

Village & Catchment Expansion Plan

Agri-Inputs & Farm Supply

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a plan to expand into new villages/catchment — targeting, entry approach, local influencers, sub-dealers and building trust in fresh territory. Use it to grow the customer base geographically. For a sub-dealer contract use the Sub-Dealer Agreement (AI12).

Purpose of this tool & output

Win farmers in new villages

How the output is used

Use it to win farmers in new villages — a village-by-village coverage plan with local influencers, demos and credit calibrated to the new area.

Important cautions

Expand into new villages through trusted lead farmers, demos and reliable availability — and be cautious extending credit to unproven new farmers, as unfamiliar-territory defaults are a real risk. Phase the rollout and manage delivery logistics.

Companion documents

- Agri-Input Marketing Plan
- Dealership Branding & Identity
- Digital & WhatsApp Farmer Marketing
- Farmer Loyalty & Retention Program
- Competition Response Strategy
- Scheme & Offer Communication Kit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.