ORGROW

App Description:

ORGROW is an innovative mobile application designed to promote organic farming and self-employment opportunities in the agricultural sector. It is a comprehensive platform connecting farmers, consumers, and aspiring entrepreneurs interested in organic farming practices. The app aims to create a sustainable and healthy ecosystem by encouraging the growth of organic food production and empowering individuals to start their own agricultural businesses.

Facts and Figures:

There has been a major shift in organic products, especially fruit and vegetables in the cities as about 62% of metropolitans buy organic, an increase of 95% in the last 5 years, according to a survey undertaken by the Associated Chambers of Commerce and Industry of India (ASSOCHAM).

Patterns of monthly spending give a good picture of consumer behaviour like Mumbai (65%) spends the most on organic products followed by Delhi-NCR (61%), Bangalore (58%), Ahmedabad (55%), Hyderabad (52%), Chandigarh (51%) and Indore (50%) etc.

FEATURES:

1. Marketplace: The app provides a dedicated marketplace where organic farming enthusiast can showcase and sell their organic produce directly to consumers. Users can browse through a wide range of fresh, locally grown organic fruits, vegetables, grains, and other agricultural products. The marketplace facilitates transparent transactions, ensuring fair prices for both farmers and consumers.