

Portal for Farmers to sell the product at a better rate

❖ Problem statement in Description

- o System that provides farmers an interface to sell their product , and connect with the buyers all over India
- o Simple interface that works on mobile, SMS to upload product details and respond via phone and SMS (taking care of digital divide)
- o Interface for anyone to buy the produce/vegetable ❖ initially visit the place and buy or have courier service integrated to deliver the vegetables so Farmers can get a better price for their produce, no additional cost spent in marketing and delivery of goods , however they can choose to charge more by delivering the items themselves

❖ Purpose of this analysis and who will benefit

- o Farmers, Restaurant owners, Buyers , Courier Companies, Delivery Agencies, Vegetable Vendors

❖ How does it help the nation

- o Better rates for the vegetables, Make the Farmers live with pride and make additional income

❖ Practical and reasons why this idea could be a challenge

- o Brokers , Govt rules
- o Overall profitability in the deal for the buyer to purchase directly from farm , excluding transportation

❖ How does this help CDK : What❖s in it for us

- o No Direct link

❖ Technology that can be used as a platform for connecting car buyer to Seller Domain Bucket

- o Agriculture
- o E-Commerce
- o Payment

❖ Technology Bucket

- o Integration across systems ❖ Integration platform across systems with security model for data extraction
- o SMS and Mobile Computing
- o Analytics & Data Science (if possible) - Bigdata/Hadoop, AI / ML
- o Data Aggregation o Visualization