



VIT
CHENNAI



L&T
EduTech

DATAQUEST 2.0

DQML_1

Ayurvedic Herb Traceability System

(Theme: Heritage & Culture)

Problem Statement:

The supply chain for Ayurvedic herbs is often unclear and fragmented. This lack of transparency makes it difficult to verify the purity and origin of herbs, leading to issues like a lack of trust, fake products, and quality concerns. Consumers cannot be sure if the medicine they are taking contains the correct, high-quality ingredients, which undermines the effectiveness of the treatment and harms the credibility of the entire industry.

How to Solve:

Digital Tagging: Create a unique digital ID for each batch of herbs at the farm level, perhaps using a QR code or barcode.

Track the Journey: As the herbs move from the farm to processing, packaging, and the store, each step is recorded in the digital system.

Build a Secure Database: Store all this tracking information in a secure, tamper-proof database (like a blockchain) to ensure the data cannot be changed or faked.

Create a User App: Build a simple app for consumers. By scanning the QR code on the product, they can see a timeline of where the herbs came from and their journey.

Onboard Partners: Partner with farmers, processors, and Ayurvedic companies to get them to use the system and record their data.