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KRUSHIKRANTI – Full Project Description

A Maharashtra-based farm-to-consumer revolution

1. Project Overview

KrushiKranti is a modern agriculture empowerment project designed to support farmers financially, improve their earning capacity, eliminate middlemen, and deliver fresh farm products directly to customers across India. The platform connects Farmer → Village Collection Point → City Hub → Delivery Agent → Customer using a digital model that ensures transparency, quality, fair prices, and timely deliveries.

The mission of KrushiKranti is simple:

“Empower Farmers. Deliver Freshness. Build a Healthy India.”

2. Farmer Support & Funding Model

KrushiKranti will identify farmers across Maharashtra and provide them with:

2.1. Farming Funds

- Seeds
- Fertilizers
- Farming Equipment
- Drip irrigation support
- Financial assistance for crop production
- Interest-free crop loans (repayable after harvest)

2.2. Guaranteed Crop Buyback

Farmers get a pre-harvest agreement guaranteeing that KrushiKranti will buy the produce at:

- Fair prices
- No middlemen
- Zero commission cuts

2.3. Smart Farming Support

- Agronomist visits
- Soil testing
- Farming schedule guidance
- Weather alerts
- Pest/disease support

This ensures better crop quality and consistent production.



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Farmer Products (Category Structure)

3.1. Vegetables

- Tomato
- Onion
- Potato
- Cauliflower
- Cabbage
- Coriander
- Beans
- Brinjal
- Ladyfinger
- Capsicum
- Carrot
- Beetroot
- Cucumber

(and 15+ seasonal vegetables)

3.2. Fruits

- Banana
- Mango
- Papaya
- Pomegranate
- Watermelon
- Grapes
- Chikoo
- Guava
- Orange

3.3. Grains / Cereals

- Wheat
- Jowar
- Bajra
- Rice
- Poha
- Dal varieties (Toor, Moong, Chana, Masoor)

3.4. Dairy & Milk Products

- Daily fresh milk
- Ghee
- Paneer
- Curd
- Buttermilk

Everything comes directly from farmers or KrushiKranti partner farms.

Collection & Delivery Chain

4.1. Village Collection Points (VCP)

Every village will have a KrushiKranti Collection Center that performs:

- Daily product weighing
- Quality testing
- Packaging
- Cold-storage segregation
- Vehicle loading for hubs

4.2. Metro City Hubs

Hubs will be created in:

- Mumbai
- Pune
- Nashik
- Nagpur
- Aurangabad
- Kolhapur
- Thane
- Bengaluru
- Delhi (future)
- Hyderabad (future)

At hubs, products are:

- Sorted
- Washed
- Hygienically graded
- Stored in cold rooms
- Packed for delivery

4.3. Customer Home Delivery Network

- 2-hour delivery slot systems
- Milk delivered every morning
- Vegetables & fruits delivered daily or weekly
- 24x7 customer support

Subscription Plans (Core Revenue Model)

5.1. Milk Subscription Plans

Quantity per Day Monthly Price Description

0.5 Liter/day ₹799/month Fresh cow milk delivered every morning

1 Liter/day ₹1599/month Direct farm milk, hygienic sealing

Users can pause/resume subscription anytime.

5.2. Vegetable Monthly Subscription

₹1499/month – Veg Bucket Plan

Includes a weekly delivery of 8–10 essential vegetables such as:

- Potato (1 kg)
- Tomato (1 kg)
- Onion (1 kg)
- Cauliflower / Cabbage
- Green leafy vegetables
- 3–5 seasonal vegetables

You can define the final list based on market conditions.

5.3. Future Subscription Plans

- Fruit Basket Subscription
- Grain & Dal Monthly Pack
- Dairy Combo Pack
- Essential Kitchen Pack

All-India Expansion Strategy

Phase 1: Maharashtra

- Strong network of Farmer & Collection Points
- Major metro hubs
- Branding in local cities

Phase 2: Neighboring States

- Gujarat
- Karnataka
- Madhya Pradesh

Phase 3: Pan-India Rollout

- Subscription-based supply chain
- Unified digital marketplace
- 1,000+ village collection centers

7. Mobile App Development Requirements

7.1. App Modules

(A) Customer App

User registration/login

Subscription plans (Milk/Vegetables/Fruits)

Add to cart + checkout

Daily delivery tracking

Wallet & payments

Delivery slot selection

Push notifications

Order history

(B) Farmer App

Farmer registration

Crop details submission

Funding request section

Daily produce sale entry

Account balance & settlement

Support chat with KrushiKranti team

(C) Admin Panel (Web Dashboard)

Farmer management

Customer subscription management

Payment gateway integration

Delivery route planning

Inventory management

Hub-to-village logistics tracking

Technology Stack (Recommended)

Mobile App

Flutter or React Native

(One codebase → Android + iOS)

Backend

Spring Boot (you already prefer this)

REST API

Microservices

Payment API integration

Database

MySQL or PostgreSQL

Firebase for notifications

Cloud / Hosting

AWS or Google Cloud

CDN for images

Load balancer for high traffic

9. Branding & Identity

Brand Name: KrushiKrantı

Meaning: Revolution in Agriculture

Tone: Trust, purity, transparency, empowerment

Tagline Options:

"From Farm to Family."

"Healthy Food. Happy Farmers."

"Empowering Farmers, Enriching Homes."

"Freshness Delivered Daily."

10. Final Summary

KrushiKrantı is a scalable and impactful farmer-to-customer platform that uses digital technology to solve major agricultural problems. By giving farmers financial support and direct market access—and offering consumers fresh, trusted products at subscription rates—the project ensures profitability for farmers and healthy living for customers.