www.pshubazar.com

E-LIVESTOCK Market PLATFORM:

About Infovet:

Infovet is dedicated to provide complete e-solutions for livestock industry, especially suitable for developing and under-developed countries. We have collaborated with Bombay Veterinary College and developed a number of software solutions suitable for dairy industry. Our mission is to help the farmers in achieving higher productivity, better scientific management and enhanced profitability. We are part of larger consortium comprising of Chitale Digital, Chitale Dairy and Syncroft Solutions.

Our products:

Software programs:

- Herdman^{com}: For commercial dairy farms
- Herdman^{coop}: For dairy cooperatives - This is a networking software suitable for field data capturing from village dairy cooperatives to veterinarian center and the milk union headquarters
- Herdman – PDA: The village herd health and productivity management software for pocket PC useful for the animal health workers / veterinarians.
- Herdman – Server: For the milk union server enabling data merging and macro data analysis
- Semen^{perfect}: For e-management of bovine semen banks, AI data management and progeny testing
- Pashubazar.com: For e-livestock and animal product marketing

Hardwares:

- MilkTrac: Hand held device for on-farm data collection and interfacing of milk weighing scale to Herdman

For Details Please Contact:

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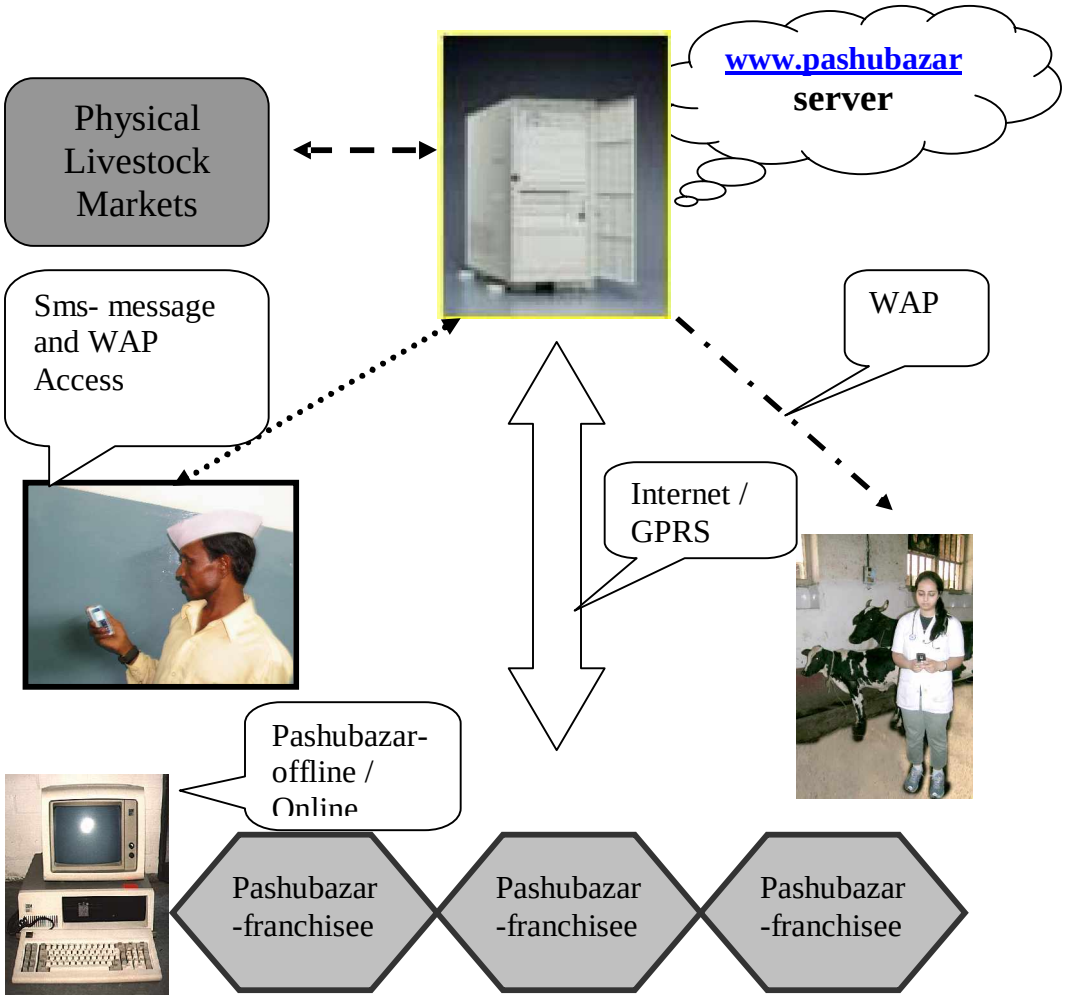
Postal Address: Halima Apartment, Takoli, Old Belapur Road, Kalwe, Thane 400 605, India



E-Livestock Market Platform Concept Model

www.pashubazar.com

Our Mission:

To eliminate farmer-exploiting middlemen by providing infrastructure and e-solutions to help the livestock farmers access national market

Rationale:

- Good quality animals are the major input that would decide the success of the dairy business. Unfortunately at present the sale and purchase of livestock is unorganized and mostly in the hands of middlemen leading to exploitation of both the selling and the purchasing farmers.
- Animal performance recording in terms of fertility and milk production is an important function for better scientific health and productivity management. This core function also enables scientific breeding leading to better breed animals. An important benefit of keeping animal records is that the farmers can get better price for good animals whereas the farmer purchasing such animal would have greater confidence level.
- In India there are a large number of weekly / permanent livestock market in villages wherein the farmers transport their animals and the purchasing farmers visit these markets to finalize the purchase. These are distant from each other. If the livestock market data is networked through e-market platform the farmers would be able to get greater access facilitating the elimination of middlemen.

Our Business Model:

We have developed a unique business model beneficial to all the participating components. The basic premise is that the veterinarian and para-veterinarian those is in touch with the farmers on day-t-day basis and provide services can also collect animal breeding, production and health records. These AI workers using the web-market platform can also help the farmers in sale and purchase of livestock, products, fodder and other inputs and services. The AI workers or others agencies such as 'Village Info-kiosk', cyber-café, etc., act as franchisee directly or through the Milk Union and such other agencies. Since in rural areas day-long internet connectivity

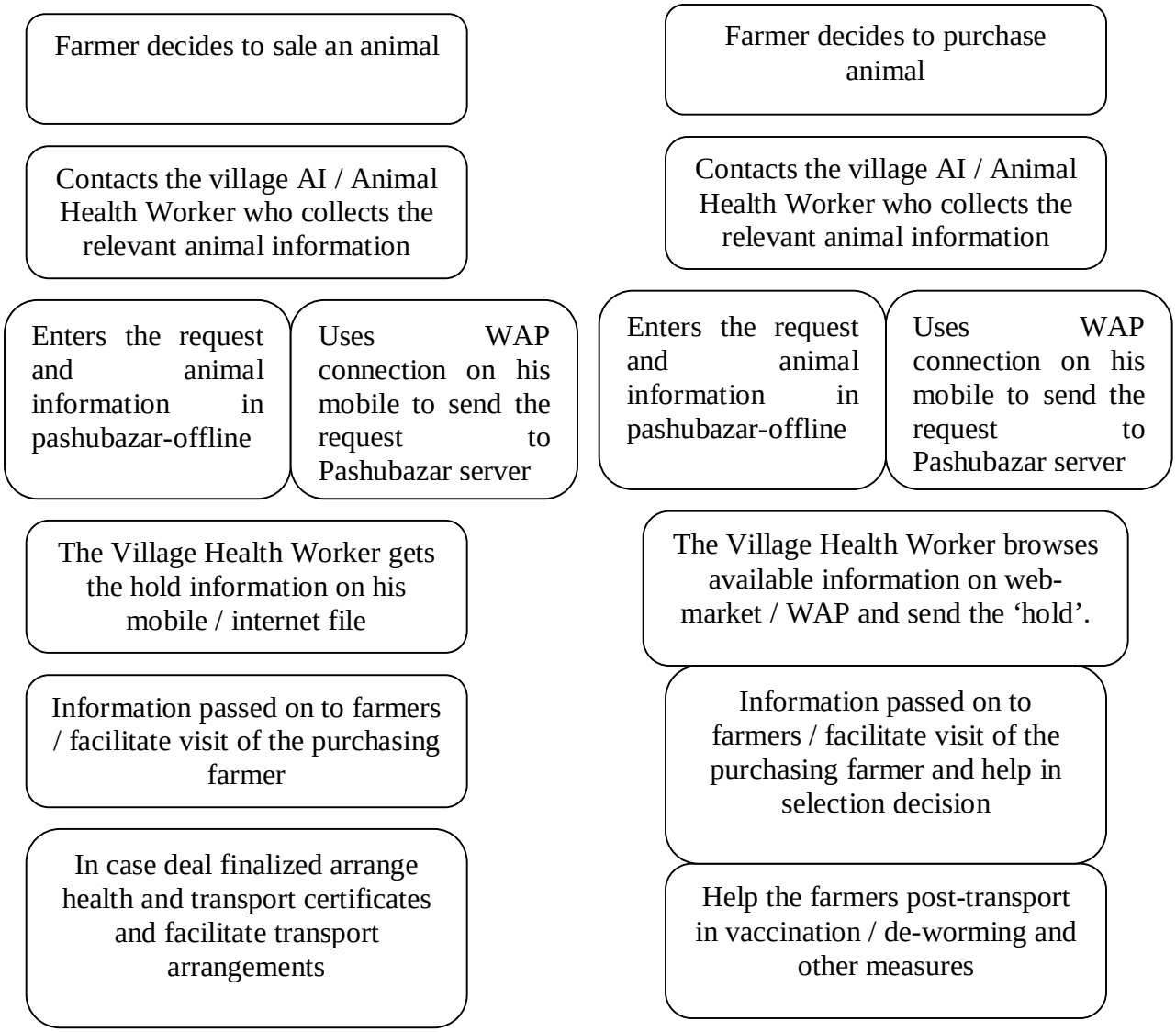
may not be available hence we have developed ‘pashubazar’ offline version that can be connected to online version. The second alternate is WAP-based system wherein the farmers of the registered milk union / cooperatives / or such other agencies can also access the web market using their mobiles.

The farmers are nominally charged on per animal registration or per query basis which can be distributed between the franchisee / cooperative society / milk union and Infovet on pre-agreed basis.

The site is also useful for marketing the services of professionals and others who are into livestock related activities. There is also facility of registration of breeders, semen suppliers, transporters, consultants, veterinarians and trainers, etc. This will provide their services greater access. The registration can be done by paying a small fee which is renewable every year.

Through the site the farmers can also engage animal transporters or the laboratory services in the area in case their services are required. In short the site provides them with all the relevant information. The insurance and banking information can also be provided as advertisement. There is also provision of putting up advertisements.

Activity Flow Chart:



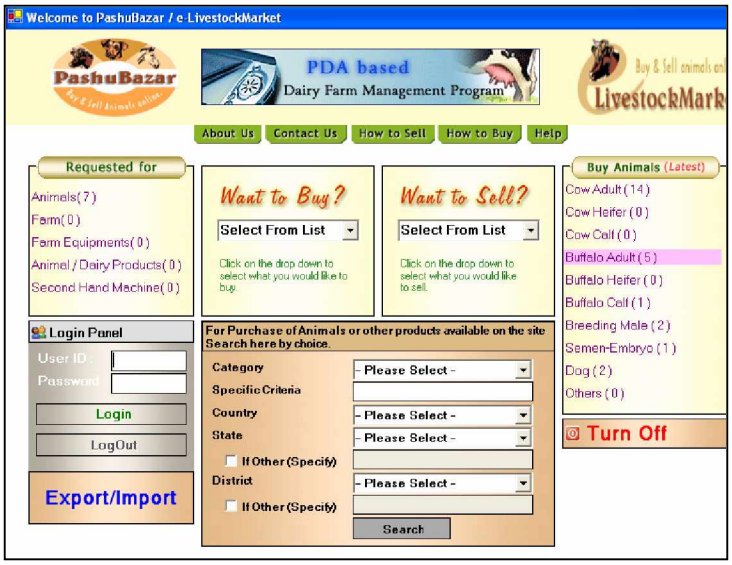
Market Potential and Scope:

India has the largest number of livestock. More than 80% of the livestock is owned by marginal farmers and landless labors, who use livestock for easy liquidity when they need cash. Many farmers have also taken up breeding and rearing of animals for sale to others, especially to urban and larger farms. As per our data, around every year around 10% of the adult animals in the village change hands and are sold for various reasons. The numbers are higher for food animals such as sheep, goat, etc. Considering the dairy animal population in the country it can be safely estimated that every year around 50 lakhs cows and 30 lakhs buffaloes are sold and purchased. The number of goat and sheep sold and purchased would be around 10 million. Even if 10% of these sales can be converted into e-sale, there is a great business potential. Apart from these the farmers can also be helped in selling eggs, poultry, equipments, farms, fodder, etc. There is also scope to enjoin the banking and insurance sector with the livestock marketing activity. For example, while going for purchases, the farmers have to take large sum of money, which is with ridden with risk. The bank coupon kind of system can be initiated for easy transfer. Insurance could be provided at the time of transporting of the animal so as to lower risk losses during the transport.

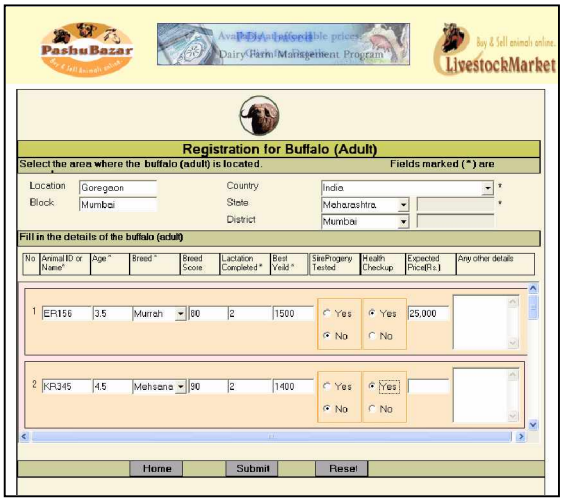
www.pashubazar – **Salient Features**:

Pashubazar is available as offline version that can be easily installed on any Pentium desktop. On receiving the registration fee and deposit the franchisee is registered and activated by providing user name and password. The franchisee is also provided with user name and password for WAP data access. This enables him pashubazar data browsing. The farmers can be kept in loop through auto-sms messaging system generated through the web-server.

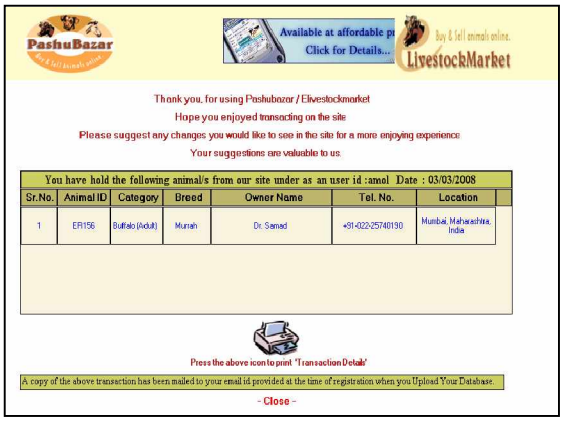
Pashubazar-offline: An offline version is also available which a simplified version of the online is. This enables the franchisee to operate even if there is no continuous internet connectivity. This has all the sections required for putting up request for sale and purchase of animals, products and other items. The format is very simple to operate. The data export and import from the offline to online is also extremely simple and can be done using pen drive. Thus, even if the franchisee is not having any internet connectivity he can use nearby cybercafé for services.



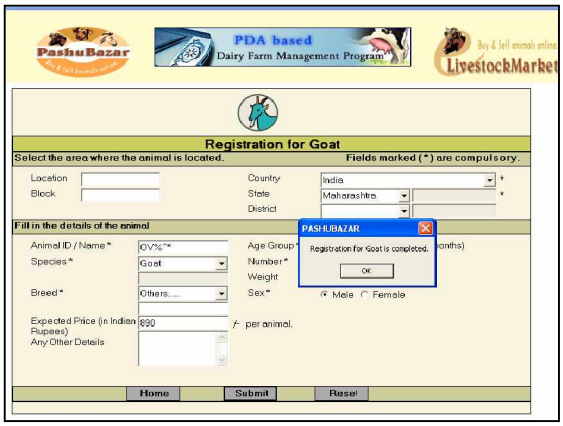
PashuBazar
Herdman Com
A Preventive Bovine Herd Management Software
Buy & Sell animals online.
LivestockMarket
Click on the category of animal you want to sell.
Category Of Animals
Cow (Adult)
Cow (Heifer)
Cow (Calf)
Buffalo (Adult)
Buffalo (Heifer)
Buffalo (Calf)
Breeding Male
Semen - Embryo
Bullock
Sheep
Goat
Pig
Poultry
Horse
Camel
Dog
Others
- Go Home -


PashuBazar
PDA based
Dairy Farm Management Program
Buy & Sell animals online.
LivestockMarket
Registration for Buffalo (Adult)
Select the area where the buffalo (adult) is located.
Fields marked (*) are
Location
Goregaon
Block
Mumbai
Country
India
State
Maharashtra
District
Mumbai
Fill in the details of the buffalo (adult)
No
Animal ID or Name*
Age *
Breed *
Breed Score
Lactation Completed *
Best Yeild *
SireProgeny Tested
Health Checkup
Expected Price(Rs.)
Any other details
1
ER156
3.5
Murrah
90
2
1500
Yes
No
Yes
No
25,000
2
KR345
4.5
Mehsana
90
2
1400
Yes
No
Yes
No
Home
Submit
Reset

PashuBazar
Available at affordable p
Click for Details...
Buy & Sell animals online.
LivestockMarket
List of animals available for sale.
List of Buffalo (Adult) available for sale.
Sr.No.
Animal ID
Owner User ID
Breed
Price
Hold
1
ER156
amol
Murrah
25
Close
Hold
NEw Please be advised that your holding will communicate the purchase intention only and could not be considered as final sale.

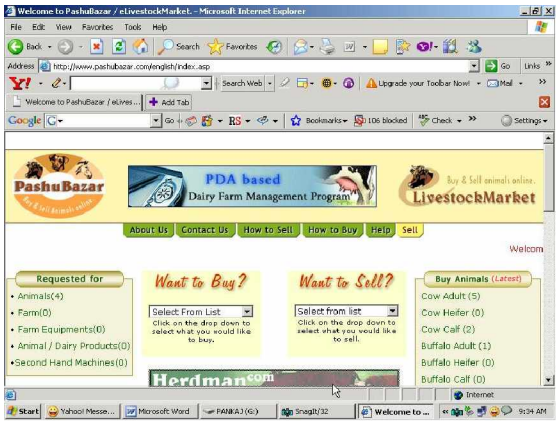

PashuBazar
Available at affordable p
Click for Details...
Buy & Sell animals online.
LivestockMarket
Thank you, for using Pashubazar / Elivestockmarket
Hope you enjoyed transacting on the site
Please suggest any changes you would like to see in the site for a more enjoying experience
Your suggestions are valuable to us.
You have hold the following animal/s from our site under as an user id :amol Date : 03/03/2008
Sr.No.
Animal ID
Category
Breed
Owner Name
Tel. No.
Location
1
ER156
Buffalo (Adult)
Murrah
Dr. Samad
+91-022-25740190
Mumbai, Maharashtra, India
Press the above icon to print 'Transaction Details'
A copy of the above transaction has been mailed to your email id provided at the time of registration when you Upload Your Database.
- Close -

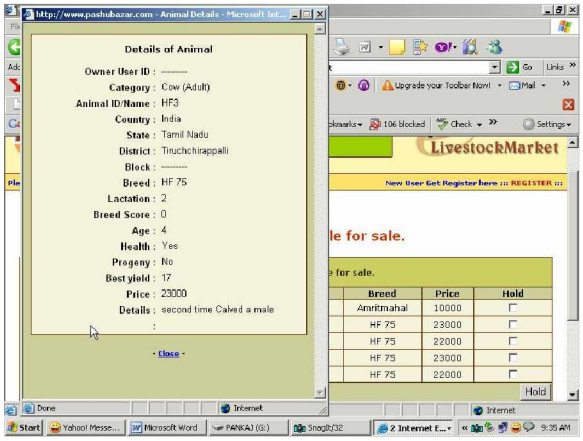
PashuBazar
PDA based
Dairy Farm Management
Buy & Sell animals online.
LivestockMarket
List of animals available for sale.
List of Cow (Adult) available for sale.
Sr.No.
Animal ID
Owner User ID
Breed
Price
Hold
1
VABDL012
sharifbhai
18000
2
PUAD0012
aniket4u
26000
3
PUAD0150
aniket4u
50000
4
PUAD0017
aniket4u
50000
5
PUADLK250
aniket4u
45000
6
PUADL212
aniket4u
40000
7
testanimal
testuser
Mewari
15000
8
wq1234
amol
Bargur
2222
9
testcoww
amol
Sahiwal
16000
10
MyCow
amol
Bargur
12000
11
ParbhaniCOw
amol
Sahiwal
12000
12
98765431
AMOL
Sahiwal
15000
Close
Hold
NEw Please be advised that your holding will communicate the purchase intention only and could not be considered as final sale.


PashuBazar
PDA based
Dairy Farm Management Program
Buy & Sell animals online.
LivestockMarket
Registration for Goat
Select the area where the animal is located.
Fields marked (*) are compulsory.
Location
Block
Country
India
State
Maharashtra
District
Fill in the details of the animal
Animal ID / Name *
OV%^*
Species *
Goat
Breed *
Others.....
Expected Price (in Indian Rupees)
Any Other Details
Age Group *
Number *
Weight
Sex *
Male
Female
per animal.
PASHUBAZAR
Registration for Goat is completed.
OK
Home
Submit
Reset

From the above screens it would be evident that the web market offline version is easy to operate.

Pashubazar-Online: This is available online. Type the http address and enter to open the site. The site has been developed so as to provide ease of operation. Following screens will give an idea of the simplicity with which the site can be operated.





Unique Features: The site has been interfaced with Herdman software if deployed in village dairy cooperative or the milk union. This enables the transfer of the animal's data to the site. The purchaser can see the lifetime information of the animal. The website has also been provided with WAP interfacing so that the veterinarian and the farmer can also use using the WAP-enabled mobile. There is also auto sms alert facility in that when ever there is a hold for an animal or the product or the services the concerned person / agency is sent an auto-generated sms alert.

Now we are looking for regional marketing partners who can join as business associate

For further details please contact:

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Visit: www.pashubazar.com (for the trial site)