

**SESSION 3: AGRI-LOGISTICS & MARKET INTELLIGENCE – FROM
HARVEST TO CONSUMER**

**RETHINKING AGRI-LOGISTICS: WHEN PROCESSING
MOVES CLOSER TO PRODUCTION**

PRESENTER

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300 km Ragi Journey: Why Agri-Logistics Must Change

A woman farmer in Chittoor grows ragi

Grain is sold to a local trader

Local trader sold to a mill near Bengaluru

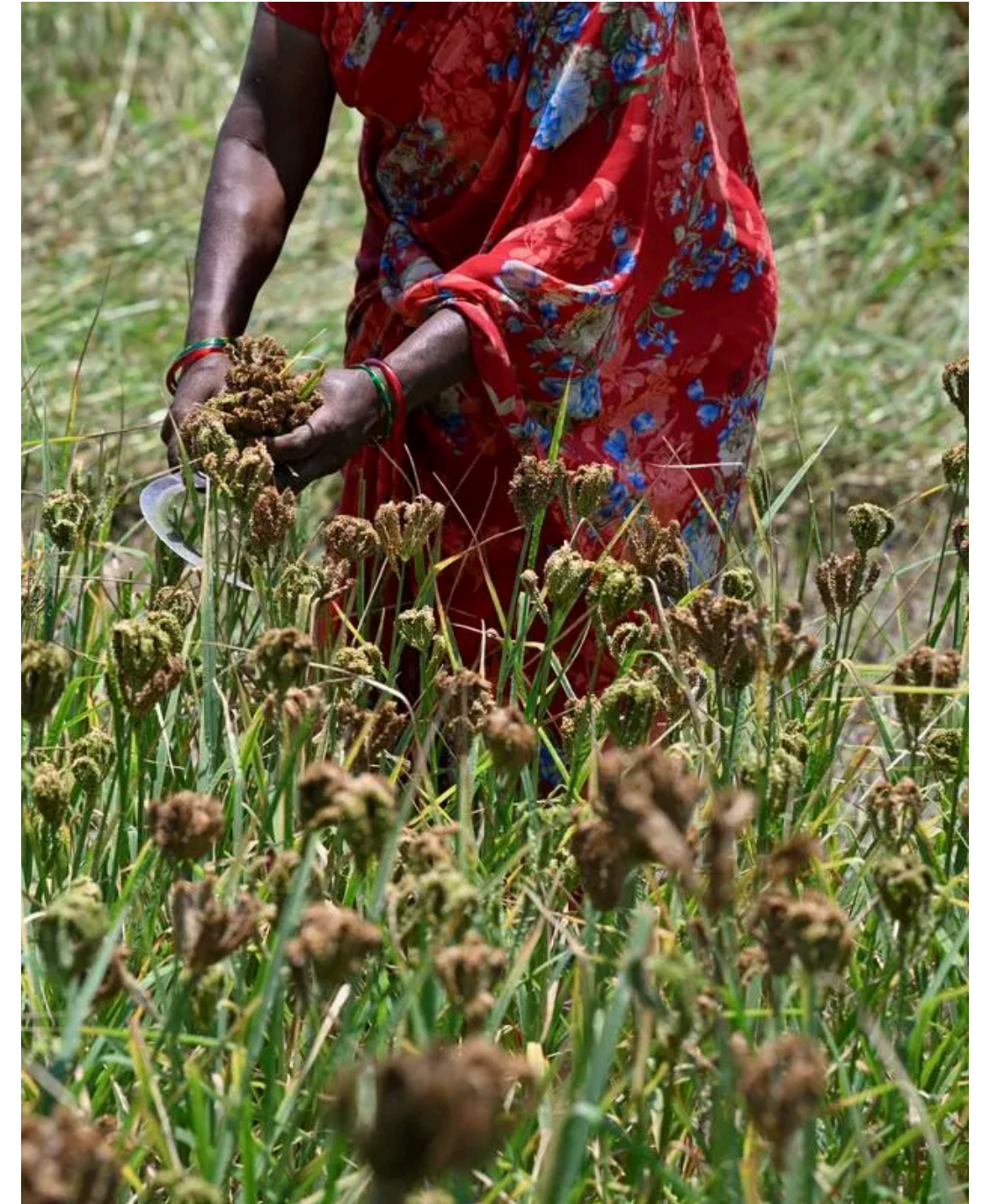
Bengaluru mill makes flour, cookies & other products etc

The products returns to the same village as value added

One grain.

- **200 kilometres.**
- **Multiple Intermediaries and cost layers.**

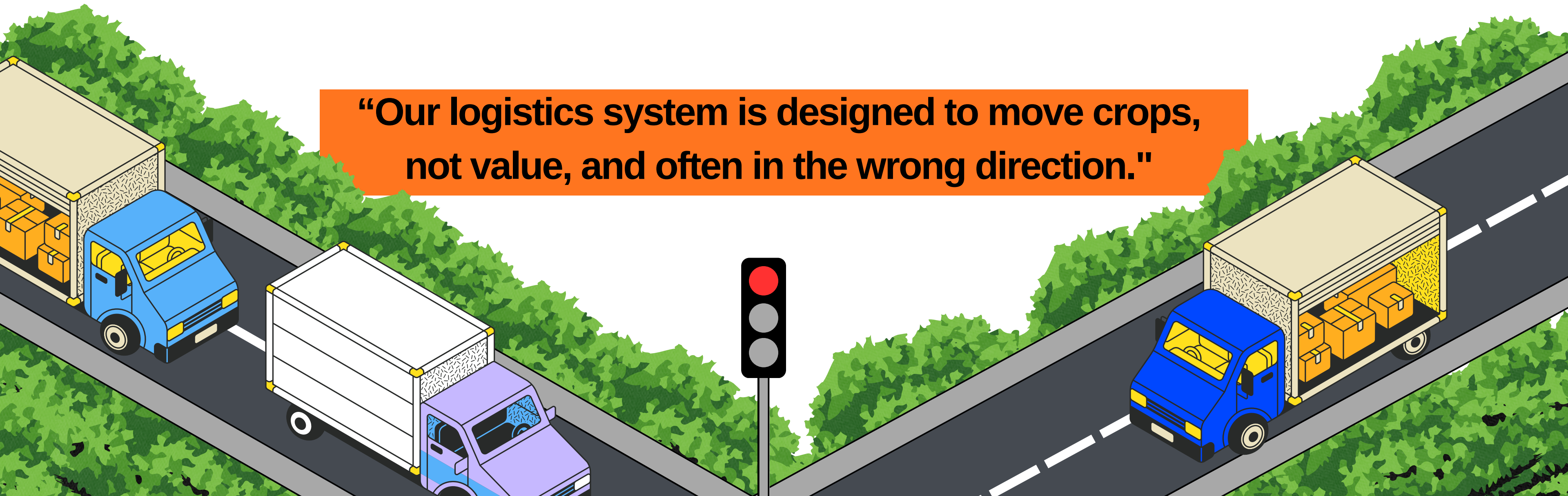
And almost all the value leaves the village where it was grown.



This single journey captures the core problem in India's agri-logistics:

- Processing is centralized and distant.
- Transport costs go up every year, but farmers price doesn't.
- Carbon footprint increases.
- And the farmer especially the small and marginal farmer is left with the least share in the value chain.

“Our logistics system is designed to move crops, not value, and often in the wrong direction.”



UNDERSTANDING THE INTEGRATED FOOD SYSTEMS



Saved Seed
Cultures/
Seed Banks

Joint
Families
sharig the
farm work-
Manpower

Own
Agriculture
Tools &
Knowledge-
Machinery

Giant Size
earthen
Pots for
Storage

Primary
Processing
at Home
Level -
**Processing
Units**

Strong Regional
Level Cuisine -
Knowledge and
Skill - **Market
Place**

MILLET VALUE CHAIN – MAPPING OF BUSINESS MODELS

FARM TO FORK TO FUTURE (17 UNITS)



The Hyper-Local Alternative: Processing at Source

- Village-level mills & micro-processing units
- Women SHGs producing 1–2 standardized products
- Local packaging, branding & shelf placement
- Short supply chains → faster cash flow
- Reduced post-harvest losses
- Value, employment & dignity stay in the village



Transforming SHG's to Millet MSME's





If ragi does not travel hundreds of kilometres...

If it is processed, packaged, branded, and sold near the farm...

We don't just increase a farmer's income.

We quietly redesign the village economy.

*That's where **hyper-local processing, geospatial intelligence, and smarter market linkages** come together.*

The Old Model (Broken)

Ragi travels:

*Village to Trader to City to Factory
to Market to Consumer*

Every kilometre adds cost, delay,
wastage, carbon and middlemen.

Farmer loses income.

Village loses jobs.

Planet pays the price.

The New Model (Geospatial Intelligence)

Ragi stays within 20–50 km.

It is milled, packed, branded and sold locally.

Result?

Jobs return.

Transport reduces.

Carbon drops.

Profits stay local.

Nutrition improves.



Where Does Geospatial Intelligence Come In?

1. Where should we process?

Geospatial data shows the fastest access, densest farms and shortest routes —

so processing units are placed by logic, not by politics.

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Geospatial intelligence flips the system.

From: - Grow here., Process there. Sell elsewhere.”

To: “Grow here., Process here Earn here.”

2. Who should we cluster?

Geospatial data maps farmers, land, crops and SHGs — so hubs are built around people, not files.

Clusters based on communities, not coordinates.

3. Where should ragi be sold?

Data maps demand, schools, hospitals and stores — so ragi moves to the nearest hungry market, not the farthest trader.

Markets chosen by demand, not distance.

4. How do we cut waste and cost?

Smart routing, storage and timing — so fewer trucks run empty and more money reaches the farmer.

Logistics designed for savings, not leakage.

Geospatial intelligence ensures that:

Food moves less.

Money moves more.

And prosperity stays local.

That is the future of farming.

Not by moving villages to cities...

But by bringing opportunity back to villages.

END OF THE PRESENTATION