcane Farming with INFLEX

Introduction

Manjunath Shankrappa Bhavi and Yellalinga Hanumanth Kuri from Tolamatti village, Bilagi taluk, witnessed a remarkable transformation in sugarcane farming with Suggi's Inflex.

The Challenges:

For years, Manjunath and Yellalinga had been facing the persistent challenge of improving the health and yield of their sugarcane crops. Despite their unwavering dedication and hard work, they struggled to overcome issues such as yellowing leaves, inadequate root growth, and vulnerability to environmental factors beyond their control.

Discovering Suggi Inflex:

Rajashekhar from Team Suggi visited their fields and assessed the condition of the crops. He recognized the potential of Inflex in addressing their pressing concerns. With its unique formulation designed to promote soil health and enhance plant resilience, Inflex emerged as the apt solution to the problems faced by Manjunath and Yellalinga.



The Inflex Experience



"When Rajashekhar suggested Inflex, I was skeptical at first. But still, I decided to give it a try as I was looking for a solution as soon as possible." With five liters of Inflex in hand, Manjunath drenched the solution across his five-acre sugarcane plantation."

Manjunath Shankrappa Bhavi



"I had tried numerous products in the past, but none yielded satisfactory results. When Rajashekhar recommended Inflex, I was hesitant initially. But after giving it a try, the results spoke for themselves."

Yellalinga Hanumanth Kuri

The Transformation:

The impact of Inflex was nothing short of extraordinary. Within days of application in the tillering stage, Manjunath and Yellalinga observed a striking change in their crops. Yellowing leaves gave way to vibrant shades of green, signaling a revival of the crop's health and vitality. The transformation extended beyond the expectations of both the farmers.

"The roots of our sugarcane plants proliferated, delving deeper into the soil in search of nourishment," shares Manjunath.

Rajashekhar adds, "This not only improved the nutrient uptake capability of the plants but also enhanced their resistance to environmental stressors."

Yellalinga says, "With the increase in roots, our crops became more resilient to water scarcity. Even in challenging conditions, our sugarcane plants stood tall."



The Verdict:

Today, Manjunath and Yellalinga attribute the success of their sugarcane crops to Suggi's Inflex.

"I urge every sugarcane farmer to try Inflex. It's not just a product; it's a catalyst for transformation in agriculture, breathing new life into our crops and reviving our livelihoods."

Manjunath Shankrappa Bhavi

"If you're a sugarcane farmer and are seeking a solution to the farming challenges, Inflex is your solution. It's a game-changer, empowering farmers to unlock the full potential of their land and steering toward prosperity."

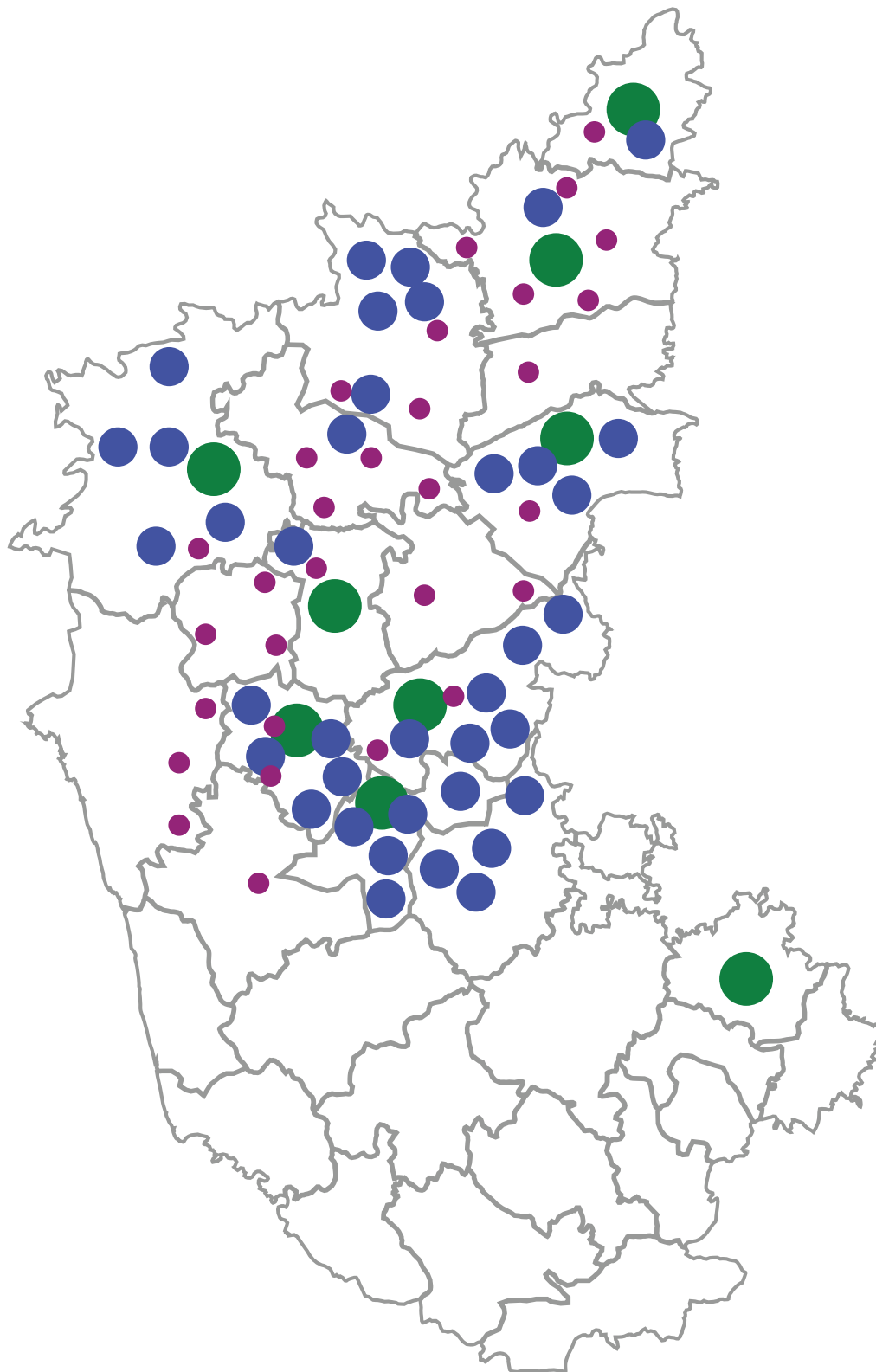
Yellalinga Hanumanth Kuri

Conclusion:

The journey of Manjunath and Yellalinga is a testament to the transformative power of Inflex. In their success, we find inspiration and hope, reaffirming our commitment to revolutionizing agriculture and empowering farmers.

With Inflex, we aim to make the future of sugarcane farming brighter every day.

Falca's Impact In Karnataka



Leadership Spotlight

In our Leadership Spotlight for the third edition of Sampada magazine, Mr. Dharendra Jha, Head of Rural Network, shares his journey, insights, and vision for Samrat. From his initial motivations to join Falca to the innovative strategies driving Samrat's success, Mr. Jha provides a glimpse into Samrat's transformative role in revolutionizing agriculture at the grassroots level. Join us as we delve into the story behind Samrat's remarkable journey and its vision for the future.

Could you share with us what motivated you to join Falca and take the helm of the Samrat vertical?

Before joining Falca, I worked towards providing 360-degree service to small and marginal farmers across India. During my first conversation with Falca's management, I found a well-designed concept wholly aligned with my idea of providing 360-degree service to farmers. The roadmap was clear to extend the benefit to maximum farmers, starting from Karnataka and expanding to other states. During our discussion, we went through the complete five-year plan, and I could visualize the growth path.



Dharendra Kumar Jha
Head – Rural Network

As the head of Samrat, what has been your most significant achievement or milestone?

During a short span of time, we have expanded our reach to 5 states with 50+ Samrat centers. This strengthened our presence in deep rural pockets of Karnataka, Maharashtra, Rajasthan, Madhya Pradesh, and Gujarat. The centers were branded with the name "SAMRAT" with the view that the farmer is the king for us.

We take care of our Samrats by providing them with one-stop farming solutions and working towards building trust among the farming community. We designed a robust operating process giving end-to-end transparency, leveraging which we have reached more than 50K transacting farmers.

Samrat centers play a pivotal role in bridging agricultural disparities in remote regions. Can you elaborate on how these centers are improving farmers' lives?

Samrat centers are set up in remote villages connected with several other villages within a proximity of 10 Km. Our center executives regularly meet farmers to update them on our products and services, providing them with ease of doing transactions. Our centers provide a one-stop shop with a wide range of quality products and services at fair prices to farmers near their homes. This saves them time and results in saving costs when going to market to procure inputs and sell their produce.

How has Falca's innovative approach revolutionized the accessibility and effectiveness of agricultural services for farmers? What sets Falca apart from other players in the agritech industry?

First, no other agritech company in India provides farmers with one-stop farming solutions. There are several segments in the agri-based business, and each company concentrates on a particular segment. Second, we also offer advisory services to farmers. Third, we have a wide range of products and services, from farm

and dairy inputs to forward market linkages. This helps us better connect with farmers, making Falca a household name among the farming community in the days to come.

What are Samrat's plans and initiatives for the future? Are there any new strategies or expansions in the pipeline?

Currently, we have 60 centers across 5 states. We are penetrating existing geographies to connect with more farmers and are expanding our reach in several more geographies. By the end of the next financial year, we will have 2.50L+ transacting farmers on our platform. We have a detailed roadmap for the next 4 years. I aim to make Falca a household name in the farming community in the next 3 years.



Falca emphasizes understanding and addressing farmers' pain points through field visits and discussions. Can you share some impactful experiences or lessons learned from these interactions?

The success of Samrat is based on the logic of understanding the pain points of farmers and providing a business solution to that. It includes meeting farmers individually and conducting farmers meet at regular intervals at each center where we interact with farmers. We don't push our views to the farmers but listen to them and provide them with a tailor-made business proposal. This gives confidence to the farmers and our team members that the whole approach is to solve the issues that farmers face on a day-to-day basis.

Could you describe some specific challenges you've encountered while leading Samrat and the strategies you've employed to overcome them?

Challenges are part of any business especially when we are building something. You won't see any road without a turn or speed breaker. Challenges inspire me as it gives me an opportunity to learn something new, solve a problem in an innovative manner and to strengthen the processes.

Lastly, could you describe the ideal vision for Samrat and its role in revolutionizing agriculture at the grassroots level?

The ideal vision of Samrat is 'A farmer wakes up, and he finds that Falca is there to help him in his day-to-day purchases and sales.' The Agri market is a completely fragmented and unorganized area where we have a lot of scope for improvement. Making it organized will impact the complete rural value chain, and it will improve the livelihood of our 'Annadaatas'.

Falca Insights: Employee Edition

How Shakti is Empowering Falca Through Digitalization

One prominent challenge Agri Businesses face is managing rural agricultural operations. Due to this, even significant corporations hesitate to enter the agriculture sector. Falca addresses this problem by introducing a comprehensive digitalization strategy. Transitioning to software-driven solutions aims to streamline operations and gain insights into business performance.

At the core of Falca's digitalization efforts is **'Shakti,' a robust platform that provides real-time insights and facilitates informed decision-making.** It acknowledges the complexity of rural agricultural operations, from purchasing, quality testing, billing, and invoicing. Shakti simplifies these multifaceted processes, streamlining documentation requirements and meticulous tracking.

Empowering Business Decisions: Shakti tracks crucial metrics effortlessly, empowering data-driven decisions for growth and success.

Effortless Monitoring: Shakti ensures seamless operation monitoring, providing visibility into ground-level activities and enabling proactive management.

Driving Action through Insights: Beyond monitoring, Shakti equips the business with actionable insights to capitalize on market opportunities and optimize strategies.

Cracking the Hard Nut: Falca's innovative approach toward agriculture and Shakti marks a significant milestone in digitalizing agricultural operations. It helps navigate complexities successfully.

In conclusion, Shakti is not just a tool—it's a catalyst for transformation, empowering operations teams to streamline processes, gain insights, and drive actionable outcomes for sustainable growth.

In the world of finance, every decision counts, and timing is everything. That's why Shakti isn't just a tool for Falca—it's a game-changer. Co-founder and Finance Head Suganthan S shares his insights on how Shakti has revolutionized the way Falca manages financial data and makes informed decisions.

Insights from Falca's Operations Front

In agriculture, Operations are the backbone of efficiency and success. **Amaresh Devaramani, Falca Co-founder and Operations Head** explains how Shakti has transformed the landscape.

"Completely digitizing things has helped automate everything," Amaresh emphasizes. "Since we have digitized our internal products, we have the data, and we are able to track that data using Shakti. We can gain insights and find out a mistake in a trade."

"Everything is a click away," he adds, highlighting the simplicity and accessibility that Shakti brings to daily operations.

Insights from Falca's Finance Front

In the world of finance, every decision counts, and timing is everything. That's why Shakti isn't just a tool for Falca—it's a game-changer. Co-founder and Finance Head Suganthan S shares his insights on how Shakti has revolutionized the way Falca manages financial data and makes informed decisions.

Streamlining Decision-Making: Real-Time Data at Fingertips

"Whatever happens in real-time... data is live, and I can see it," says Suganthan. Gone are the days of sifting through endless Excel sheets and preparing reports manually. With Shakti, accessing critical financial data is as simple as opening a dashboard.

"It helps in making faster decisions," he adds. Now, with a quick glance at the dashboard, the Finance team can spot any red flags or issues, track their origins, and swiftly communicate with the relevant teams—all in a matter of seconds.

Shakti empowers communication. It isn't just a tool for internal use—it's a powerful asset when engaging with stakeholders. **"If someone, perhaps an external stakeholder, calls me and asks about our**

progress, I can easily provide answers within seconds." Suganthan explains. Whether

"Completely digitizing things has helped automate everything," Amaresh emphasizes. "Since we have digitized our internal products, we have the data, and we are able to track that data using Shakti. We can gain insights and find out a mistake in a trade."

providing real-time inventory updates or sharing insights on recent transactions, Shakti enables seamless communication and fosters trust with external partners.

Shakti provides automated insights, removing guesswork. According to Suganthan, one of Shakti's key benefits is its ability to present data accurately and predictively. **"The transactions occurring, and the data being displayed should actually include the expected discounts at the purchase order (PO) level, etc., and other relevant details,"** he suggests. With Shakti's automated processes, human error is minimized, and insights are delivered with precision, empowering finance teams to make data-driven decisions confidently.

"Suggi dashboards are a testament to success." Suganthan reserves special praise for the Suggi dashboards, noting that they have exceeded expectations. **"Suggi dashboards have come out really good,"** he affirms, highlighting their effectiveness and value to our financial analysis and decision-making processes.

Pioneering Future Enhancements: Harnessing the Power of AI

In the quest for continuous improvement and innovation, Falca Founder & CEO Santosh Danegoudar shares his vision for the future of our project.

Advancing Clarity and Decisiveness

"Data is clearer than ever before. As a task-executing person, I know where we are in achieving our objectives, and we can be more decisive. For example, even if one trade encounters issues, at least in the next few trades, we can resolve the mistakes," Santosh asserts.

Future Enhancements

Santosh highlights AI's significance in today's technological landscape. He envisions leveraging AI to introduce predictive analysis and recommendations, utilizing the wealth of data in our databases.

These enhancements aim to revolutionize both internal processes and external interactions:

- ✔ **Recommendations for Farmers:** AI-driven predictive models can suggest optimal crops for farmers based on factors like seasonality, market trends, and historical data. By providing personalized recommendations, Falca empowers farmers to make informed decisions and optimize their yields.

- ✔ **Inventory Management:** AI-powered recommendation models can guide internal teams in handling inventory according to market demand and seasonal variations. AI can forecast demand, optimize inventory levels, and prevent stock outs or excess inventory by analyzing past sales data and market trends.
- ✔ **Automated Store Indents:** Introducing automated indents at the store level streamlines inventory management processes. AI algorithms can analyze inventory levels, sales forecasts, and historical data to generate automated indents, reducing manual effort and ensuring optimal stock levels at each store.

The Power and Importance of AI

AI represents a paradigm shift in how we approach data analysis and decision-making. Its ability to analyze vast amounts of data, identify patterns, and make intelligent predictions enables us to unlock new insights and drive strategic initiatives. From

"Data is clearer than ever before. As a task-executing person, I know where we are in achieving our objectives, and we can be more decisive. For example, even if one trade encounters issues, at least in the next few trades, we can resolve the mistakes," Santosh asserts.

recommendation systems to predictive analytics, AI empowers organizations to optimize processes, enhance efficiency, and drive innovation.

Technical Aspects

At the core of AI-powered enhancements lie sophisticated algorithms and machine learning techniques. From regression and classification models to neural networks and deep learning, AI leverages a diverse array of tools to extract meaningful insights from data.

Additionally, AI technologies such as natural language processing (NLP) and computer vision expand the scope of possibilities, enabling us to analyze unstructured data and extract actionable insights from text, images, and multimedia content.

In conclusion, integrating AI into our project heralds a new era of efficiency, effectiveness, and innovation. By harnessing the power of AI-driven insights, we propel our organization forward, paving the way for continued growth and success in the dynamic landscape of agriculture and beyond.

What makes Shakti important

Shakti transcends the limitations of traditional data management tools by providing a centralized platform that not only stores data but also processes, analyzes, and presents it in a meaningful way. Unlike static Excel sheets, Shakti offers real-time insights, enabling swift decision-making based on up-to-date information.

Moreover, Shakti acts as the brain of the tech ecosystem, driving business flows and orchestrating seamless interactions between various components. By harnessing Shakti's power, we empower our teams to extract actionable insights, optimize processes, and steer the business toward success in today's dynamic landscape.

Shakti is all about efficiency. Python scripts, orchestrated by schedulers, run the data migration and mapping processes daily. This ensures that Power BI dashboards can always access the freshest, most accurate data.

Insights from Falca's Tech Front

The Power Trio: MongoDB, Node.js, and GraphQL

Shakti's backend boasts a modern tech stack built for speed and scalability. MongoDB, a NoSQL document database, provides the foundation for storing and retrieving our dynamic data. Node.js, a lightweight and versatile JavaScript runtime environment, serves as the engine that processes requests and interacts with MongoDB. The magic touch comes from GraphQL, a powerful query language allowing Power BI dashboards to fetch the data they need efficiently.

Behind the Scenes: Data Fetching

Imagine a conductor leading an orchestra. In Shakti, Power BI is the conductor, issuing GraphQL queries that trigger a symphony of data retrieval. These queries seamlessly translate into calls to custom-built MongoDB resolvers. The resolvers, in turn, unleash the power of aggregation pipelines, sophisticated tools within MongoDB that filter, transform, and summarize data at lightning speed.

A Masterpiece: Modular Architecture for Efficiency

Shakti embraces modular architecture, a design philosophy in which a dashboard component

retrieves data through a maximum of two well-defined GraphQL queries. This approach promotes code reusability, simplifies maintenance, and ensures optimal performance. Think of it as a well-oiled machine, with each part contributing efficiently to the whole.

Data Unification: From Silos to Synergy

Shakti didn't shy away from the challenge of unifying data from our two distinct verticals, Siri and Suggi. Siri, with its data residing in MongoDB, presented a natural fit. However, Suggi threw us a curveball with its reliance on MSSQL. Here's where Python, our Swiss army knife of data manipulation, stepped in. We built a generic migration tool (a reusable gem!), seamlessly converting Suggi's data from MSSQL to MongoDB collections. But the story doesn't end there. Python's aggregation pipeline prowess came to the rescue, mapping and transforming the migrated data to align with SIRI's structure perfectly.

Centralized Power: The Shakti Database

This meticulous data migration created a centralized powerhouse – the Shakti database. Residing on a robust server-grade machine, Shakti is a single source of truth, housing all the transformed and unified data. This approach, known as Data Warehousing, streamlines data retrieval, eliminates redundancy, and paves the way for blazing-fast data analysis.

GraphQL's Magic Touch: Efficient and Flexible Data Fetching

GraphQL shines as the hero of Shakti's data-fetching story. Unlike traditional REST APIs, which often require multiple requests to gather complex data, GraphQL allows Power BI dashboards to retrieve all the necessary information with just one or two well-crafted queries. This reduces network traffic, enhances performance, and empowers users to explore data precisely as needed.

Cleaning up the Act: Why Data Matters Most

Shakti goes beyond just assembling data. It ensures that the data is meticulously cleaned and transformed. Python scripts meticulously clean and normalize the data, ensuring consistency and accuracy. Clean data translates to reliable insights, empowering informed decision-making.

Automation: Streamlining Migrations and Mapping

Shakti is all about efficiency. Python scripts, orchestrated by schedulers, run the data migration and mapping processes daily. This ensures that Power BI dashboards can always access the freshest, most accurate data.

Modular Marvel: A Developer's Paradise

Shakti champions developer agility. Adding a new modular migration or mapping script is a breeze. Developers just need to add their Python script to the project structure, and voila! The changes are seamlessly integrated into the next iteration. This flexibility empowers developers to adapt Shakti to meet evolving data needs rapidly.

Power BI takes the Stage: Insights at Fingertips

Power BI steps in as Shakti's star performer and visual storyteller. The clean and transformed data retrieved from Shakti's centralized database fuels Power BI's insightful dashboards. Power BI itself

utilizes Data Analysis Expressions (DAX), a powerful formula language, to perform complex calculations and create custom metrics. DAX empowers the creation of Measures and dynamic calculations that can analyze everything from Profit & Loss statements to intricate transaction and operational data. Charts, graphs, and visualizations come alive, empowering users to uncover hidden trends and confidently make data-driven decisions. This seamless integration between Shakti's data preparation and Power BI's analytical muscle unlocks the potential for informed decision-making.

Shakti is more than just a dashboarding solution; it's a testament to the power of a well-architected tech stack, which leverages MongoDB, Node.js, GraphQL, and Python.

As we're constantly innovating, your feedback is crucial. If you have any technical suggestions or tweaks that could make Shakti an even more effective tool, please let us know at tech@falcasolutions.com.

Hitesh Patodia
Software Developer

Mohammed Faisal
Software Developer

Data Unification: From Silos to Synergy

Shakti didn't shy away from the challenge of unifying data from our two distinct verticals, Siri and Suggi. Siri, with its data residing in MongoDB, presented a natural fit. However, Suggi threw us a curveball with its reliance on MSSQL. Here's where Python, our Swiss army knife of data manipulation, stepped in. We built a generic migration tool (a reusable gem!), seamlessly converting Suggi's data from MSSQL to MongoDB collections. But the story doesn't end there. Python's aggregation pipeline prowess came to the rescue, mapping and transforming the migrated data to align with SIRI's structure perfectly.



The Shakti Dashboard

Farmers' Corner

Team Suggi hosted an event for farmers at 38 Suggi Stores across Karnataka from Jan 10 to Feb 29, 2024. Our aim was simple: to equip farmers with top-notch agri inputs. As a result, we proudly rewarded 24 farmers from all 38 stores who embraced Suggi products, making their farming journey smoother.

From 25g silver coins, 10g silver coins, gas stoves, iron boxes, hot boxes, tarpaulins, head torches to smart-watches, these prizes symbolize our gratitude for their trust. Their belief in us drives our mission to empower the farming community.



Employee Spotlight

Quarter 4, 2023–2024

Best Performer Awards



Sandesh DU
Head Office



Shekhappa R B
Bilagi



Dayanand
Bhalki



Maibub B
Kuragodu



Manjunatha P G
Guttal

CEO Choice Awards



Sandesh DU
Head Office



Siddappa H Kuligod
Head Office

Best Performer Awards



Hariom
Head Office



Siddhanth S B
Head Office



Ishan Shankala
Head Office



Hitesh Patodia
Head Office



Vijay Kumar H B
Head Office



Manoj R
Head Office



Ashrith Bhat
Head Office



Charvi Naik
Head Office



Arpita Bora
Head Office



Sandeep L T
Head Office



Priyanka R Sagar
Head Office



Kalakappa
Hiremyageri



Phad Sachin Balaji
Nanded



Satish S Venkatapur
Haveri



Sunil Parmar
Dewas

Life at Falca

A Snapshot of Smiles and Cheer



