

# SAMPADA

by FALCA®

January 2024



**Navigating Ahead With New Aspirations**





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## Message from CEO

### *Dear Friends and Partners,*

I am delighted to reconnect with you in this second quarterly edition of Sampada magazine, extending heartfelt gratitude for your continued support and interest in Falca's journey.

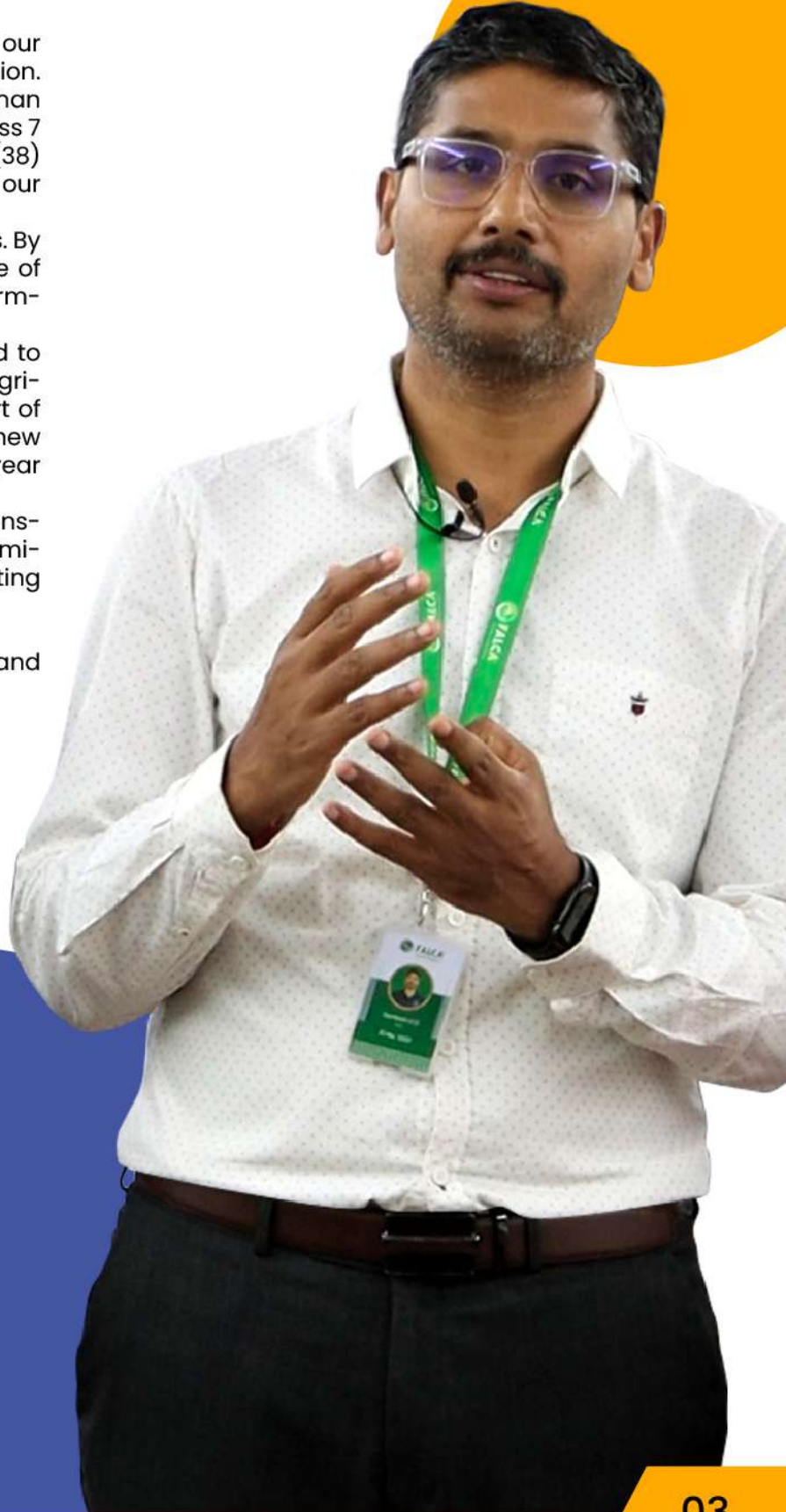
As we embark on this new chapter, I reflect on our remarkable strides since our last communication. We have achieved a revenue growth of more than 100 crores. We've expanded our presence across 7 states and witnessed the flourishing of Suggi (38) and Samrat (65) stores, further solidifying our dedication to empowering farmers.

As we advance, our mission remains relentless. By March 2024, Falca aims to achieve a revenue of around 500 crores, touching the lives of 3L+ farmers across India.

As we navigate ahead, we remain committed to pushing the boundaries of what's possible in agriculture. We cherish those who have been part of this journey and look forward to building new relationships and collaborations in the year ahead.

Thank you for being an integral part of this transformative journey. Your support fuels our determination to innovate, inspire, and create lasting positive change in farming.

Here's to a new year filled with abundance and prosperity!



**Santosh Danegoudar**  
*Founder, Falca*



# Falca Updates

## Technology

### Falca Tech Transforming Agriculture Advancements in Review



Falca has set a new benchmark with its latest tech strides in the last quarter. Embracing the cutting-edge ADONIS + GRAPHQL + MONGOOSE framework, Falca's applications are now turbo-charged to handle 100 times the current load, promising lightning-fast performance. Flutter takes the lead on the frontend, transforming applications effortlessly into Android, iOS, web, and Windows apps, ensuring accessibility for everyone.



**SHAKTI:** A dashboard that provides a bird's eye view of Suggi and Siri, offering users complete visibility in a user-friendly format.



**Coupon Rule Engine:** An application to generate coupons and schemes for all verticals. It is currently being used for Suggi.



**Centralized Invoicing Module:** It simplifies and automates invoice generation across all verticals while digitally signing the documents (Invoices, Purchase Orders, etc.)



**Sahaya:** Falca's tech support application now boasts enhanced capabilities, along with SIRI issues, now also tackling Suggi issues effortlessly.



**Sadhana:** Falca has implemented a procurement price prediction model and ongoing production of five units for field deployment. The aim is to revolutionize crop quality assessment.



**KYC Module:** It ensures streamlined operations with integrated sandbox KYC APIs, creating a centralized service across all verticals.



**Centralized User Onboarding System:** Falca's commitment to convenience continues with storing farmer, buyer, employee, and commodity data centrally. Rule-based authentication ensures secure and controlled access to different modules.



**Samrat Mobile App:** Although a work in progress, it is set to redefine on the go farm management with thermal printer integration, billing, and inventory modules all powered by Flutter technology.

**Falca's tech journey is a testament to innovation driving agriculture into a brighter, more efficient future.**





# Falca Updates

## Leadership

### *Falca Leaders Shaping Tomorrow's Agriculture*



Ravi brings a wealth of varied and multifunctional experience in the Agri, Agtech, and Organized Retail industries. His expertise is crafting effective Channel and Go-to-Market (GTM) strategies, particularly in building and innovating startups for sustainable and scalable projects. Ravi previously held the position of Head of Channel Development and Market Linkages at SWAL, leading the Pan India launch of "Nurture Retail," the e-commerce platform of the UPL group. He also served as GM of Sales & Marketing at Heritage Nutrivet Ltd., successfully handling the entire supply chain in the fresh category of the Retail arm. Ravi's strategic prowess and leadership have consistently contributed to the growth and success of every venture he has undertaken.

### **Ravi Prasad**

Senior Vice President, Suggi



Dharendra is committed to creating a sustainable agri value chain. His focus is on bringing substantial benefits to small and marginal farmers. The ultimate goal is solidifying Falca's position as a household name within the farming community. Dharendra is a seasoned startup specialist with over 25 years of dynamic expertise in building businesses from inception. His extensive experience spans Agri-Value Chain Management, Supply Chain Management, Cross Border Structured Trade Finance, Commodity Procurement (Metals and Agri), Shipping Operations, Express Distribution, and Domestic/In-land Logistics and warehousing. Having navigated pivotal roles in renowned corporations such as Pennzoil, TVS, Toyota, Gati, CWT Commodities, and Innoterra. Dharendra is a valuable asset to Falca, contributing his wealth of knowledge to drive the company's mission of revolutionizing agriculture for the better.

### **Dharendra Jha**

Vice President, Samrat

# Impact Stories

## Women in Falca

In a transformative move, Falca has actively involved women in its Suggi and Samrat stores present at the grassroots level. This initiative goes beyond conventional roles, empowering women to advise farmers on inputs, manage inventory, and spearhead community engagement. The impact is profound, as it not only challenges gender norms but also brings diverse perspectives to the forefront, fostering an inclusive agricultural ecosystem.

### Shilpa's Success in Suggi Store, Hadagali, Karnataka

A dynamic woman from a rural community, joined Falca's Suggi Input Store as a Senior Customer Executive. Through training provided by Falca, she became proficient in advising farmers on the latest inputs and technologies. Shilpa's success is not just about managing a store; it's about breaking gender barriers and inspiring other women in her community to participate actively in agriculture-related endeavors.





# Farmgate Connectivity through Suggi and Samrat



Falca's commitment to improving farmgate connectivity through its Suggi and Samrat initiatives has yielded remarkable results. By establishing direct connections between farmers and markets, Falca has eliminated unnecessary intermediaries, ensuring fair prices for farmers and providing buyers with access to quality produce. The positive impact is evident in the improved economic outcomes for farmers, who now have a more direct and lucrative route to market their products.

"Ramesh, a farmer in a remote village in Madhya Pradesh, experienced a significant shift in his income through Falca's Samrat store in his village. By directly connecting with buyers through the Samrat, he says he could get a higher profit margin as the stores are organized and efficient, allowing him to sell his produce at a fair price. Additionally, Ramesh mentioned that the store provides valuable market information and guidance on which crops are in demand, helping him make informed decisions about what to grow and sell. This has increased his income and improved his overall farming practices and productivity. This direct farmgate connectivity not only improved Ramesh's income but also empowered him with greater control over the pricing and quality of his produce."

# Ease of Farming with Shiksha App

Shiksha, Falca's farming app, is revolutionizing farming by simplifying agricultural practices. Through easy-to-understand modules and real-time advice, Shiksha equips farmers with the knowledge and skills to navigate modern challenges. The impact is far-reaching, as farmers report increased yields, reduced resource wastage, and newfound confidence in adopting advanced agricultural techniques. Shiksha is not just a source of information; it's a catalyst for empowering farmers toward smart farming.

Rama, a seasoned farmer of Karnataka, embraced modern farming practices with the help of the Shiksha app. He learned about precision farming, efficient resource management, and sustainable practices through Shiksha.

*The result was a significant increase in crop yield and a new found ease in managing his farm. Rama's story exemplifies the transformative impact of farming education in empowering farmers to make informed decisions.*







# Leadership Spotlight

## Mr. Ravi Prasad

Senior Vice President, Suggi

In an exclusive interview, Mr. Ravi Prasad, Senior Vice President of Inputs, provides a comprehensive overview of his role, which is pivotal in enhancing profitability for Falca's SUGGI retail stores. With an extensive background in diverse industries, he holds rich experience. Ravi develops strategic partnerships with suppliers and negotiates favorable terms to ensure competitive pricing and high-quality products for SUGGI retail stores and B2B clients. Additionally, he oversees the implementation of efficient supply chain processes to optimize inventory management and minimize costs.



### *What motivated you to join and work with Falca?*

As the Vice President of Inputs at Falca, my motivation to join Falca stems from a profound belief in the transformative potential of data and technology in agriculture. Recognizing the existing gap in agtech within the farming community, I saw an opportunity to contribute to bridging this divide. Falca's unique model, which combines advanced technology with a physical presence, intrigued me. This model has the power to revolutionize the lives of farmers by providing them with innovative solutions and enhancing their overall productivity. The alignment of Falca's mission with my passion for leveraging data in agriculture was a key motivator for me to join this organization.

### *How do you see the agricultural industry evolving in the next few years, especially concerning input management?*

I envision significant transformations in the agricultural industry, particularly in input management, over the next few years. Data analytics and decision support systems will be crucial in empowering farmers with insights for informed decision-making. Biotechnology and genetic engineering advancements may lead to crops with heightened resistance to pests and diseases, potentially reducing reliance on chemical inputs. Sustainability is a growing focus, with increased interest in organic practices, climate-resilient agriculture, and building more resilient and localized supply chains. The sector may also see shifts in regulations, especially concerning pesticide use, fertilizer application, and genetically modified crops. The evolving landscape points towards a more technologically advanced, sustainable, and resilient agricultural sector.

A key trend is the continued adoption of precision agriculture technologies, integrating GPS, drones, and sensors for optimized input usage.

### *What challenges do you typically face in your role, and how do you overcome them?*



Although I enjoy the challenges my role offers, these require strategic solutions and quick decision-making. There are a few common challenges that I often encounter.

One recurring challenge is the dynamic nature of the agricultural sector, marked by factors such as changing weather patterns, market fluctuations, and evolving farmer needs. To address this, I emphasize a proactive approach, staying abreast of industry trends and leveraging data analytics to anticipate and adapt to these changes.

To overcome this, we are actively working on positioning Falca as a holistic solution provider rather than just a product vendor. This involves fostering relationships, offering comprehensive support services, and transparency in our dealings.

Supply chain resilience is another focal point. The agricultural supply chain is susceptible to disruptions, and ensuring a steady flow of inputs to farmers is paramount. We are working on strategies to enhance the resilience of our supply chain, exploring localized sourcing options, and building robust contingency plans. Innovating within the constraints of budget and resources is an ongoing challenge. Falca aims to overcome this by prioritizing investments in technology that bring maximum value to farmers and the organization. This involves careful budget allocation, identifying cost-effective solutions, and seeking collaborations that align with our goals.

Lastly, promoting sustainable input management practices faces challenges due to traditional farming practices and resistance to change. We address this by actively engaging with farmers, providing education on the benefits of sustainable practices, and demonstrating how these approaches can lead to long-term gains.

In essence, overcoming these challenges requires a combination of strategic planning, innovative thinking, and a deep understanding of the intricacies of the agricultural landscape. At Falca, we embrace these challenges as opportunities for growth and continuously evolve our strategies to navigate the dynamic agricultural environment successfully.

Significant challenge is building trust among farmers, a crucial aspect of our ecosystem. Farmers often perceive input providers solely as product sellers.

## *Could you share a notable achievement or success story during your time at Falca?*

Certainly! One strategic initiative, "SUGGI JATRE," is a huge hit. "SUGGI JATRE" aims to harness the untapped potential within our sales team, entice customers, and elevate both profits and margins. Customer attraction was a pivotal component of the initiative. It involved implementing targeted marketing campaigns, creating attractive product displays, and offering exclusive promotions.

The ultimate objective was, of course, to enhance profits and margins. By ensuring our sales team was well-equipped and motivated and directly engaging with our customers, we aimed to drive sales and increase the company's overall profitability. Additionally, the event served as a platform to introduce innovative and sustainable agricultural practices, aligning with Falca's commitment to responsible and modern farming.

The success of "SUGGI JATRE" went beyond immediate financial gains. It created a positive ripple effect by fostering community and collaboration within the agricultural ecosystem.

## *What advice would you give someone aspiring to work in agricultural input management?*

A comprehensive understanding of the agricultural ecosystem is paramount for aspiring professionals in agricultural input management. Get on to the field, understand the practices and challenges farmers face, and actively engage with the farming community. This hands-on experience will provide valuable insights and build trust and credibility among farmers.

Networking is your secret weapon. Shake hands, share stories, and build relationships. The agri-world is like a massive family – everyone knows everyone, and being well-connected can open doors to new opportunities and collaborations. Furthermore, staying updated on market trends and consumer demands is crucial in agricultural input management, as it helps make informed decisions and stay ahead of the competition.

# Falca's ESG Commitment And HSE Initiatives

At Falca, we believe that sustainable growth is not just a goal; it's a responsibility we wholeheartedly embrace. We are a pioneering force in the agricultural technology sector, dedicated to transforming the lives of farmers and fostering a brighter, more sustainable future for agriculture in India. Our commitment to Environmental, Social, and Governance (ESG) principles forms the bedrock of our corporate philosophy. ESG is more than a buzzword for us; it's a guiding light that influences every facet of our operations and decision-making. We understand that our actions today shape the world our children will inherit tomorrow, and we take this responsibility seriously.



## Environmental Responsibility at Falca: Nurturing Agriculture and Preserving the Planet

At Falca, we recognize the pressing need to balance agricultural advancement with environmental preservation. Our commitment to environmental responsibility is deeply embedded in our operations and innovations, especially through our Shiksha app, Sadhana device, Suggi platform, and Samrat centers.

1

**Shiksha App:** Our Shiksha app is an embodiment of our dedication to sustainable agriculture. By harnessing the power of artificial intelligence and machine learning, Shiksha provides farmers with precise and personalized crop management advice. This technology-driven approach contributes to environmental responsibility in several ways:

**Optimized Resource Usage:** Shiksha guides farmers in the judicious use of resources like water, fertilizers, and pesticides, reducing wastage and environmental contamination. This not only helps farmers save costs but also minimizes the negative impact on soil health and nearby ecosystems.

**Reduced Chemical Dependency:** Through data-driven insights, Shiksha promotes integrated pest management, and the optimum amount to be used, which can reduce the reliance and usage on chemical pesticides and herbicides.

**Climate Resilience:** Shiksha's weather forecasting capabilities help farmers adapt to changing climate patterns, ensuring crop sustainability and reducing vulnerability to climate-related risks. In addition, Shiksha's technology enables farmers to optimize irrigation practices, conserving water resources and mitigating the impact of droughts. This not only enhances the resilience of agricultural systems but also contributes to sustainable water management in the face of climate change.

**Preservation of Biodiversity:** Sustainable farming practices recommended by Shiksha help preserve soil health and biodiversity, essential for long-term agricultural sustainability.

Shiksha's data-driven insights enable farmers to adopt more efficient farming practices, leading to increased productivity.



2

**Sadhana Device:** Our Sadhana device revolutionizes grain quality assessment, promoting efficiency and sustainability in the agricultural value chain. It aligns with our environmental responsibility efforts in the following ways:

**Minimized Grain Wastage:** By providing accurate grain quality assessments, Sadhana reduces grain wastage due to poor quality, a significant environmental concern. Additionally, the Sadhana device enables farmers to make informed decisions about their crops, leading to more sustainable farming practices and better resource management.

**Reduced Energy Consumption:** The AI-driven technology in Sadhana ensures precise results, reducing the need for repeated assessments and minimizing energy consumption. This not only saves electricity costs but also reduces the carbon footprint associated with excessive energy use.

**Enhanced Pricing Accuracy:** By predicting grain prices accurately, Sadhana aids farmers in making informed decisions, preventing unnecessary transportation and associated carbon emissions.

Sadhana Device reduces grain wastage by providing accurate grain quality assessments



3

**Suggi Platform:** Our Suggi platform is designed to provide farmers with quality agricultural inputs. By ensuring the availability of certified seeds and fertilizers, Suggi promotes sustainable farming practices that lead to environmental responsibility.

**Promotion of Quality Inputs:** Suggi emphasizes the use of certified seeds and organic fertilizers, reducing the environmental impact of chemical-intensive farming.

**Enhanced Crop Yield:** By facilitating access to high-quality inputs, Suggi contributes to improved crop yields, making agriculture more resource-efficient and economically viable for farmers. This not only increases their income but also helps meet the growing demand for food globally. Additionally, the use of quality inputs minimizes crop diseases and pests, reducing the need for harmful pesticides and ensuring healthier produce for consumers.



**4**

**Samrat Centers:** Our Samrat centers, established in rural areas, support farmers with various services, including market access. This physical presence contributes to our environmental responsibility.

**Reduced Transportation Emissions:** Farmers can access markets and services closer to their communities, reducing the need for long-distance transportation and associated carbon emissions.

**Sustainable Agricultural Practices:** Samrat centers offer training in sustainable farming techniques, such as organic farming and efficient irrigation, reducing the environmental impact of traditional farming practices.

In conclusion, our commitment to environmental responsibility at Falca extends far beyond words; it is woven into the fabric of our innovations and services. Through the Shiksha app, Sadhana device, Suggi platform, and Samrat centers, we not only empower farmers but also nurture a sustainable agricultural ecosystem that preserves our planet for future generations.

*Social Impact of Falca:  
Empowering Communities  
and Transforming Lives*

Falca's social impact extends deep into rural communities, fostering positive change and uplifting the lives of countless individuals. Our commitment to social responsibility is at the core of our operations, and it is evident through our Shiksha app, Sadhana device, Suggi platform, and Samrat centers.



**1. Shiksha App:** Shiksha is a beacon of knowledge and empowerment for farmers across India. Its social impact is profound.

**Access to Education:** Shiksha provides farmers with AI-driven agricultural advisory services and crop management insights, essentially offering a virtual agricultural school in the palm of their hands. Farmers can access information on best farming practices, weather forecasts, pest control methods, and market prices, enabling them to make informed decisions and improve their crop yields. This not only enhances their livelihoods but also contributes to the overall development of rural communities.

**Empowerment:** By imparting knowledge and guidance, Shiksha empowers farmers to make informed decisions, increasing their self-reliance and overall well-being.

**Gender Equality:** Shiksha's accessibility ensures that both male and female farmers can benefit equally, contributing to gender equality in agriculture.



**2. Sadhana Device:** Sadhana's social impact lies in its ability to revolutionize traditional grain quality assessment.

**Farmers' Income:** Sadhana helps farmers receive fair prices for their produce by accurately assessing grain quality, thereby increasing their income and financial stability.

**Reduced Exploitation:** Farmers are less vulnerable to exploitation by middlemen or buyers due to the transparent and reliable assessment provided by Sadhana.

**3. Suggi Platform:** Suggi, our platform for quality agricultural inputs, has a significant social impact.

**Quality Inputs:** By ensuring farmers have access to certified seeds and organic fertilizers, Suggi improves crop quality and yields, leading to higher incomes and better livelihoods.

**Healthier Communities:** Reduced chemical input usage results in healthier farming communities and a safer environment.



**4. Samrat Centers:** Our Samrat centers are instrumental in driving positive social change.

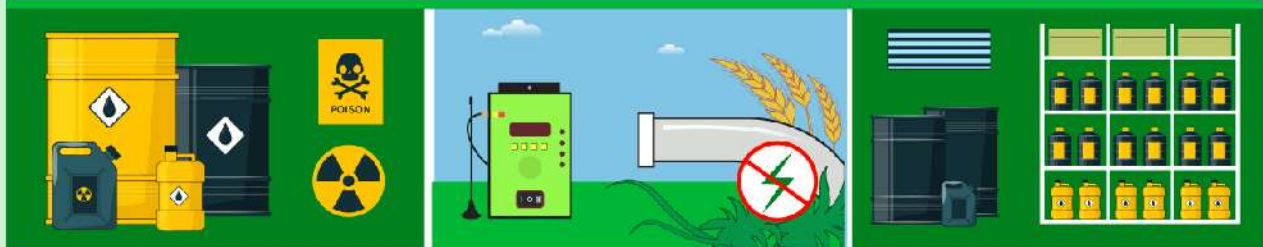
**Skill Development:** These centers offer training and workshops to farmers, enhancing their knowledge and skills in sustainable farming practices.

**Market Access:** Samrat centers facilitate direct market connections, reducing farmers' dependency on intermediaries and ensuring fair prices for their produce.

**Rural Employment:** Establishing these centers in rural areas generates employment opportunities and helps stem rural-to-urban migration.

**At Falca, we are not just revolutionizing agriculture; we are creating a ripple effect of positive social change. Our innovations and services empower farmers, strengthen communities, and contribute to the overall well-being of society. Through the Shiksha app, Sadhana device, Suggi platform, and Samrat centers, we are forging a path towards a more inclusive and equitable future for all.**

# Health, Safety, and Environment (HSE) Guidelines for SUGGI Employees



Input Handling	Equipment Safety	Storage Safety
<ul style="list-style-type: none"> <li>Always label available inputs clearly and correctly in the record book, and never use unlabeled containers.</li> <li>Educate yourself on the potential hazards of the inputs and equipment you work with.</li> <li>Avoid chemical spills by using proper handling techniques and spill containment measures.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct pre-operational checks on machinery to identify and address any safety issues.</li> <li>Follow on-off procedures when assisting farmers to prevent accidental startup.</li> <li>Report any equipment defects or malfunctions immediately to your supervisor.</li> </ul>	<ul style="list-style-type: none"> <li>Store chemicals and agricultural products only in designated areas and containers.</li> <li>Never mix incompatible substances, and ensure storage areas are well-ventilated and clutter-free.</li> <li>Store inputs away from direct sunlight, heat sources, and open flames.</li> </ul>

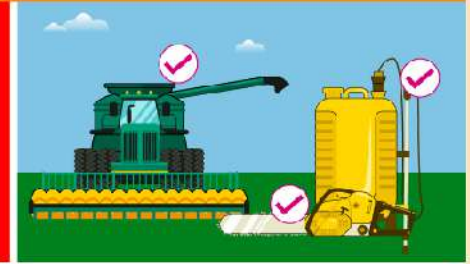
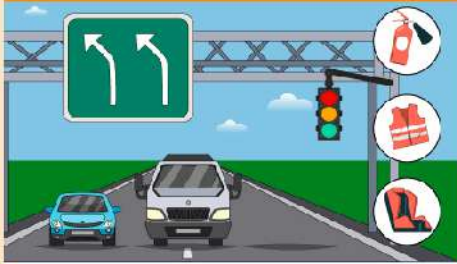
Emergency Response	PPE Usage (Personal protective equipment)
<ul style="list-style-type: none"> <li>Keep handy emergency contacts, including Medical Emergency, Nearest Hospital, Fire Department, Local Police, your Supervisor/Manager, and Human Resources Personnel.</li> <li>Designate assembly points and ensure everyone in the store knows where to gather during an emergency.</li> </ul>	<ul style="list-style-type: none"> <li>Wear appropriate PPE such as helmets, gloves, safety goggles, and high-visibility vests (during late evening field trips) as required for your specific tasks.</li> <li>Replace damaged or worn-out PPE immediately.</li> <li>Understand the specific PPE required for different tasks and wear them accordingly.</li> </ul>

DO's	DON'Ts
<ul style="list-style-type: none"> <li>Encourage and support your colleagues in reporting safety concerns or incidents.</li> <li>Keep detailed records of input availability, usage, incidents, and near-misses for reporting purposes.</li> <li>Minimize waste, and keep your surroundings clean and clutter-free.</li> <li>Always use designated waste disposal areas and containers for disposing of waste materials, including packaging from agricultural inputs.</li> </ul>	<ul style="list-style-type: none"> <li>Don't prioritize speed over safety when traveling.</li> <li>Don't overload shelves or storage areas with products beyond their capacity, as it may lead to accidents.</li> <li>Don't smoke or engage in any open flames near the storage areas of agricultural inputs, as this poses a serious fire hazard.</li> </ul>

**“Remember, at Falca, it’s ‘Farmers First.’ Always treat them with Compassion and Respect, just as we do for our employees.”**



# Health, Safety, and Environment (HSE) Guidelines for SAMRAT Employees



## Field Travel Safety

## Chemical Handling Storage

## Equipment Safety



Always follow safety guidelines when traveling to fields, including road safety rules and vehicle maintenance checks.



Ensure that vehicles used for field travel are well-maintained and equipped with necessary safety features.



Avoid driving under the influence of alcohol or drugs.



Prioritize safe handling and storage of agricultural chemicals, adhering to established safety protocols and guidelines.



Ensure all chemicals are stored in designated areas with proper labeling and adequate ventilation.



Use appropriate personal protective equipment (PPE) when handling chemicals.



Ensure that equipment is used only by trained and authorized personnel.



Immediately report any equipment defects or malfunctions to supervisors.

## DO's



- Familiarize yourself with emergency procedures and evacuation routes specific to each field location.
- Always carry a communication device to raise alarms or seek assistance in emergencies.
- Always wear the appropriate PPE, such as gloves, safety goggles, and respirators, as required by the task.
- Promptly report any accidents, incidents, near misses, or safety concerns to your supervisor.
- Encourage open communication among team members regarding safety issues.
- Minimize waste, and keep your surroundings clean and clutter-free.
- Ensure proper securing of loads to prevent shifting during transport.

## DON'Ts



- Don't engage in unsafe practices, shortcuts, or bypass safety procedures.
- Don't hesitate to report missing or damaged signs promptly.
- Don't exceed the specified load limits for vehicles transporting agricultural products.
- Avoid overloading of trucks.
- Never operate an unsafe vehicle or engage in reckless driving.
- Don't engage in unsafe handling practices or overlook potential hazards during tasks.

**“Remember, at Falca, it's ‘Farmers First.’ Always treat them with Compassion and Respect, just as we do for our employees.”**







## Governance Excellence at Falca: Building Trust & Transparency

Falca places immense importance on governance excellence as a fundamental pillar of our operations. Our commitment to robust governance practices ensures that we operate ethically, transparently, and in a manner that benefits all stakeholders, including our farmers, partners, and investors. Here's how governance excellence is embedded in Falca's DNA:

### 1 Ethical Leadership:

**Board Oversight:** Falca's board of directors is composed of individuals with diverse expertise and a shared commitment to ethical leadership. They oversee our strategic decisions, ensuring alignment with our mission and values.

### 2 Compliance and Risk Management:

**ESG Compliance:** Falca is dedicated to adhering to all relevant ESG regulations and standards. We continually monitor changes in ESG regulations, prepare ESG reports, and communicate with stakeholders about our ESG performance.

### 3 Data Privacy and Security:

**Data Protection:** Falca places a premium on data privacy and security, safeguarding sensitive information through robust cybersecurity measures. This ensures the confidentiality and integrity of our stakeholders' data.

### 4 Integrity in Innovation:

**Responsible AI:** Falca's innovative solutions, such as the Shiksha app and Sadhana device, are developed with ethical AI principles. We prioritize responsible and unbiased AI to ensure fair and equitable outcomes for farmers.

### 5 Transparency and Accountability:

**Financial Reporting:** Falca maintains rigorous financial reporting standards. We provide regular, detailed financial reports to our investors and partners, fostering trust and transparency.

### 6 Stakeholder Engagement:

**Farmer-Centric Approach:** Governance excellence extends to our interactions with farmers. We actively seek their feedback and engage them in decision-making processes, ensuring that our services truly meet their needs.

### 7 Compliance with Labor Laws:

**Fair Labor Practices:** Falca is fully compliant with labor laws and international labor standards, providing fair employment opportunities and treating all employees with respect and dignity.

### 8 Anti-Corruption Measures:

**Zero Tolerance:** Falca maintains a zero-tolerance policy for corruption at all levels of our organization. We promote a culture of integrity and accountability.

### 9 Continuous Improvement:

**Feedback Mechanisms:** Falca actively seeks feedback from all stakeholders, including employees, farmers, and partners, to continually improve our governance practices.

Governance excellence at Falca is not a mere formality; it's a guiding principle that informs our daily operations and strategic decisions. By upholding ethical leadership, transparency, accountability, and integrity in all that we do, we build trust with our stakeholders and ensure the sustainability and success of our mission to empower farmers and revolutionize agriculture.



# OUR PRODUCTS

# How Falca is Adapting to Latest Agricultural Trends

In the ever-evolving landscape of agriculture, staying abreast of technological trends is not just an option but a necessity. Falca is leading the charge in embracing the latest advancements to revolutionize agricultural practices. From integrating cutting-edge technology and employing data-driven decision-making models to harnessing the power of blockchain, artificial intelligence, and automation, Falca is at the forefront of a transformative wave.

**1**

## Technology Integration

SADHANA Device integrates advanced algorithms and sensors to automate complex quality assessment procedures, aligning with the trend of technology integration in agriculture.

**2**

## Data-Driven Decision-Making

Through the SAMRAT model, Falca empowers farmers with a digital platform, aiding informed decision-making for crop selection, planting, and selling produce at optimal prices.

**3**

## Automation

Shiksha App incorporates automation to provide farmers with real-time market prices & personalized AI assistance. Besides, SADHANA automates intricate quality evaluation procedures, reducing manual intervention.

**4**

## Blockchain in Agriculture

SADHANA automated quality assessment & real-time data enhance traceability & transparency in supply chain, complementing blockchain trend for recording transactions.

**5**

## AI and Machine Learning

SADHANA Device employs Artificial Intelligence (AI) principles to detect defects, moisture content, and disease-infested grains accurately.

**6**

## Climate-Smart Agriculture

Shiksha App supports climate-smart agriculture by offering AI assistance with daily weather reports, crop selection, planting timing, and selling produce at the right time and place.

**7**

## Biological Crop Protection

SUGGI's biological crop protection, offering high-quality seeds, nutrient-rich fertilizers, crop protection soln., plant growth regulators, & more.

**8**

## E-commerce in Agriculture

SAMRAT serves as a model that connects farmers with buyers, processing units, and exporters. It facilitates a direct and efficient exchange of services, aligning with the e-commerce trend in agriculture.



# Falca's DevOps Journey in Agritech

*Falca has experienced remarkable growth since its inception, attracting numerous farmers and positive feedback. With a surge in the number of users and daily transactions, the need for efficient technology became apparent, leading to the development of user-friendly applications – Siri and Suggi.*

As Falca expanded its technological scope, the team initiated the implementation of numerous ideas, managing and developing 13 projects simultaneously. To streamline operations, the agile methodology was incorporated, eventually paving the way for the integration of DevOps to bridge the gap between development and operations teams.

DevOps, a collaborative approach, became instrumental for Falca, driven by the goals of automation, continuous integration, and continuous delivery. This approach accelerates software releases, improves application quality, reduces down

**Adopting Docker, a vital DevOps tool, enabled Falca to create isolated environments for specific applications, facilitating efficient scaling based on demand.**

time, and encourages innovation, fostering a culture of cooperation and shared responsibility. Adopting Docker, a vital DevOps tool, enabled Falca to create isolated environments for specific applications, facilitating efficient scaling based on demand. The company exceeded quarterly thresholds in various fields, emphasizing the importance of maintaining coding standards, for which SonarQube was introduced to ensure continuous code analysis and optimization.

Jenkins, another integral DevOps tool, played a crucial role in automating aspects of the software development lifecycle, such as building, testing, and deployment. This automation not only saved time but also eliminated manual errors, contributing to the fulfillment of critical DevOps objectives.



**Mahima Dubey**  
DevOps Engineer

DevOps is set to play a pivotal role in Falca, ensuring high-quality, reliable, and innovative solutions and earning trust from farmers and stakeholders. It is not merely a set of tools; it signifies a fundamental shift in culture and mindset driving Falca's success in impacting agritech. Participating in this transformative journey of impacting agritech through DevOps fills me with immense excitement and pride.



*Reflecting on my role as a Manager, building the team from scratch has been an exciting journey filled with challenges. With its solutions for every obstacle, DevOps offers continuous learning opportunities in this ever-evolving field.*

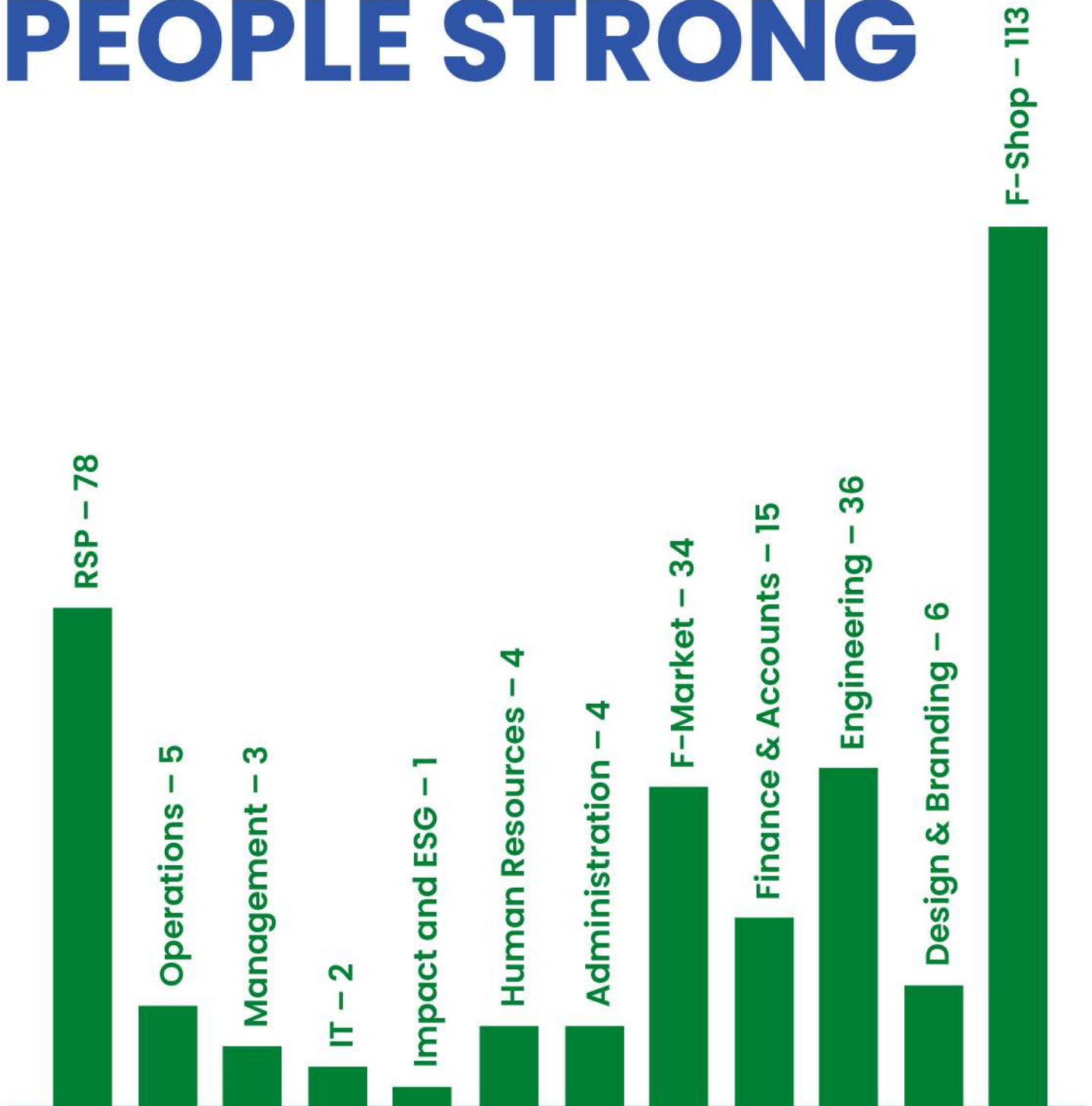
**Basavaraj Thilagar**  
QA Manager

# Team Falca: Growing Together, Thriving Strong

**FALCA IS NOW**

**300+**

# PEOPLE STRONG





# Joyful Moments: A Snapshot of Smiles and Cheer



# Customer Testimonials



## Dushyant

📍 Kolluru, Bellary, Karnataka

I faced a tough time with my Chilli crop last year, but things turned around thanks to Aminofal and Instagreen from the Suggi shop at Kalluru Cross. The crop stand improved significantly, with more growth and branches. Despite the challenges of inadequate water supply, this year's yield is outstanding. I highly recommend these products – they made a real difference.

## Siddanagonda

📍 Somasamudra, Bellary, Karnataka

Earlier, my crops struggled with poor vegetative growth. I then discovered Ready NPK at the Suggi shop. After spraying it, my Maize crop flourished with increased twigs and branches. The results were fantastic, and now my yield is better than ever. I urge my fellow farmers to try Ready NPK once – because it really worked for me!



## Umapati

📍 Kolluru, Bellary, Karnataka

I'm happy to share my experience using Inflex for Soybean farming. Since I started using it, there's been a remarkable increase in my crop yield. My harvest improved, and my income also saw a 30% boost. Suggi also offers excellent marketing facilities for my crops. I'm genuinely happy with the results and the support I get from the Suggi team.



