**ORGANIZATION NAME :** CDK Global.

**PROBLEM STATEMENT:** Portal for Farmers to sell the product at a better rate.

• Problem statement in Description:

1. System that provides farmers an interface to sell their product, and connect with the buyers all over India.

2. Simple interface that works on mobile, SMS to upload product details and respond via phone and SMS (taking care of digital divide).

3. 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.

**PROBLEM CODE**: RA27 **TEAM NAME:** AgroCraft.

**TEAM LEADER NAME:** Abhishek Gupta. **COLLEGE CODE:** #2274

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**TEAM MEMBERS:-**

**SOLUTION PROTOTYPE:**

AgroCraft is an online portal with a pure vision to consolidate farmers and buyers who can both be consumers or restaurant owners, and abolish the system of middlemen.

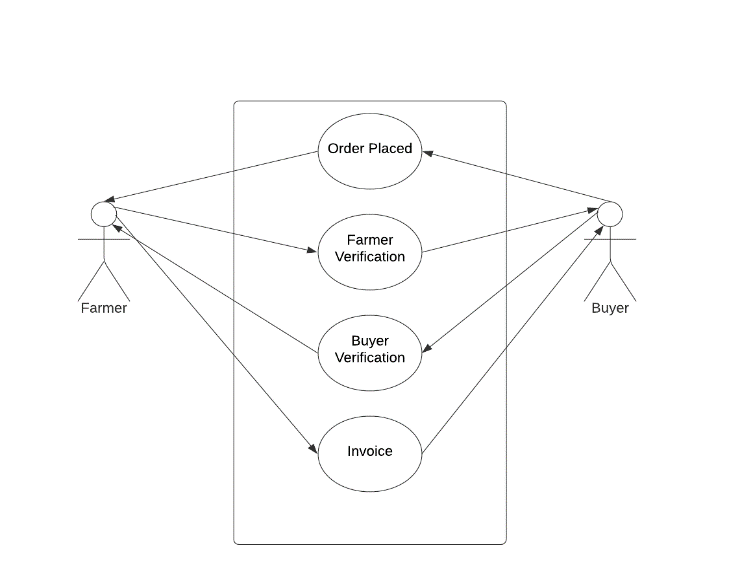
WE HAVE HAD A FAIR SHARE OF DISCUSSIONS WITH FARMERS AND KEEPING THEIR PROBLEMS IN MIND WE HAVE DESIGNED A SOLUTION.

**FARMER**

1. The farmers have to register on the **Multilingual Portal** which allows the farmer to choose his preferred language, following which a **Verification team** will verify the legal documents and the quality of the products on site. With that being done, the farmer will now be **Certified** which makes him eligible to upload his products online after logging in. He will be familiarized with the statistics of the number of farmers in his domain and vicinity on the farmer homepage.
2. The farmer can insert his product, update/edit his product details and delete the product from the portal via the **Website,** **SMS (multilingual) and Call system** (Call Centres). He will be notified when he has done the same, successfully. Along with the contact information of the buyer made available to the farmer to call and commune, the portal also provides a personalized **Chat Section** with the buyer which succours in bridging the gap between remote farmers and buyers. The farmer will be **notified via SMS/website** when a buyer buys his product. If farmer does not use any smart devices then he can update the buyer, about delivery process via SMS, and the result will also be reflected on the website.
3. When the farmer enters his price for his product, he will be **shown the MSP (minimum selling price)** of that particular price, for that particular product which assists in giving him a rough estimate, with the help of algorithms.
4. He will have to enter the **expiry date** of the product. As the date gets closer to the expiry date, the price of the product will **decrease by a certain percentage.** Once the date of expiry arrives, the product will be taken down.
5. The farmer can **keep track of all his previous transactions** in his account on the website.
6. Farmers who don’t produce much yield, have an opportunity to **create groups** among themselves to serve the buyer together. The admin of the group will be responsible in dividing the revenue.

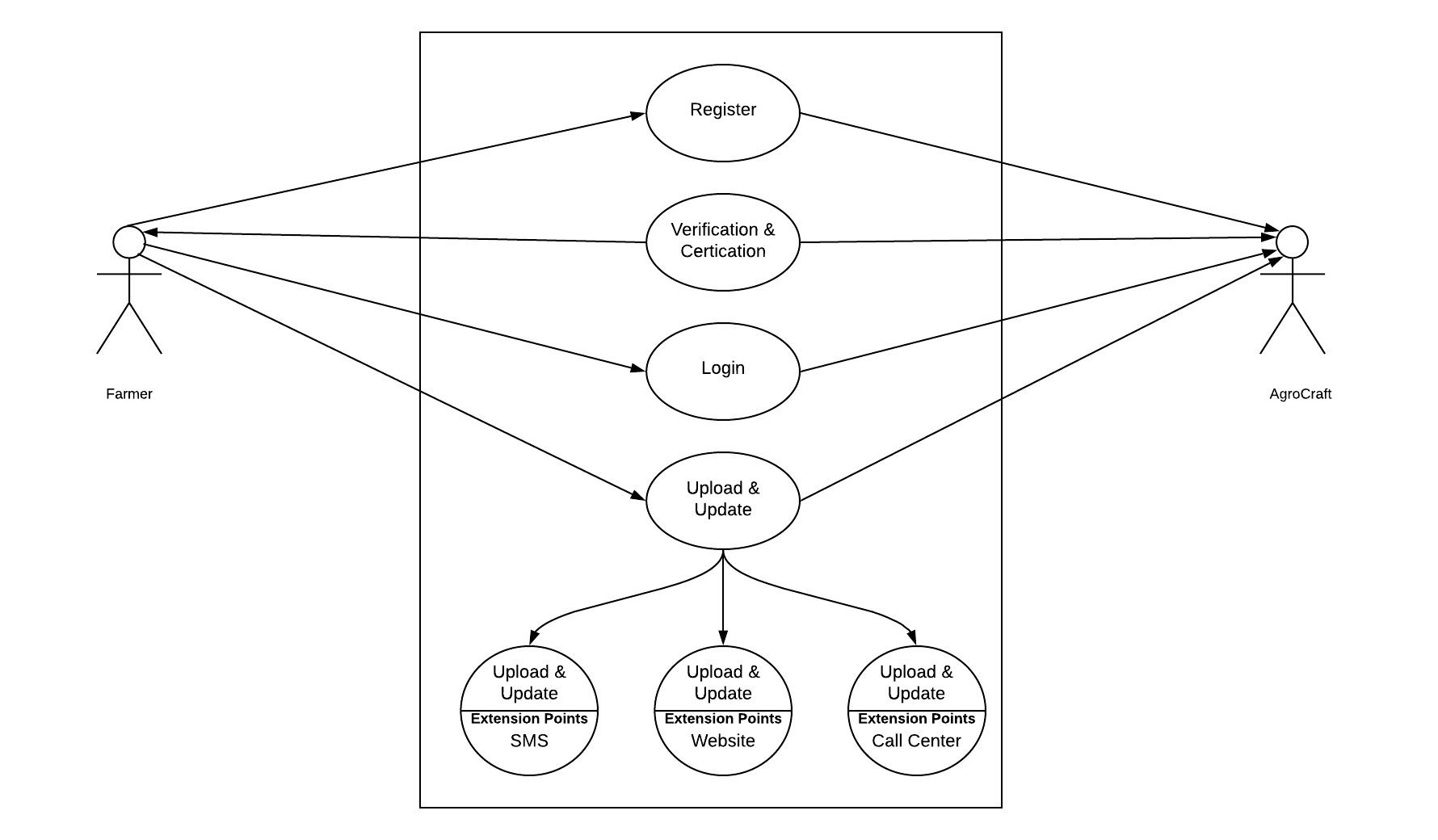
**BUYER**

1. On the other hand, once the buyer is registered and logged in, he gets to access and buy all the products put up by the various farmers according to his choice. If a buyer has a preference of any location, from where he desires his product to emerge from, he can **search the products on the basis of location (state and district), and price(sorting)**, thereby implementing the **filter system**. He can search the products **categorically** according to his preference.
2. The **review system(rating and comments)** backed by the feedback from the previous customers and the **bestsellers feature** enables the buyer to buy the best products and the **reporting system** helps to maintain mutual integrity on the platform. If five negative reviews is noted against a particular farmer, he no longer stands eligible to use the portal. The verification team will respond and once again verify, after which necessary actions would be taken. If the farmer is found guilty, he will be **banned and a certain amount of penalty** will be extracted from him and given to the buyer.
3. If there’s any product that the buyer needs on a regular basis, he can use the **subscription feature** by which he has to order that product only once and specify the duration and also the days he requires the product. The **recommendation system** displays the product frequently bought by the buyer, and also specifies the products bought together which helps in easy use of the website.
4. The buyer can keep **track of the delivery** of the product he ordered , and can pay the amount via Paytm,cash on delivery or directly to farmer’s bank account.



**CDK GLOBAL:**

In the initial stages, the farmer does not have to pay any commission. Once he has earned a significant amount though this website, he begins to pay commission of a certain percentage. The buyer, however, has to pay commission on every purchase.

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**DEPENDENCIES:**

1. The farmer must possess a basic phone.

2. This application can be installed in all devices having Android version Jellybean and higher.

3. An online portal generated shall require IE v9 or higher, Google Chrome, Mozilla Firefox, or any other web browser.

**SHOWSTOPPERS:**

1. A percentage of farmers do not have access to smartphone, therefore SMS/Call System has been made available.

2. Farmer profits increases owing to the fact that farmers sell their products at better rates, eliminating the middleman.

3. Buyers can get their hands directly on fresh products according to their choice of product, variety and time, straight from the fields in reasonable prices.

4. Multiple farmers (many of which reside in remote areas) get in direct touch with buyers in capital cities and the prices are negotiable between them with no involvement of the admin whatsoever.

5. The farmer does not have to spend any extra cost in delivery and marketing.

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1 In India, we have 120 million farmers out of which 47% of farmers are illiterate. 32% of them are in rural areas, and 15% of them in urban. (sms and call system, both multilingual).

A percentage of farmers **do not have access to smartphone,** therefore SMS/Call System has been made available

3 farmer sells at **better rates**. Buyer can buy the products at **cheaper rates.** (5 to 1.) . since courier systems, and transportations are integrated, their increases too.

4. BARGAIN.

5 If **scarcity** of a particular product arises at any instant of time, at a particular location, the buyer will be given **suggestions of locations closest to his vicinity where the product is available.**

**6 he is no longer restricted to his own city.**

**7**

Each farmer from before itself, has contact **with transportation services**(delivery agencies) on whom they have been relying so far. We integrate these transportation services with our portal which results in us having an array of transportation at our disposal. Since their income also increases, we can ask for concessions.We plan on integrating the top courier systems, who deliver to most of the regions. But if theres still any rural place left, we can integrate the Indian postal service to cover every nook and corner of the country.

**8 subscription.** We wont order all the time from kerala, we will store it in a government **warehouses closeby(wdra- warehouse development regulatory authority) 7rs per quintal per month.** It will be stored till the expiry date.

B

Each farmer from before itself, has contact with transportation services(delivery agencies) on whom they have been relying so far. We integrate these transportation services with our portal which results in us having an array of transportation at our disposal.

If a farmer cannot deliver himself, he can avail to this service.