


Perpetuation for Agri-product businesses

1.7.6 Prototype of the user interface of the mobile application for farmers

| My Fast Track Market | | | | |
|---------------------------|--|--------------------------|--|---|
| Location |  | | | Name |
| | | | | |
| + | Refresh | | + | Refresh |
| Register My Profile (KYC) | Fast Track Credit & Clearances | Fast Track Market (Grid) | Publish or Sell produce | Track sales and status |
| Fast Track Notifications | Fast Track Advisory | Fast Track Reports | CCMA Assessment (with upload & download) | |
| Grievances Forum | | Help Line | Settings | About |
| Purchase seeds & saplings | Purchase fertilizers | Purchase implements | Purchase soil & soil cover | Storage, refrigeration & distribution network |

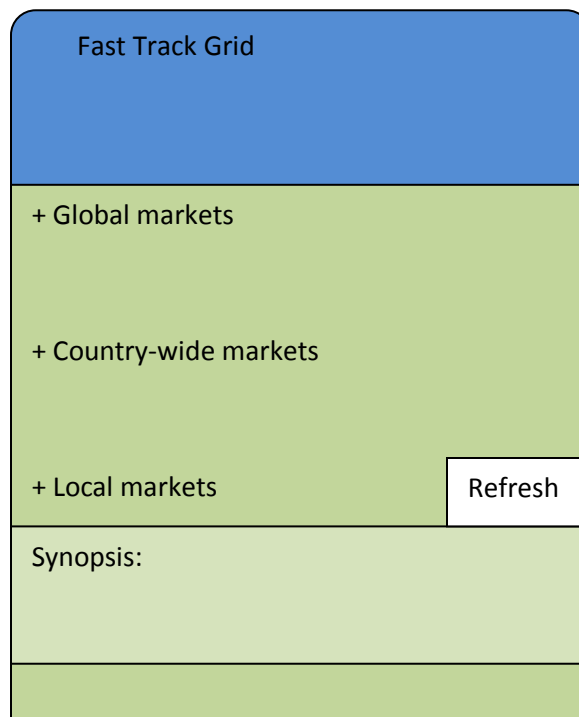
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Explanation:

1.7.6.1.Register My Profile (KYC) – This button helps a mobile user register the profile of a farmer (if new) else it will display the existing profile of a given farmer. **Refer to Table 1.6 for more details.**

1.7.6.2. Fast Track Credit and Clearances – Clicking on this button will display the credit rating for a farmer. It will also display the clearances given to the farmer on the basis of compliance or non-compliance (for different aspects important for the Fast Track market).

1.7.6.3. Fast Track Grid – Clicking on this option will display the following details in the central panel



The diagram illustrates the 'Fast Track Grid' interface. It consists of a blue header bar at the top labeled 'Fast Track Grid'. Below this is a large green rectangular area containing three items: '+ Global markets', '+ Country-wide markets', and '+ Local markets'. A small white button labeled 'Refresh' is positioned to the right of the '+ Local markets' text. Below the green area is a light green section labeled 'Synopsis:'. At the very bottom is a solid green bar.

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(a) Clicking on Global markets will display the names of other countries that may be interested in purchasing the farmer's produce (as entered in the KYC option). Clicking on a country will display the names of customers like importers, agro-processors, suppliers, value-added resellers, private individuals and other businesses registered as purchasers in the Fast Track market.

(b) Clicking on country-wide markets will display the names of the other states that may be interested in purchasing the farmer's produce (as entered in the KYC option). Clicking on a state will display the names of customers like importers, agro-processors, suppliers, value-added resellers, private individuals and other businesses registered as purchasers in the Fast Track market.

(c) Clicking on local markets will display the names of the purchasers (like importers, agro-processors, suppliers, value-added resellers, private individuals and other businesses) interested in purchasing the farmer's produce (as entered in the KYC option).

Clicking on the name of a purchaser in each of the above options will invoke a screen that helps a farmer enter into an enquiry or sales transaction with the purchaser.

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1.7.6.4. Publish or Sell produce – Clicking on this option will display 2 sub-options that is publish and sell.

Clicking on the publish option will permit a farmer to publish branding details of produce with certain other details related to growing practices, quality assurance, safety and other climate change mitigation practices followed.

Clicking on the sell option will help a farmer enter into an enquiry or sales transaction with purchasers interested in the Fast Track market.

1.7.6.5. Track sales and status – Clicking on this option will help a farmer review sales transactions with associated status (in the central panel) under categories such as

- (a) Enquiry in progress
- (b) Transactions under negotiation
- (c) Ongoing transactions
- (d) Delayed or pending transactions
- (e) Transactions under Fast Track scrutiny
- (f) Transactions with issues or complaints
- (g) History

1.7.6.6. Fast Track Notifications – Clicking on this option will display various Fast Track alerts, updates and notifications (related to the farmer, registered profile and the Fast Track network)

1.7.6.7. Fast Track Advisory – Clicking on this option will display various Fast Track advisories, recommendations and highlights (related to the farmer, registered profile and the Fast Track network)

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1.7.6.8. Fast Track Reports – Clicking on this option will display the links of various Fast Track reports, Expert panel communications and Case reviews (related to the farmer, registered profile and the Fast Track network)

1.7.6.9. CCMA Assessment – Clicking on this option will help a farmer upload response to any Climate Change Mitigation & Adaptation (CCMA) assessments and also download a Review of any earlier submitted submissions.

1.7.6.10. Grievances Forum – Clicking on this option will help a farmer record, monitor and update any complaints raised (related to the experience of selling or purchasing via the Fast Track market).

1.7.6.11. Help Line – Clicking on this option will help a farmer use the help services provided by the Fast Track market and its advisory panels.

1.7.6.12. Settings – Clicking on this option will help a farmer configure any preferences and settings thought important for the farmer and need to use the mobile application.

1.7.6.13. About – Clicking on this option will display the name of the mobile application, its version and list of patches installed. It will also help the farmer know the current status and details of the subscription to the Fast Track market.

1.7.6.14. Purchase seeds & saplings – The mobile application will help the farmer buy seeds and saplings important for produce. The sellers and products listed would need to be registered with and screened by the Fast Track network.

1.7.6.15. Purchase fertilizers – The mobile application will help the farmer buy certified manure and fertilizers important for produce. The sellers and products listed would need to be registered with and screened by the Fast Track network, wherein all transactions involving the purchase of fertilizers and pesticides will be immediately communicated to an Advisory panel designate. The designate will closely monitor the timing of the purchase, the quantity procured and the dates of utilization.

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Critical step to prevent suicide incidences amongst farmers

All farmers registered with the Fast Track will need to have entered into an agreement to facilitate close monitoring of the purchase, storage and utilization of fertilizers and pesticides. The agreement will mandate that the farmer must open the seal of the bag of fertilizers and pesticides in front of an Advisory panel designate, remove and utilize the right quantity and once again seal the bag until the next date of application.

The farmers will also need to adhere to certain policies or norms related to the measuring jars, the quality of the implements to be used for application of fertilizers and pesticides. This will help prevent uncontrolled, wrong or adversely impactful utilization.

This step will help the government control the scenarios of farmers procuring harmful fertilizers and pesticides in an uncontrolled manner, and thereon misusing them when they are under stress or pressure to sustain when conditions turn unfavorable.

1.7.6.16. Purchase implements – The mobile application will help the farmer buy certified farm implements and equipment important for produce. The sellers and products listed would need to be registered with and screened by the Fast Track network.

1.7.6.17. Purchase soil and soil cover – The mobile application will help the farmer buy certified soil or soil cover important for produce (in cases of top soil depletion, land degradation or lack of fertility). The sellers and products listed would need to be registered with and screened by the Fast Track network.

1.7.6.17. Storage, refrigeration & distribution network – The mobile application will help a farmer use the Fast Track network to get best practice recommendations, utilize infrastructure & avail of assistance related to storage, refrigeration and distribution, keeping in mind that all farmers may not be equipped to sell to country-wide or global markets.

In cases of need, the mobile application will also provide infrastructure along with assistance to farmers selling to local markets.

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1.8 Conclusions

We can improve agriculture in India and geo-linked countries/regions/locations by

1. Good transport facilities
2. Irrigation facilities
3. Institutional facilities
4. Proper marketing facilities
5. Supply of quality inputs
6. Consolidation of holding
7. Agricultural education
8. Reduction of population on land
9. Provision of better manure seeds
10. Development of cottage and small-scale industries
11. Development of a Fast Track market