

**DESIGN IMPACT >>>
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TITAN Design Impact Challenge Project Submission

Ecosystem Development Partners
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AgriHire

Bridging Farmers and Workforce through Technology

Team Members

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What problem are you trying to solve?

- Farmers struggle to find timely and reliable labor, especially during sowing and harvesting seasons.
- Dependence on local contractors or word-of-mouth is slow, costly, and uncertain.
- Lack of a structured system causes delays, crop losses, and reduced income.
- Many rural workers remain unemployed or underutilized, despite high demand.
- The gap between farmers and workers directly affects food security, productivity, and rural livelihoods.

Core Problem: No efficient, tech-driven platform exists to quickly connect farmers with available workers.

What is the root cause of this problem?

- **Seasonal Peaks – Labor demand shoots up during sowing and harvesting, creating sudden shortages.**
- **Unorganized Workforce – Most farm workers are daily wagers, scattered, and not registered anywhere.**
- **Reliance on Middlemen – Contractors control access, charge high commissions, and cause delays.**
- **Migration Issues – Many workers move to cities for jobs, leaving villages with fewer hands in peak season.**
- **Lack of Technology – No digital platform exists to directly connect farmers with nearby available workers.**

User Research Insights

- Farmers experience major labor shortages during sowing and harvesting seasons.
- Middlemen increase costs and reduce transparency in hiring.
- Workers face irregular employment and inconsistent income.
- Farmers and workers both expressed interest in a simple, direct solution.
- The problem is not the lack of workers, but the lack of an organized system.
- Users are willing to adopt a digital platform if it is affordable and easy to use.

Origin Story

- Farmers lose crops & income due to unreliable labor.
- Workers idle in nearby villages but lack connection.
- One farmer lost his entire harvest when workers never showed up.
- My father, also a farmer, struggled to find workers for our arecanut plantations during spraying and harvest—causing heavy losses & stress.
- That moment hit me: If I, an engineer, can't solve my own father's problem, then what am I an engineer for?
- Thus, AgriHire was born—to make hiring farm workers quick, reliable & accessible.

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Name of the Solution



Connecting Farmers with Workers – Fast, Simple, Reliable

Working of the Solution

- **Say Hi** 🙌
- **Farmers send a “Hi” message to the AgriHire WhatsApp bot. (No app download, no signup required – just WhatsApp!)**
- **Enter Job Details**
- **The bot guides them step-by-step to select language, location, date(s), worker type, and number of workers needed.**
- **Get Availability & Pricing** 💰
- **The system instantly checks nearby workers and replies with availability + transparent per-worker/day pricing.**
- **Pay & Confirm** ✅
- **Farmers complete payment via UPI/card link → booking gets confirmed with a unique Booking ID.**
- **Notifications & Updates** 📲
- **Farmers receive booking confirmation + WhatsApp receipt.**

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Images/Links/Video of Your Solution

Include visuals like prototypes, sketches, or CAD renders.

[Agrihire Bot](#)

[Website](#)



Target Audience

- **Small and Marginal Farmers – who face difficulty hiring workers during peak seasons.**
- **Medium and Large Farmers – who require more labor for large-scale farming activities.**
- **Rural Communities – that benefit from reduced migration and local employment opportunities.**
- **Agri-Cooperatives & Organizations – that can coordinate workforce more efficiently.**
- **Consumers – who benefit indirectly through stable food supply and reduced wastage.**

Geographical Focus

- **Primary Focus:** Rural India – especially regions with high dependence on agriculture and seasonal labor needs.
- **Pilot Region:** Mangalore Karnataka (starting point due to strong farming communities and familiarity with local needs).
- **Expansion Goal:** Gradually scale across southern states like Andhra Pradesh, Tamil Nadu, and Kerala.

Research Support

<https://docs.google.com/document/d/1gD72M5BKb3B30PhujfognHgljvwSvtNi/edit?usp=drivesdk&oid=116257134780028707034&rtpof=true&sd=true>

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Thank You

If pizza can arrive in 30 minutes, why can't workers arrive in 2 days? – AgriHire makes it happen.

Right workers. Right time. Right at your farm